



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Professional Writing About Film		
Module Code	UPGN9H-15-2	Level	2
For implementation from	September 2017		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	ACE	Field	English
Department	Arts and Cultural Industries		
Contributes towards	BA (Hons) Film Studies (optional)		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry requirements	None		
Part 2: Description			
<p>Students will 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 will develop a project combining different types of writing, such as a film magazine issue, film festival programme or film website.</p> <p>Workshop exercises support students' development of relevant professional skills (e.g., pitching proposals to editors, interview techniques, team work, editorial planning and commissioning, copyediting). Students will 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.</p>			
Part 3: Assessment			
<p>The assessments are designed to develop students' commercial awareness (building on UPGN9A-30-1 <i>The Movie Experience</i> and UPGN9B-30-1 <i>Hollywood and Beyond</i>) and their ability to collaborate effectively (building on UPGN9A-30-1 <i>The Movie Experience</i>). They expand the range of the kinds of writing students undertake (building on UPGNA6-15-2 <i>Adaptation: Screenwriting and Narrative Form</i>, and laying groundwork for routes through UPGN9J-30-3 <i>Film Studies Independent Project</i>) and assessing individual writing skills. Workshop supervision designs out plagiarism.</p> <p>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.</p> <p><b>Component A, Element 1: Project Concept</b> This element assesses the group's concept for the project and their ability to work as a team.</p> <p><b>Component A, Element 2: Professional writing (2500 words or equivalent)</b></p> <p>Each student is also assessed on their individual contributions to the project. This will enable students to specialise in particular areas of writing (e.g., one providing editorial, another writing reviews).</p>			
Identify final timetabled piece of assessment (component and element)	Component A, Element 2		
% weighting between components A and B (Standard modules only)	A:	B:	
<b>First Sit</b>			

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<b>Component A</b> (controlled conditions) <b>Description of each element</b>		<b>Element weighting</b>										
1. Project Concept		20%										
2. Portfolio (2500 words or equivalent)		80%										
<b>Component B</b> <b>Description of each element</b>		<b>Element weighting</b>										
<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>										
1. Project Concept		20%										
2. Professional Writing (2500 words or equivalent)		80%										
<b>Component B</b> <b>Description of each element</b>		<b>Element weighting</b>										
<b>Part 4: Teaching and Learning Methods</b>												
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate critical and commercial awareness of the role of professional writing within contemporary film culture (Component A, Element 1)</li> <li>• Collaborate effectively with others to develop an independent project (Component A, Element 1)</li> <li>• Produce different types of professional writing to meet specific remits (Component A, Element 2)</li> <li>• Communicate ideas effectively, taking intended audience into account (Component A, Element 2)</li> </ul>											
Key Information Sets Information (KIS)	<p><b><u>Key Information Set - Module data</u></b></p> <p><i>Number of credits for this module</i> <span style="border: 1px solid black; padding: 2px 10px;">15</span></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;">Hours to be allocated</th> <th style="width: 20%;">Scheduled learning and teaching study hours</th> <th style="width: 20%;">Independent study hours</th> <th style="width: 20%;">Placement study hours</th> <th style="width: 25%;">Allocated Hours</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table> <div style="text-align: right; margin-top: 5px;"></div>		Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150
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150	36	114	0	150								
Contact Hours	<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>											
Total Assessment	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;"></th> <th style="width: 40%;"></th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">100%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">100%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>				Written exam assessment percentage	100%	Coursework assessment percentage	100%	Practical exam assessment percentage	100%		100%
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Reading List	<p>Reading list can be found at <a href="https://uwe.rl.talis.com/lists/87128E7D-905F-4DBF-8E00-B5F86B9F8DDA.html">https://uwe.rl.talis.com/lists/87128E7D-905F-4DBF-8E00-B5F86B9F8DDA.html</a></p>											

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Revision CAP Approval Date		Version	1	<a href="#">MIA 10647</a>