MODULE SPECIFICATION

Part 1: Information			
Module Title	Production 2		
Module Code	UALAV5-30-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Arts Creative Industries & Education	Field	Lens and Moving Image
Department	Creative & Cultural Industries		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description

Overview: This is second 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.

Educational Aims: See Learning Outcomes.

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, 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.

Teaching and Learning Methods: Students initiate ideas, treatments and scripts and 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. Working in these teams, students pitch their 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 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 are supported to overcome identified issues through further development and can be made as an individually-directed production in this module.

Supported by specialist tutors is offered throughout the module. 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

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: Individual Portfolio (100%)

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

The Individual Portfolio will evidence work on..' a short film project in an agreed narrative form with a crew of individuals working in specific Heads of Department 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).

First Sit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	Individual portfolio
Resit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	Individual negotiated portfolio

Part 4: Teaching and Learning Methods		4
Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	

Module Learning Outcomes	Reference
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	MO1
Carry out creative development, using appropriate scripting methods, to shape the concept into a coherent narrative for an identified audience	MO2
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	MO3
Research and plan for a specific role in a chosen specialist area in pre-production and demonstrate resourcefulness and flexibility in production	MO4
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	MO5
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	MO6
Contribute to the delivery of a project to an agreed specification in terms of narrative intentions, quality of production, budget and schedule	MO7
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	MO8

Contact Hours	**Independent Study Hours:**	
	Independent study/self-guided study	228
	Total Independent Study Hours:	228
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	72
	Total Scheduled Learning and Teaching Hours:	72
	Hours to be allocated	300
	Allocated Hours	300
Reading List	*The reading list for this module can be accessed via the following link:* https://uwe.rl.talis.com/modules/ualav5-30-3.html	

Part 5: Contributes Towards
This module contributes towards the following programmes of study: Filmmaking [Sep][FT][Bower][3yrs] BA (Hons) 2018-19