UWE Bristol | University of the West of England

MODULE SPECIFICATION

Part 1: Information			
Module Title	Wildlife, Film and Media		
Module Code	USSK5A-15-3	Level	3
For implementation from	September 2018		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Health and Applied Sciences	Field	Applied Sciences.
Department	Department of 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

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*.* This module will give an introduction to wildlife, film and the media by enabling students to undertake a short research study with the ultimate aim of presenting their findings, as a film or multi-platform project. It will explore the main aspects of research, writing, planning and visualization required when developing a short film on a wildlife and/or conservation theme, appropriate for broadcast to a non-scientific audience.

Students will research, develop and pitch an idea for a short film and/or digital media production to be filmed locally e.g. at Bristol Zoo. Alongside the visual project, students will be expected to develop their media writing skills and present a range of written documents to support their film. The students will need to demonstrate an appreciation of the factors that contribute to effective teamwork on media projects.

The module will follow a structure that mirrors the industry production process during which the students will be encouraged to explore the following key areas:

1. Research
The role of wildlife and conservation in the media
What makes a good idea? Looking for the 'the quirky & the unusual'
How do we research for the media?
Reading papers - finding out what's new in the field
Research skills: web, phone-bashing, record keeping, how to elicit information.

Developing relationships and building trust with contacts, potential contributors, experts and communicating with the general public.

2. From Research to Story
How to turn the research into a story
What makes a good story?
Writing synopses and outlines
Writing for the non-specialist audience and how to avoid jargon and cliché

3. From Story to Pitch
Writing a short film script
Pitching your ideas – how to pitch effectively

4. Recces and Interviews
Interview techniques
Undertaking the research recce in order to assess suitability to fulfil production requirements.

5. Planning the Film
The filming schedule
Visualisation – storyboarding.

6. Filming
Use of filming equipment, recording sound, editing
Organisation and communication with film crew
Working in a team

7. Pitching the Film
Presenting findings and ideas to an audience.

Part 3: Assessment: Strategy and Details

Students are required to submit a portfolio for assessment which will reflect their learning on the various skills and topics covered in the module, and how they applied them to the film they are making. Students will be assessed on a portfolio and a pitch which will demonstrate the following:

Evidence of ability to independently and effectively present a portfolio to a professional standard, which includes their learning on research, planning, organisation and completion of a short film.

Effective presentation (a pitch) of a wildlife or conservation media film.

Portfolio 60% (component B)
Students will compile a portfolio of their learning over the module, on the different skills and topics that are covered, showing how they applied them to the film they are making.

The Pitch 40% (component A)

The students will present a short pitch of their research, story, storyboard and the completed short film.

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 A		
		A:	**B**:
% weighting between components A and B (Standard modules only)		**40%**	**60%**

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Pitch (15 minute presentation)	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Portfolio (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. Pitch (15 minute presentation)	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Portfolio (2000 words)	100%

Part 4: Learning Outcomes & KIS Data

Learning Outcomes	On successful completion of this module students will be able to: 1. Initiate, develop and present innovative ideas for short films and/or other media platforms. (Component B); 2. Demonstrate an ability to gather, collate, synthesise, edit and present research (Components A and B); 3. Demonstrate an understanding of how use research to develop engaging stories for scientific and non-scientific audiences for a range of media. (Components A and B); 4. Demonstrate an understanding of how to visualise, script and plan a short film through storyboarding. (Components A and B); 5. Demonstrate a critical understanding of the importance of pitches (Component A); 6. Develop an awareness of ethical concerns when filming animals and people for media platforms. (Components A and B).

Key Information Sets Information (KIS)

Key Information Set - Module data

Number of credits for this module			15	

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
150	36	114		150	✓

Contact Hours

Total Assessment	The table below indicates as a percentage the total assessment of the module which constitutes a; **Portfolio, Pitch (presentation)**

Total assessment of the module:			
Portfolio			60%
Pitch (presentation)			40%
			100%

Reading List	*https://uwe.rl.talis.com/lists/96DACDD7-303D-9946-1986-66C0BA0F753B.html*

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Revision ASQC Approval Date	27/6/2018	Version	2	*RIA 12670*