



MODULE SPECIFICATION

Part 1: Information			
Module Title	Live Brief		
Module Code	UPCNJ7-30-3	Level	3
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	Arts and Cultural Industries		
Contributes towards	BA Media Communications (all pathways)		
Module type:	Standard		
Pre-requisites	Researching Media Cultures		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Students will develop their understanding of work in the sector of the media and communication industries relevant to their particular degree and pathway through working to a live brief provided during the module run in level 3 of their degree. The live brief will give students practical experience and knowledge of the challenges and responsibilities of working in the relevant professional context of their degree programme and pathway.</p> <p>Scheduled classes in level 3 will include workshops for students about executing the live brief, information sessions on assignments, individual and small group activities supporting student reflection and assignment development. In-class exercises on relevant career skills will supplement the professional development provided by the live brief. Critical reflection on personal strengths and areas of potential, 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>
Part 3: Assessment
<p>In sum, the assessment elements are as follows:</p> <p>Presentation: The student will give a 15 minute presentation via audiovisual and/or oral presentation which describes and summarizes their work on the live brief. This will develop professional communication skills, and the presentation should demonstrate the student's understanding of the relevant industry context for their work. (Learning outcome 1, 2, 4).</p>

<p>Research Project 2500 words: students will develop an individual research project arising from their specific learning experiences working on the live brief and agreed with the module leader. The project will concentrate on some aspect(s) of the experience and analyse it in more detail to demonstrate what knowledge has been gained about the relevant media communications industry context and their professional development in relation to that aspect(s) (Learning outcome 1 4, 5).</p> <p>Plagiarism to be monitored via online submission resources for B1 and in class moderation for A1.</p>						
Identify final timetabled piece of assessment (component and element)		Component B1				
% weighting between components A and B (Standard modules only)		<table border="1"> <tr> <td>A:</td> <td>B:</td> </tr> <tr> <td>50</td> <td>50</td> </tr> </table>	A:	B:	50	50
A:	B:					
50	50					
First Sit						
Component A (controlled conditions) Description of each element		Element weighting				
1. In-class Presentation 15 minutes		100				
Component B Description of each element		Element weighting				
1. Research Project 2500 words		100				
Resit (further attendance at taught classes is not required)						
Component A (controlled conditions) Description of each element		Element weighting				
1. Presentation 15 minutes		100				
2.						
Component B Description of each element		Element weighting				
1. Research Project 2500 words		100				
2.						
Part 4: Learning Outcomes & KIS Data						
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Identify and appraise the knowledge and skills acquired and developed and through the live brief (assessed through (A1, B1). 2. Demonstrate professional oral and/or visual communication skills, making use of appropriate software and AV tools to illustrate their communications (A1). 3. Provide evidence of independent time management and problem-solving in responding to the live brief tasks and challenges (A1). 4. Demonstrate a substantial understanding of the relevant industry context, and the key goals, responsibilities and challenges of working in that professional context (A1, B1). 					

	5. Reflect upon the practical challenges encountered when completing the live brief and integrate their findings with an existing body of relevant literature (B1). seec.org.uk Learning Outcomes guidance																				
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td>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>300</td> <td>36</td> <td>114</td> <td>0</td> <td>150</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	114	0	150
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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>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)</p>																				
Total Assessment	<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>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>50%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>50%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	50%	Practical exam assessment percentage	50%		100%										
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Reading List	https://rl.talis.com/3/uwe/lists/AD2DE8EB-3596-3382-B3D4-5E86AFCEE41A.html?draft=1&lang=en-GB&login=1																				

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Revision ASQC Approval Date	Version	1	