

MODULE SPECIFICATION

Part 1: Information						
Module Title	Fac	Factual Media: Video and TV				
Module Code	UABB4U-30-2		Level	2		
For implementation from	Sep	September 2020				
UWE Credit Rating	30		ECTS Credit Rating	15		
Faculty	ACE		Field	Broadcast and Journalism		
Department	Film	Film and Journalism				
Contributes towards		BA (hons) Media Production BA (hons) Media Production (Journalism)				
Module type:	Star	Standard				
Pre-requisites		None				
Excluded Combinations		None				
Co-requisites		None				
Module Entry requirements		None				

Part 2: Description

This module enables students to develop a command of visual media in factual media storytelling. The module emphasises conventional forms of news and journalism, the use of mobile platforms in conjunction with social media, emerging formats such as virtual reality and 360° video and, most crucially, the ways that these can all be integrated in the context of a single story. The module will include lectures, technical workshops and conventional news days and professional simulations within UWE's newsroom facilities, which will be assessed both for attendance and for engagement.

In addition to a broad, practical grasp of these varied storytelling techniques, the module also requires students to develop their critical understanding of the changing nature of visual storytelling and representation of real-world information and issues using visual means, historically, contemporarily and how things might be in future.

Part 3: Assessment

The assessment for this module prepares students to navigate a highly complex array of professional

contexts in which visual tools are used for factual reporting: a professional newsroom, where a high degree of platform convergence is almost certain to be in use, as well as freelance work, start-ups and professional, and the growing use of factual media-making using the moving image outside of the world of journalism.

In Component A, students will produce a range of treatments for a single story, across a wide range of different media in a way that demonstrates not only how these media should be used, but how they should be combined.

Students will also write a short critical appraisal to demonstrate how they have applied theory, research and strategic thinking to their work.

In Component B, students will prepare a more in-depth critical essay on a subject related to the module, which will both develop further their writing and critical thinking, and demonstrate their learning in relation to the challenges posed by visual storytelling.

Identify final timetab	led piece of assessment	B1			
(component and ele	ment)		Α.	D.	
% weighting betwe	A: 25	B: 75			
/ogg	23	13			
First Sit					
Component A (controlled conditions) Description of each element				Element weighting	
1. Attendance and e	ngagement in all assessed newsday	s and professional simulations	100		
Component B Description of each	n element		Elem weigh		
1. Critical essay (2,000 words)				40	
Cross-platform story project portfolio				60	
Resit (further atten	dance at taught classes is not req	uired)			
Component A (cont Description of each			Elem weigh		
1. In-class test			10	_	
Component B			Elem	ent	
Description of each element				weighting	
1. Critical essay (2,000 words)				40	
Cross-platform story project portfolio			60		
	Part 4: Learning Outc	omes & KIS Data			
Learning Outcomes	On successful completion of this m	nodule students will be able to:			
	 Demonstrate a critical understanding of various ways in which journalism and factual media are situated and practiced using visual media (assessed through components B1) Critically engage with current scholarly debates about journalism and factual media in visual form (assessed through B1 and B2). Demonstrate an ability to produce factual content in a strategic, creative way 				

across a range of industry-standard and emerging platforms using

	 appropriate idiomatic and stylistic elements (assessed through A1 and B2) Understand how different platforms and storytelling technologies can be integrated, and their affordances combined (assessed through component A1 and B2) 							
				understandin	g of media au	diences (asse	essed thro	ugh
			ents A and B)		cimulation act	tivitios A1		
	'	o. Particip	ate and engag	ge with studio	Simulation act	livities. A1		
Key Information								
Sets Information (KIS)	Key Information Set - Module data							
(MO)								
		Number of credits for this module 30						
		Hours to	Scheduled	Independent	Placement	Allocated		
		be	learning and		study hours	Hours		
		allocated	teaching					
			study hours					
		300	72	228	0	300	②	
Contact Hours		table below stitutes a;	indicates as	a percentage t	he total asses	sment of the	module w	hich
	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)							
	Total assessment of the module:							
	Written exam assessment percentage 0%							
	Coursework assessment percentage 100%							
Total Assessment	Practical exam assessment percentage 0%							
						100%		
Reading List	The	reading list	for this modul	le is available	at:			
	https	://uwe.rl.tali	is.com/index.h	ntml				
	II.							

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