



## **Module Specification**

### **Wildlife, Film and Media**

Version: 2024-25, v3.0, 29 May 2024

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## Part 1: Information

**Module title:** Wildlife, Film and Media

**Module code:** USSK5A-15-3

**Level:** Level 6

**For implementation from:** 2024-25

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**College:** College of Health, Science & Society

**School:** CHSS School of Applied Sciences

**Partner institutions:** None

**Field:** Applied Sciences

**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:** Media Communication skills are essential to the 21st century science graduate. Scientists and conservationists must be able to explain, present and promote their work, in the media, in a variety of ways. When the BBC makes a landmark Natural History series like Blue Planet, it is accompanied by a host of multi-media projects with scientists talking to and creating podcasts and radio shows, producers making live events and speaking at festivals and on TV panel discussions as well as informing the online content.

**Features:** Not applicable

**Educational aims:** In this module students undertake a short research study with the ultimate aim of presenting their findings as a multi-platform wildlife or conservation media project suitable for a non-scientific audience.

**Outline syllabus:** Students will research, develop and pitch an idea for a digital media production. Their pitch will include an example of the work in audio or video form, alongside promotional materials. Possible projects include but are not restricted to a radio/podcast series, television or online film series or one-off production.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** The module will be taught through a mixture of lectures, workshops and seminars. Students will be expected to undertake independent study to support their learning, including researching the conservation topic that is the subject of their multimedia pitch.

In addition to academic readings, students are expected to analyse a range of approaches to communicating wildlife and conservation issues. While there will be specific directed learning activities, students are expected to extend this through independent learning.

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

**MO1** Initiate, develop and pitch innovative ideas for short films and/or other media platforms and demonstrate an understanding of how to visualise, script and plan a short film or podcast.

**MO2** Gather, collate, synthesise, edit and present research in a film, film series or podcast.

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ussk5a-15-3.html) via the following link <https://uwe.rl.talis.com/modules/ussk5a-15-3.html>

## Part 4: Assessment

**Assessment strategy:** Assessment: Presentation (20 minutes + 10 minutes Q+A)

The assessment task for this module is a presentation. Students will work on this assessment in small groups to replicate professional practice, but will also be assessed on their individual presentation of the pitch.

Students will pitch an idea for a multiplatform conservation/wildlife communication. The pitch includes a sample communication in audio or video form, alongside promotional materials. Possible projects include but are not restricted to a radio/podcast series, television or online film series or one-off production.

This assessment enables the student to build and demonstrate the professional skills needed to communicate their work and ideas in appropriate formats, including editing and media creation.

Students will be supported to succeed in this assessment through specific feedback sessions. The module incorporates critical analysis of wildlife media, which also underpins the assessment.

### Assessment tasks:

#### Presentation (First Sit)

Description: Presentation & Pitch for a multi-platform conservation/wildlife communication project (30 minutes).

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

### **Presentation (Resit)**

Description: Presentation & Pitch for a multi-platform conservation/wildlife communication project (30 minutes).

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Wildlife Ecology and Conservation Science [Zoo] BSc (Hons) 2022-23

Integrated Wildlife Conservation {Top-Up} [Frenchay] BSc (Hons) 2024-25

Wildlife Ecology and Conservation Science {Foundation} [Sep][SW][Frenchay][6yrs]  
MSci 2020-21

Wildlife Ecology and Conservation Science [Sep][SW][Frenchay][5yrs] MSci 2021-22

Wildlife Ecology and Conservation Science {Foundation} [Sep][FT][Frenchay][5yrs]  
MSci 2021-22

Wildlife Ecology and Conservation Science [Sep][SW][Zoo][4yrs] BSc (Hons) 2021-  
22

Wildlife Ecology and Conservation Science {Foundation} [Sep][FT][Zoo][4yrs] BSc  
(Hons) 2021-22

Wildlife Ecology and Conservation Science {Foundation} [Sep][SW][Zoo][5yrs] BSc  
(Hons) 2020-21

Wildlife Ecology and Conservation Science [Frenchay] MSci 2022-23

