



MODULE SPECIFICATION

Part 1: Information			
Module Title	Regional, National and International Screen Industries - A Case Study of Bristol		
Module Code	UALAYW-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 explores key debates concerning regional production from industry, policy, and cultural perspectives.

Educational Aims: The aim of this module is for students to develop an advanced understanding of the regionalised structure of the international screen economy, through a case study of Bristol as a regional screen production and exhibition centre. Micro-economic study of screen businesses and the critical analysis of the region's film and television sector will be linked to a critical analysis of the forces driving out-of-London production, in reference to developing political, institutional and cultural trends. The module introduces students to the different approaches to promoting regional growth in the UK's film and television industries through undertaking case studies of particular 'media cities'. Students will synthesise their knowledge of this region in their analysis of parallel screen production hubs in other parts of the international screen industry.

Outline Syllabus: With the increased devolution of film and television production to the UK's nations and regions, regional 'creative clusters' are now imperative to the broader UK creative economy. This module explores key debates concerning regional production and exhibition from industry, policy, and cultural perspectives. It gives particular attention to the role of Bristol as the UK's third largest cluster of film and television workers after London and Manchester. In collaboration with Watershed, it will also examine the changing business models and audiences for multiplex and independent cinema.

Students will analyse Bristol as a local production centre which constitutes a distinct ecology of workers, companies, and institutions. Attention is also given to the historical growth of Bristol's screen industries, comparing its incremental growth with the heavily engineered growth of other regional production clusters that have been spearheaded by government and institutional intervention.

The module will also investigate the Bristol as a national centre that is home to nationally and internationally recognised global brands such as Aardman and the BBC's Natural History Unit. Students will also examine the evolving impact of more recent developments, such as Bristol's UNESCO City of Film designation and the addition of Channel 4 to Bristol's regional screen ecology. This will be further contextualised by an understanding of the variety of forces behind the current drive to both economically and culturally 'rebalance' the UK's screen ecology.

The module links the case study of the Bristol region's screen economy to trends in the international screen industries.

Teaching and Learning Methods: Lectures and seminars

Part 3: Assessment

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

Students develop a series of case studies comparing and contrasting particular regional production centres.

First Sit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	Portfolio of three case studies which examine regional film and television production. 4000 words.
Resit Components	Final Assessment	Element weighting	Description

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Portfolio - Component A	✓	100 %	Portfolio of three case studies which examine regional film and television production. 4000 words.
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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>Evaluate Bristol as a regional production centre through critical analysis of its film and television sector.</td> <td>MO1</td> </tr> <tr> <td>Critically analyse the forces driving out-of-London production</td> <td>MO2</td> </tr> <tr> <td>Evaluate different approaches to promoting regional growth in the UK's film and television industries</td> <td>MO3</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	Evaluate Bristol as a regional production centre through critical analysis of its film and television sector.	MO1	Critically analyse the forces driving out-of-London production	MO2	Evaluate different approaches to promoting regional growth in the UK's film and television industries	MO3								
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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/38945D1D-BF71-0AC5-09BB-DC2342EF140A.html?lang=en-GB&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>