



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Craft Lab		
Module Code	UALAUU-15-2	Level	2
For implementation from	September 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Arts, Creative Industries and Education	Field	Lens and Moving Image
Department	Film and Journalism		
Contributes towards	BA (Hons) Filmmaking (compulsory)		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description	
<p>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.</p> <p>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.</p> <p>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.</p> <p>A series of skills workshops as outlined in the Module Handbook will be on offer to support the development of technical and practical skills necessary for the production of work. At the end of the module, students make a Presentation of their Illustrated Research Reports for the purpose of live critique.</p>	

## STUDENT AND ACADEMIC SERVICES

### Part 3: Assessment

#### 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

Component A1: 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 criteria (as related to learning outcomes)

Students will be assessed using the following criteria:

- **Research and Creative Development:** the level of ability to employ appropriate research as a coherent strategy; the level of creative experimentation in the development and production process (LO1, LO2, LO3);
- **Audience Engagement and Storytelling:** the level of ability to engage the audience in the work and presentation materials (LO5)
- **Craft and Technical Skills:** the level of appropriate technical skill evident in the work (LO4);
- **Professional Practice:** the extent of clear and effective communication in the work as well as ability to manage goals from development to delivery (LO1, LO4, LO7);
- **Contextual Understanding and Critical Evaluation:** the level of contextual awareness and evaluation that underpins the creative process; the level of critical reflection on the work as well as individual performance (LO2, LO3, LO5, LO6).

Identify final timetabled piece of assessment (component and element)	Component A1	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	100%	
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b>	
1. Project and Illustrated Research Presentation	100%	
<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b>	
1. Individual Negotiated Portfolio	100%	
<b>Part 4: Teaching and Learning Methods</b>		
Learning Outcomes	On successful completion of this module students will be able to:	

## STUDENT AND ACADEMIC SERVICES

	<ol style="list-style-type: none"> <li>1. Define creative intentions and manage own goals through the production of a personal action plan (A,1);</li> <li>2. Deepen knowledge of appropriate skills, attributes, creative tools, processes and techniques within chosen areas of craft specialism through research and practice (A,1,);</li> <li>3. Experiment with new techniques and working processes, evaluating with reference to creative intentions and contextualising in relation to specific industry practices, activities, roles and practitioners (A,1,);</li> <li>4. Produce work that skilfully manipulates aesthetic and formal qualities of their chosen specialism to achieve intended effects (A,1);</li> <li>5. Document, critique, reflect upon and communicate learning through an Illustrated Research Report that that speaks to a specific industry audience, demonstrating an understanding of processes, roles, activities, theories, histories and trends involved in their practice (A,2);</li> <li>6. Apply discriminating editorial judgement to an Illustrated Research Report and present it with clarity and confidence (A,).</li> </ol>																														
<p>Key Information Sets Information (KIS)</p> <p>Contact Hours</p> <p>Total Assessment</p>	<table border="1" data-bbox="544 801 1433 1200"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td>15</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p><b>Written Exam:</b> Unseen or open book written exam  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" data-bbox="655 1541 1326 1776"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Key Information Set - Module data					Number of credits for this module				15	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	100%	Practical exam assessment percentage	0%		100%
Key Information Set - Module data																															
Number of credits for this module				15																											
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours																											
150	36	114	0	150																											
Total assessment of the module:																															
Written exam assessment percentage	0%																														
Coursework assessment percentage	100%																														
Practical exam assessment percentage	0%																														
	100%																														
<p>Reading List</p>	<p>The following list is indicative and will up-dated for publication as a reading list on <a href="https://rl.talis.com/3/uwe/lists/EF9A32B8-9FF9-C56E-2135-3926AAE3A631.html?lang=en-GB">https://rl.talis.com/3/uwe/lists/EF9A32B8-9FF9-C56E-2135-3926AAE3A631.html?lang=en-GB</a> and in the Module Handbook and as an on-line list on Blackboard.</p>																														

STUDENT AND ACADEMIC SERVICES

FOR OFFICE USE ONLY

First CAP Approval Date	1 February 2017			
Revision CAP Approval Date		Version	1	<a href="#">Link to RIA 12105</a>
	16 <sup>th</sup> July 2019		2	<a href="#">Link to RIA 13032</a>