



Module Specification

Professional Practice in Media

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Part 1: Information

Module title: Professional Practice in Media

Module code: UABB4L-30-3

Level: Level 6

For implementation from: 2022-23

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: Bower Ashton Campus

Field: Broadcast and Journalism

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: 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.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: 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.

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

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.

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

MO1 Identify and appraise the knowledge and skills acquired and developed and through the work experience / live brief.

MO2 Demonstrate professional communication skills, making use of software applications and media production skills where appropriate

MO3 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.

MO4 Reflect upon the practical challenges encountered when completing a work experience / live brief and integrate their findings with an existing body of relevant literature.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 104 hours

Face-to-face learning = 36 hours

Total = 140

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link

Part 4: Assessment

Assessment strategy: Portfolio: Students will be asked to prepare a range of employability items depending on whether they have done live brief or work experience. This will develop professional communication skills for industry and allow the student to prepare for industry. Items could include, CV , career development plans, portfolio website, job application forms , speculative applications, career promotional materials, company reports. 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).

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.

Plagiarism to be monitored via class moderation for Component A and via online submission resources for Component B.

Assessment components:

Portfolio - Component A (First Sit)

Description: Portfolio of suitable exercises and reflections.

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio - Component B (First Sit)

Description: Portfolio 2

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio - Component A (Resit)

Description: Portfolio of suitable exercises and reflections.

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio - Component B (Resit)

Description:

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Production (Journalism) {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2020-21

Media Production (Journalism)[Sep][FT][Bower Ashton][3yrs] BA (Hons) 2020-21

Media Production [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2020-21

Media Production (Creative Content) [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2020-21

Media Production {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2020-21

Media Production (Creative Content) {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2020-21