



Module Specification

Production 1

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Part 1: Information

Module title: Production 1

Module code: UALAV3-30-3

Level: Level 6

For implementation from: 2022-23

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Bower Ashton Campus

Field: Lens and Moving Image

Module type: Project

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This is one of two final year modules designed to support the development and production of a range of creatively brave and technically ambitious major film and media projects in any identified form

Features: Not applicable

Educational aims: The aim of this module is to enable students to build on their skills acquired on Story 2: Documentary and Story 2: Narrative, and Professional Practice 2, to produce short film projects of up to 3 minutes in length, with bold storytelling and aesthetic impact, that can be submitted to global film festivals.

Students position their own projects in terms of genre and audience, and consider the industry context of film festivals, marketing and distribution.

By making a number of short films, with small core crews, the module also provides an opportunity for students to develop and evidence their specialist skills and enable their selection in these roles on longer form projects on Production 2.

Outline syllabus: Students undertake and complete work that demonstrates consolidation of their own filmmaking practice and critical awareness of contemporary media practice.

Emphasis is placed on students' development and realization of appropriate narrative strategies for the effective communication of ideas to an identified audience and/or industry partner, on their ability to work creatively with sound and images and their ability to apply critical judgment in order to edit and present ideas in a coherent and expressive narrative form.

Reading List:

<https://uwe.rl.talis.com/modules/uav3-30-3.html>

Part 3: Teaching and learning methods

Teaching and learning methods: Teaching and learning methods: A short series of lectures, seminars and screenings support students' understanding of their own work within a contemporary context by showcasing and discussing inspirational examples of contemporary film and media practice that expand on a variety of approaches to as well as theories and methods of creative production.

Alongside, students initiate ideas, treatments and scripts. Students organize themselves into creative teams with individuals taking specific Heads of Department roles in order to undertake appropriate research and development as well as early pre-production planning as necessary to creatively develop the projects they are attached to. Each student is expected to work on at least two short projects in a credited role.

Students will be expected to work together in creative teams to produce a slate of short projects. The identity of the team and the projects themselves will be developed by negotiation between students and staff, and may take a different emphasis each academic year.

A range of advanced level workshops is on offer to enable students to further develop their skills and techniques in relation to professional requirements. Students are encouraged to consider their own individual learning needs – workshop content will be as flexible as possible. In addition, significant technical support is offered to students during production. A final teaching day may enable the presentation of completed projects to the whole cohort for the purpose of a live critique.

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

MO1 Initiate and develop ideas for a project, making effective use of research techniques, to shape the idea into a coherent narrative and aesthetic approach, viable for production, with an identified audience

MO2 Research, plan and work within a chosen specialist area, through pre-production and production, demonstrating resourcefulness and flexibility, implementing industry standard technical and production skills, to achieve the production with strong aesthetic and narrative qualities

MO3 Work effectively as a member of a team, contributing good judgment, creative thinking and decision-making, using high level communication and people skills and responding professionally to pressures and unpredictable events

MO4 Critically analyse the aesthetic and production qualities of the work and their own performance in the broader context of film and media production and professional practice

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ualav3-30-3.html) via the following link <https://uwe.rl.talis.com/modules/ualav3-30-3.html>

Part 4: Assessment

Assessment strategy: Students will be expected to take roles in short film productions as agreed with their group tutors.

Students will present their work to lecturers in group presentations. These will take a defined form - such as a mock presentation to pitch for funding. The defined form criteria will be published in the first week of the module and may vary each year (to best reflect the contemporary media funding landscape).

In addition, students will produce an individual piece of work in which students will be asked to answer a set of questions regarding their own contribution to the film projects and presentations. The form of this individual piece of work may vary with each year group and will be designed to complement (rather than repeat) other third year modules.

The assessment is designed to mirror industry standard practice while supporting brave filmmaking and creative problem solving. It is also designed to reward clear professional activity in all areas of production from the early planning stage through

to post production.

The assessment strategy also enables the assessment of both individual and group work. It is designed to evaluate each students' contribution to the film projects and to the development and production processes. The students' individual piece of work together with their engagement with professionalism as tracked over the semester via formative assessment may allow for marks to vary from individual to individual. This strategy ensures a balance between process and product, and between the crucial elements of teamwork and individual contribution.

Formative assessment:

Regular individual and production team group tutorials are set up with specialist tutors to monitor progress and offer formative assessment, advice and support. Group seminars may be used to allow students to present work in progress to their tutors and their peers. This activity enables students both to test their ideas on an audience and to continue to develop their skills within a context of academic and professional practice critique.

Summative assessment:

Component A1: Individual Portfolio (100%)

Guidance as to the approach and detailed requirements for each element are fully explained in the Module Handbook.

Assessment components:

Portfolio - Component A (First Sit)

Description: Individual portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio - Component A (Resit)

Description: Individual negotiated portfolio

Weighting: 100 %

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:

Filmmaking [Sep][FT][Bower][3yrs] BA (Hons) 2020-21