



Module Specification

Writing for Production

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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	6

Part 1: Information

Module title: Writing for Production

Module code: UABB4R-30-1

Level: Level 4

For implementation from: 2021-22

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: Bower Ashton Campus

Field: Broadcast and Journalism

Module type: Project

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module will introduce you to the skills needed to generate, research and write effective copy for a range of media, including video, audio, images, online and print. You will examine different written formats, including scripts for video, audio and podcasts, as well as blogs, news stories and features, and produce your own original pieces. You will also gain experience in generating practical media research

materials from a range of sources, contexts and contacts. Research and audience contexts will be addressed through writing and production outcomes.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: You will work through the production process and gain experience in writing and editing drafts, pitching to editors and shaping copy for a variety of media outputs.

Hands-on workshops will allow you to practise writing in different styles, respond to live briefs, and to get feedback from workshop leaders.

You will build up a portfolio of original work both for assessment purposes and to show to prospective employers or work experience hosts, as well as producing a reflective essay to help critique your own work and industry examples.

Part 3: Teaching and learning methods

Teaching and learning methods: See Learning Outcomes.

Module Learning outcomes:

MO1 Apply writing and editing techniques to enable students to create material in differing styles and formats for a variety of audiences.

MO2 Critique their own and professional writing and media materials.

MO3 Have an understanding of issues and concepts around tone, form, narrative and pacing in writing for media production.

MO4 Originate, research and produce original writing/content and media materials for a range of media outputs.

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/modules/uabb4r-30-1.html) via the following link <https://uwe.rl.talis.com/modules/uabb4r-30-1.html>

Part 4: Assessment

Assessment strategy: Students are required to submit a 2,000-word portfolio which will include original pieces they have produced during the module. Examples of the specific tasks to be included in the portfolio will be clearly defined in the module handbook. Deadlines will be set at regular intervals during the module.

These may include:

Audio scripts

Video scripts

News stories

Blogs

Scripted production outcome.

Students will submit a 1,000-word reflective essay critiquing both their own work and industry examples.

Assessment components:

Portfolio - Component A (First Sit)

Description: Portfolio

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4

Written Assignment - Component B (First Sit)

Description: Reflective Essay

Weighting: 20 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3

Portfolio - Component B (First Sit)

Description:

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4

Portfolio - Component A (Resit)

Description: Portfolio

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4

Written Assignment - Component A (Resit)

Description: Reflective Essay

Weighting: 20 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3

Portfolio - Component B (Resit)

Description:

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Production {Foundation Year}[Sep][FT][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production (Journalism) {Foundation Year} [Sep][FT][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production (Creative Content) {Foundation Year}[Sep][FT][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production (Journalism){Foundation Year}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2020-21

Media Production {Foundation Year}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2020-21

Media Production (Creative Content){Foundation Year}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2020-21

Media Production [Sep][PT][Bower Ashton][6yrs] BA (Hons) 2020-21

Media Production (Journalism)[Sep][PT][Bower Ashton][6yrs] BA (Hons) 2020-21

Media Production (Creative Content) [Sep][PT][Bower Ashton][6yrs] BA (Hons) 2020-21