



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Production 1		
Module Code	UALAV3-30-3	Level	3
For implementation from	September 2017		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Lens and Moving Image
Department	Film and Journalism		
Contributes towards	BA (Hons) Filmmaking (optional)		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>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. 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, 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.</p> <p>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 HoD (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.</p> <p>Working in teams, students pitch their major projects to a panel of industry professionals and tutors. Projects are selected and green-lit for production on the basis of how persuasive the pitch is in convincing the panel that it is bold and clear in its vision as well as well-formed and achievable. Students are expected to work on one major piece as an HoD (Head of Department). However, by negotiation, they may also take a minor role on other projects during this period. Projects are usually executed in production teams that mirror professional film and media practice. Those projects not green-lit for production in this module are supported to overcome identified issues through further development so they can be pitched again in second semester module, <i>Production 2</i>. Alternatively, they may be pursued as a minor project in another first semester module <i>Specialist Practice</i>.</p>

## ACADEMIC SERVICES

A range of advanced level workshops is on offer to enable students to further develop their skills and techniques in relation to professional requirements. In addition, significant technical support is offered to students during production. A final teaching day enables the presentation of completed projects to the whole cohort for the purpose of a live critique. This reflects on the quality of the finished product as well as team's and personal professional performance in the context of academic critique and industry practice.

### Part 3: Assessment

#### Assessment strategy

The assessments in this module are designed to mirror industry standard practice while supporting brave filmmaking and creative problem solving. They are 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 will be possible to weigh the balance of each students' contribution to the Final Film via their contribution to the production 'deliverables' pack, the materials submitted in their Individual Portfolio and their engagement with Professionalism and this 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: Final Film (60%)

Component A2: Individual Portfolio (30%)

Component A3: Professionalism (10%)

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

- The Final Film (group mark) will include a short film project in an agreed narrative form with a crew working in specific HoD roles and a 'deliverables' production pack, including festivals strategy. It must demonstrate a high level of creative skills in the team's technical approach to all areas of the production including story telling, editing, sound design, camera, production design and production management.
- The Individual Portfolio (individual mark) will consist a selection of supporting materials such as relevant film research and analysis, research, planning and development appropriate to the student's specific crew role. This will also provide proof of professionalism demonstrated throughout the pre-production, production, and post-production process.
- Professionalism (individual mark) will be evidenced via the Final Film and Individual Portfolio and informed by observed engagement with the teaching and learning and peer evaluation.

#### Assessment criteria (as related to learning outcomes)

Students will be assessed using the following criteria:

- **Research and Creative Development:** the level of advanced research and creative development as applied to a project and specialist production role; the level of engagement with the subject: the work should convey a sense of experience and discovery (LO1, LO2, LO4);
- **Audience Engagement and Storytelling:** the level of ability to pitch and produce a project with a narrative that effectively engages an identified audience (LO2, LO5);
- **Craft and Technical Skills:** the level of execution of appropriate skills applied through the production process that enhances the creative realization of a project (LO5, LO6, LO7);
- **Professional Practice:** the level of professionalism in planning, self-management and self-initiative, communication and teamwork (LO4, LO6, LO7);
- **Contextual Understanding and Critical Analysis:** the level of ability to judge work in progress and critically evaluate it at completion, situating practice within wider film and media production, professional practice and academic critique (LO1, LO8).




Identify final timetabled piece of assessment  
(component and element)

Component A2

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% weighting between components A and B (Standard modules only)		<b>A:</b>	<b>B:</b>
		<b>100%</b>	
<b>First Sit</b>			
<b>Component A</b> (controlled conditions) <b>Description of each element</b>		<b>Element weighting</b> <b>(as % of component)</b>	
1. Final Film		60%	
2. Individual Portfolio		30%	
3. Professionalism		10%	
<b>Resit (further attendance at taught classes is not required)</b>			
<b>Component A</b> (controlled conditions) <b>Description of each element</b>		<b>Element weighting</b> <b>(as % of component)</b>	
1. Individual Negotiated Portfolio		100%	
<b>Part 4: Teaching and Learning Methods</b>			
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Initiate and develop ideas for a project, by making effective use of research techniques and a wide range of sources that demonstrate a breadth and depth of contextual understanding and appreciation of relevant ethical responsibilities (A2, A3);</li> <li>2. Carry out creative development, using appropriate scripting methods, to shape the concept into a coherent narrative for an identified audience (A2, A3);</li> <li>3. Pitch a project in a compelling manner, clearly demonstrating its narrative and creative strengths and viability for production as well as identifying audiences and distribution plans (A2, A3);</li> <li>4. Research and plan for a specific role in a chosen specialist area in pre-production and demonstrate resourcefulness and flexibility in production (A2, A3);</li> <li>5. Work within a chosen specialist area, undertaking practical pre-production and prototyping activity and implementing industry standard technical and production skills to achieve the production with strong aesthetic and narrative qualities (A1, A2, A3);</li> <li>6. 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 (A1, A2, A3);</li> <li>7. Contribute to the delivery of a project to an agreed specification in terms of narrative intentions, quality of production, budget and schedule (A1, A2, A3);</li> <li>8. 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 (A2, A3).</li> </ol>		
Key Information Sets Information (KIS)			
Contact Hours			

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Total Assessment	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td>30</td> <td></td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> <td></td> </tr> <tr> <td>300</td> <td>72</td> <td>228</td> <td>0</td> <td>300</td> <td></td> </tr> </tbody> </table>					Key Information Set - Module data					Number of credits for this module				30		Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours		300	72	228	0	300	
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<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p><b>Written Exam:</b> Unseen or open book written exam  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>						Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	100%	Practical exam assessment percentage	0%		100%													
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Reading List	<p>Students will be provided with a comprehensive reading list across genre, production and craft categories drawing on and extending reading lists provided in earlier modules. This will up-dated for publication as a reading list on <a href="http://readinglists.uwe.ac.uk">http://readinglists.uwe.ac.uk</a> and in the Module Handbook and as an on-line list on Blackboard.</p>																											

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First CAP Approval Date	1 February 2017			
Revision CAP Approval Date		Version	1	<a href="#">Link to RIA 12105</a>