



Module Specification

Modern Short Form

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Part 1: Information

Module title: Modern Short Form

Module code: UALAUW-15-2

Level: Level 5

For implementation from: 2021-22

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Bower Ashton Campus

Field: Lens and Moving Image

Module type: Project

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: The aim of this module is to enable students to explore the creative and business impact of distributing filmmaking content online. It examines the way in which content goes 'viral', how it is spread by social media sharing

(‘seeding’), and how success can be measured by the number of ‘hits’. It expands on the theories and practice of audience-driven distribution and how to maximize audiences by gaining visibility in an online market-place. Students look at case studies from pop promos to viral films, from promotional campaigns to political shorts, to see how films have captured the ‘zeitgeist’ and public imagination to build a global audience as well as other underlying reasons for films gaining huge international popularity in a short period of time.

Outline syllabus: Students explore and build skills needed to create work in this environment, gaining a creative and professional understanding of modern distribution platforms for filmmakers via the production of an agreed short form project. Students pitch ideas that demonstrate an deep understanding of audience and potential for ‘shareability’, exploring opportunities for socially and politically engaged filmmaking where appropriate. They may contact external bodies such as charities, record labels, organisations or work to their own brief. Also, they may make a single film or a collection of shorter films if they identify this as the best form for output and communication. The final film or films will be ‘seeded’ in an appropriate destination prior to the final submission to enable students to make a summative reflection on the immediacy of the work they’re creating and how it communicates with a worldwide audience.

Part 3: Teaching and learning methods

Teaching and learning methods: Lectures introduce aspects of the syllabus which are expanded on in screenings and seminars. Workshops develop technical skills to enable students to make moving image for small screen devices. In addition, there are group tutorials to support project work and access to ‘office hour’ individual pastoral tutorials. A final teaching day enables the presentation of completed projects to the whole cohort for the purpose of a live critique in the context of the academic theory and industry practice explored in the module.

Module Learning outcomes:

MO1 Discuss and critically evaluate the ‘seeding’ process and the concepts and theories behind online distribution

MO2 Discuss and critically evaluate concepts of socially and politically engaged filmmaking in relation to idea development

MO3 Use research and creative strategies to develop a project that will powerfully communicate with an identified audience

MO4 Conceive and design a project suitable to the restrictions of a specific platform

MO5 Use creative and technical skills to manipulate sound, image and text so that it can be effectively viewed on smaller devices

MO6 Apply ingenuity, enterprise, creative problem solving and industry standard professionalism throughout the production phase

MO7 Critically evaluate the finished project and personal performance in relation to audience experience, industry context and professional practice

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ualauw-15-2.html) via the following link <https://uwe.rl.talis.com/modules/ualauw-15-2.html>

Part 4: Assessment

Assessment strategy: Assessment strategy:

The assessment is designed to give students a professional understanding of working in a commercial capacity with a film output that bypasses the usual film festival / broadcast distribution routes, to evidence professional engagement and support the development of critical reflection in relation project work and professional

practice. The assessment strategy also enables the assessment of both individual and group work. It will be possible to weigh the balance of the individual students' effort, independent thinking and research that contributes to the Short Form Project and Presentation via the individual students' contribution to the presentation, leave behind documents and their engagement with Professionalism and this may allow for marks to vary from individual to individual. This strategy ensures a balance between process and product, and also between the crucial elements of teamwork and individual contribution.

Formative assessment:

Formative assessment activities involve students participating in the evaluation of presented work (their own and others') in group tutorials. All students will be expected to contribute to the critical evaluation of fellow students' work. Feedback (verbal and/or in writing) at regular points throughout the module provides students with a clear understanding of their progress and advice about how this can be improved.

Summative assessment:

Component A1: Pitch (20%)

Component A2: Project (80%)

Guidance as to detailed requirements for each element are fully explained in the Module Handbook. Indicatively:

The Short Form Project and Presentation (group mark) will be a film or collection of films of no less than 1 minute and no more than 2 minutes duration. These will be 'seeded' for online viewing and submitted as a link to the primary distribution source and presented as part of a live critique. The Presentation will be no longer than 10 minutes including QandA during which the team should demonstrate the research and critical analysis which informed the development of their project as well as evaluate the qualities and impact of the finished work and their professional practice as a team. The presentation should be available as a leave behind document. This

component will also provide proof of professionalism demonstrated throughout the pre-production, production, and post-production process.

Assessment criteria (as related to learning outcomes):

Students will be assessed using the following criteria:

Research and Creative Development: the level of subject and industry contextual research applied to the development of a creative film idea for online distribution;

Audience Engagement and Storytelling: the extent to which the content effectively engages its audience as demonstrated by its 'shareability';

Craft and Technical Skills: the level of creative and technical skill applied to the production of a project for a specific device and platform;

Professional Practice: the level of evidence of transferable and professional skills, including effective team-working and communication;

Contextual Understanding and Critical Analysis: the level of understanding of concepts and theories explored in the teaching and learning as applied to the project work; the level of critical evaluation of project and personal performance in relation to identified contexts.

Assessment components:

Presentation - Component A (First Sit)

Description: Pitch

Weighting: 20 %

Final assessment: No

Group work: Yes

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

Project - Component A (First Sit)

Description: Project

Weighting: 80 %

Final assessment: Yes

Group work: No

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

Portfolio - Component A (Resit)

Description: Individual negotiated portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Filmmaking [Sep][FT][Bower][3yrs] BA (Hons) 2020-21