



Module Specification

Professional Production

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Part 1: Information

Module title: Professional Production

Module code: UALAKX-60-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 60

ECTS credit rating: 30

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Lens and Moving Image

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: Not applicable

Features: Not applicable

Educational aims: The aim of this module is for students to make a natural history film or creative media production that demonstrates the acquisition and synthesis of relevant skills and understandings developed through the programme, and which

reflects their industry aspirations.

In addition to the Learning Outcomes, the educational experience may explore, develop, and practise but not formally discretely assess the following:

Demonstrate the ability to deal with complex ethical and professional issues and make informed judgements on issues not addressed by current and/or ethical codes or practices.

Evidence of an entrepreneurial approach through development, production to distribution, including development of a marketing plan

Substantially achieve a range of technical, production and generic performance statements based on the following Skillset NOS: Production (Film and TV) 2005; Directors 2003; Sound 2009; Camera 2008; Lighting for Film and Television 2006; Editing 2007; Contribute to good working relationships (Skillset NOS X1); Contribute to the quality and productivity of the production process (Skillset NOS X6); Conduct an assessment of risks in the workplace and ensure own actions reduce risks to Health and Safety (Skillset NOS X3 and X3.5); Skillset NOS: Law and Compliance for Broadcasting 2010.

Outline syllabus: Students will be expected to work through the phases of final pre-production (producing final treatments, scripts, shot lists and storyboards), detailed production planning, filming, post-production and delivery, developing their production and craft skills through this intensive production experience.

As well as delivering their own project, students will be required to work on other productions in a craft capacity (e.g. camera, sound, editing). The 'final major project' will be accompanied by extensive documentation covering all aspects of production, including the commercial, marketing and potential distribution aspects.

Part 3: Teaching and learning methods

Teaching and learning methods: The scheduled contact hours will be 6 days or approximately 36 hours encompassing all teaching activity as outlined below.

There will be a limited programme of lectures covering filming, postproduction and delivery requirements supported by a series of master classes, specialist technical instruction by negotiation. The main form of teaching will be the individual supervision of projects by tutors and other staff.

In addition, students will receive three sessions with their mentor, one during pre-production, one during post-production (most likely at rough cut stage) and an exit interview focussed around their professional aspirations.

Additionally specialist master classes, workshops and visits (for example to T shed to explore the directing and key planned shots), and shadowing on UK technical shoots (limited opportunity) will form part of the teaching and learning for the module if appropriate. Full details of these specific opportunities will be dependent on industry scheduling and so may change for each cohort.

Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes, workshops; fieldwork; external visits. (36 hours)

Independent learning includes hours engaged with essential reading, assignment preparation and completion etc. (564 hours)

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Apply a range of standard and specialist professional skills and editorial knowledge to produce wildlife media production

MO2 Act independently in planning, implementing and producing a substantial piece of production to a professional level, demonstrates effective organisational and creative problem-solving skills

MO3 Present completed work which effectively demonstrates the realisation of narrative concepts, an appreciation of relevant ethical responsibilities and addresses target audiences and channels of distribution

MO4 Critique the work produced (their own and others') demonstrating a high level of editorial and aesthetic judgement, contextual knowledge and understanding

MO5 Undertake a range of production and technical craft roles and achieve an appropriate level of performance with reference to relevant professional standards

MO6 Demonstrate an ability to work well and safely in teams through their craft contributions to colleague's productions with reference to relevant professional standards

MO7 Synthesise and apply editorial knowledge within a production and practical context demonstrating a sophisticated understanding of narrative, genre, production process, editorial policy, ethical codes, commercial /business context, creative realisation and audience

MO8 Demonstrate consolidated plans for the future directions of their own work in relation to professional media practice, including effective self-promotional materials

MO9 Reflect on the outputs and actions arising from their mentor relationship and the value of this form of industry training

Hours to be allocated: 600

Contact hours:

Independent study/self-guided study = 564 hours

Face-to-face learning = 36 hours

Total = 600

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ualakx-60-m.html) via the following link <https://uwe.rl.talis.com/modules/ualakx-60-m.html>

Part 4: Assessment

Assessment strategy: The summative assessment is as follows:

Students are required to submit a project and production folder for assessment which will include the outcomes of the phases of final pre-production and delivery. Additionally, students are required to submit a 3,000 – 4,000 word project evaluation which will enable them to demonstrate the acquisition of industry standard critical evaluation and reflective skills appropriate for this specialist field.

Assessment 1: Project and Production Folder 70%

Assessment 2: Critical Evaluation (3-4000 words) 30%

These two elements will enable students to develop and demonstrate for the purposes of assessment their acquisition of the skills, knowledge, understandings and experiences that will enable them to meet the learning outcomes for the module.

All assessment judgements refer back to the learning outcomes for the module.

Assessment Criteria:

Demonstrate the ability to synthesise complex understandings and information from a broad-range of sources to produce sophisticated and market-informed media content relevant to this specialist field. (Relating to Learning Outcomes 1, 2, 3, 4, 5, 6, 7)

Demonstrate the ability to operate independently in this specialist professional field, developing and successfully managing planning, production and critical evaluation processes. (1, 2, 3, 4, 5, 7, 8)

Demonstrate awareness of, and ability in a range of relevant specialist professional roles. (1, 2, 4, 5, 6, 7, 8)

Demonstrate the ability to work productively in a team. (4, 5, 6, 7)

Quality of the storytelling, creative realisation and presentation in the project work.
(1, 2, 3, 7)

Demonstrate the ability to analyse clearly, and evaluate the professional experience of the project work in relation to contemporary issues in wildlife media production, critical debates, resource and operational issues and individual professional practice.
(2, 4, 7)

Demonstrate ability to consolidate plans for future directions. (2, 3, 5, 6, 8, 9)

Assessment components:

Final Project (First Sit)

Description: Project and production folder

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5, MO6, MO7, MO8, MO9

Written Assignment (First Sit)

Description: Project evaluation (3000 - 4000 words)

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO6, MO7, MO8, MO9

Final Project (Resit)

Description: Project and production folder

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5, MO6, MO7, MO8, MO9

Written Assignment (Resit)

Description: Project evaluation (3000 - 4000 words)

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO6, MO7, MO8, MO9

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Wildlife Filmmaking [Bower] MA 2023-24