



## MODULE SPECIFICATION

Part 1: Information			
<b>Module Title</b>	Preparing for Production		
<b>Module Code</b>	UALAY7-60-M	<b>Level</b>	M
<b>For implementation from</b>	September 2019		
<b>UWE Credit Rating</b>	60	<b>ECTS Credit Rating</b>	30
<b>Faculty</b>	Arts, Creative Industries and Education	<b>Field</b>	Film
<b>Department</b>	Film and Journalism		
<b>Contributes towards</b>	MA Wildlife Filmmaking		
<b>Module type:</b>	Project		
<b>Pre-requisites</b>			
<b>Excluded Combinations</b>			
<b>Co- requisites</b>			
<b>Module Entry requirements</b>			

Part 2: Description
<p>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.</p> <p>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 1<sup>st</sup> 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.</p> <p>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.</p> <p>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</p>

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 schedule meetings.

### Part 3: Assessment

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.

Comp A Element 2		
Identify final timetabled piece of assessment (component and element)	A:	B:
% weighting between components A and B (Standard modules only)	100	
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) Description of each element	<b>Element weighting</b>	

1. Pre-Production Portfolio 2. Project Pitch 'Greenlight' Presentation	70 30
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b>
N/A	
<b>Resit (further attendance at taught classes is not required)</b>	
<b>Component A (controlled conditions)</b> <b>Description of each element</b>	<b>Element weighting</b>
1. Pre-Production Portfolio 2. Project Pitch 'Greenlight' Presentation	70 30
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b>
N/A	
<b>Part 4: Learning Outcomes &amp; KIS Data</b>	
<b>Learning Outcomes</b>	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. 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) (Component A);</li> <li>2. Critically review, consolidate and extend individual knowledge and skills practices as necessary to complete a substantial media production (Component A);</li> <li>3. Demonstrate a thorough understanding of a range of standard and specialist production processes and research methods (Component A);</li> <li>4. 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 (Component A);</li> <li>5. Demonstrate a through engagement with the process of pre-production through an intensive period of pre-production scripting, prototyping and planning (Component A);</li> <li>6. Engage with the management, organisation and documentation of a production</li> <li>7. Contextualise and critically reflect on existing creative work within the field of media production (Component A);</li> <li>8. Demonstrate the development of career and employability plans, including evidence of outputs and actions arising from their mentor relationship (Component A).</li> </ol> <p>In addition the educational experience will explore, develop, and practise <u>but not formally discretely assess</u> the following</p> <p>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 &amp; TV) 2005, SeniorProducers 2003, Directors 2003, Sound 2009, Camera 2008, Lighting for Film &amp; Television 2006, Editing 2007, Post-production 2010)</p>

<p><b>Key Information Sets Information (KIS)</b></p>	<table border="1" data-bbox="539 212 1437 566"> <thead> <tr> <th colspan="5"><b>Key Information Set - Module data</b></th> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td>60</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>600</td> <td>144</td> <td>456</td> <td>0</td> <td>600</td> </tr> </tbody> </table> <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> <table border="1" data-bbox="643 878 1337 1108"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	<b>Key Information Set - Module data</b>					Number of credits for this module				60	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	600	144	456	0	600	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	100%	Practical exam assessment percentage	0%		100%
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<p><b>Reading List</b></p>	<p>The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, CURRENT advice on readings will be available via the module handbooks.</p> <p>Altman, R. (1992) <i>Sound Theory, Sound Practice</i>. London: Routledge.  Angelini, S. (2006) <i>The Researcher's Guide: Film, Television, Radio and Related Documentation Collections in the UK</i>. London: British Universities Film &amp; Video Council.  Block, B. A. (2008) <i>The Visual Story: Creating the Visual Structure of Film, TV and Digital Media</i>. Oxford: Focal Press.  Braverman, B. (2010) <i>Storytelling with HD Cameras</i>. Oxford: Focal Press. Davies, A. (2007) <i>The Film Finance Handbook: How to Fund your Film</i>. London: Netribution.  Fleming, C. (2002) <i>The Radio Handbook</i>. 2nd ed. London: Routledge. Hoffman, A. (2003) <i>Research for Writers</i>. 7th ed. London: A&amp;C Black.  Honthaner, E.L. (2010) <i>The Complete Film Production Handbook</i>. 4th ed. Oxford: Focal Press.  Jones, C. (2006) <i>The Guerilla Film Maker's Handbook</i>. 3rd ed. London: Continuum.  Lees, N. (2010) <i>Greenlit: Developing Factual/Reality TV Ideas from Concept to Pitch</i>. London: A&amp;C Black.  Lee-Wright, P. (2010) <i>The Documentary Handbook</i>. London: Routledge.  Murch, W. (2001) <i>In the Blink of an Eye</i>. 2nd ed. Beverly Hills, CA: Silman James Press.  Peacock, S. (2010) <i>Colour</i>. Manchester: Manchester University Press.  Quinn, E. and Counihan, J. (2006) <i>The Pitch</i>. Oxford: Focal Press.  Robinson, A. (2009) <i>Writing and Script: a Very Short Introduction</i>. Oxford: Oxford University Press.  Thirkell, R. (2010) <i>C.O.N.F.L.I.C.T: An Insider's Guide to Storytelling in Factual/Reality TV and Film</i>. London: Methuen Drama.</p>																														

	<p><b>On-line Resources</b>  <a href="http://www.bbc.co.uk/radio4/progs/listenagain.shtml">http://www.bbc.co.uk/radio4/progs/listenagain.shtml</a>  <a href="http://www.filmsound.org/">http://www.filmsound.org/</a> <a href="http://www.soundportraits.org/">http://www.soundportraits.org/</a>  <a href="http://www.kays.co.uk">www.kays.co.uk</a>  <a href="http://www.theknowledgeonline.com">www.theknowledgeonline.com</a>  <a href="http://www.theproductionguide.co.uk">www.theproductionguide.co.uk</a>  <a href="http://www.whitebook.co.uk">www.whitebook.co.uk</a> <a href="http://bobnational.net/">http://bobnational.net/</a></p> <p><b>BBC Assets</b>  The BBC will provide a range of viewing and documentation assets.</p>
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<b>First Approval Date (and panel type)</b>	9 <sup>th</sup> July 2019			
<b>Revision ASQC Approval Date</b>		<b>Version</b>	1	<a href="#">Link to RIA 12997</a>