



MODULE SPECIFICATION

Part 1: Information			
Module Title	Professional Writing About Film		
Module Code	UPGN9H-15-2	Level	Level 5
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Arts Creative Industries & Education	Field	English
Department	Creative & Cultural Industries		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

STUDENT AND ACADEMIC SERVICES

Part 2: Description

Educational Aims: See Learning Outcomes

Outline Syllabus: Students explore different forms of professional writing, such as film reviews, criticism, editorial features, interviews, festival programme notes and publicity materials. Working in small teams, students develop a project combining different types of writing, such as a film magazine issue, film festival programme or film website. This includes pitching the project concept, embedding professional experience and enterprise skills.

Students also study examples of film writing, developing critical and commercial awareness of the role of different kinds of publication (both mainstream and specialist) and their audiences.

Teaching and Learning Methods: Workshop exercises support students' development of relevant professional and enterprise skills (e.g., pitching proposals to editors, interview techniques, team work, editorial planning and commissioning, copy editing).

Part 3: Assessment

The assessments are designed to develop students' commercial and professional awareness (building on UPGN9A-30-1 The Movie Experience and UPGN9B-30-1 Hollywood and Beyond) and their ability to collaborate effectively (building on UPGN9A-30-1 The Movie Experience). They expand the range of the kinds of writing students undertake, laying groundwork for routes through UPGN9J-30-3 Film Studies Independent Project) and assessing individual writing skills. Workshop supervision designs out plagiarism.

To ensure students are clear on how marks have been allocated, the project is split into two elements: Project Concept and Professional Writing. A group mark is awarded for Project Concept, and an individual mark for Professional Writing.

Component A, Element 1: Project Concept. This element assesses the group's concept for the project, their ability to pitch the idea, and their ability to work as a team.

Component A, Element 2: Professional writing (2500 words or equivalent). Each student is also assessed on their individual contributions to the project. This enables students to specialise in particular areas of writing (e.g., one providing editorial, another writing reviews).

First Sit Components	Final Assessment	Element weighting	Description
Project - Component A		20 %	Project concept
Portfolio - Component A	✓	80 %	Portfolio (2500 words or equivalent)
Resit Components	Final Assessment	Element weighting	Description
Project - Component A		20 %	Project concept
Portfolio - Component A	✓	80 %	Professional writing (2500 words or equivalent)

STUDENT AND ACADEMIC SERVICES

Part 4: Teaching and Learning Methods																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;">Module Learning Outcomes</th> <th style="text-align: left;">Reference</th> </tr> </thead> <tbody> <tr> <td>Demonstrate critical and commercial awareness of the role of professional writing within contemporary film culture</td> <td>MO1</td> </tr> <tr> <td>Collaborate effectively with others to develop an independent project</td> <td>MO2</td> </tr> <tr> <td>Pitch an idea in a professional context</td> <td>MO3</td> </tr> <tr> <td>Produce different types of professional writing to meet specific remits</td> <td>MO4</td> </tr> <tr> <td>Communicate ideas effectively, taking intended audience into account</td> <td>MO5</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	Demonstrate critical and commercial awareness of the role of professional writing within contemporary film culture	MO1	Collaborate effectively with others to develop an independent project	MO2	Pitch an idea in a professional context	MO3	Produce different types of professional writing to meet specific remits	MO4	Communicate ideas effectively, taking intended audience into account	MO5				
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/modules/upgn9h-15-2.html</p>																

Part 5: Contributes Towards	
<p>This module contributes towards the following programmes of study:</p> <p>Film Studies {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2018-19</p> <p>Film Studies {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19</p> <p>Film Studies [Sep][PT][Frenchay][6yrs] BA (Hons) 2018-19</p>	