



MODULE SPECIFICATION

Part 1: Information			
Module Title	Pitching to Industry		
Module Code	UPCNF6-30-3	Level	3
For implementation from	September 2019		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Arts, Creative Industries and Education	Field	Cultural Industries
Department	Arts and Cultural Industries		
Contributes towards	BA (Hons) Games and Animation Production		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	N/A		
Co- requisites	None		
Module Entry requirements	Not offered as a standalone. Programme entry requirements apply		

Part 2: Description
<p>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.</p> <p>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.</p> <p>Publisher style pitches should reflect industry trends and emphasis should be placed on quality benchmarks and delivery expectations.</p> <p>This knowledge provides deeper understanding of independent development career pathways and further develops student's confidence and presentation capabilities.</p>
Part 3: Assessment
<p>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).</p>

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.


Component A

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.

Component B

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.

Identify final timetabled piece of assessment (component and element)	Component B	
% weighting between components A and B (Standard modules only)	A:	B:
	50	50
First Sit		
Component A (controlled conditions) Description of each element	Element weighting	
1. Project Pitch (15 minutes and 10 minutes questioning)	100	
Component B Description of each element	Element weighting	
1. Pre-production Portfolio	100	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting	
1. Project Pitch (15 minutes and 10 minutes questioning)	100	
Component B Description of each element	Element weighting	
1. Pre-production Portfolio	100	
Part 4: Teaching and Learning Methods		
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Effectively communicate the project concept to a professional standard. (A) • Apply a systematic understanding of key aspects of the games and animation industry informed by knowledge that is at the forefront of the discipline. (A) • Work flexibly within project intentions, restrictions and requirements. (B) • Produce professional pre-production documentation. (B) 	

Key Information Sets Information (KIS)	Key Information Set - Module data																				
Contact Hours	<p><i>Number of credits for this module</i> 30</p>																				
Total Assessment	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th style="background-color: #d3d3d3;">Hours to be allocated</th> <th style="background-color: #d3d3d3;">Scheduled learning and teaching study hours</th> <th style="background-color: #d3d3d3;">Independent study hours</th> <th style="background-color: #d3d3d3;">Placement study hours</th> <th style="background-color: #d3d3d3;">Allocated Hours</th> </tr> </thead> <tbody> <tr> <td>300</td> <td>72</td> <td>228</td> <td>0</td> <td>300</td> </tr> </tbody> </table> <div style="text-align: right;"></div> <p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open-book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td style="width: 80%;">Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>50%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>50%</td> </tr> <tr> <td colspan="2" style="border-top: 1px solid black;">100%</td> </tr> </tbody> </table>	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	72	228	0	300	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	50%	Practical exam assessment percentage	50%	100%	
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Reading List	<p>UCW HE Reading Strategy Statement</p> <p>Degree level students are expected to engage in and explore subjects beyond taught lectures. Reading lists compiled by programme leaders identify the core reading material which is essential, and any recommended further reading required for assignments. Journal titles and websites may also be given. Reading lists are reviewed and updated annually to ensure currency, relevancy and to reflect research developments.</p> <p>LibraryPlus will aim to provide a copy of every text on a reading list. Where eBooks are available, these will be purchased in the first instance to enable multiple, remote access at all times. Databases for eJournals and reports are provided. Guidance on accessing eResources is given to all first year students through the HE.LP programme. Further support is available within LibraryPlus and on the LibraryPlus Portal on Moodle. Printed copies of books, journals and DVDs are available for loan or reference in the LibraryPlus facilities and can be located through the Library catalogue. Students are expected to independently use, explore and familiarise themselves with electronic and printed formats. Programme Leaders and lecturers will inform students of any essential resources or texts that they are expected to purchase themselves.</p> <p>Students registered and staff teaching on this UWE programme are entitled to library membership at their partner facilities, however, access to eResources may be restricted by licencing agreements, and individuals must be responsible for finding, collecting and returning physical resources themselves. Guidance on the services, resources and facilities available is given on partner library websites.</p>																				

	BA Games and Animation Production benefits from a constantly updated reading list can be found here
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First CAP Approval Date	July 2019			
Revision CAP Approval Date		Version	1	Link to Profile