



## **Module Specification**

### **Developing a Screen Business Concept for the Marketplace**

Version: 2022-23, v2.0, 15 Dec 2022

#### **Contents**

<b>Module Specification .....</b>	<b>1</b>
<b>Part 1: Information .....</b>	<b>2</b>
<b>Part 2: Description .....</b>	<b>2</b>
<b>Part 3: Teaching and learning methods .....</b>	<b>3</b>
<b>Part 4: Assessment.....</b>	<b>4</b>
<b>Part 5: Contributes towards .....</b>	<b>5</b>

## Part 1: Information

**Module title:** Developing a Screen Business Concept for the Marketplace

**Module code:** UALB3U-15-M

**Level:** Level 7

**For implementation from:** 2022-23

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Arts Creative Industries & Education

**Department:** ACE Dept of Creative & Cultural Industries

**Partner institutions:** None

**Delivery locations:** Bower Ashton Campus

**Field:** Lens and Moving Image

**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:** This module aims to equip students with the knowledge and expertise to take their projects forward after graduation.

**Features:** Not applicable

**Educational aims:** This module, shared by postgraduate students in the Screen subject area, provides a short, intense introduction to the requirements of

successfully launching a creative or business project in the screen industries. The module content develops from the knowledge and skills acquired by students in the previous shared module, 'Entrepreneurship in the Creative Economy'. Every screen idea, creative project or new enterprise must meet current standards within the film business environment.

**Outline syllabus:** Areas covered in this module include:

Market research

Fundraising

Sustainability

Intellectual Property

Ethics

Budgetting

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** This module is delivered through a series of workshops, lectures, seminars, and small group tutorials. Further one-on-one consultations and Q & A sessions with industry professionals supplement the learning and ground it in the realities of the screen industries. Learning is supported by other online materials via Blackboard.

In seminars with other students from across the Screen disciplines, students will test and articulate their creative and business ideas.

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

**MO1** undertake the research and preparation of a business proposal within the context of the screen industries, with sector knowledge of issues including budget/forecast, IP, ethics and potential sources of regional, national and international financing.

**MO2** demonstrate an ability to present and pitch their creative and business ideas, based on a broad knowledge of the requirements and conventions of project development in the screen industries.

**MO3** undertake a sustainability audit of a screen industry project proposal.

**MO4** write, critically evaluate and redraft their own business proposal, using the concepts and terminology current within the screen industries.

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/7FB0C13C-249B-C4AF-FB0F-C91E18B6B407.html?draft=1&lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/7FB0C13C-249B-C4AF-FB0F-C91E18B6B407.html?draft=1&lang=en-GB&login=1>

## **Part 4: Assessment**

**Assessment strategy:** Assessment will be through a Portfolio of material which may include research and documentation relating to individual project proposal/case study (or equivalent audio/visual response).

Formative assessment may include and a pitch/presentation/storyboard.

**Assessment components:**

**Portfolio - Component A (First Sit)**

Description: Portfolio of material which may include research and documentation relating to individual project proposal/case study (or equivalent audio/visual response)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

### **Portfolio - Component A (Resit)**

Description: Portfolio of material which may include research and documentation relating to individual project proposal/case study (or equivalent audio/visual response)

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Film and Television Industries [Bower] MA 2022-23

Screen Production (Documentary) [Bower] MA 2022-23

Screen Production (Screenwriting) [Bower] MA 2022-23