



Module Specification

Creative Short-Form Documentary Story Making

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	4
Part 4: Assessment.....	6
Part 5: Contributes towards	9

Part 1: Information

Module title: Creative Short-Form Documentary Story Making

Module code: UALAT8-30-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 students to the specialist field of documentary and factual programming and to enable them to begin to understand key areas of short form storytelling and the techniques that are used to engage audiences.

The module also gives an overview of a number of important business contexts, commercial drivers and production processes and examines key skills required for employment.

It blends lectures and seminars exploring the commercial, ethical and production concerns with a series of production exercises designed in conjunction with industry partners to enable students to apply their knowledge and understanding and facilitate the development of their professional skills.

The module outlines the commissioning process, providing insight into what commissioners and audiences want. It looks at the business of development where creative content creation, market demand and effective production management go

hand-in-hand; it explores the different demands of single documentaries, factual series, features and formats and the importance of the building the proposition and talent package.

It provides insight into the commercial environment and the business of production finance, brand creation, marketing and how assets are handled through the value chain. It examines key issues such as compliance, editorial policy and intellectual property, providing students with a thorough grounding in appropriate broadcasting codes and conventions and a practical opportunity to explore them by analysing a range of current debates and case studies in the field.

Working in teams and supported by intensive technical workshops, students are introduced to and immersed 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. In addition, students learn key skills in production and talent management.

Projects may include TV studio production, radio feature, photo essay, archive item, 'digital story', short documentary, 'making of' feature and 'sizzle reel'. This production element also enables students to explore career routes into this field of programme making. Their professional development is additionally supported via an industry mentor scheme embedded through the programme; in this module students are 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 approximately 144 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 BBC Factual. 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 committed to developing a professional standard of practice. They must be able to work effectively, both independently and in teams to support each others' learning and development.

Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; supervised time in studio/workshop. (144 hours)

Independent learning includes hours engaged with essential reading, case study preparation, individual and group project work, assignment preparation and completion. (156 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 documentary and factual programming including the factors that inform commissioning decisions and the industry processes required to develop and pitch successful documentary and factual media products

MO2 Identify and critically analyse key factors driving audience engagement and appreciation, including how documentary and factual programmes develop

audience relationships across multi-platforms and through marketing and online brand extensions

MO3 Demonstrate understanding of issues of the ethical responsibilities of documentary and factual media producers and a working knowledge of relevant media law and production protocols

MO4 Research and develop logistical and creative plans for documentary and factual programming demonstrating an understanding of narrative construction in a range of programming genres through practical application

MO5 Understand and apply the elements and conventions of storytelling and apply these through effective 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 intermediate technical and production skills

MO7 Demonstrate an appreciation of the factors that contribute to professional productions including effective teamwork, scheduling and planning to make innovative stories

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 156 hours

Face-to-face learning = 144 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ualat8-30-m.html) via the following link <https://uwe.rl.talis.com/modules/ualat8-30-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 industry practice in the light of current industry practice and future trends
and/or

An essay which examines an ethical incident in documentary or factual programming 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:

Industry knowledge and understanding

Demonstrate knowledge, drivers and processes of the field of practice; Critically analyse diverse factors at play in the commercial environment of contemporary documentary and factual programming. (Relating to Learning Outcomes 1, 2, 3, 4, 5, 6, 7)

Intellectual skills

Apply critical and creative independence in the development and realisation of their ideas and evidence originality, analysis and synthesis within the context of specialist practice; including evidence of an ability to critique artefacts and practice methodologies within a broader media context. (1, 2, 3, 4, 5, 6, 7)

Practical and technical skills

Evidence of commitment to building a portfolio of creative, technical, editorial, production and storytelling skills; apply appropriate research and production and post production methods. (1, 2, 3, 4, 5, 6, 7)

Professional media skills

Operate at a professional level while on the course, in the gathering and synthesis of information and ideas development as well as the execution and presentation of work; an ability to comment critically on the strengths and weaknesses of the work produced throughout the module. (1,2,3,5,7)

Transferable skills

Ability to evidence independent development and creative team-working ability. Persuasive communication and presentation of their ideas and production work. (1, 2, 3, 4, 5, 6, 7)

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

Portfolio (Resit)

Description: Portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Part 5: Contributes towards

This module contributes towards the following programmes of study: