



Module Specification

Professional Writing About Film

Version: 2026-27, v1.0, Approved

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	5

Part 1: Information

Module title: Professional Writing About Film

Module code: UPGB7S-30-2

Level: Level 5

For implementation from: 2026-27

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: None

Field: English

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 introduces students to some of the many varieties of non-academic but still professional writing about film, including reviews, feature articles, interviews, podcasts, screening notes, festival programmes, marketing and publicity. It explores the creative, critical, and commercial contexts of such materials and helps students to develop a range of practical skills. This includes writing from original concept to final draft, pitching, interviewing, editorial roles, and group work.

Features: Not applicable

Educational aims: Students explore different forms of professional writing, such as film reviews, criticism, editorial features, interviews, festival websites, programme notes and publicity materials. Working in small teams, students develop a project combining different types of writing, such as a film magazine issue, film programme or film festival website.

This includes pitching the project concept, embedding professional experience and enterprise skills.

Outline syllabus: Students study examples of film writing, developing critical and commercial awareness of the role of different kinds of publication (both mainstream and specialist) and their audiences.

Students also develop a range of writing skills adapted to different professional contexts.

Part 3: Teaching and learning methods

Teaching and learning methods: Workshop exercises support students' development of relevant professional and enterprise skills (e.g., pitching proposals to editors/funders, interview techniques, teamwork, editorial planning and commissioning, copy editing).

Student learning is supported with the publication of the lecture PowerPoint in advance of the session.

A reading list and assignment briefs are available online from the beginning of the course. Recordings of each lecture will be made available to students.

Throughout the course and specifically in preparation for the assignments, students will be offered advice in class well before the deadline and there will be opportunities for tutorials (both online and face to face), as well as formative feedback on in-class exercises and draft work.

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

MO1 Convey ideas and information clearly and persuasively through diverse mediums, adapting to different audiences and purposes.

MO2 Further develop proficiency in using tools, technologies, and techniques while applying them to projects.

MO3 Engage in reflective practice, reviewing your personal strengths and areas for growth, and proactively seeking feedback to improve their work.

MO4 Demonstrate critical and commercial awareness of the role of professional writing within contemporary film culture.

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](https://rl.talis.com/3/uwe/lists/92371A4F-DD31-30A5-D543-52DB46F8E58E.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/92371A4F-DD31-30A5-D543-52DB46F8E58E.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: The assessment is designed to develop students' commercial and professional awareness and their ability to collaborate effectively. It expands the range of the kinds of writing they undertake, develops project management skills and assesses individual writing skills. Workshop supervision designs out plagiarism.

To ensure steady work throughout the module, students will develop, pitch and mock up a group project. They will submit evidence of this collaborative work alongside their individual contributions.

The referral assessment is the same.

Assessment tasks:

Portfolio (First Sit)

Description: Portfolio of work - 3000 words

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Portfolio of work - 3000 words

Weighting: 100 %

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:

Film Studies [Frenchay] BA (Hons) 2025-26