



UNIVERSITI TEKNOLOGI MARA

CTF634: PROJECT/ACADEMIC EXERCISE

Course Name (English)	PROJECT/ACADEMIC EXERCISE APPROVED
Course Code	CTF634
MQF Credit	3
Course Description	<p>The course provides final year students the opportunity to demonstrate their knowledge and skills by preparing a production project or academic exercise in the form of dissertation writing. The academic exercise will be a piece of written work which investigates a key question and presented in the form of a detailed argument. The analysis and discussion will be structured according to specific conventions, but normally include the abstract, introduction, specific chapters, conclusion and record of sources used. The production project will usually entail the production of a final piece of work (for example, short film/video, film/television/theatre script, drama/dance performance, event management, animated short). This is an ideal way for production students to demonstrate skills in, for example, cinematography, editing, scriptwriting, acting, dancing, medium-specific skills, working with others in crew and putting together a production which is assessed by staff and increasingly by peers. The project is usually supported by an accompanying rationale which justifies and discusses the logic of the project.</p>
Transferable Skills	<p>Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts; Demonstrate the ability to dream, imagine and visualize; Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving; Demonstrate ability to investigate problems and provide effective solutions; Demonstrate maturity of thoughts when responding to multiple inputs and contexts.</p>
Teaching Methodologies	Lectures, Blended Learning, Workshop, Supervision
CLO	<p>CLO1 Engage in extended research over a prolonged period CLO2 Develop specialisms by means of their final-year projects CLO3 Demonstrate a wide array of skills crucial at a higher-level (first degree) education such as intellectual, critical, analytic, generic, practical and problem-solving skills.</p>
Pre-Requisite Courses	No course recommendations
Topics	
1. INTRODUCTION 1.1) What is Knowledge? 1.2) What is Research	
2. Getting Started 2.1) Thinking about Art, Media and Culture	
3. Object of Study 3.1) Texts, Industries and Audiences 3.2) Theoretical or Conceptual Framework	
4. Structuring Your Dissertation 4.1) Writing the Introduction	
5. Review of Related Literature 5.1) How to Organize and Review Related Literature	

6. Research Methodology 6.1) Paradigm of Research 6.2) Research Design 6.3) Methods of Data Collection 6.4) Instruments and Procedure
7. The Findings , Analysis and Discussion 7.1) How to Present the Findings? 7.2) How to Write the Analysis and Discussion?
8. Conclusion 8.1) How to Write the Concluding Chapter?
9. Writing Style 9.1) Scholarly Writing 9.2) Language and Writing Style
10. The Mechanics 10.1) Punctuation and Mechanics
11. Formatting and Documentation 11.1) Using APA Referencing Style 11.2) In-text Citation 11.3) References
12. Workshop 12.1) Proofreading and editing 12.2) Formatting
13. Workshop 13.1) Proofreading and editing 13.2) Formatting
14. Workshop 14.1) Proofreading and editing 14.2) Formatting

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Project	Final Project	40%	CLO3
	Individual Project	Individual Project	40%	CLO2
	Presentation	Presentation	20%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> • Bordens, K. S. & Abbott, B. B. 2014, <i>Research Design and Methods</i>, 9th edition Ed., McGraw-Hill New York • Denscombe, M. 2003, <i>The good research guide: For small scale social research projects</i>, Open University Press Buckingham • Stokes, J. 2003, <i>How to do media & cultural studies</i>, Sage Publications London • Sufean Hussin 1995, <i>The art of research and dissertation writing</i>, Asas Tunas Publications Malaysia • Turabian, K.L. 1993, <i>A manual for writers of term papers, theses and dissertations.</i>, The University of Chicago Press Chicago and London
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	