



## **Module Specification**

### **Media Studio**

Version: 2023-24, v5.0, 27 Feb 2023

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## Part 1: Information

**Module title:** Media Studio

**Module code:** UFCFY5-30-1

**Level:** Level 4

**For implementation from:** 2023-24

**UWE credit rating:** 30

**ECTS credit rating:** 15

**Faculty:** Faculty of Environment & Technology

**Department:** FET Dept of Computer Sci & Creative Tech

**Partner institutions:** None

**Field:** Computer Science and Creative Technologies

**Module type:** Module

**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, real time interactive or rendered offline, 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:** On successful completion of this module students will achieve the following learning outcomes.

**MO1** Identify, create and output a range of digital media assets, using an appropriate production pipeline.

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

**MO3** Critically evaluate assets, software and/or processes associated with media production.

**MO4** 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.

Resitting students will resubmit work for any failed tasks.

**Assessment tasks:**

**Portfolio (First Sit)**

Description: Part 1 - Portfolio with supporting documentation

Weighting: 35 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Portfolio (First Sit)**

Description: Part 2 - Portfolio with supporting documentation

Weighting: 65 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Portfolio (Resit)**

Description: Part 1 - Portfolio with supporting documentation

Weighting: 35 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Portfolio (Resit)**

Description: Part 2 - Portfolio with supporting documentation

Weighting: 65 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Digital Media [Frenchay] BSc (Hons) 2023-24

Digital Media {Foundation} [Frenchay] BSc (Hons) 2022-23