Module Specification

Mastering the Business

Version: 2023-24, v2.0, 24 Jan 2023

Contents

Part 1: Information

Module title: Mastering the Business

Module code: UALAKV-30-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Lens and Moving Image

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: In addition to the Learning Outcomes, the educational experience may explore, develop, and practise but not formally discretely assess the following:

Understand and work according to the expectations of postgraduate study within a professional practice context.

Understand the aims and objectives of the whole programme of study, make connections between the modules and forge relationships with peers, teaching staff, and the university community as a whole.

Achieve a range of technical, production and generic performance statements at a basic level based on the following Skillset NOS: Production (Film and TV) 2005; Directors 2003; Sound 2009; Camera 2008; Lighting for Film and Television 2006; Editing 2007; Contribute to good working relationships (Skillset NOS X1); Contribute to the quality and productivity of the production process (Skillset NOS X6); Conduct an assessment of risks in the workplace and ensure own actions reduce risks to Health and Safety (Skillset NOS X3); Skillset NOS: Law and Compliance for Broadcasting 2010.

Outline syllabus: The purpose of this module is to introduce the student to the specialist field of wildlife media production and to enable them to begin to understand key areas of professional concern. It will examine the key skills in the business where creative content creation, market demand and effective production management go hand-in-hand. The module gives an overview of a number of important business contexts, drivers and processes within natural history programming. It blends lectures and seminars exploring the commercial, ethical and production contexts with a series of production exercises which enable students to apply their knowledge and understanding to facilitate the development of their professional practice.

It will outline the commissioning and development process and the audience and market contexts. It will provide insight into the commercial environment and the way productions are financed and put together through co-production financial deals and then marketed nationally, internationally and globally. It will look at the way in which assets and brands are created and handled through the value chain as well as key issues such as compliance, editorial policy and intellectual property.

The module also provides students with a thorough grounding in broadcasting codes and conventions. It explores theories of broadcast ethics via a number of pertinent case studies and provides students with opportunities to develop analytical and journalistic writing skills. Students will examine ethical theories and media regulatory systems, and apply their understanding to contemporary examples.

Alongside, students will take part in a number of rapid turnaround production exercises – some individual and some based around team working – supported by intensive technical workshops. These projects, formulated with BBC Partners, will be designed to introduce students to and immerse them in a wide range of media production so they understand the narrative potential and editorial demands of each particular genre and how to deliver these via appropriate use of craft techniques. Projects may include TV studio production, radio feature, photo essay, archive item, 'digital story', short documentary, 'making of' feature and 'sizzle reel'.

Students will undertake a diagnostic skills audit early on in the module. Altogether, the teaching and learning, including group and individual tutorials, will underpin students' professional development, enabling them to explore career routes into this field of programme making. Students' professional development will be additionally supported via an industry mentor scheme embedded through the programme; in this module students will be matched with their mentor/s and start to build aims for the relationship.

Part 3: Teaching and learning methods

Teaching and learning methods: The scheduled contact hours will be 26 days or approximately 156 hours encompassing all teaching activity as outlined below.

Formal lectures and seminars will introduce key aspects of the module. In addition, there will be a range of master-classes and guest speaker sessions delivered in partnership with the BBC and NHU. In addition, students may have the opportunity to attend specialist conferences relevant to the teaching and learning activity.

A series of production exercises run alongside. These practical assignments are achieved either in a supervised workshop setting or via independent study. They are supported by an extensive range of relevant production and technical workshops and a series of individual and group tutorials. Students' professional development will be additionally supported via the programme's industry mentor scheme.

Students receive formative feedback via tutorial sessions and mentor meetings. Some practical assignments, especially those which involve large groups operating in a workshop context, will be formatively assessed in plenary sessions following completion of the exercise. Students are expected to show initiative, be self-motivated, and able to work independently.

Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; supervised time in studio/workshop. (156 hours)

Independent learning includes hours engaged with essential reading, case study preparation, individual and group project work, assignment preparation and completion etc. (144 hours)

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

> **MO1** Understand and critically analyse the commercial environment of areas of natural history programming including the factors that inform commissioning decisions

> **MO2** Recognise and analyse the influence of market demand on creative content development and what makes for successful pitching of wildlife media products

> **MO3** Demonstrate understanding of issues of the ethical responsibilities of wildlife media producers and a working knowledge of relevant media law and production protocols

MO4 Demonstrate an understanding of narrative construction in a range of programming genres through practical application

MO5 Understand and begin to apply the elements and conventions of and craft techniques associated with various forms of production

MO6 Undertake a range of production and technical craft roles through a series of individual and small group projects, demonstrating basic technical and production skills

MO7 Demonstrate an appreciation of the factors that contribute to effective teamwork and the quality and productivity of the production process

MO8 Demonstrate developing awareness of the potential future direction of their own media practice and demonstrate understanding of how to conduct a resource investigation specific to this professional field to support their own development

MO9 Develop their industry mentor relationship/s and negotiate terms for an appropriate level of support through the programme

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 144 hours

Face-to-face learning = 156 hours

Total = 300

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/modules/ualakv-30-m.html

Part 4: Assessment

Assessment strategy: The summative assessment is as follows:

Portfolio 100%

Students are required to submit a portfolio of work, which will include the outcomes of set tasks throughout the module. These will be designed to enable students to develop and demonstrate for the purposes of assessment their acquisition of the skills, knowledge, understandings and experiences that will enable them to meet the learning outcomes for the module.

Examples of the specific tasks to be included in the portfolio will be clearly defined in the Module Handbook. These may include:

A live-presentation which examines an aspect of current industry practice in the light of current industry practice and future-trends
and/or
A short (2,500 word) essay which examines an ethical incident in wildlife filmmaking and examines it in the light of broadcasting codes, and legal and ethical frameworks
and/or
A range of practical production exercises
and/or
A reflective learning log

Assessment Criteria:

Demonstrate knowledge and understanding of the field of practice. (Relating to Learning Outcomes 1, 2, 3, 4, 5, 6, 7, 8)

Evidence of commitment to building a portfolio of creative, technical, editorial and production skills. (4, 6, 7, 8)

Operate at a professional level in the gathering of information and ideas development as well as the execution and presentation of work. (1, 2, 3, 4, 5, 6, 7, 8)

Conduct research across a range of contextual and subject-specific sources and synthesise the information gained to make informed decisions. (1, 2, 3, 4, 5, 8)

Apply appropriate research and production methods to the development, realisation,

communication and presentation of their ideas and production work. (1, 2, 3, 4, 5, 6, 7, 8)

Apply critical and creative independence in the development and realisation of their ideas within the context of specialist practice. (1, 2, 3, 4, 5, 6)

Justify and validate their ideas within the context of contemporary wildlife filmmaking practice. (1, 2, 3, 4, 5, 6, 7, 8)

An ability to comment critically on the strengths and weaknesses of the work produced throughout the module, including evidence of an ability to critique artefacts and practice methodologies within a broader media context. (1, 2, 3, 4, 5, 6, 7, 8)

Assessment components:

Portfolio (First Sit)
Description: Portfolio
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Portfolio (Resit)
Description: Portfolio
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Part 5: Contributes towards

This module contributes towards the following programmes of study: