STUDENT AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Information			
Module Title	Media Studio		
Module Code	UFCFY5-30-1	Level	Level 4
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Environment & Technology	Field	Computer Science and Creative Technologies
Department	FET Dept of Computer Sci & Creative Tech		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
Overview: The module provides an introduction to a range of media practices relating to the production of media content.

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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.

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.

Part 3: Assessment

For the portfolio assessment, students are expected to complete a range of smaller activities, covering a number of production techniques, such as sound, video and/or CG production. The second assignment of this module is designed to consolidate students' knowledge over one longer project (rather than the range of mini projects in the portfolio) and practice skills in remaining media area(s) to produce further, more refined, audio/visual production work . The required deliverables and documentation will be specified in the brief.

Having worked through the coursework assignments, students will have gathered experience and knowledge that helps them to prepare for an assessed presentation. The presentation will be related to work completed and/or topics studied during the module and will test their understanding of media practice.

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

The coursework resit is a rework of the coursework.

First Sit Components	Final Assessment	Element weighting	Description
Set Exercise - Component B	✓	35 %	Assignment with supporting documentation
Portfolio - Component B		35 %	Portfolio with supporting documentation
Presentation - Component A		30 %	Presentation and viva (15 mins)
Resit Components	Final Assessment	Element weighting	Description
Set Exercise - Component B	✓	70 %	Coursework tasks with supporting documentation
Presentation - Component A		30 %	Video presentation

Part 4: Teaching and Learning Methods		
Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	**Reference**
	Identify, create and output a range of digital media assets, showing understanding of the production pipeline.	MO1
	Apply a range of technologies and related toolsets appropriate for professional media production.	MO2
	Successfully output media to appropriate formats and specifications.	MO3
	Critically evaluate software and processes associated with media production technologies.	MO4
	Manage projects in a professional manner, including consideration of ethics and copyright.	MO5
Contact Hours	**Independent Study Hours:**	
	Independent study/self-guided study	228
	Total Independent Study Hours:	228
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	72
	Total Scheduled Learning and Teaching Hours:	72
	Hours to be allocated	300
	Allocated Hours	300
Reading List	*The reading list for this module can be accessed via the following link:* https://uwe.rl.talis.com/modules/ufcfy5-30-1.html	

Part 5: Contributes Towards
This module contributes towards the following programmes of study: