



MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Short Film Production – Client-led Film				
Module Code	UAMN98-45-M	Level	M	Version	1
UWE Credit Rating	45	ECTS Credit Rating	22.5	WBL module?	No
Owning Faculty	Arts, Creative Industries and Education	Field	BOVTS: Stage Management Field		
Department	Film and Journalism	Module Type	Professional Practice		
Contributes towards	MA Film Production				
Pre-requisites	None	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	None		

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Work confidently to negotiate a brief for a client-led film within a complex and untested environment. • Produce advanced work of a high standard in successfully realising the ambitions and aims of the client. • Demonstrate the ability to work under pressure and to deadlines with imagination and self-motivation in an unfamiliar environment. • Discuss, debate and critically evaluate ideas with a range of stakeholders, and respond constructively to feedback. • Demonstrate a high level of self-direction, independent learning and originality in tackling and solving problems. • Demonstrate professional working practice individually and within a team
Syllabus Outline	<p>Syllabus outline:</p> <p>This module provides students with the experience of working in production within the Creative Industries. With their tutor's guidance, students will identify a potential client for whom a promotional film is required. Clients could include businesses, charities, educational institutions or bands. The students will negotiate the project brief with the client (eg. subject matter, intended audience, length, message to be communicated) and develop the ability to respond creatively to the specific needs of that client's brief.</p>

	<p>Students will also use this module to demonstrate their acquired skills within their key specialisms (directing, editing, producing, camera, sound).</p> <p>Students will be expected to have a higher level of autonomy on this module than the previous modules. They will need to demonstrate their professionalism and their expertise within a 'real world' situation and show their abilities at professional working practice.</p> <p>The external client will be involved throughout the production process and will provide feedback on the student and their work. Students will also be required to critically evaluate their own work and that of others as well as develop their own professional practice and approach.</p> <p>Feedback from the client, as well as from tutors, will be essential for the assessment of this module and whether students have addressed the learning outcomes.</p>
Contact Hours	<p>There will be substantial project supervision and tutorial contact from module tutors throughout the module. However, students will be also be expected to work to the client's schedule where necessary.</p>
Teaching and Learning Methods	<p>Scheduled learning may include individual tutorials as well as supervised time in the production studios.</p> <p>Independent learning takes place through participation in the short film project in an environment that reproduces professional industry practice and a professional working environment. There will be project supervision and tutor contact; the emphasis in this module is independent learning by the student to achieve the learning outcomes.</p>
Reading Strategy	<p>The specifically vocational nature of training and study, and the client focus of this module, will mean that reading and research material is minimal. Texts specific to the students' needs will be highlighted by the tutor on a student by student basis.</p> <p>Students will be expected to undertake research for their project and to engage with critical reading and watch relevant film and online content.</p>
Indicative Reading List	<p>Books</p> <p>John Costello, <i>Writing a Screenplay</i>, 2006</p> <p>Karel Reisz and Gavin Mil, <i>The Technique of Film Editing</i>, 1953</p> <p>Alexander Mackendrick, <i>On Film-making</i>, 2004</p> <p>Joseph V. Mascelli, <i>The 5 C's of Cinematography: Motion Picture Filming Techniques</i>, 1998</p> <p>Gustavo Mercado, <i>The Filmmaker's Eye: Learning (and Breaking) the Rules of Cinematic Composition</i>, 2010</p> <p>Steven Ascher and Edward Pincus, <i>The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age</i>, 2013</p> <p>David Mamet, <i>On Directing Film</i>, 1992</p> <p>Michael Rabinger and Mick Hurbis-Cherrier, <i>Directing: Film Techniques & Aesthetics Fifth Edition</i>, 2013</p> <p>Bret Stern, <i>How to Shoot a Feature Film for Under \$10,000 (And Not Go to Jail)</i> 2002</p> <p>Alexander Mackendrick, edited by Paul Cronin <i>On Film-making: An Introduction to the</i></p>

	<p><i>Craft of the Director 2005</i></p> <p>Films</p> <p>This module includes the critical viewing of films and other media. Students will be guided by tutors on specific examples.</p>

Part 3: Assessment	
Assessment Strategy	<p>The summative assessment is as follows:</p> <p>Component A, 1: 'Portfolio' 100%</p> <p>Students are required to submit a portfolio of work which will include the outcomes of set tasks through the module. These will be designed to enable students to develop and demonstrate, for the purposes of assessment, their acquisition of skills, knowledge, understanding and experience that will enable them to meet the learning outcomes for the module.</p> <p>The portfolio will normally contain:</p> <ul style="list-style-type: none"> • The submission of a completed film project to a client's brief. • A written critical self-reflection of the film and the student's role on it, judged against the stated learning outcomes of the module. • An annotated portfolio/diary of the production process <p>The completed project will be assessed by the module leader, using the tutorial record form. It will also include feedback from the client, for whom the film was produced, and other teaching staff involved in the project as appropriate to the student's specialist pathway (directing, editing, producing, camera, sound)</p> <p>The assessment outcome is pass/fail.</p>

Identify final assessment component and element		
% weighting between components A and B (Standard modules only)	A: P/F	B:
First Sit		
Component A (controlled conditions) Description of each element	Element weighting	
1. Portfolio: to include completed film project to a client's brief; critical self-reflection of the film; an annotated portfolio/diary of the production process	P/F	

Component B Description of each element	Element weighting

Resit (further attendance at taught classes is not required)

Component A (controlled conditions) Description of each element	Element weighting
1. Portfolio: to include completed film project to a client's brief; critical self-reflection of the film; an annotated portfolio/diary of the production process	P/F
Component B Description of each element	Element weighting
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.	

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First CAP Approval Date	31 May 2017			
Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i>		Version	1	MIA 10623