



Module Specification

Professional Practice: Short Form 1

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Part 1: Information

Module title: Professional Practice: Short Form 1

Module code: UALNKS-30-1

Level: Level 4

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 module enables students to explore the creative process of working on Short Form content. Students will gain research and practice skills applicable to working in Short Form Production.

This module introduces the work ready skills expected within Professional Practice throughout their student journey. They will be required to put these skills into practice in the production of Short Form content.

Features: Not applicable

Educational aims: The aim of this module is to introduce students to the Professional Practice skills required to work in the creative industries, alongside exploring the process of making Short Form content from development through to delivery.

The module embeds and introduces students to the knowledge, research and soft skills expected within Professional Practice; as such it fulfils the learning and outcomes of Level 4 Professional Practice.

Outline syllabus: The Professional Practice part of this module will be taught through a series of seminars. These will introduce you to the following professional concepts and practices:

Work well – the importance of a positive and supportive working environment on and off set.

Work Safe – a comprehensive introduction to Health and Safety on set/location and the importance of Risk Assessments.

Work Professionally – an introduction to professional paperwork and documentation.

Work Sustainably - a stepping stone towards Albert accreditation in Level 5.

The Short Form part of the module is designed to give students experience of working on Short Form filmmaking, which is an essential element of the modern filmmaking landscape and will introduce: Research, developing ideas, storytelling, pitching, casting & locations, working as professional production team, communication, understanding sustainability and the importance of knowing your audience and platform. The focus is on creativity, ideas generation, and thinking outside the box.

Students explore and build skills needed to create work in this environment, gaining a creative and professional understanding of short form content creation.

Part 3: Teaching and learning methods

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

Group 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 analyse Short Form content and start to evaluate your own personal performance and development, in relation to industry context, audience engagement and professional practice.

MO2 Use research and creativity strategies to develop a project that fulfils the brief and works well as a piece of Short Form content.

MO3 Conceive a Short Form idea and take through to delivery as part of a production team demonstrating professionalism throughout.

MO4 Demonstrate the fundamental ability to use creative storytelling, technical and craft skills, required for Short Form content.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 0

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 is designed to demonstrate students' ability to work creatively with industry standard practices and demonstrate a core understanding of creative editing, sound recording/design and cinematography skills.

The assessment type has been chosen to enable students to demonstrate achievement across all the learning outcomes of the module and to provide flexibility in selecting appropriate and specific outputs.

Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements and to support the monitoring of progress by tutors and students.

Assessment methods used are varied in demonstrating achievement to both academic and industry stakeholders, and form a coherent programme of assessment which is designed to offer students the maximum opportunity to demonstrate the skills, knowledge and experience that they have gained through the course of study, as well as to support ongoing and continuous improvement in their individual creative practice and development as practitioners.

Forms of assessment used as part of this module may include:

- Presentation and participation in studio-critique (formative)
- Portfolio review and assessment (formative/summative)
- Group and individual visual/verbal presentations (formative)
- Peer and self-assessment (formative and summative)
- Evaluative and reflective outcomes, including visual, verbal and written (formative and summative)

*The Pass / Fail Assessment Strategy for this module has been designed to:

1. Establish a more authentic and subject appropriate approach to the assessment process, placing greater emphasis on assessment as learning, rather than an assessment of learning – which is more aligned to the iterative nature of creative practice.
2. Establish a less marks driven approach to assessment, particularly during the early stages of a student's journey will provide students with an opportunity to build confidence and develop individual approaches to iterative practice and creative risktaking without the perceived pressure / punitive nature of a marks driven culture.
3. Remove the emphasis from final marks, making explicit the role of feedback in students future learning and progression. Greater emphasis on assessment feedback will enable staff and students to establish a broader shared language and understanding of assessment away from the granular detail of marks.
4. Signal a more holistic, inclusive approach to assessment and would align with the University's wider priorities of inclusivity and accessibility.

Assessment tasks:**Portfolio (First Sit)**

Description: Portfolio (pass/fail)

Weighting:

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Portfolio (pass/fail)

Weighting:

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Filmmaking [Bower] BA (Hons) 2024-25