



University of the
West of England

MODULE SPECIFICATION

Code: UACAFC-60-3	Title: Intensive Production	Version: 2
Level: 3	UWE credit rating: 60	ECTS credit rating: 30
Module type: project		
Owning Faculty: CAHE	Field: Media and Cultural Studies	
Faculty Committee approval: CAHE CAC	Date: 8 th July 2011, Chair's action	
Valid from: September 2011	Discontinued from:	
Pre-requisites: UACAFJ-30-2 Video Media, or UPCPAR-30-2 Web Media, or UACPAU-30-2 - Photomedia		
Co-requisites: None		
Excluded combinations: UACPCS-30-3 Independent Production		

Learning outcomes:

On successful completion of this module students should be able to demonstrate:

- 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);
- Ability to communicate their ideas and creative process effectively (assessed through all elements of Component A);
- 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);

Ability to organise and present project work in an exhibition / public display. (assessed through element 3 of Component A);

Syllabus outline:

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 others 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.

Teaching and learning methods:

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.

Reading Strategy

Module staff will recommend readings to individual students according to the needs of their projects. Students will also be expected to find their own further reading in support of their particular projects.

Indicative Reading List:

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.

Assessment

Component A, element 3 should be recorded as the final assessment for the purposes of submitting data on non-submissions to HEFCE.

Weighting between components A and B (standard modules only) A: 100% B:0%
This is a project module with only one component.

ATTEMPT 1

First Assessment Opportunity (Sit)

Component A

Description of each element	Element weighting
1. Individual project and Supporting Material	30%
2. Evaluation (2000 words)	10%
3. Individual project, Assisting, Presentation of project, and Supporting Material	50%
4. Evaluation (2500 words)	10%

Second Assessment Opportunity (Resit) (further attendance at taught classes is not required) Component A

Description of each element	Element weighting
1. Two Projects (to include Supporting Material for each and 2000 and 2500 word Evaluation for the first and second project respectively)	100%

EXCEPTIONAL SECOND ATTEMPT (Retake): Attendance at taught classes is/is not required.

Specification confirmed byDate
(Associate Dean/Programme Director)

