



## **Module Specification**

### **Preparing for Production**

Version: 2023-24, v2.0, 24 Jan 2023

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## Part 1: Information

**Module title:** Preparing for Production

**Module code:** UALAY7-60-M

**Level:** Level 7

**For implementation from:** 2023-24

**UWE credit rating:** 60

**ECTS credit rating:** 30

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

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

**Partner institutions:** None

**Delivery locations:** Not in use for Modules

**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:** Not applicable

**Features:** Not applicable

**Educational aims:** The purpose of this module is to enable the student to prepare to undertake their 'final major project' by undertaking a focussed film-based research study which applies the knowledge and contextual understandings explored through

the modules so far. Students will formulate and develop a wildlife media production, demonstrating advanced research, production management and creative development methods, and a thorough application of the principles of narrative design and a particular programming genre as well as all aspects of production planning, from development to distribution. In addition, they will undertake craft skills training across specialist roles.

In addition the educational experience will explore, develop, and practise but not formally discretely assess the following:

Demonstrate a developing knowledge and understanding and performance ability pertaining to a selection of production and technical craft roles (based on the following Skillset NOS: Production (Film & TV) 2005, SeniorProducers 2003, Directors 2003, Sound 2009, Camera 2008, Lighting for Film & Television 2006, Editing 2007, Post-production 2010).

**Outline syllabus:** This module provides an industry standard, editorial and production management framework for students to plan their final film ideas (for the forthcoming Professional Production Module). Utilising the practical and theoretical learning from their 1st semester modules, individual student are required to produce extensive industry standard paperwork which demonstrates their film ideas are creatively ambitious, editorially viable, scheduled, budgeted and risk assessed. In addition each student will plan and begin preparation of 'online assets package' which will support their final 'linear' production through social media, etc.

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

**Teaching and learning methods:** Teaching for this module combines seminar based learning with an emphasis on group work and extensive smaller group tutorials as well as 1:1 project development.

A unique feature of this module is the opportunity for all students to pitch their final ideas to a senior editorial panel at the BBC's Natural History Unit. This is designed to

give student critical feedback on the editorial focus of their films and help provide a useful basis for further development over the course of the semester. In addition, after pitching to the BBC, students will be allocated an editorial mentor from the BBC's production staff, and can obtain editorial input on their ideas during 3 scheduled meetings.

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

**MO1** Initiate, develop and present suitable ideas for a wildlife media production, demonstrating a critical understanding of a range of knowledge and understanding gathered through the modules (e.g. commercial drivers, production expertise, ethical concerns, narrative structures, programming genre, media platforms, contemporary audiences and methods of distribution)

**MO2** Critically review, consolidate and extend individual knowledge and skills practices as necessary to complete a substantial media production

**MO3** Demonstrate a thorough understanding of a range of standard and specialist production processes and research methods

**MO4** Identify and utilize a range of information literacy skills, research techniques and sources in developing a proposal to a viable project, demonstrating an advanced ability to gather, collate, synthesise, edit and present research material

**MO5** Demonstrate a thorough engagement with the process of pre-production through an intensive period of pre-production scripting, prototyping and planning

**MO6** Engage with the management, organisation and documentation of a production

**MO7** Contextualise and critically reflect on existing creative work within the field of media production

**MO8** Demonstrate the development of career and employability plans, including evidence of outputs and actions arising from their mentor relationship

**Hours to be allocated:** 600

**Contact hours:**

Independent study/self-guided study = 456 hours

Face-to-face learning = 144 hours

Total = 600

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

## **Part 4: Assessment**

**Assessment strategy:** Assessment of the module is all individual not group assessment included. Assessment is based on a portfolio (digitally submitted) comprising a complete set of production, post production, production management and online elements, all relating to the final production film project and a verbal presentation of the film project to panel.

Portfolio: 70% of Total mark

Editorial (40% of Portfolio mark):

Advanced Production Research, fully annotated and referenced

A fully illustrated film Treatment, meeting industry standards for design and content and incorporating textual and visual elements

A film Synopsis

A full two-column formatted Shooting (Pre-filming) Script

Online (30% of Portfolio mark):

Online assets and a proposal for further online presence promoting the final film. This so called 'Halo' or 'Ancillary' content should be made available online, with particular focus on scientific and environmental detail not included in the final linear

production (due to duration and editorial constraints).

Production Management (30% of Portfolio mark):

Industry-costed Production Budget

An 'actual-cost' Budget

Production and Post Production Schedule

Production Risk Assessment

Presentation Pitch for Production Approval ('Greenlight'): 30% of total mark:

A 15 minute presentation with questions covering all aspects of pre-production.

Formative assessment is continuous throughout the module, early on through the BBC Pitch (non-assessed), but with important feedback on ideas, and during project development sessions which take place throughout the Semester.

Assessment Rationale; is based on broadcast industry working practice wherein ideas are interrogated and developed through the process of verbal pitching and discussion, feedback and improvement as well as extensive written materials. All submission match requirements for professional production work. The module therefore prepares students to articulate and write about their ideas before they are cleared to go forward into production.

**Assessment components:**

**Presentation** (First Sit)

Description: Project Pitch 'Greenlight' Presentation

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

**Portfolio (First Sit)**

Description: Pre-Production Portfolio

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

**Presentation (Resit)**

Description: Project Pitch 'Greenlight' Presentation

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

**Portfolio (Resit)**

Description: Pre-Production Portfolio

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Wildlife Filmmaking [Bower] MA 2023-24