Media & Communication Modules for Visiting Students 2024/25

These modules are designed to equip students with both the knowledge and skills to understand the world of media and to engage with it as practitioners, researchers, media theorists and industry experts.

One of the main characteristics is the integration of theory and practice, as well as being introduced to aspects of the media industry. Students can choose modules where they will acquire practical skills in media production across a range of digital platforms, i.e. video, websites and podcasts, television, websites, motion graphics.

Level 4 modules are introductory and examine historical and contemporary developments in media and culture, looking at how our media usage has evolved from photography through video to Snapchat. Modules cover the various media forms and understand how news stories are portrayed across different channels.

Level 5 modules build upon the theoretical and conceptual understanding developed at introductory level with the module MD5010 Researching the Media: Key Theories and Methods. This module looks in more depth at how these concepts emerged and developed in the 20th and 21st centuries. Students will examine their use in understanding and analysis of contemporary media and communication cultures

Modules such as MD5008 Digital Storytelling will develop students' digital production skills in websites, video, audio and images, encouraging them to think critically about online communication, media arts, digital culture, new documentary, narrative and audiences.

For Study Abroad and International (non-EU) Exchange students, as this subject is interdisciplinary in nature, please note that there are related modules available in other subject areas as well. For example, in Journalism, there is *JO5010 Broadcast Journalism* and in Creative Writing, *CW4004 Writing that Works* and *CW5004 Introduction to Screenwriting*.

Updated April 2024/PJW

Entry requirements: GPA of 2.75 or above (out of 4.0) or equivalent

Pre-requisites:

- Level 4: there are no formal pre-requisites

- Level 5/6: prior study of media/communication at university level is required.

Taught at: Penrhyn Road campus

Media & Communication Modules for Visiting Students 2024/25

Key to Module Descriptors
Suitability of Module for Students Visiting KU on Study Option _____
1: Indicates module is suitable for students visiting KU on Study Option 1 (Whole Year)
2: Indicates module is suitable for students visiting KU on Study Option 2 (Autumn)
3: Indicates module is suitable for students visiting KU on Study Option 3 (Spring)

Notes:

1. All modules are at undergraduate level only.

2. Students enrolled on Study Option 1 are required to study the entire module.

3. Whilst the University makes every effort to ensure that this information is correct at the time of updating (April 2024), it cannot accept responsibility for omissions or subsequent changes. Module availability and content may be subject to change, as part of the University's policy of continuous improvement and development.

4. Details of assessment for students enrolled on either Study Option 2 or 3 where provided are **indicative** only and may also be subject to change as part of the above policy.

Media & Communication Modules for Visiting Students 2024/25

Module Code	Title	Suitability Key		
LEVEL 4 – INTRODUCTORY				
MD4002	Media @ Work	1	2	3
MD4004	Digital Media Foundations	1	2	
MD4006	Content Creation and Social News: Analysis and Practice	1	2	3
MD4007	NetworkedMediaLives	1	2	
LEVEL 5 – INTERMEDIATE				
MD5005	Identity and Difference	1	2	
MD5008	Digital Storytelling	1	2	
MD5010	Researching the Media: Key Theories and Methods	1	2	3
LEVEL 6 – ADVANCED				
MD6019	Issues in Contemporary Media Environments	1	2	3

LEVEL 4 – INTRODUCTORY

Module Code	MD4002
Module Title	**Media @ Work**
Credits	• Full Year: 8 (US) 15 (ECTS) • Single Semester: 4 (US) 7.5 (ECTS)
Level	4
Prerequisites	None
Suitability	• Study Abroad/International Exchange students for Study Options 1 or 2 or 3 • Not open to Erasmus students as Level 4

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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| Module Content | This module enables students to explore how the Media and Communications industries generate, circulate and promote information by drawing on different media and their interconnectedness. Students will be introduced to aspects of the media industry, including its structure and organisations, production processes, content, and audiences.

Students will consider their potential role within the media industry and embark on the start of their personal career planning.

➢ **Autumn Semester topics: How the Media Industry Works**

Students will study aspects of the media industry including: advertising, sales, social media, marketing, games and broadcasting in order to gain an understanding of how the media makes money. Students are also introduced to different ownership models and how these shape the industry. Critical debates and discussion will consider the challenges and positive implications of media content for wider society.

Topics:
- What is Media?
- Media Industries
- Intellectual Property and Copyright
- Social Media
- TV Formats, developments and sales
- How to get into the advertising industry
- Distribution and Formats
- Exhibition Industries
- The advertising industry

➢ **Spring Semester topics: Finding your Place in the Media**

This part of the module concentrates on exploring the world of work within the media industries in a more practical way. Students will work with specialist colleagues from the careers and employability team to build their own professional development plan, learn how to write an effective CV, unpack job adverts and research job roles as well as how to present themselves professionally online and begin to network effectively.

Topics:
- What is employability?
- What makes me so employable
- Skills reflection and writing CVs
- Creating an Online Personal website (Wix)
- Digital networking and social media
- Critical thinking in the workplace |
|---|---|

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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	• Professional Networking • Personal Development Plan
Teaching	weekly one-hour lecture followed by two-hour seminar/workshop
Assessment	Study Option **1**: • Poster (30%) • Critical commentary – 1000 words (40%) • Employment portfolio – including a personal online site, an up-to-date CV and an oral presentation on a particular job role in the media industries. (30%)
	Study Option **2**: • Poster (100%)

	Study Option **3**:
	
	• Employability Portfolio (100%):
	   o An up-to-date CV
	   o A professional online site
	   o A slide pack briefing for a particular job role within the media industries.

Last updated	**01/05/24** PJW

Module Code	**MD4006**
Module Title	**Content Creation & Social News - Analysis and Practice**
Credits	• Full Year: 8 (US) 15 (ECTS) • Single Semester: 4 (US) 7.5 (ECTS)
Level	4
Prerequisites	None
Suitability	• Study Abroad/International Exchange students for Study Option 1 or 2 or 3 • Not open to Erasmus students, as level 4

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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| Module Content | This module introduces students to storytelling and framing strategies used to create content and social news across multiple platforms.
| | |
| | Through critical, analytic, and creative practice, students learn how breaking news narratives, everyday stories, and viral social media content function culturally and politically in local and global contexts.
| | |
| | The module also enables students to develop essential skills with critical summary, planning, collaborative engagement, self-awareness, global awareness, creative communication, and technology required for successful undergraduate study.
| | |
| | ➢ **Autumn Semester: Scripting Media Events**
In this semester, the module engages with Dayan & Katz's definition of media events as scripted ceremonial events of contest, conquest and coronation. The students will examine this theory and challenge the centrality of mass (and broadcast media) by looking at alternative models of media events including: disruptive events (catastrophe, conflict, violence), media scandals, viral (new) media events, everyday life events (including tabloid, "trash" media, and confessional cultures)
| | |
| | Topics:
• Making media stories: narrative, script, performance
• Theory of ceremonial media events (Dayan & Katz)
• Contest scripts (sports events & political campaigns)
• Conquest scripts (techno-science and politics)
• Coronation scripts (the Royal family, state funerals and memorials)
• Disruptive marathons & disruptive events
• Media scandals
• Moral panic
• Viral media content & everyday life events
| | |
| | ➢ **Spring Semester: Podcasting**
| | |
| | This part of the module enables students to learn how to design, research, script and produce a podcast.
| | |
| | Topics:
• The acoustics of social media
• introduction to podcasting
• Podcast audiences
• Podcast Branding
• Presenting, recording, producing
• Podcast reflection

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	• Agenda-setting, framing and priming • Are celebs and social media influencers newsworthy? • Youth sub-cultures • Urban music: UK grime & drill
Teaching	Weekly one-hour lectures followed by one hour-seminar & group activity
Assessment	Study Option **1**: • News review analysis – 1,500 words (40%) • 700-word reflective summary (700-750 words) (10%) • Short-form (5 to 10 minute) individual podcast or long form collaborative 20 to 25-minute podcast (40%)
	Study Option **2**: • News review analysis – 1,500 words (100%)
	Study Option **3**: • Short-form (5 to 10 minute) individual podcast or long form collaborative 20 to 25-minute podcast (80%) • 700-word reflective summary (20%)
Last updated	**01/05/24** PJW

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Module Code	**MD4004**
Module Title	**Digital Media Foundations**
Credits	• Full Year: 8 (US) 15 (ECTS) • Single Semester: 4 (US) 7.5 (ECTS)
Level	4
Prerequisites	None
Suitability	• Study Abroad/International Exchange for Study Options 1 or 2 • Not open to Erasmus students as Level 4

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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Module Content	This module aims to acquaint students with historical and contemporary digital media practices and design principles as a basis for developing media communication skills.
	Students will develop visual thinking, software skills and, an understanding of the range of digital media production by selectively experimenting with digital form and content.

Topics covered include:

- Tools /Output
  - MAC environment / computer metaphor
  - Resolutions (print v screen)
  - Aspect Ratios (mobile / video / web)
  - File Formats (bitmaps/vectors /video /audio /web)

- Meaning and Visual Language (I):
  - Historical & Theoretical Context: Semiotics
  - Form & Content: (e.g. image making: montage / remix)
  - Document (e.g. photojournals / photoessays / recording / remixing / storytelling)
  - Logos & Brands

- Meaning and Visual Language (II):
  - Historical & Theoretical Context: Frames of Reference
  - Type, Text, Fonts
  - Form & Content: (e.g. image making: montage / remix)
  - Rich Media / Interactive, Audio & Motion
  - Motion and Animation, Interactivity (e.g. interactive narratives)
  - Moving image, video editing (music videos / viral ads)
  - Soundscapes

- Participation / Dialogue
  - Orality / 'Voice' / Internet
  - Interfaces
  - Interactivity
  - Templates
  - Writing (RW Cultures)
  - Social media

- Trends
  - Convergence
  - Distribution
  - Consumption: mobile; apps; gaming; ubiquitous
  - Social Media
  - Intellectual Property: copyright
  - Open Source / Share Culture

	➤ **Autumn semester topics:** • Photography • Gibbs reflective cycle • Animation • Sound • Digital Media as Art • Gallery visit • Copyright
Teaching	Weekly 1-hour lectures and 2-hour seminars/workshops
Assessment	Study Option **1**: • 3 x Client Briefs: Photo essay, sound recording, stop-motion animation (20%) • Production journal: Individual Blog – at least 15 entries (40%) • Narrative Project (40%)
	Study Option **2**: • Take Home test (100%)
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Module Code	**MD4007**
Module Title	**#NetworkedMediaLives**
Credits	• Full Year: 8 (US) 15 (ECTS) • Single Semester: 4 (US) 7.5 (ECTS)
Level	4
Prerequisites	None
Suitability	• Study Abroad/International Exchange students for Study Option 1 or 2 • Not open to Erasmus students, as level 4

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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Module Content	This module is an introduction to media literacy in the age of digital social networks. The time we spend online is increasing to almost half of our waking lives. Thanks to rapid advances in mobile media technologies, more areas of social interactions and daily activities are carried out online. What is the impact of social media use on our well-being? In what ways does it shape individual and collective identities? Can our mediated and networked lives influence our feelings, beliefs, thoughts, and behaviour? To engage these questions, we will develop critical strategies and creative practical skills to navigate the different sites of old and new media environments. We aim to investigate four key areas: how reality is perceived and communicated; what motivates networked sociability; how identities and lived experiences are performed and narrated through images, text, sound, and data; and what concrete problems or challenges are specific to life in social media networks. The module is focused on active learning combining guided readings and viewings with practice-based seminar activities. Students are encouraged to draw on their own situated knowledge and experience of their immediate media environments to build a portfolio of media works relevant to the module. ➢ **Autumn Semester topics:** • What is media ecology? • Networked sociability • Convergence • Neurodiversity • Collaborative storytelling • Hidden Connections- Network Society • life scripts and affect psychology • Connecting Bodies • Connecting Minds: the 'knowledge economy' ➢ **Spring Semester topics:** • Conspiracy Networks • Live streaming & ephemeral content • Video from medium to content • Connected cities • Digital promotional culture • Networked Labour
Teaching	taught lectures and practice-based seminars in weekly two-hour whole group sessions
Assessment	Study Option **1**:

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	• 1000-word case study report (40%) • 5-minute video essay (60%)
	Study Option **2:** • 1000-word case study report (100%)

Last updated	**01/05/24** PJW

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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LEVEL 5 – INTERMEDIATE

Module Code	**MD5005**
Module Title	**Identity and Difference**
Credits	• Full Year: 8 (US) 15 (ECTS) • Single Semester: 4 (US) 7.5 (ECTS)
Level	5
Prerequisites	study of media and communication at university level
Suitability	Study Options 1 or 2
Module Content	This module introduces major theories in media and cultural studies in order to explore the ways in which different social groups – different 'identities'– are represented in the media. The module examines both mainstream and alternative media representations of gender and sexuality, 'race' and ethnicity, social class and national identity, amongst others. These are approached through theories that focus on the significance of ideas of 'identity', 'difference', 'culture', and 'ideology' in these representations. The module also addresses the ways in which the media address different audience groups in terms of their gender/sexuality, class, and 'race'/ethnicity and explores the extent to which the media define the interests, activities, and characteristics of these audiences. ➢ **Autumn Semester topics:** • What is Britishness? • What is the difference between sex and gender? • What are DEI policies and do they work? • To teach or not to teach: What is critical race theory? • Identity at the intersection i: what is intersectionality? • From queer media to queer baiting: the debate • Is it disabled or with disabilities: the debate ➢ **Spring Semester:** • Rap Music and Gender • The shape of horror • Mental health in cinema and in fan fiction • Regional Identities • Queer cinema • National Identity and Food: Community and Diaspora

	• Fashioning the body: Global identities
Teaching	Weekly two- hour lectures/workshops

Assessment	Study Option **1**:
	
	• 1,500-word essay (40%)
	
	• practice portfolio or a research essay (60%)
	
	    a) Practice portfolio: practical project and rationale (750 words)
	
	    b) 2,500 words research essay.

	Study Option **2**: • 1500-word essay (100%)
Last updated	**01/05/24** PJW

Module Code	**MD5008**
Module Title	**Digital Storytelling**
Credits	• Full Year: 8 (US) 15 (ECTS) • Single Semester: 4 (US) 7.5 (ECTS)
Level	5
Prerequisites	study of media and communication at university level
Suitability	Study Options 1 or 2

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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Module Content	This practical module aims to develop students' skills and abilities to produce digital products – audio, video, games, images - in a way that meets contemporary audiences' changing expectations. Students will consider how digital technology can be used to deliver media in the most compelling ways, and analyse how digital storytelling is altering both audiences and the wider media industry. The module aims to provide students with the specialist vocabulary, concepts and skills required for the use of digital storytelling in a variety of professional contexts such as commercial and educational campaigns and the interactive media industries.
	Students will consider the short history and emergence of digital storytelling by looking at case studies from various media such as news, television and the internet. They will look at the role of digital storytelling in narrative theory, such as the representation of narrative action, plot and character, and the use of words, images and sound as narrative devices. They will learn how to apply this knowledge to their own media production projects.
	Methods for the formal presentation of plans for digital stories such as storyboards and structure diagrams will be covered. Students will learn skills in identifying a story with strong audio visual potential and how to grab the attention of the audience. They will further develop competence in recording audio, shooting photography and video, animation, building interactive games and incorporating powerful narrative into the production edit.
	Topics:
	• The emergence, context and short history of digital storytelling • How stories work • Case studies – digital storytelling in practice: education, marketing, journalism • Researching and identifying appropriate themes and material • Developing an effective pitch and storyboard • Developing an appropriate structure and style, • Planning a creative approach to using a range of media • Production schedules: managing available time and resources • Technologies for digital storytelling: audio, video, interactive media • Digital film, video and audio production • Video Editing and Post Production • Professional Video Camerawork • Creative Audio Post Production • Computer graphics and animation • Narrative in Gaming • Using digital storytelling tools • Interactive media
	➤ **Autumn Semester:**

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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	- Introduction to Digital Storytelling: the emergence, context and short history of digital storytelling - Introduction to Digital Storytelling: Case studies – digital storytelling in practice: education, marketing, journalism - Digital Storytelling Options: Technologies for digital storytelling: audio, video, interactive media - Options: Transmedia storytelling and planning a creative approach to using a range of media - Options: researching and identifying appropriate themes and material - Digital Storyboarding: How stories work - digital storytelling in narrative theory, representation of narrative action, plot and character, and the use of words, images and sound as narrative devices - Digital Storyboarding: developing an appropriate structure and style – storyboards and structure diagrams - Pitching your Digital Story: Developing an effective pitch – pitching effectively for different audiences, all the elements that need to be included in the pitch, presentation style - Pitching: Production schedules: managing available time and resources (awareness of which will need to be shown in your pitch) - Digital Story Production: Digital film, video and audio production - Digital Story Production: Professional Video Camerawork - Interactive Digital Storytelling through Games and Animation: Interactive Media and Narrative in Gaming - Immersive Digital Storytelling: Immersive media, Augmented Reality and Virtual Reality, Storyboarding for different media and perspectives - Editing your Digital Story: Video Editing and Post Production for different types of media - Editing your Digital Story: Creative Audio Post Production - The Pitch
Teaching	Autumn: 1-hour lecture and weekly two-hour lab-based workshop Spring: 3-hour weekly lab-based workshops
Assessment	Study Option **1**: 15-second video Teaser and Concept Model (30%) - Pitch Presentation (20%) 3-minute digital Story Production (50%)
	Study Option **2**: 15-second video Teaser and Concept Model (50%)

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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	• Pitch Presentation (50%)
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Module Code	**MD5010**
Module Title	**Researching the Media: Key Theories and Methods**
Credits	• Full Year: 8 (US) 15 (ECTS) • Single Semester: 4 (US) 7.5 (ECTS)
Level	5
Prerequisites	Prior study of media and communication at university level
Suitability	Study Options 1 *or* 2 *or* 3
Module Content	This module builds on the theoretical concepts introduced at level 4, looking closely and in more depth at how these concepts emerged and developed in the twentieth and twenty-first centuries. Students will examine their utility in the understanding and analysis of contemporary media and communication cultures by applying them to recent case studies and issues from media, from Love island to apps, from social media influencers to computer algorithms. But this module is not just about exploring the theories that we need to critically examine media. Students will also examine research methodologies associated with the discipline of media and communication through a series of Research Methodology Sessions. These will prepare students for undertaking an independent research using a methodology of their choice to address a particular topic or issue in the field of media and communication. ➢ **Autumn Semester: Researching Media Content; Consumers** ❖ *Researching Media Content* • Why and how we research the media • Examining the Culture Industry in the digital era • Analysing media discourses • Visual methods for media research • Political Debate, social media and propaganda

	❖ **Researching Media Consumers** • Researching people - ethics and imperatives • Observation and ethnography • Ethnography and race • Intercultural Communication • From ethnography to autoethnography ➢ **Spring Semester: Global Communication; Communication Aesthetics** ❖ **Global Communication** • Social Media, Social Behaviour • Orientalism, then and now • Digital Islamic Art • Gaming Culture, Hyper reality or hyper imagination • Artivism ❖ **Communication Aesthetics** • Mediated experience (Remediation: Refashioning media) • Remix Creativity: (Remixability) • Transmedia Storytelling
Teaching	Weekly two-hour seminar and one-hour lectures
Assessment	Study Option **1**: • Applied theory exercise (1,500 words) (40%) • Research essay - 2,000-words (60%)
	Study Option **2**: • Applied theory exercise (1,500 words) (100%)
	Study Option **3**: • 2,000-word research essay (100%)
Last updated	**01/05/24** PJW

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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LEVEL 6 – ADVANCED

Module Code	**MD6019**
Module Title	**Issues in Contemporary Media Environments**
Credits	• Full Year: 8 (US) 15 (ECTS) • Single Semester: 4 (US) 7.5 (ECTS)
Level	6
Prerequisites	Substantial study of intermediate-level media and communication
Suitability	Study Options 1 or 2 or 3
Module Content	This module seeks to synthesize and draw together students' understanding of theoretical and contextual approaches to the interpretation of media and culture learnt about in prior study and enable students to apply this in an analysis of contemporary issues, practices and debates. This module is taught via 4 different option strands, with 2 running in each semester. In each, students choose one to explore contemporary issues in media and culture. *Strands may vary each year or change semester.* ➢ **Autumn semester: Stardom and Celebrity or Cult Media, Dead Tech and Media Archaeology** ❖ *Stardom and Celebrity* This option examines issues surrounding contemporary and historical celebrity. It will explore theoretical debates around representation and discourse, fan practices and pilgrimage, and encourage diverse methods of research. It considers celebrity figures as cultural icons whose meanings change in relation to different social and historical contexts, places and audiences, and who generate their own range of cultural texts. The option enables and encourages students reflect critically upon their own use of, engagement with and interpretation of celebrity texts, and to explore various ways of both researching and of articulating and presenting original research findings, through traditional scholarship and through creative practice. ❖ **Cult Media, Dead Tech and Media Archaeology**

In this strand of the module we will consider the changing nature and definition of 'Cult' across a variety of media including film, television and Games. In doing the strand will also take a media archaeological approach drawing on contemporary MA theory. The strand will consider not only had media texts, properties and technology become 'cult' but also how modern day cults (e.g. QAnon) are formed via media and media technologies.

Starting with an introduction to the history, theories and defition of cult (especially film), across the strand we will consider how the way we consume, audiences, intertextuality and hybridity, and the infrastructure of cult has changed alongside our understanding of the term. We will begin with pre and post millenial understandings of cult and the impact of the immergence of the internet fed into a re-understanding of the cult text and continue to discuss a variety of different critical and historical persepctives across the strand.

By taking a dive into some of the nooks and crannies of contemporary media culture since the millenium, this strand will also address some of the more esoteric areas of digital and media cultures - from millienial digital anxities to internet cults, conspiracies, and creepypastas.

➢ **Spring semester: Screaming Out Loud: International Horror or The Digital Turn: Image, Aesthetics, Media and Archives**

❖ *Screaming Out Loud: International Horror*

This option will explore the relationship between filmic and televisual horror through a global, transmedia and transnational perspective. While the beginning of cinematic horror can be traced back to the cinematic adaptation of stage plays of literary classics including Bram Stoker's Dracula and Robert Louis Stevenson's Jekyll and Hyde, contemporary horror is as much televisual as it is filmic with television series based upon films and vice-versa as the recent success of Bates Motel, The Legend of Sleepy Hollow and Hannibal on the small screen and the X-Files films on the large screen demonstrate. In addition, cult Japanese films including Ring and Ju-On were preceded and anteceded by television series, while One Missed Call (Nakata: 2002) gave rise to a short-run series in 2005. Furthermore, the success of K-horror on the global stage revitalised the television series Hometown Legends/Korean Ghost stories in 2009 which is based upon traditional myths and folk tales. Finally, the Master of Horror television series which ran for two seasons (2005-2007), had episodes by Dario Argento (Jenifer & Pelts), Miike (Imprint) and Nsuruta (Dream Cruise). As such, this module is concerned with modern horror as both a global and local product and a televisual as well as cinematic genre.

❖ *The Digital Turn: Image, Aesthetics, Media and Archives*

This strand addresses the 'digital turn' and its impact on the media we consume - with a focus on film and the digital image. Please note, you do not have to have studied film studies to take this strand as it aims to include those who have not engaged critically with the medium before.

Study Option 1 = Whole Year
Study Option 2 = Autumn
Study Option 3 = Spring

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	Over the next few weeks we will consider the displacement of the analogue and the turn towards the digital in media culture. The module will also include discussion of the impact of digital culture on our understanding of the archives. We will consider areas such as the philosophy and ontology of digital cinema and how it has affected the 'Indexical' identity and materiality of cinema; the memory, restoration and nostalgia, the digital aesthetic and animation (in which we will carry out a case study of Pixar). We will also consider the role of the digital in art and how it has provided a new forum of creativity for artists.
Teaching	Weekly two- hour lectures and seminars

Assessment	**Autumn:**
	• Practice Portfolio (50%):
	    ○ Practical Project
	    ○ Rationale (1000 words)
	
	    ○ or Research Essay (3000 words)
	
	Spring:
	• Practice Portfolio (50%):
	    ○ Practical Project
	    ○ Rationale (1000 words)
	
	    ○ or Research Essay (3000 words)

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