



MODULE SPECIFICATION

Part 1: Information			
Module Title	Intensive Production		
Module Code	UPCAFC-60-3	Level	3
For implementation from	September 2017		
UWE Credit Rating	60	ECTS Credit Rating	30
Faculty	Arts, Creative Industries and Education	Field	Cultural Studies
Department	Arts and Cultural Industries		
Contributes towards	BA (Hons) Media, Culture and Practice and BA (Hons) Media and Journalism. Both optional		
Module type:	Project		
Pre-requisites	UPCAFJ-30-2 Video Media, or UPCPAR-30-2 Web Media, or UPCPAU-30-2 - Photomedia		
Excluded Combinations	UPCPCS-30-3 Independent Production; UABPMG-30-3 Journalism Dissertation		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description

Each student will complete two projects in a medium studied in an MCS production module at level two. They will produce two self-initiated and critically motivated projects that will be informed by theoretical research and knowledge of contemporary media production. Students will produce one project each semester.

In semester one students will produce an individual project.

In semester two students will form pairs and assist on the development and realisation of each other's project. (In the event of an odd number of students on the module a group of three students will rotate their assisting).

Students will present one of their projects at the end of year student exhibition and participate in the organisation of the exhibition / display. The content and medium of projects will be developed in consultation with staff and from within the range of specialisms offered by the staff team. In any one year these selections would be from the following: Photomedia, Video Media, Web Media. Students will be expected to work both independently and as a group as projects require.

For assessment students will present supporting material for each project that demonstrates their creative, critical and organisational process. Each semester they will also produce a written evaluation reflecting on that theoretical and creative process.

This module is taught through workshops led by instructors and academic staff, and individual tutorial support for production. Lectures are used for general communication about the module and for specialist talks on specific media or approaches.

Part 3: Assessment

Assessment Strategy

The assessment strategy is focused on practical work and submission therein. In order to ensure this is appropriately applied assessment is split into 4 components. This way the LOs can be applied (and assessed) across the 4 assignments. The assessments are:

Component 1: practical project, focused on media making defined by the learner

C2: associated essay/contextual report

C3: practical project, focused on media making defined by the learner – advancing the techniques explored in term 1

C4: associated essay/contextual report

Assessment sessions are positioned throughout the module. For each assessment (here I refer to summative assessment), there will be a detailed assignment brief, intended to contextualise the work you will undertake. This includes: deliverables, grading criteria and the level of work expected from a Pass mark through to a 1st Class Grade.


Feedback workshops are positioned throughout the module. During these workshops, feedback on on-going and previous assessments is provided. These workshops provide the opportunity for structured personal development planning and the placement of these sessions will allow the students to develop strengths and areas in need of improvement. The assessment appraisal focuses on on-going work is based around tutor support and peer review. The assessment feedback provides the opportunity to reflect both on the completed assessment and the block of learning more broadly, evaluating student engagement against learning outcomes and identifying areas to develop.

All feedback on summative work should be understood as providing formative support. Structured feedback sessions will be built into learning to allow reflection on each element of assessment. Where specific needs are identified, formative assessment activities will be included to support the learning. The module portfolio will entail both an assessed item, but also an opportunity for formative reflection.

Plagiarism is managed through requiring learners to present their work and ideas at various stages of the process (on each assignment). This is also applied to the essay/written component.

Formative assessment are embedded to the module extensively. At least every 2 weeks there are chances for learners to discuss their ideas, projects, and work in progress. In addition to this, learners are expected to present their work to the peer group at points in term 1 and 2.

Identify final timetabled piece of assessment (component and element)	Component A3	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	
First Sit		
Component A (controlled conditions)	Element weighting (as % of component)	
Description of each element		
1. 1. Individual project and Supporting Material	30%	
2. 2. Evaluation (2000 words)	10%	
3. 3. Individual project, Assisting, Presentation of project, and Supporting Material	50%	
4. 4. Evaluation (2500 words)	10%	
Component B	Element weighting (as % of component)	
Description of each element		
N/A		

Resit (further attendance at taught classes is not required)																										
Component A (controlled conditions) Description of each element	Element weighting (as % of component)																									
1. 1. Individual project and Supporting Material	30%																									
2. 2. Evaluation (2000 words)	10%																									
3. 3. Individual project, Assisting, Presentation of project, and Supporting Material	50%																									
4. 4. Evaluation (2500 words)	10%																									
Component B Description of each element	Element weighting (as % of component)																									
N/A																										
Part 4: Teaching and Learning Methods																										
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • An awareness of their own practice of media production as a reflexive, critical and creative process within the field of Media & Cultural Studies (assessed in all elements of Component A); • A high degree of autonomy as an independent media producer able to motivate themselves and produce work to deadlines (assessed through elements 1 and 3 of Component A); • The ability to communicate their ideas and creative process effectively (assessed through all elements of Component A); • The ability to work effectively and efficiently as a member of a production team (assessed through element 3 of Component A); • An awareness of appropriate design decisions and research for a specific project (assessed through all elements of Component A) • A sophisticated understanding of the grammar and form of their chosen medium or media (assessed through all elements of Component A); • The ability to organise and present project work in an exhibition / public display. (assessed through element 3 of Component A); 																									
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="border: 2px solid black; text-align: center;">60</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">600</td> <td style="text-align: center;">144</td> <td style="text-align: center;">456</td> <td style="text-align: center;">0</td> <td style="text-align: center;">600</td> </tr> </tbody> </table>	Key Information Set - Module data										<i>Number of credits for this module</i>				60	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	600	144	456	0	600
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<p>Total Assessment</p>	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test</p> <p>Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" data-bbox="630 398 1323 629"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td>0%</td> <td></td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td>100%</td> <td></td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td>0%</td> <td></td> </tr> <tr> <td></td> <td></td> <td>100%</td> <td></td> </tr> </table>	Total assessment of the module:				Written exam assessment percentage		0%		Coursework assessment percentage		100%		Practical exam assessment percentage		0%				100%	
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<p>Reading Strategy</p>	<p>Module staff will recommend readings to individual students according the needs of their projects. Students will also be expected to find their own further reading in support of their particular projects.</p> <p>Students are expected to develop their own reading, based on the needs of their individual projects. Lecturers will support this research and make suggestions, but the module does not have set reading.</p>																				

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First CAP Approval Date	8 July 2011			
Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i>	2 February 2017	Version	3	<u>link to RIA</u>