Module Specification

Screen Languages

Version: 2023-24, v3.0, 10 Jan 2023

Contents

Part 1: Information

Module title: Screen Languages

Module code: UABB4Y-30-2

Level: Level 5

For implementation from: 2023-24

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: Not in use for Modules

Field: Broadcast and Journalism

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: 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.

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.

Features: Not applicable

Educational aims: 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.

Outline syllabus: The module will further examine significant contextual issues within current digital media practices around moving image and still images, 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, identity and expanded cinema and experimental mobile forms.

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.

Part 3: Teaching and learning methods

Teaching and learning methods: The lecture will provide a historical and socio-cultural context for the week's topic. The workshop session will then give students an opportunity to apply these ideas within a practical setting, working in editing suite on a range of lens-based media projects.

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

> **MO1** 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.

MO2 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.

MO3 The ability to effectively communicate their understanding of the historical and contextual formation of mediated communications and cultural forms

MO4 Ability to work effectively and efficiently as a member of a production team.

MO5 An awareness of technically and conceptually appropriate design decisions and research for a specific creative project.

MO6 A substantial understanding of the grammar and form of their chosen medium or media in its current and/or emerging potential.

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/index.html

Part 4: Assessment

Assessment strategy: Assessment 1: Portfolio
The purpose of this module to develop students understanding of moving image and lens-based media. Each week students will explore different screen languages, genres and formats. These practical tasks (alongside a critical reflection) will form the basis of their first portfolio. Indicative tasks could include: a short silent film, dramatic monologue, an online promotional video, a short TV feature/VT

Assessment 2: Moving Image Project (10mins)
Moving on the portfolio, students will be encouraged to specialise and create a more substantive moving image project of their own choosing - in this they will be

supported and advised by their module lecturer. This might include (but is not limited to) a short drama scene, documentary or promotional feature.

Assessment components:

Portfolio (First Sit)

Description: Portfolio of lens-based media - practical exercises initiated in workshops and completed throughout the first term. Portfolio will also include critical reflection of students own work in relation to theories and approached covered in the module.

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO5

Project (First Sit)

Description: Project and production materials

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5, MO6

Portfolio (Resit)

Description: Portfolio of lens-based media. Portfolio will also include critical reflection of students own work in relation to theories and approached covered in the module.

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO5

Project (Resit)

Description: Project and production materials

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Production (Creative Content) [Bower Ashton] BA (Hons) 2022-23

Media Production (Creative Content) {Foundation}[Sep][FT][Bower Ashton][4yrs] BA (Hons) 2021-22

Media Production (Creative Content){Foundation}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2021-22

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

Media Production [HKUSpace] BA (Hons) 2023-24

Media Production [Bower Ashton] BA (Hons) 2022-23

Media Production {Foundation}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2021-22

Media Production {Foundation}[Sep][FT][Bower Ashton][4yrs] BA (Hons) 2021-22

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