

APPROVED

FA8007: Media Psychology

Course Details	
Course Code:	FA8007
Course Title:	Media Psychology <div>APPROVED</div>
Short Title:	MPSYCH
Course Level::	Level 8
Valid From::	2024/2025 Sem 1
Credits::	15
Owner:	School of Creative Media
Assessment Method:	Achievement
Course Aim	<p>This course aims to provide students with a specialist knowledge of psychology in media. The course focuses on employing the impact of media in film and animation productions. Students will analyze existing productions to develop an understanding of psychology in media and use their knowledge to produce films that engage the audience on a subconscious level.</p>

CILO	
<i>On Completion of this course, the learner will be able to</i>	
#	Learning Outcome Description
1	Demonstrate specialist knowledge to conceptualise and present preparatory and reflective documentation for moving picture projects
2	Critically analyze and draw upon a specialist knowledge of psychology theories and concepts
3	Design and produce motion pictures informed by a strong awareness of media psychology
Requisites	
<ul style="list-style-type: none"> • Pre Requisite: EL5005 Reading & Writing English for EDICT 	

Examinations
Assessment Type Examination (Unseen)
No Other Controlled Assessments
Uncontrolled Assessments
Assessment Type Project (Group/Individual)
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Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
BFA8800	Bachelor of Film and Animation	1	Programme
BFA8800	Bachelor of Film and Animation	2	Programme
BFA8801	Bachelor of Filmmaking	1	Programme
BFA8802	Bachelor of Animation and Visual Effects	1	Programme