



## **Module Specification**

### **Professional Writing About Film**

Version: 2023-24, v3.0, 17 May 2023

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## Part 1: Information

**Module title:** Professional Writing About Film

**Module code:** UPGN9H-15-2

**Level:** Level 5

**For implementation from:** 2023-24

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Arts Creative Industries & Education

**Department:** ACE Dept of Creative & Cultural Industries

**Partner institutions:** None

**Field:** English

**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:** Not applicable

**Features:** Not applicable

**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.

### **Part 3: Teaching and learning methods**

**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).

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

**MO1** Demonstrate critical and commercial awareness of the role of professional writing within contemporary film culture

**MO2** Collaborate effectively with others to develop an independent project

**MO3** Pitch an idea in a professional context

**MO4** Produce different types of professional writing to meet specific remits

**MO5** Communicate ideas effectively, taking intended audience into account

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/upgn9h-15-2.html) via the following link <https://uwe.rl.talis.com/modules/upgn9h-15-2.html>

## **Part 4: Assessment**

**Assessment strategy:** 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.

**Assessment 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.

**Assessment 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).

### **Assessment tasks:**

#### **Project (First Sit)**

Description: Project concept

Weighting: 20 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3

**Portfolio (First Sit)**

Description: Portfolio (2500 words or equivalent)

Weighting: 80 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4, MO5

**Project (Resit)**

Description: Project concept

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

**Portfolio (Resit)**

Description: Portfolio (2500 words or equivalent)

Weighting: 80 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4, MO5

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Film Studies [Frenchay] BA (Hons) 2022-23

Film Studies {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Film Studies {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Film Studies [Sep][PT][Frenchay][6yrs] BA (Hons) 2021-22

Film Studies [Sep][PT][Frenchay][6yrs] BA (Hons) 2020-21