



MODULE SPECIFICATION

Part 1: Information			
Module Title	Screen Language		
Module Code	UABB4Y-30-2	Level	2
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 (Creative Content)		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>Screen Language consists of a series of lectures, seminars and workshops, which will introduce students to the syntax and the relationships between sound and image across still and moving image production.</p> <p>They will synthesise these methods and principles through the study of key experimental still and moving image and sound works to develop an understanding of the languages of experimental forms of photographic and moving image works, and consider ways in which meanings are created, constructed and appropriated.</p> <p>Students will gain a comprehensive overview of critical approaches to making and developing media production works, asking them to identify and question the role of the audience in each instance and how image and sound communicate with different audiences through different forms.</p> <p>The module will further examine significant contextual issues within current digital media practices and provide a historical framework within which to evaluate these issues. These include, but are not limited to; machine vision, mechanics of seeing, viewpoints, exclusion, inclusion and privilege, representation, image and identity and expanded cinema and experimental mobile forms.</p> <p>Through an exploration of case studies, moving image and photographic images and ideas, students will gain an appreciation for persistent themes within screen content, as well as synthesise these within the context of visual practice and method of enquiry in the development of audience centred visual languages. The lecture series will be augmented by visits to appropriate exhibitions and guest workshops by industry and academic experts.</p>

The lecture will provide a historical and socio-cultural context for the week's topic. The seminar session will provide an opportunity for students to discuss the week's reading around the lecture topic with the lecturer and their peers.

Students will be supported in setting up research workbooks and will be asked periodically to share and comment on each other's entries. Reading and research outside of scheduled hours is an essential component to the successful completion of the assigned work. Reading may include journal and conference papers, books and wider digital media and systems such as films, programs and services.

Students will be expected to come prepared for the module sessions with assigned pre-lecture reading/research completed for active participation in subject specific discussions.

Part 3: Assessment

Component A: Viva Presentation - individual reflections on group work, technical sessions and contextual references. This is not a group presentation. Students are predominantly expected to practice the skill of synthesizing and verbally articulating research findings in a clear and concise manner.

Component B: Self-directed Portfolio – Self-directed brief and either *individual* or collaborative working including final critique session (Component B). Students are expected to demonstrate analytical skills; as well as the ability to map out a socio-cultural and historical context that is relevant to the project through production.

Formative Assessment: A mix of individual, peer-to-peer and group tutorials where feedback will be given for example during group discussions, individual tutorials or comments added to students' research workbooks.

The resit coursework submission is a rework of the portfolio brief. The resit presentation is a new topic set by the module teaching staff.

Identify final timetabled piece of assessment (component and element)	B1	
% weighting between components A and B (Standard modules only)	A: 25	B: 75
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Viva	100	
Component B Description of each element	Element weighting (as % of component)	
1. Portfolio	100	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Viva	100	
Component B Description of each element	Element weighting (as % of component)	
1. Portfolio	100	

Part 4: Learning Outcomes & KIS Data																					
Learning Outcomes	<p>On successful completion of this module students will be able to demonstrate:</p> <ol style="list-style-type: none"> 1. An awareness of their own practice of media production as a critical, ethical and imaginative process within the diversity of contemporary and emerging developments in the creative economy and screen languages (assessed through components A1, B1) 2. A high degree of autonomy as an independent media producer able to initiate a project, solve technical and logistical problems and produce work to deadlines (assessed through B1) 3. The ability to communicate their understanding of the historical and contextual formation of mediated communications and cultural forms effectively in writing and oral presentation (assessed through A1) 4. Ability to work effectively and efficiently as a member of a production team (assessed through B1) 5. An awareness of technically and conceptually appropriate design decisions and research for a specific creative project (assessed through A1, B1) 6. A substantial understanding of the grammar and form of their chosen medium or media in its current and/or emerging potential (assessed through B1) 																				
Key Information Sets Information (KIS)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="5" style="text-align: left;">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="text-align: center; border: 2px solid black;">30</td> </tr> <tr> <th style="text-align: center;">Hours to be allocated</th> <th style="text-align: center;">Scheduled learning and teaching study hours</th> <th style="text-align: center;">Independent study hours</th> <th style="text-align: center;">Placement study hours</th> <th style="text-align: center;">Allocated Hours</th> </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					<i>Number of credits for this module</i>				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> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: left;">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;">80%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">20%</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	80%	Practical exam assessment percentage	20%		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