



MODULE SPECIFICATION

Part 1: Information			
Module Title	Wildlife, Film and Media		
Module Code	USSK5A-15-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Health & Applied Sciences	Field	Applied Sciences
Department	HAS Dept of Applied Sciences		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Overview: Media Communication skills are essential to the 21st century science graduate. Scientists and conservationists must be able to explain, present and promote their work, in the media, in a variety of ways. When the BBC makes a landmark Natural History series like Blue Planet, it is accompanied by a host of multi-media projects with scientists talking to and creating podcasts and radio shows, producers making live events and speaking at festivals and on TV panel discussions as well as informing the online content.</p> <p>This module will give an introduction to wildlife, film and media by enabling students to undertake a short research study with the ultimate aim of presenting their findings as a multi-platform project. It will explore the main aspects of research, writing, planning and visualisation required when developing a multi-media science communication project on a wildlife and/or conservation theme, appropriate for a non-scientific audience.</p> <p>Educational Aims: See Learning Outcomes</p> <p>Outline Syllabus: Students will research, develop and pitch an idea for a digital media production. Their pitch will include an example of the work in audio or video form, alongside promotional materials. Possible projects include but are not restricted to a radio/podcast series,</p>

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television or online film series or one-off production. Students will be encouraged to consider available technologies and prepare their pitch accordingly. For example, it is unlikely that science graduates would have access to high level TV cameras but today's mobile phones and digital cameras afford them the potential to pitch a film based project, conveying their idea effectively.

Generic Graduate Skills:-

Introduced:

Communication
Critical Thinking
Digital Fluency

Practiced:

Communication
Professionalism
Innovative and Enterprising

Evidenced:

Communication
Professionalism
Innovative and Enterprising

Teaching and Learning Methods: The module will be taught through a mixture of lectures, workshops and seminars. Students will be expected to undertake independent study to support their learning, including researching the conservation topic that is the subject of their multimedia pitch.

In addition to academic readings, students are expected to analyse a range of approaches to communicating wildlife and conservation issues. While there will be specific directed learning activities, students are expected to extend this through independent learning.

Part 3: Assessment

The module is assessed through a mixture of independent and group assessments. Component A (controlled conditions) assessments comprise 40% and Component B comprise 60% of the module mark.

Component A:

Online Pitch – in pairs, students will pitch an idea for a multiplatform conservation/wildlife communication. Both students in the pair receive the same mark. The pitch includes a sample communication in audio or video form, alongside promotional materials. Possible projects include but are not restricted to a radio/podcast series, television or online film series or one-off production. Students will be encouraged to consider available technologies and prepare their pitch accordingly.

Component B:

Written Assignment (2000 words) –A justification of the approach taken in the pitch to translate conservation/wildlife research into public communication, incorporating a critique of an existing wildlife/conservation media communication.

These components have been designed to enable students to 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 this module. These forms of assessment enable the student to build and demonstrate their understanding of some of the professional skills needed to communicate their work and ideas in appropriate professional formats.

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First Sit Components	Final Assessment	Element weighting	Description
Presentation - Component A		40 %	Pitch for a multi-platform conservation/wildlife communication (15 minutes plus 10 minutes questions)
Written Assignment - Component B	✓	60 %	Written Assignment: Justification and critique (2000 words)
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B	✓	60 %	Written Assignment: Justification and critique (2000 words)
Presentation - Component A		40 %	Individual pitch for a multi-platform conservation/wildlife communication (10 minutes plus 5 minutes questions)

Part 4: Teaching and Learning Methods																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th>Module Learning Outcomes</th> <th>Reference</th> </tr> </thead> <tbody> <tr> <td>Initiate, develop and pitch innovative ideas for short films and/or other media platforms.</td> <td>MO1</td> </tr> <tr> <td>Demonstrate an ability to gather, collate, synthesise, edit and present research</td> <td>MO2</td> </tr> <tr> <td>Critically assess the ways in which documentary films and supporting communications engage the public with conservation issues</td> <td>MO3</td> </tr> <tr> <td>Demonstrate an understanding of how to visualise, script and plan a short film</td> <td>MO4</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	Initiate, develop and pitch innovative ideas for short films and/or other media platforms.	MO1	Demonstrate an ability to gather, collate, synthesise, edit and present research	MO2	Critically assess the ways in which documentary films and supporting communications engage the public with conservation issues	MO3	Demonstrate an understanding of how to visualise, script and plan a short film	MO4						
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Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p>https://uwe.rl.talis.com/modules/ussk5a-15-3.html</p>																

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Integrated Wildlife Conservation {Top-Up} [Sep][FT][Frenchay][1yr] BSc (Hons) 2020-21

Wildlife Ecology and Conservation Science [Sep][FT][Zoo][3yrs] BSc (Hons) 2018-19

Wildlife Ecology and Conservation Science [Sep][FT][Frenchay][4yrs] MSci 2018-19