



Module Specification

Professional Practice 2

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Part 1: Information

Module title: Professional Practice 2

Module code: UALNKT-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: 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 support students to pursue industry-informed and work-integrated learning, in order to develop a deeper understanding of film and the wider media industry, professional roles and working practices.

Students will engage with primary research applied to their developing specialisms.

Features: Not applicable

Educational aims: The aim of this module is to support students to pursue work-integrated learning, in order to develop a deeper understanding of film and the wider media industry, professional roles and working practices.

To further enhance their knowledge and skill levels to the standard sought by the media industry, this module provides the opportunity for students to focus on a specific specialist area of the filmmaking process in line with their career ambitions.

For example, students choose a specialism, such as cinematography, sound design, directing, scriptwriting, documentary development and scriptwriting, documentary camera, producing, production management and line producing, production design, editing and post-production workflow, colour grading.

Alongside practical work, students undertake research and investigate industry contexts to support the development of their practice and identification of career opportunities.

The module is designed to raise student awareness and skill levels in readiness to work in the industry.

Outline syllabus: This module builds on the focus on enterprise awareness at Level 1, where students research and start to connect to the local film and media industry in order to lay the foundation for future opportunities.

Students are supported to capitalize on that activity; to look at the industry more widely and to use an enterprising mind-set in order to achieve an experience of work in line with their developing career aims and aspirations.

This approach builds to activity at Level 3, where entrepreneurial capability is underpinned via the development of a professional portfolio, including business plans and self-promotional materials.

Part 3: Teaching and learning methods

Teaching and learning methods: Through an initial series of lectures, students are introduced to various practices for making links with professionals, including preparing effective CVs and letter writing specific to the protocols that exist in the film industry.

Seminars and practical exercises develop and extend knowledge and skills in relation to such topics as: personal SWOT analysis (strategic planning technique), research and information analysis skills, networking, pitching, preparing for interviews, freelance business skills, such as costing time and work, ethical concerns and defining personal values, sustainable career development, self-employment, employment and 'portfolio careers', postgraduate study and continuing professional development (CPD), graduate placement schemes, careers fairs, UWE Careers Service support for and beyond graduation, portfolio reviews, preparing personal promotional materials and developing appropriate self marketing strategies, particularly online.

This teaching and learning is enhanced by a series of programme-based guest lectures from industry speakers and from successful alumni, which will demonstrate examples of professional working practice, and provide case studies of evolving career paths.

Students are supported through the process of approaching industry professionals or companies relevant to their practice as well as facilitated to develop a reflective practice as a strategy for focused career planning to graduation and beyond. All of the above will be underpinned by individual tutorial provision by subject teaching staff to ensure that each student's particular aspirations are effectively guided.

During the year students embark on a programme of work-integrated learning, the full requirements for which are detailed in the Module Handbook.

Students develop and undertake a plan of craft skill work, to begin building their

portfolios in specific roles, supported by a specialist tutor. A range of advanced level workshops is on offer to enable students to further develop their skills and techniques in relation to professional requirements. In addition, technical support is offered to students during production of their work

The expectation is that, overall, this should be sufficiently substantial to enable the student to experience as well as observe the workplace. Students' individual programme of activity must be negotiated and approved by staff and, where possible, the days should be arranged outside the teaching schedule so they do not conflict with students' attendance at the taught programme. Students record these activities as a log. They also reflect on their accumulated experience in a paper.

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

MO1 Critically evaluate their own practice, skills, attributes and aptitudes, defining and reflecting on their career intentions and ambitions towards identified roles in the media industry and personal strategies for future career development

MO2 Utilize systematic research to build contextual understanding of professional working practices and skills required to work in film and/or media industry, to underpin analysis of opportunities for a period of work-integrated learning and future employment, and to deepen knowledge within their chosen areas of craft specialism

MO3 Maintain own professional development, demonstrating the acquisition of relevant and advanced skills in a chosen specialism and evaluating their practice and creative intentions in the context of specific industry practices, activities, roles and practitioners

MO4 Present themselves and their work in a confident, professional and coherent manner, communicating in a clear and engaging way, in person and in writing

MO5 Document and critically reflect upon their acquisition of specialist skills and knowledge, and upon their work-integrated learning. Students will analyze their own performance and demonstrate advanced understanding of industry processes, roles, practice, histories and trends

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

Part 4: Assessment

Assessment strategy: Assessment strategy

The assessment type enables the student to demonstrate achievement across all the learning outcomes of the module. It has been chosen to enable students to combine a range of outputs supported by the teaching and learning as well as enable reflective learning in relation to practice. The focus of assessment is to encourage students to embark on a highly critical analysis of their abilities and experiences within current industry frameworks. It supports students through the process of learning protocols for contacting relevant film industry companies and individuals

Formative assessment

Regular tutorials and seminar opportunities with specialist tutors monitor progress and offer formative assessment, advice and support.

Students need to engage with industry professionals as primary research and reflect on how that has influenced their potential career decision making.

Group seminars may be used to allow students to present work in progress to their tutors and their peers. This activity will enable students both to test their ideas on an audience and to continue to develop their skills within a context of academic and professional practice critique.

Summative assessment: Portfolio (100%)

Guidance as to the approach to and the detailed requirements for the Portfolio are fully explained in the Module Handbook.

Students need to demonstrate an advancement of their specialist skills and engagement with the industry and relevant work experience, show evidence of a growing network, enhance their employability toolkit and online presence, and complete an employability task that tests their soft skills.

Indicative items include: a critical reflection that covers research and engagement with the industry, examples of CV's and covering letters.

Alongside industry engagement student will present a body of work, supporting materials, such as relevant research, a journal (either written or in the form of an on-line blog).

Assessment components:

Portfolio - Component A (First Sit)

Description: Portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Portfolio - Component A (Resit)

Description: 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:

Filmmaking [Sep][FT][Bower][3yrs] BA (Hons) 2021-22