



Module Specification

Professional Production Practice

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Part 1: Information

Module title: Professional Production Practice

Module code: UALB6L-45-M

Level: Level 7

For implementation from: 2025-26

UWE credit rating: 45

ECTS credit rating: 22.5

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: The Professional Production Practice module is focused on students' capacity to complete pre-production documentation. A greenlight presentation to industry-standards, and bespoke technical and craft training, helps students to identify and complete final preparations before production. Students will conclude the module with a comprehensive and coherent filming plan.

Features: Not applicable

Educational aims: This module prioritises the School of Arts postgraduate attributes of Agency, Agility, and Ambition. It has been designed with the following educational aims in mind:

Enhances to a professional standard students' disciplinary knowledge – for both editorial and managerial ends – including understanding of narrative structures and visual storytelling, location logistics, ethics and health and safety.

Provides opportunities for students to build an increasingly confident idea communication practice; appropriate for pitching to industry executives.

Supports students' capacity to prepare a professional pre-production portfolio, including secure risk-assessment and ethical compliance.

Introduces strategies for integrating impact outputs during the distribution of films as an essential part of natural history after completion.

Develops students' ability to implement sophisticated social media and online asset strategies to maximize the visibility and promotion of film projects.

Explores typical funding opportunities for students' future projects, for example; crowdfunding, grant awards, and organisational financing.

Develops students' technical and craft skills through enhanced instruction in camera, sound and editing.

Outline syllabus: The curriculum content of this module is designed to guide students through the comprehensive process of film production, from idea development to final approval and promotion.

Students will participate in idea development workshops and engage in advanced conceptual and contextual research. They will learn to create 'pitch decks' including treatment content writing and sizzle reels, with an introduction to Photoshop and In-Design. The module will cover production scheduling and budgeting, as well as

travel and location logistics, including equipment and customs processes. Students will also learn about risk assessment and the final approval process, access, permissions, and copyright, and ethics compliance for final approval.

Social media strategies for promoting productions and impact producing will be explored.

The module will address production funding, including crowdfunding and grant funding, and technical instruction will include craft-focused sessions on documentary and wildlife filming, as well as editing workshops.

These elements collectively aim to equip students with the skills and knowledge necessary to navigate the complexities of film production and successfully bring their projects to fruition.

The module embeds EDI principles by: (a) using a range of teaching and communication methods (verbal, visual, audio, discussion, interactive and practical tasks), (b) including the history of the design discipline, with particular focus on race, empire, slavery and how the discipline navigated these and (c) enabling students to approach tasks using their previous experience, to decolonise the curriculum.

The module embeds sustainability (aligning especially with the UN Sustainable Development Goals 8, 13 and 15) by considering the discipline's role and responsibilities, and supporting a re-assessment of materials, object functions, stakeholders and intended and non-intended impacts.

The module supports students' digital literacy by enabling access to tuition on software and considering the impact of digital tools on the discipline and the wider context.

Part 3: Teaching and learning methods

Teaching and learning methods: This module employs a variety of teaching and learning methods to foster a comprehensive understanding of film production and its

various components. The methods are designed to develop students' critical thinking, technical skills, and collaborative abilities, enabling them to effectively manage and produce films.

Learning types important to progress against the module learning outcomes include Acquisition, Collaboration, and Discussion. Acquisition involves reading, workshops, seminars, and field trips to build foundational knowledge. Collaboration focuses on working dialogically with peers to shape and refine ideas and manage film production, considering the roles of collaborators, partners, and other stakeholders in the film industry. Discussion is facilitated through group critiques, textual discussions, and industry events, promoting feedback exchange and deeper understanding.

These methods collectively aim to enhance students' skills in film production, critical analysis, and creative application, preparing them for advanced practice in the field.

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

MO1 Plan a coherent natural history production, demonstrating clear editorial approach, comprehensive location logistics, and a viable programme of activity.

MO2 Employ visual storytelling to engage an identified audience, presenting a pitch with conceptual clarity and production management content.

MO3 Apply understanding of the natural history film industry to navigate the promotional, funding, social media, and impact requirements of professional practice.

MO4 Ensure professional and institutional standards of risk assessment and ethical compliance are evident across the planning process.

Hours to be allocated: 450

Contact hours:

Independent study/self-guided study = 342 hours

Face-to-face learning = 108 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/5F249C11-B188-F765-CCE2-B0DF34221C9D.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/5F249C11-B188-F765-CCE2-B0DF34221C9D.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: Formative assessment during the delivery of this module will be available in various formats, including one-to-one tutorials, group critiques, submission of draft materials, practice presentations and peer review.

Summative assessment has been designed to align with the Module Learning Outcomes (MLOs), with criteria and benchmark descriptors drawn directly from these outcomes.

Task 1 involves a 15-minute presentation, which evidences students' ability to articulate their understanding and insights on film production techniques, storytelling, and project development. This presentation provides an opportunity for students to clearly and effectively communicate their ideas. Further details on format and guidance are specified in the assessment brief.

Task 2 requires a Portfolio submission, which is a comprehensive collection of work showcasing the students' ability to apply their knowledge and skills in a practical context. The Portfolio will include preparatory work for a project (equivalent to 5000 words). These elements will be specified in the assessment brief. The portfolio allows students to demonstrate their creative approach and the ability to produce tangible outcomes that reflect their learning and development throughout the module.

The personal, reflective, and creative nature of the assessment tasks will help ensure students do not commit intentional or unintentional assessment offences, including plagiarism.

Assessment tasks:

Presentation (First Sit)

Description: 15-minute presentation.

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2

Portfolio (First Sit)

Description: Portfolio

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4

Presentation (Resit)

Description: 15-minute presentation.

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2

Portfolio (Resit)

Description: Portfolio

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Wildlife Filmmaking [Bower] MA 2025-26

