

CONTENTS

<i>Preface: How to Use This Book</i>	vii
<i>Acknowledgements</i>	ix
<i>Introduction: Media Practice, Media Theory and Employability</i>	xi
1 Media Practice and Employability: From Project Skills to Real-World Skills	1
2 Media Production Teams: Team Skills and Life Skills	15
3 Media Project Briefs: From Media Student to Media Professional	29
4 Reaching Your Audience: Media Practice, Production and Consumption	45
5 Scripting Your Projects: Ideas, Forms and Genres	57
6 Designing Your Projects: Media Practice and Mise en Scène	71
7 Constructing Your Projects: The Technical Elements of Media Practice	83
8 Organising Media Production: Production Roles and Administration	101
9 Editing Your Projects: Post-Production, Sound Design and Typography	119
10 Exhibition and Distribution: Online Platforms, Festivals and Screenings	133
11 Evaluating Your Media Projects: Critical Analysis and Reflection on Media Project Work	147
12 Employability and Media Practice: Becoming Career-Ready	165
<i>Glossary of Terms</i>	187
<i>Bibliography</i>	195
<i>Index</i>	199