



MODULE SPECIFICATION

Part 1: Information			
Module Title	Wildlife Film and Media		
Module Code	USSK5A-15-3	Level	3
For implementation from	September 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Health and Applied Sciences	Field	Applied Sciences
Department	Applied Sciences		
Contributes towards	BSc (Hons) Wildlife Ecology and Conservation Science; BSc (Hons) Wildlife Ecology and Conservation Science with Foundation Year; MSci Wildlife Ecology and Conservation Science; MSci Wildlife Ecology and Conservation Science with Foundation Year; BSc (Hons) Integrated Wildlife Conservation		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description	
<p>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>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, television or online film series or one-off production. Students will be encouraged to consider available technologies and prepare their pitch</p>	

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.

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.

Generic Graduate Skill	<i>Specific strand (eg presentation) - Optional</i>	Introduced	Practiced	Evidenced
1. Communication		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2. Professionalism		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. Critical Thinking		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4. Digital Fluency		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Innovative and Enterprising		<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
6. Forward Looking		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Emotional Intelligence		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Globally Engaged		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 3: Assessment: Strategy and Details

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:

Group pitch – in groups, students will pitch an idea for a multiplatform conservation/wildlife communication. All students in the group 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.

Identify final timetabled piece of assessment (component and element)

Component B

% weighting between components A and B (Standard modules only)		A:	B:
		40	60
First Sit			
Component A (controlled conditions) Description of each element		Element weighting (as % of component)	
1. Group pitch for a multi-platform conservation/wildlife communication (15 minutes plus 10 minutes questions)		100	
Component B Description of each element		Element weighting (as % of component)	
1. Written Assignment: Justification and critique (2000 words)		100	
Resit (further attendance at taught classes is not required)			
Component A (controlled conditions) Description of each element		Element weighting (as % of component)	
1. Individual pitch for a multi-platform conservation/wildlife communication (10 minutes plus 5 minutes questions)		100	
Component B Description of each element		Element weighting (as % of component)	
1. Written Assignment: Justification and critique (2000 words)		100	
Part 4: Learning Outcomes & KIS Data			
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Initiate, develop and pitch innovative ideas for short films and/or other media platforms. (Component A and B); 2. Demonstrate an ability to gather, collate, synthesise, edit and present research (Components A and B); 3. Critically assess the ways in which documentary films and supporting communications engage the public with conservation issues (B) 4. Demonstrate an understanding of how to visualise, script and plan a short film. (Components A and B). 		
Key Information Sets Information (KIS)			

Contact Hours	Key Information Set - Module data																				
	<i>Number of credits for this module</i>					15															
Total Assessment	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours																
	150	36	114		150																
<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td style="text-align: center;">60%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td style="text-align: center;">40%</td> </tr> <tr> <td></td> <td></td> <td style="text-align: center;">100%</td> </tr> </table>							Total assessment of the module:			Written exam assessment percentage		0%	Coursework assessment percentage		60%	Practical exam assessment percentage		40%			100%
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Reading List	https://rl.talis.com/3/uwe/lists/6AA0BB17-7AD4-ACFC-4890-2280AA21ED8F.html?lang=en-GB&login=1																				

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First CAP Approval Date	19 th June 2013			
Revision ASQC Approval Date	27/6/2018	Version	2	RIA 12670
Revision ASQC Approval Date	26/06/2019	Version	3	RIA 13034