



Module Specification

Pitching to Industry

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Contents

| | |
|--|----------|
| Module Specification | 1 |
| Part 1: Information | 2 |
| Part 2: Description | 2 |
| Part 3: Teaching and learning methods | 3 |
| Part 4: Assessment..... | 4 |
| Part 5: Contributes towards | 5 |

Part 1: Information

Module title: Pitching to Industry

Module code: UPCNF6-30-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

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: Cultural Studies

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: Module Entry requirements: Not offered as a standalone. Programme entry requirements apply

Educational aims: See learning outcomes.

Outline syllabus: Within this module students will be expected to conduct a professional publisher style pitch aiming to seek approval to complete the project of their own design within the final year of their studies.

Not all projects will gain approval as projects should require small teams to complete. Projects that take into account peer needs should be given priority where appropriate. Approval and selections will be at the discretion of module leads.

Publisher style pitches should reflect industry trends and emphasis should be placed on quality benchmarks and delivery expectations.

This knowledge provides deeper understanding of independent development career pathways and further develops student's confidence and presentation capabilities.

Part 3: Teaching and learning methods

Teaching and learning methods: See assessment strategy.

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

MO1 Effectively communicate the project concept to a professional standard

MO2 Apply a systematic understanding of key aspects of the games and animation industry informed by knowledge that is at the forefront of the discipline

MO3 Work flexibly within project intentions, restrictions and requirements

MO4 Produce professional pre-production documentation

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

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 criteria on this module are aligned to the Intended Learning Outcomes. There will be both formative and summative assessment throughout. This reflects an ‘assessment for learning’ approach which is integral to the Learning and Teaching Strategies of UWE, Bristol and University Centre Weston (UCW).

Assessment takes an inclusive approach to meet the diverse needs of students and ensures that academic standards are maintained.

Assessment approaches and contexts provide the controlled conditions to ensure fair practice.

This module introduces students to business to business style project networking. Emphasis should be placed on professional conduct and delivery.

Task 1 – Students are to conduct a professional pitch style presentation. This should mimic current industry trends and could include but not be limited to video presentations, elevator-style pitches or professional presentations.

Task 2 – Students are required to plan and outline their ideas within pre-production documentation. They must demonstrate an understanding of conceptual design theory in response to project requirements and guidelines.

This module is 100% coursework.

Assessment components:

Presentation (First Sit)

Description: Project Pitch (15 minutes and 10 minutes questioning)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Portfolio (First Sit)

Description: Pre-production portfolio

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4

Presentation (Resit)

Description: Project Pitch (15 minutes and 10 minutes questioning)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Portfolio (Resit)

Description: Pre-production portfolio

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Games and Animation Production [Sep][FT][UCW][3yrs] BA (Hons) 2021-22

Games and Animation Production [Sep][PT][UCW][4yrs] BA (Hons) 2020-21