



Module Specification

Production 2

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Part 1: Information

Module title: Production 2

Module code: UALAV5-30-3

Level: Level 6

For implementation from: 2023-24

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

Field: Lens and Moving Image

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: 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 narrative film and media projects

Features: Not applicable

Educational aims: The aim of this module is to enable students to build on their skills acquired on Story 2: Documentary, Story 2: Narrative, and Professional

Practice 2 and 3, to produce short film projects of 10-12 mins, with coherent and compelling storytelling, aesthetic impact, and clear audience engagement in terms of meaning and emotion

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

There will be fewer projects selected for production on this module, with larger crews. Students must evidence their previous work and experience to enable selection in specialist roles.

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.

Part 3: Teaching and learning methods

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.

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/ualav5-30-3.html) via the following link <https://uwe.rl.talis.com/modules/ualav5-30-3.html>

Part 4: Assessment

Assessment strategy: Assessment strategy:

The assessment is 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; 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: 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 student work on a short film project in an agreed narrative form with a crew working in specific Head of Department roles and a 'deliverables' production pack, including festivals strategy.

It must demonstrate a high level of creative skill in the team's technical approach to all areas of the production, including storytelling, editing, sound design, camera, production design and production management.

The Individual Portfolio will consist of 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 will be evidenced via the Final Film and Individual Portfolio and informed by observed engagement with the teaching and learning and peer evaluation

Assessment tasks:

Portfolio (First Sit)

Description: Individual portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Individual 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) 2021-22