



Module Specification

Craft Lab

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Part 1: Information

Module title: Craft Lab

Module code: UALAUU-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: Overview

Students make a short project work as negotiated and agreed with their tutor. The brief is deliberately open to encourage risk taking so students may explore an area of craft in which they have limited experience.

This will provide them with the opportunity to deepen their understanding of the aesthetic and formal qualities of their chosen craft as well as enhance their knowledge of industry roles, activities, processes and skills.

This approach allows students to increasingly focus their personal career aspirations, identifying opportunities offered directly or indirectly by the industry.

Outline syllabus: This module supports students to explore and deploy creative experimentation strategies and undertake specialist research into aspects of theory behind a craft specialism in film production; this with the aim of informing the development of their practice in a professional context.

Part 3: Teaching and learning methods

Teaching and learning methods: Lectures equip students to develop their own trajectories of skills development and experimentation as well as offering perspectives on how to undertake specialist research and produce and present the Illustrated Research Report.

Students will be expected to support and critique the work of other students in seminar groups. These groups formed around specialist interests will also provide a structure for offering formative feedback from tutors.

This process of continuous evaluation will help students to acquire a creative and analytical vocabulary for describing and evaluating specific creative activities. This approach also encourages and equips students with the skills to develop professional networks for peer-based learning and support.

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

MO1 Define creative intentions and manage goals through the production of a personal action plan relevant to a specialist area of interest

MO2 Deepen knowledge of appropriate skills, attributes, creative tools, processes and techniques within chosen areas of craft specialism through research and practice

MO3 Experiment with new techniques and working processes to produce work that skillfully manipulates aesthetic and formal qualities of a chosen specialism to achieve intended effects

MO4 Document, critique, reflect upon and clearly communicate learning, through an Illustrated Research Report that speaks to a specific industry audience, and demonstrates an understanding and contextual evaluation of processes, roles, activities, theories, histories and trends within in your 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/ualauu-15-2.html) via the following link <https://uwe.rl.talis.com/modules/ualauu-15-2.html>

Part 4: Assessment

Assessment strategy: Assessment strategy

The assessment is designed to encourage students to both critically evaluate the theoretical discourses relevant to a particular aspect of film making and do practical research into an area to increase their technical and production knowledge and then to apply this to practice. In addition, the assessment builds written and verbal presentation skills.

Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements and to support the

monitoring of progress by tutors and students.

Formative assessment

Formative assessment activities involve students participating in the evaluation of presented work (their own and others') in group seminars and 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: Project and Illustrated Research Presentation 100%

Guidance to the approach and detailed requirements for each element are fully explained in the module guide.

Indicatively:

The Project Work will not exceed 2000 words

The Presentation will not exceed 10 minutes

Assessment tasks:

Project (First Sit)

Description: Project work

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Project (Resit)

Description: Individual negotiated 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 [Bower] BA (Hons) 2022-23