Module Specification

Short Form 2: Working to a Client Brief

Version: 2022-23, v1.0, 06 Jul 2022

Contents

Part 1: Information

Module title: Short Form 2: Working to a Client Brief

Module code: UALNKW-30-2

Level: Level 5

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: Lens and Moving Image

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 enables students to explore the creative process and audience impact by working on a client brief: developing and producing branded and promotional content for online distribution.

Features: Not applicable

Educational aims: The aim of this module is to enable students to explore the creative process and audience impact of developing and producing branded and promotional content for online distribution. Students gain research and practice skills applicable to working to a client's brief. It expands on the theories and practice of audience-driven distribution and how to maximize audiences by gaining visibility in an online market-place.

Outline syllabus: Outline syllabus:
Students explore and build skills needed to create work in this environment, gaining a creative and professional understanding of modern distribution platforms for filmmakers via the production of an agreed short form project.

Students pitch ideas that demonstrate an deep understanding of audience and potential for 'sharability', exploring opportunities for socially and politically engaged filmmaking where appropriate. They may contact external bodies such as charities, record labels, organisations or work to their own brief.

Also, they may make a single film or a collection of shorter films if they identify this as the best form for output and communication. The final film or films will be 'seeded' in an appropriate destination prior to the final submission to enable students to make a summative reflection on the immediacy of the work they're creating and how it communicates with a worldwide audience.

Part 3: Teaching and learning methods

Teaching and learning methods: Lectures introduce aspects of the syllabus which are expanded on in screenings and seminars.

Workshops develop technical skills to enable students to make moving image for small screen devices. In addition, there are group tutorials to support project work and access to 'office hour' individual pastoral tutorials.

A final teaching day enables the presentation of completed projects to the whole

cohort for the purpose of a live critique in the context of the academic theory and industry practice explored in the module.

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

MO1 Discuss and critically evaluate the concepts and theories behind branded content creation and online distribution

MO2 Use research and creative strategies to develop a project that will powerfully communicate with an identified audience

MO3 Conceive and design a project suitable to the restrictions of a specific platform, applying creative problem solving and industry standard professionalism throughout the production phases

MO4 Demonstrate the ability to use creative and technical skills to manipulate sound, image and text so that it can be effectively viewed on a variety of platforms and devices

MO5 Critically evaluate the finished project and personal performance in relation to audience experience, industry context and professional practice

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 via the following link https://uwe.rl.talis.com/modules/ualauw-15-2.html

Part 4: Assessment

Assessment strategy: The assessment strategy mirrors industry standard practice while supporting creative filmmaking and problem solving.

It is designed to reward clear professional activity in all areas of production from the early planning stage through to post production and distribution.

Assessment components:

Portfolio - Component A (First Sit)

Description: Portfolio

Weighting: 100 %

Final assessment: Yes

Group work: Yes

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

Portfolio - Component A (Resit)

Description: Individual negotiated portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study: