



Module Specification

Media Production Project

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Part 1: Information

Module title: Media Production Project

Module code: UABB4H-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: Project

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module gives students the opportunity to undertake a practice-based media production research project within their specialist medium or media. It should be regarded as a culmination of their conceptual, theoretical, practical and creative development throughout their study. The module is intended to facilitate independent, innovative, creative, critical work.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: The project will be self-motivated and theoretically grounded. It will be informed by cultural theoretical research and a knowledge of historical and contemporary media production, and practitioners, relevant to the project. The module will facilitate a 'community of practitioners', wherein students will engage in peer-learning and collaborative skills relevant to media industry contexts; students will also support each other's projects, providing input in the pre-production process and assisting with production as appropriate.

The content and medium of student projects will be developed in consultation with module staff. Classes will support the initiation, development and realisation of student projects of appropriate scope and substance.

Part 3: Teaching and learning methods

Teaching and learning methods: Students will produce supporting material for their project that demonstrates their critical and creative process and their ability to work in a sustained manner on the development of the project. Project proposal pitching skills will be developed through in-class presentations and feedback. Finally, students will have the opportunity to present, discuss and defend their work in a manner that would be customary for any professional creative media practitioner working to a given brief.

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

MO1 Engage in self-determined creative and/or journalistic practice, working independently and professionally under the guidance of an academic supervisor.

MO2 Plan and undertake a research-based practical project as a critical and analytical process.

MO3 Demonstrate of high level of formal and technical control of your chosen medium or media.

MO4 Use relevant academic theories to critically evaluate and analyse source materials and/or debates relevant to your work.

MO5 Identify, justify and use methods of analysis, enquiry and production which are appropriate to tasks, including self-initiated tasks.

MO6 Engage in a constructive critical evaluation and defence of your work.

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](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: Assessment on this module examines students at every stage of the project production process. In component A, students produce a proposal document that evidences their ability to devise and research a media project of their choosing, assess its feasibility, identify its audience, and put together a production plan. Then they spend several months producing the project itself.

As part of the final project, students will be asked to submit a 2000 word reflective analysis where they will appraise their project in detail. Across these two components we see planning, delivery and reflection.

Assessment components:

Written Assignment - Component A (First Sit)

Description: Project proposal. Written in style of a pitching document for funder or commissioning editor.

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO4, MO5

Project - Component B (First Sit)

Description: Individual media production project and reflective analysis of project.

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Written Assignment - Component A (Resit)

Description: Project proposal. Written in style of a pitching document for funder or commissioning editor.

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO4, MO5

Project - Component B (Resit)

Description: Individual media production project and reflective analysis of project.

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

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