



MODULE SPECIFICATION

Part 1: Information			
Module Title	Commercial Short Form		
Module Code	UALAUY-15-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Arts Creative Industries & Education	Field	Lens and Moving Image
Department	ACE Dept of Creative & Cultural Industries		
Module Type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

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Part 2: Description

Educational Aims: The aim of this module is to give students an experience of working to a commercial brief commensurate with industry practice and looks in detail at the professional practice requirements of undertaking commissions, working with clients and agencies.

Outline Syllabus: The module builds on the knowledge and understanding developed through the Modern Short Form module, by exploring the wider creative and business contexts of advertising, promotional and campaign films. Through case studies, students examine the formal and high value aesthetic qualities of a range of work that deals in high concept ideas. They also analyse how commercial shorts handle narrative to engage an audience for a specific purpose and what's at stake if they fail.

Teaching and Learning Methods: A short series of illustrated lectures introduces the syllabus, which is expanded upon through seminars designed to support the development of practice. Working in teams, students initiate, refine and competitively pitch ideas in response to a set commercial brief. The successful ideas are commissioned for production under delivery conditions designed to simulate industry practice; students work in small mobile teams under constraints that require high levels of personal self-management, communication, creative, production and technical skill.

Technical workshops develop students' skills in appropriate tools and techniques as outlined in the Module Handbook. 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.

Part 3: Assessment

The assessment is designed to replicate the pressures and time restraints that filmmakers encounter when working in a commercial capacity. Students must turn around a powerful commercial concept, full planning and delivery in a compressed period. In addition, the assessment enables critical reflection on process, product 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 Final Film and Presentation via each 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 – needs to be more accurate:

Formative assessment activities that involve students participating in the evaluation of presented work (their own and others') take place throughout the module. 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: Presentation (30%)

Component A2: Production Report (70%)

Guidance as to detailed requirements for each element are fully explained in the Module Handbook. Indicatively: The Production Report will evidence a project that successfully responds to and fulfils the set commercial brief and which will be presented as part of a live critique. The Presentation will be no longer than 10 minutes, including Q and A 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

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

Professionalism (individual mark) will be evidenced via the Final Film and Presentation and informed by observed engagement with the teaching and learning and peer evaluation.

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 commercial film to a set brief (LO1, LO2);

Contextual Understanding: the level of understanding of concepts and theories explored in the teaching and learning (LO1, LO2);

Audience Engagement and Storytelling: the extent to which the content effectively engages its audience and the client (LO3, LO4);

Craft and Technical Skills: the level of creative and technical skill applied to the production of a project for a specific purpose (LO3, LO4);

Professional Practice: the level of evidence of transferable and professional skills, including effective team-working and communication (LO5, LO6);

Critical Thinking and Writing: the level of critical evaluation of project and personal performance in relation to identified contexts (LO1, LO7).

First Sit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	Individual negotiated portfolio
Resit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	Individual negotiated portfolio

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Part 4: Teaching and Learning Methods																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;">Module Learning Outcomes</th> <th style="text-align: left;">Reference</th> </tr> </thead> <tbody> <tr> <td>Discuss, critically evaluate and apply concepts, theories and methodologies of commercial film production</td> <td>MO1</td> </tr> <tr> <td>Initiate and pitch high concept ideas suitable for a set commercial brief that will powerfully communicate with an identified audience</td> <td>MO2</td> </tr> <tr> <td>Use entrepreneurial skills in logistical and creative planning to respond effectively to challenges that emerge during development, production and delivery</td> <td>MO3</td> </tr> <tr> <td>Use high level creative and technical filmmaking skills to achieve a polished, aesthetically pleasing commercial production in line with client expectations</td> <td>MO4</td> </tr> <tr> <td>Work effectively as a team to deliver all the conditions of the brief to professional standards</td> <td>MO5</td> </tr> <tr> <td>Communicate effectively with clients, audience and crew</td> <td>MO6</td> </tr> <tr> <td>Critically evaluate the finished project and personal performance in relation to client expectations, audience reception, industry context and professional practice</td> <td>MO7</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	Discuss, critically evaluate and apply concepts, theories and methodologies of commercial film production	MO1	Initiate and pitch high concept ideas suitable for a set commercial brief that will powerfully communicate with an identified audience	MO2	Use entrepreneurial skills in logistical and creative planning to respond effectively to challenges that emerge during development, production and delivery	MO3	Use high level creative and technical filmmaking skills to achieve a polished, aesthetically pleasing commercial production in line with client expectations	MO4	Work effectively as a team to deliver all the conditions of the brief to professional standards	MO5	Communicate effectively with clients, audience and crew	MO6	Critically evaluate the finished project and personal performance in relation to client expectations, audience reception, industry context and professional practice	MO7
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Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p>https://uwe.rl.talis.com/modules/ualaay-15-3.html</p>																

Part 5: Contributes Towards	
This module contributes towards the following programmes of study:	
Filmmaking [Sep][FT][Bower][3yrs] BA (Hons) 2018-19	