



MODULE SPECIFICATION

Part 1: Information			
Module Title	Writing for Production		
Module Code	UABB4R-30-1	Level	1
For implementation from	September 2020		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Broadcast and Journalism
Department	Film and Journalism		
Contributes towards	BA (Hons) Media Production BA (Hons) Media Production (Journalism) BA (Hons) Media Production (Creative Content)		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>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.</p> <p>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.</p> <p>Hands-on workshops will allow you to practise writing in different styles, respond to live briefs, and to get feedback from workshop leaders.</p> <p>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.</p>
Part 3: Assessment

Component A1: Portfolio

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

Component A2: Reflective essay

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

Identify final timetabled piece of assessment (component and element)		A2	
% weighting between components A and B (Standard modules only)		A: 100	B: 0
First Sit			
Component A (controlled conditions) Description of each element		Element weighting (as % of component)	
1. Portfolio		80	
2. Reflective Essay		20	
Component B Description of each element		Element weighting (as % of component)	
Resit (further attendance at taught classes is not required)			
Component A (controlled conditions) Description of each element		Element weighting (as % of component)	
1. Portfolio		80	
2. Reflective Essay		20	
Component B Description of each element		Element weighting (as % of component)	
Part 4: Learning Outcomes & KIS Data			
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Apply writing and editing techniques to enable students to create material in differing styles and formats for a variety of audiences (assessed through component A1) 		

	<ol style="list-style-type: none"> 2. Critique their own and professional writing and media materials (A2) 3. Have an understanding of issues and concepts around tone, form, narrative and pacing in writing for media production (A1, A2) 4. Originate, research and produce original writing/contnet and media materials for a range of media outputs (A1) 																									
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5">Number of credits for this module</td> </tr> <tr> <td colspan="4"></td> <td style="text-align: center;">30</td> </tr> <tr> <td>Hours to be allocated</td> <td>Scheduled learning and teaching study hours</td> <td>Independent study hours</td> <td>Placement study hours</td> <td>Allocated Hours</td> </tr> <tr> <td style="text-align: center;">300</td> <td style="text-align: center;">72</td> <td style="text-align: center;">228</td> <td style="text-align: center;">0</td> <td style="text-align: center;">300</td> </tr> </tbody> </table>	Key Information Set - Module data					Number of credits for this module									30	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	72	228	0	300
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Contact Hours	<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>																									
Total Assessment	<table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	100%	Practical exam assessment percentage	0%		100%															
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Reading List	<p>The reading list for this module is available at:</p> <p>https://uwe.rl.talis.com/index.html</p>																									

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First Approval Date (and panel type)	24 March 2020		
Revision ASQC Approval Date		Version	1

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