Module Specification

Live Brief

Version: 2028-29, v2.0, Approved

Contents

Part 1: Information

Module title: Live Brief

Module code: UPCNJ7-30-3

Level: Level 6

For implementation from: 2028-29

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: None

Field: Cultural Studies

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: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: Students will develop their understanding of work in the sector of the media and communication industries relevant to their particular degree and pathway through working to a live brief provided during the module run in level 3 of

their degree. The live brief will give students practical experience and knowledge of the challenges and responsibilities of working in the relevant professional context of their degree programme and pathway.

Part 3: Teaching and learning methods

Teaching and learning methods: Scheduled classes in level 3 will include workshops for students about executing the live brief, information sessions on assignments, individual and small group activities supporting student reflection and assignment development. In-class exercises on relevant career skills will supplement the professional development provided by the live brief. Critical reflection on personal strengths and areas of potential, written and oral and audiovisual communication skills, time management and problem-solving skills are all developed through the module activities and assignments. Module delivery will coordinate with UWE Careers and Placement Support services to optimize the professional development benefits for students.

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

MO1 Identify and appraise the knowledge and skills acquired and developed and through the live brief.

MO2 Demonstrate professional oral and/or visual communication skills, making use of appropriate software and AV tools to illustrate their communications.

MO3 Provide evidence of independent time management and problem-solving in responding to the live brief tasks and challenges.

MO4 Demonstrate a substantial understanding of the relevant industry context, and the key goals, responsibilities and challenges of working in that professional context.

MO5 Reflect upon the practical challenges encountered when completing the live brief and integrate their findings with an existing body of relevant literature.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 264 hours

Face-to-face learning = 36 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/index.html

Part 4: Assessment

Assessment strategy: Presentation: The student will give a 15 minute presentation via audiovisual and/or oral presentation which describes and summarizes their work on the live brief. This will develop professional communication skills, and the presentation should demonstrate the student's understanding of the relevant industry context for their work. (Learning outcome 1, 2, 4).

Research Project 2500 words: students will develop an individual research project arising from their specific learning experiences working on the live brief and agreed with the module leader. The project will concentrate on some aspect(s) of the experience and analyse it in more detail to demonstrate what knowledge has been gained about the relevant media communications industry context and their professional development in relation to that aspect(s) (Learning outcome 1 4, 5).

Plagiarism to be monitored via online submission resources for the research project and in class moderation for the presentation.

Assessment tasks:

Project (First Sit)
Description: Research Project (2500 words)
Weighting: 50 %
Final assessment: Yes
Group work: No
Learning outcomes tested:

Presentation (First Sit)

Description: In-class Presentation

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested:

Project (Resit)

Description: Research Project (2500 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Presentation (Resit)

Description: Presentation

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Communications (Campaigns) [Frenchay] - WITHDRAWN BA (Hons) 2024-25

Media Communications [Frenchay] BA (Hons) 2024-25

Media Communications [Frenchay] - WITHDRAWN BA (Hons) 2025-26

Media Communications [Frenchay] BA (Hons) 2024-25

Media Communications [Frenchay] BA (Hons) 2024-25