



Module Specification

Wildlife, Film and Media

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Part 1: Information

Module title: Wildlife, Film and Media

Module code: USSK5A-15-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Health & Applied Sciences

Department: HAS Dept of Applied Sciences

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Applied Sciences

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: 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.

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.

Features: Not applicable

Educational aims: See Learning Outcomes

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, 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

Part 3: Teaching and learning methods

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.

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

MO1 Initiate, develop and pitch innovative ideas for short films and/or other media platforms.

MO2 Demonstrate an ability to gather, collate, synthesise, edit and present research

MO3 Critically assess the ways in which documentary films and supporting communications engage the public with conservation issues

MO4 Demonstrate an understanding of how to visualise, script and plan a short film

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ussk5a-15-3.html) via the following link <https://uwe.rl.talis.com/modules/ussk5a-15-3.html>

Part 4: Assessment

Assessment strategy: Assessment 1:

Online Pitch – students will pitch an idea for a multiplatform conservation/wildlife communication. 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.

Assessment 2:

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.

Assessment components:

Presentation (First Sit)

Description: Pitch for a multi-platform conservation/wildlife communication
(15 minutes plus 10 minutes questions)

Weighting: 40 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO4

Written Assignment (First Sit)

Description: Written Assignment: Justification and critique (2000 words)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Presentation (Resit)

Description: Pitch for a multi-platform conservation/wildlife communication

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4

Written Assignment (Resit)

Description: Written Assignment: Justification and critique (2000 words)

Weighting: 60 %

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:

Integrated Wildlife Conservation {Top-Up} [Frenchay] BSc (Hons) 2023-24

Wildlife Ecology and Conservation Science [Sep][FT][Frenchay][4yrs] MSci 2021-22

Wildlife Ecology and Conservation Science [Sep][FT][Zoo][3yrs] BSc (Hons) 2021-22

Wildlife Ecology and Conservation Science {Foundation} [Sep][FT][Zoo][4yrs] BSc (Hons) 2020-21

Wildlife Ecology and Conservation Science [Sep][SW][Frenchay][5yrs] MSci 2020-21

Wildlife Ecology and Conservation Science {Foundation} [Sep][FT][Frenchay][5yrs] MSci 2020-21

Wildlife Ecology and Conservation Science [Sep][SW][Zoo][4yrs] BSc (Hons) 2020-21

Wildlife Ecology and Conservation Science {Foundation} [Sep][SW][Frenchay][6yrs] MSci 2019-20

Wildlife Ecology and Conservation Science {Foundation} [Sep][SW][Zoo][5yrs] BSc (Hons) 2019-20