Module Specification

Production 1

Version: 2024-25, v6.0, Approved

Contents

Part 1: Information

Module title: Production 1

Module code: UALAV3-30-3

Level: Level 6

For implementation from: 2024-25

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: None

Field: Lens and Moving Image

Module type: Module

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 is one of two final year modules designed to support the development and production of a range of creatively brave and technically ambitious major film and media projects in any identified form

Features: Not applicable

Educational aims: The aim of this module is to enable students to build on their skills acquired on Story 2: Documentary and Story 2: Narrative, and Professional

Practice 2, to develop short film projects, producing proof of concept work (which may be suitable for stand-alone festival exhibition) and undertake other developmental work (screenplays, pitch-decks) in preparation for Production 2.

Students will be expected to position their own projects in terms of genre and audience, and consider potential exhibition platforms for their work.

The module also provides an opportunity for students to research, develop and evidence their specialist skills with a view to selection in these roles on longer form projects on Production 2.

Outline syllabus: Students develop work that demonstrates advanced creative practice and craft skills:
•effective narrative strategies that communicate ideas to an identified audience
•further enhancement of an ability to work creatively with sound and images
•application of critical judgment to edit and present ideas in a coherent and expressive narrative form.

Reading List:
https://uwe.rl.talis.com/modules/ualav3- 30-3.html

Part 3: Teaching and learning methods

Teaching and learning methods: A short series of lectures, seminars and screenings support students' understanding of their own work within a contemporary context by showcasing and discussing inspirational examples of contemporary film and media practice that expand on a variety of approaches to as well as theories and methods of creative production.

Alongside, students initiate ideas, treatments and scripts. Students organize themselves into creative teams with individuals taking specific Heads of Department roles in order to undertake appropriate research and development as well as early pre-production planning as necessary to creatively develop the projects they are

attached to.

A range of advanced level workshops is on offer to enable students to further develop their skills and techniques in relation to professional requirements. Students are encouraged to consider their own individual learning needs – workshop content will be as flexible as possible. In addition, significant technical support is offered to students during production. A final teaching day may enable the presentation of completed projects to the whole cohort for the purpose of a live critique.

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

MO1 Demonstrate the research and development skills relevant in the production of viable film projects, shaping the ideas into a coherent narrative and aesthetic approach.

MO2 Communicate and execute creative ideas, demonstrating industry standard knowledge and production skills, to achieve strong narrative and aesthetic qualities.

MO3 Work effectively and professionally, demonstrating independence, resourcefulness, collaboration and communication with all stakeholders.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

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/ualav3-30-3.html

Part 4: Assessment

Assessment strategy: Students will be expected to take roles in short film productions as agreed with their group tutors and present their work to lecturers in

group presentations.

In addition, students will produce an individual piece of work in which they will either present a researched and developed project idea in the form of a screenplay draft and/or pitching document; or produce a pitch-deck showcasing their specialist skill (with a view to taking up the role on a production 2 project).

The assessment is designed to reflect industry practice while supporting brave filmmaking and creative problem solving. It is also designed to reward clear professional activity in all areas of production from the early planning stage through to post production.

The assessment strategy also enables the assessment of both individual and group work. It is designed to evaluate each students' contribution to the film projects and to the development and production processes. The students' individual piece of work together with their engagement with professionalism as tracked over the semester via formative assessment may allow for marks to vary from individual to individual. This strategy ensures a balance between process and product, and between the crucial elements of teamwork and individual contribution.

Formative assessment:
Regular individual and production team group tutorials are set up with specialist tutors to monitor progress and offer formative assessment, advice and support. Group seminars may be used to allow students to present work in progress to their tutors and their peers. This activity enables 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: Individual Portfolio (100%)

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

Assessment tasks:

Portfolio (First Sit)

Description: Individual portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Portfolio (Resit)

Description: Individual portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Filmmaking [Bower] BA (Hons) 2022-23