



MODULE SPECIFICATION

Part 1: Information			
Module Title	Global Screen Industries		
Module Code	UALAYV-30-M	Level	Level 7
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Arts Creative Industries & Education	Field	Lens and Moving Image
Department	ACE Dept of Creative & Cultural Industries		
Module Type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

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Part 2: Description

Overview: This module examines the key business models of the core sub-sectors of the contemporary screen industries. Students will explore key sources of funding for film and television, study how leading production companies navigate the industries and investigate the impact SVOD platforms are having on different sectors of the business. The module also includes a field trip to IDFA – the world-renowned international documentary festival in Amsterdam.

Educational Aims: This module equips students with a detailed understanding of how different sectors of the contemporary screen industries operate. Students will gain a critical awareness of the key forces shaping the global screen industries today, from broadcasters and film festivals to streaming platforms, and will develop advanced knowledge of the production sector by studying some of the leading companies working in documentary, factual and fiction filmmaking. The assessment also develops students' written communication skills to an advanced level.

Outline Syllabus: This module examines the key business models of the core sub-sectors of the contemporary screen industries. The module focuses on the UK, but adopts a strong international outlook that situates the UK film and television industries within their global context. Students will thus gain an understanding of the global nature of the industry and the ways in which companies, institutions and talent intersect across platforms, genres and nations.

Students will explore the key sources of funding for different kinds of film and television production, and study some of the leading production companies operating today in documentary, factual and fiction filmmaking. Via analyses of these companies' business models, production cultures and their position within industrial and cultural contexts, students will gain a detailed understanding of how key players in the global market have navigated their way to success.

Via a field trip to International Documentary Film Festival Amsterdam (IDFA), the largest documentary film festival in the world, students will gain a detailed understanding and first-hand experience of the critical role of film festivals, sales agents and distributors.

Teaching and Learning Methods: The module will be taught using a mixture of lectures, seminars and workshops.

Part 3: Assessment

Component A, Element 1: Case-study (3,000 words)

Students develop a case-study on a topic of their choice related to an issue studied on the module. Case-studies could explore the development of a particular production company, distributor or film festival, or investigate elements of key institutions such as broadcasters or screen agencies. The case-study should situate the organisation within relevant historical and cultural contexts, and must include an accompanying bibliography (not included in the word count). The assessment enables students to develop professional writing and research skills and demonstrate a critical understanding of key issues in the contemporary screen industries.

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Case Study - Component A	✓	100 %	Students develop a case-study on a topic of their choice related to an issue studied on the module. Case-studies could explore the development of a particular production company, distributor or film festival, or investigate elements of key institutions such as broadcasters or screen agencies. The case-study should situate the organisation within relevant

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Part 4: Teaching and Learning Methods																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;">Module Learning Outcomes</th> <th style="text-align: left;">Reference</th> </tr> </thead> <tbody> <tr> <td>Design, plan and deliver a case-study of a screen business by an agreed deadline.</td> <td>MO1</td> </tr> <tr> <td>Articulate the justification for their chosen case-study with reference to the organisation's significance in the field.</td> <td>MO2</td> </tr> <tr> <td>Demonstrate advanced knowledge of key forces shaping the global screen industries by critically analysing the case-study organisation and situating it within appropriate industrial contexts.</td> <td>MO3</td> </tr> <tr> <td>Present work at an advanced academic standard and demonstrate the ability to communicate effectively to an informed audience.</td> <td>MO4</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	Design, plan and deliver a case-study of a screen business by an agreed deadline.	MO1	Articulate the justification for their chosen case-study with reference to the organisation's significance in the field.	MO2	Demonstrate advanced knowledge of key forces shaping the global screen industries by critically analysing the case-study organisation and situating it within appropriate industrial contexts.	MO3	Present work at an advanced academic standard and demonstrate the ability to communicate effectively to an informed audience.	MO4						
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://rl.talis.com/3/uwe/lists/07EA23A1-E468-50A4-8202-43356B14893F.html?lang=en&login=1</p>																

Part 5: Contributes Towards
<p>This module contributes towards the following programmes of study:</p> <p>Screen Business [Sep][FT][Bower][1yr] MA 2020-21</p>