Module Specification

Media Production

Version: 2023-24, v3.0, 23 May 2023

Contents

Part 1: Information

Module title: Media Production

Module code: UFCFKL-30-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Environment & Technology

Department: FET Dept of Computer Sci & Creative Tech

Partner institutions: None

Field: Computer Science and Creative Technologies

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: A module in which students can explore and learn about the production of media assets, giving them the opportunity to produce high quality portfolio work using industry standard methods, tools and techniques.

Features: Not applicable

Educational aims: Successful completion of this module will provide students with a detailed understanding of media production processes, alongside an awareness of

industrial considerations. Students are expected to produce a portfolio containing a range of high quality production work showing an understanding of media practice.

Outline syllabus: Creation of CG and/or video content

    - Production pipelines and full production lifecycle for a project.

    - Pre-production work: designing and planning a production.

    - Creation of media content, whether that be CG or video, real time interactive or rendered offline, animated or motion capture, using industry standard software.

    - Consideration of audio elements.

    - Consideration of post-production work such as visual effects, compositing, titles/credits.

    - Final output of media assets to industry standard.

Professional practice

    - Management of projects, including scheduling and budgeting.

    - Timescales and limitations of production pipelines for different types of media.

    - Understanding industry briefs and live tasks.

    - Critical analysis and evaluation of production work, both your own work and that of peers and studios.

    - Consideration of copyright and ethics.

Part 3: Teaching and learning methods

Teaching and learning methods: The syllabus will be explored through a combination of lectures and practical activities in a studio environment. Students will be expected to learn independently and carry out directed study and/or reading outside of taught classes.

The weekly sessions will contain lectures, discussions, groupwork tasks, project-based learning as well as individual tutorials.

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

MO1 Develop a high quality portfolio of media production work demonstrating knowledge of industry standard software, tools and techniques.

MO2 Demonstrate understanding of the full production lifecycle for a range of media types by submitting relevant documentation.

MO3 Manage projects in a professional manner, including consideration of scheduling, ethics and copyright.

MO4 Demonstrate an understanding of the creative as well as technical requirements/limitations of media production in its relevant industry environment by scoping production accordingly.

MO5 Critically evaluate media production work, be that the students' own work, that of their peers or industry produced work.

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 via the following link https://uwe.rl.talis.com/modules/ufcfkl-30-2.html

Part 4: Assessment

Assessment strategy: Students will be expected to carry out several media production tasks which will each contribute to their portfolio assessment. Each task will be awarded a mark based on the standard to which it is completed.

The assessment for this module will be designed to consolidate the students' knowledge and practical skills in relation to the learning outcomes and to provide independent learning and problem solving. Assessment criteria will be established and objectives provided in the assignment specifications.

Formative feedback will be available in the studio based sessions held throughout the module.

The resit is a rework of the key elements of the coursework portfolio.

Assessment tasks:

Portfolio (First Sit)

Description: Part 1 of portfolio of media production work with supportive documentation

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio (First Sit)

Description: Part 2 of portfolio of media production work with supportive documentation

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio (Resit)

Description: Part 1 of portfolio of media production work with supportive documentation

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio (Resit)

Description: Part 2 of portfolio of media production work with supportive
documentation

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Digital Media [Frenchay] BSc (Hons) 2022-23

Digital Media {Foundation}[Sep][SW][Frenchay][5yrs] BSc (Hons) 2021-22

Digital Media {Foundation}[Sep][FT][Frenchay][4yrs] BSc (Hons) 2021-22

Digital Media [Frenchay] BSc (Hons) 2022-23

Digital Media {Foundation}[Sep][SW][Frenchay][5yrs] BSc (Hons) 2021-22

Digital Media {Foundation}[Sep][FT][Frenchay][4yrs] BSc (Hons) 2021-22