



### MODULE SPECIFICATION

Part 1: Information			
<b>Module Title</b>	Professional Practice in Media		
<b>Module Code</b>	UABB4L-30-3	<b>Level</b>	3
<b>For implementation from</b>	September 2020		
<b>UWE Credit Rating</b>	30	<b>ECTS Credit Rating</b>	15
<b>Faculty</b>	ACE	<b>Field</b>	Broadcast and Journalism
<b>Department</b>	Film and Journalism		
<b>Contributes towards</b>	BA (Hons) Media Production BA (Hons) Media Production (Journalism) BA (Hons) Media Production (Creative Content)		
<b>Module type:</b>	Standard		
<b>Pre-requisites</b>	None		
<b>Excluded Combinations</b>	None		
<b>Co- requisites</b>	None		
<b>Module Entry requirements</b>	None		

Part 2: Description
<p>Students will develop their understanding of work in the sector of the creative media industries most relevant to their particular degree programme and pathway through either work experience and/or working to a live brief.</p> <p>Students will either: undertake work experience in the summer break between the end of Level 2 and the commencement of Level 3, or undertake a live brief of comparable scope provided during the module run in level 3 of their degree/pathway. The work placement/live brief will give students practical experience and knowledge of the challenges and responsibilities of working in the relevant professional context and an understanding of the relevant academic research about working in the creative media industries.</p> <p>Scheduled classes in level 3 will include live brief workshops for students undertaking the live brief, information sessions on assignments, individual and small group activities supporting student reflection, contextual academic study of the creative industries and project development.</p> <p>In-class exercises on professional development skills will supplement the career skills development provided by the module. Critical reflection on personal strengths and areas of development, written and oral and audiovisual communication skills, time management and problem-solving skills are all developed through the module activities and assignments. Module delivery will coordinate with UWE Careers and Placement Support services to optimize the professional development benefits for students.</p>

<b>Part 3: Assessment</b>		
<p>Presentation: Students will give an oral presentation supported by visual aid which describes and summarizes their work experience or live brief work progress. This will develop professional communication skills in oral and visual communication, and should demonstrate the student's understanding of the experience/live brief context. Some critical self-reflection on the student's learning through the work experience or live brief should also be included with reference to the existing body of relevant academic literature (Learning outcome 1, 2, 3, 4).</p> <p>Research Project: Students will develop an individual research project arising from their specific learning experiences and agreed with the module leader. The project will concentrate on aspects of, or reflections arising from, the work placement or live brief experience and develop it in more detail to demonstrate what knowledge has been gained about the relevant creative or communications industry context and their professional development in relation to that aspect(s) of the work experience/live brief (Learning outcome 3, 4).</p> <p>Professional Portfolio: Students will create a portfolio to show off their skills and experiences to future employers; incorporating selected work and demonstration of their professional accomplishments, skills and objectives.</p> <p>Plagiarism to be monitored via class moderation for Component A and via online submission resources for Component B.</p>		
Identify final timetabled piece of assessment (component and element)		B1
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>25</b>	<b>75</b>
<b>First Sit</b>		
<b>Component A (controlled conditions)</b> <b>Description of each element</b>		<b>Element weighting</b> <b>(as % of component)</b>
1. Presentation (in class – 10 minutes)		100
<b>Component B</b> <b>Description of each element</b>		<b>Element weighting</b> <b>(as % of component)</b>
1. Research Project (3,000 words)		90
2. Professional Portfolio		10
<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A (controlled conditions)</b> <b>Description of each element</b>		<b>Element weighting</b> <b>(as % of component)</b>
1. Presentation (10 minutes)		100
<b>Component B</b> <b>Description of each element</b>		<b>Element weighting</b> <b>(as % of component)</b>
1. Research Project (3,000 words)		90
2. Professional Portfolio		10

Part 4: Learning Outcomes & KIS Data																										
<b>Learning Outcomes</b>	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Identify and appraise the knowledge and skills acquired and developed and through the work experience / live brief (assessed through Component B1).</li> <li>2. Demonstrate professional oral and visual communication skills, making use of appropriate software and AV tools to illustrate their oral communications (assessed through A1, B2).</li> <li>3. Demonstrate a substantial understanding of the workplace organisation's industry or the live brief production context, and the key goals, responsibilities and challenges of working in that professional context (assessed through A1 and B1).</li> <li>4. Reflect upon the practical challenges encountered when completing a work experience / live brief and integrate their findings with an existing body of relevant literature (assessed through B1).</li> </ol>																									
<b>Key Information Sets Information (KIS)</b>	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="text-align: center;">30</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">300</td> <td style="text-align: center;">36</td> <td style="text-align: center;">104</td> <td style="text-align: center;">160</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	36	104	160	300
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<b>Contact Hours</b>	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p><b>Written Exam:</b> Unseen or open book written exam  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																									
<b>Total Assessment</b>	<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;">75%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">25%</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	75%	Practical exam assessment percentage	25%		100%															
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<b>Reading List</b>	<p>The reading list for this module is available at:</p> <p><a href="https://uwe.rl.talis.com/index.html">https://uwe.rl.talis.com/index.html</a></p>																									

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<b>First Approval Date (and panel type)</b>	24 March 2020			
<b>Revision ASQC Approval Date</b>		<b>Version</b>	1	