



Module Specification

Short Form 3: Commercials

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Part 1: Information

Module title: Short Form 3: Commercials

Module code: UALAUY-15-3

Level: Level 6

For implementation from: 2023-24

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

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: 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.

Part 3: Teaching and learning methods

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.

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

MO1 Research and apply concepts, theories and methodologies of commercial film production, in order to develop and pitch high concept ideas suitable for a set commercial brief that will powerfully communicate with an identified audience

MO2 Use high level creative and technical filmmaking skills to achieve an accomplished commercial production, effective in terms of its narrative, aesthetic and emotional impact, and in line with client expectations

MO3 Work effectively as a team to deliver all the conditions of the brief to professional standards. Communicate effectively with clients, audience and crew

MO4 Critically evaluate the finished project and personal performance in relation to client expectations, audience reception, 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/ualauy-15-3.html) via the following link <https://uwe.rl.talis.com/modules/ualauy-15-3.html>

Part 4: Assessment

Assessment strategy: 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.

Assessment tasks:

Portfolio (First Sit)

Description: Portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Individual portfolio

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Filmmaking [Sep][FT][Bower][3yrs] BA (Hons) 2021-22