



Module Specification

Media Studio

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Part 1: Information

Module title: Media Studio

Module code: UFCFY5-30-1

Level: Level 4

For implementation from: 2021-22

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Environment & Technology

Department: FET Dept of Computer Sci & Creative Tech

Partner institutions: None

Delivery locations: Frenchay Campus

Field: Computer Science and Creative Technologies

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: The module provides an introduction to a range of media practices relating to the production of media content.

Features: Not applicable

Educational aims: This module provides students with an introduction to media production processes, tools and techniques. Students are expected to produce a

portfolio of work containing a range of production work and showing an understanding of media practice.

Outline syllabus: The syllabus provides a general introduction to professional media practice, as well as practical exploration for some distinct areas (sound, video, CG production).

Professional media practice

- Introduction to the production pipeline, studio-based production teams, work ethics and copyright.
- Optimization of media assets (e.g. video, audio, animation data, mesh data).
- Preparation of content for professional output.

Creation of CG and/or video content:

- Introduction to suitable pre-production materials, such as synopsis, storyboards, moodboards, script, shot list, cast and crew.
- Creation of production materials, whether that be CG or video, 3D printed or 3D virtual, real time interactive or rendered offline, animated or motion capture, using industry standard software.
- Post-production: introduction to editing, transitions, compositing, VFX.
- Expected quality and output standards.

Sound

- Introduction to studio equipment and recording techniques (e.g. mixing desk, microphones, speakers), editing (e.g. fades, voice-over techniques), FX (e.g. reverb, EQ, noise reduction etc), basic musical arrangements (e.g. sampling, sequencing, mixing).
- Expected audio quality and output standards.

Part 3: Teaching and learning methods

Teaching and learning methods: Students will learn through a combination of lectures/seminars and practical activities undertaken in a studio environment. In

addition to the timetabled events, students are expected to learn independently and to carry out suggested reading and directed study beyond that covered within the sessions.

Module Learning outcomes:

MO1 Identify, create and output a range of digital media assets, showing understanding of the production pipeline.

MO2 Apply a range of technologies and related toolsets appropriate for professional media production.

MO3 Successfully output media to appropriate formats and specifications.

MO4 Critically evaluate assets, software and/or processes associated with media production.

MO5 Manage projects in a professional manner, including consideration of ethics and copyright.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ufcfy5-30-1.html) via the following link <https://uwe.rl.talis.com/modules/ufcfy5-30-1.html>

Part 4: Assessment

Assessment strategy: For the portfolio assessments, students are expected to complete a range of activities, covering a number of production techniques, such as sound, video and/or CG production. They will be given a brief to work on, defining the required deliverables. There are two portfolio submissions and from those students will learn and practice a range of media production skills and techniques.

The students' portfolio work will be overseen during the practical sessions and through formative reviews. This allows module staff to see students' independent work and give them feedback as they work on the portfolios.

Students are expected to show critical and reflective evaluation of completed work.

The coursework resit is a rework of the coursework.

Assessment components:

Portfolio - Component A (First Sit)

Description: Part 1- Portfolio with supporting documentation

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio - Component A (First Sit)

Description: Part 2 - Portfolio with supporting documentation

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio - Component A (Resit)

Description: Coursework tasks with supporting documentation

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Digital Media {Foundation}[Sep][FT][Frenchay][4yrs] BSc (Hons) 2020-21

Digital Media {Foundation}[Sep][SW][Frenchay][5yrs] BSc (Hons) 2020-21