



Module Specification

Industry Experience

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Part 1: Information

Module title: Industry Experience

Module code: UALAUX-15-2

Level: Level 5

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 support students to undertake an appropriate period of work-integrated learning in order to develop a deeper understanding of film and wider media industry context, professional roles and working practices.

Outline syllabus: This module builds on the focus on enterprise awareness at Level 1, where students research and start to connect to the local film and media industry in order to lay the foundation for future opportunities. Here, students are supported to capitalize on that activity; to look at the industry more widely and to use an enterprising mind-set in order to achieve an experience of work in line with their developing career aims and aspirations. This, in turn, builds to activity at Level 3, where entrepreneurial capability is underpinned via the development of a professional portfolio, including business plans and self-promotional materials.

Part 3: Teaching and learning methods

Teaching and learning methods: Through an initial series of lectures, students are introduced to various practices for making links with professionals, including preparing effective CVs and letter writing specific to the protocols that exist in the film industry. Seminars and practical exercises develop and extend knowledge and skills in relation to such topics as: personal SWOT analysis (strategic planning technique), research and information analysis skills, networking, pitching, preparing for interviews, freelance business skills, such as costing time and work, ethical concerns and defining personal values, sustainable career development, self-employment, employment and 'portfolio careers', postgraduate study and continuing professional development (CPD), graduate placement schemes, careers fairs, UWE Careers Service support for and beyond graduation, portfolio reviews, preparing personal promotional materials and developing appropriate self marketing strategies, particularly on-line. This teaching and learning is enhanced by a series of programme-based guest lectures from industry speakers and from successful alumni, which will demonstrate examples of professional working practice, and provide case studies of evolving career paths.

Students are supported through the process of approaching industry professionals or companies relevant to their practice as well as facilitated to develop a reflective practice as a strategy for focused career planning to graduation and beyond. All of the above will be underpinned by individual tutorial provision by subject teaching staff to ensure that each student's particular aspirations are effectively guided.

During the year students embark on a programme of work-integrated learning, the full requirements for which are detailed in the Module Handbook. The expectation is that, overall, this should be sufficiently substantial to enable the student to experience as well as observe the workplace. Students' individual programme of activity must be negotiated and approved by staff and, where possible, the days should be arranged outside the teaching schedule so they do not conflict with students' attendance at the taught programme. Students record these activities as a log. They also reflect on their accumulated experience in a paper.

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

MO1 Critically evaluate their own practice, skills, attributes and aptitudes, reflecting on their career intentions and ambitions towards identified roles in the media industry and personal strategies for future career development

MO2 Utilize systematic research to build contextual understanding of professional working practices and skills required to work in film and/or media industry to underpin analysis of opportunities for a period of work-integrated learning and future employment

MO3 Maintain own professional development through the continued acquisition of craft and technical production skills

MO4 Use effective self-management and people skills in the work-place

MO5 Present themselves and their work in a confident, professional and coherent manner, communicating in a clear and engaging way, in person and in writing

MO6 Observe, record and critically reflect upon a period of work-integrated learning, analysing own performance, the perspective of the employer, and drawing connections between their experience and theories, practice and context explored in the course

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/ualaux-15-2.html) via the following link <https://uwe.rl.talis.com/modules/ualaux-15-2.html>

Part 4: Assessment

Assessment strategy: Assessment strategy:

The assessment enables the student to demonstrate achievement across all the learning outcomes of the module and has been chosen to enable students to combine a range of outputs supported by the teaching and learning. The focus of assessment is to encourage students to embark on a highly critical analysis of their abilities and experiences within current industry frameworks. It supports students through the process of learning protocols for contacting relevant film industry companies and individuals and engages students in the process of evaluating destinations after graduation. The assessment also acts as an academic health check for appropriate communication and goals going into the final year of study.

Formative assessment:

Formative assessment activities take place in seminars and workshops, such as discussion of students' draft CVs. All students will be expected to contribute to the critical evaluation of fellow students' work. Individual tutorials also provide students with a clear understanding of their progress and advice about how this can be improved.

Summative assessment: Industry Portfolio (100%)

Guidance as to the approach and detailed requirements for the Industry Portfolio are fully explained in the Module Handbook. Indicative items include: a critical reflection

that covers both the work integrated learning and other activities of the module, an illustrated log of activity, examples of CV's and covering letters. All items to be professionally presented and equivalent to 3,000 words.

Assessment criteria (as related to learning outcomes):

Students will be assessed using the following criteria:

Research and Development: the level of systematic research and analysis of information to establish a clear direction in relation to employment and/or further study, relating to personal interests and ambitions; research and identification of strategies to develop a sustainable career in professional media production (LO1, LO2);

Audience Engagement and Storytelling: the level of effectiveness of materials as presented to prospective work-integrated learning opportunity providers (LO6);

Craft and Technical Skills: the level of evidence of continuing acquisition of craft and technical skills in relation to career aims and ambitions (LO3);

Professional Practice: the extent of refinement in the development and professional presentation of CV and appropriate self- promotional/marketing strategy; the level of ability to manage independent learning effectively and to explain and articulate it (LO4, LO5, LO6);

Contextual Understanding and Analysis: the depth of evaluation of work-integrated learning, demonstrating a depth of contextual understanding of the professional requirements, processes and protocols of the discipline; critical reflection on their own practice, skills, attributes and aptitudes in relation to their career intentions (LO7).

Assessment tasks:

Portfolio (First Sit)

Description: Industry portfolio (equivalent to 3,000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Portfolio (Resit)

Description: Industry portfolio (equivalent to 3,000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study: