



MODULE SPECIFICATION

Part 1: Information			
Module Title	Adaptation: Screenwriting and Narrative Form		
Module Code	UPGNA6-15-2	Level	2
For implementation from	September 2017		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	ACE	Field	English
Department	Arts and Cultural Industries		
Contributes towards	BA (Hons) Film Studies (optional)		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry requirements	None		
Part 2: Description			
<p>Students will examine the commercial and creative practices underpinning film adaptation, through critical study and practical screenwriting. The module also enhances students' understanding of narrative film form and convention (e.g., three act structure, the inciting incident, individual causality, transmedia narrative).</p> <p>The majority of feature films are based on existing stories and characters, not original screenplays. The industry adapts diverse sources, including novels, short stories, plays, comic books, videogames – even toys and theme park rides. By exploring adaptation as both a process and a product, students will develop commercial awareness of the wider cultural economy supporting cross-media adaptation (e.g., copyright and licensing, synergy and transmedia franchises, tie-ins and merchandising).</p> <p>This knowledge is put into practice through in-class screenwriting exercises. Students will be introduced to screenplay layout and structure, drawing on examples of adapted screenplays as models for their own adaptation project. Students will also learn how to pitch ideas.</p>			
Part 3: Assessment			
<p>The assessment is designed to test students' understanding of film adaptation, narrative structure and screenwriting techniques. Component A, Element 1 is intended to build on students' creative and commercial awareness from UPGN9B-30-1 <i>Hollywood and Beyond: Commerce, Creativity and Authorship</i>, and to broaden the range of student writing skills to include creative and reflective pieces – skills that are complemented by the second semester module UPGN9H-15-2 <i>Professional Writing About Film</i> and which students will have further opportunity to develop at level 3 in UPGN9J-30-3 <i>Film Studies Independent Project</i>.</p> <p>Component A, Element 1: Portfolio (3000 words) The portfolio comprises extracts from the screenplay, a recorded pitch, a sequence outline, and a critical commentary reflecting on the creative/commercial rationale for the project.</p>			
Identify final timetabled piece of assessment (component and element)	Component A, Element 1		
% weighting between components A and B (Standard modules only)	A:	B:	
First Sit			
Component A (controlled conditions) Description of each element	Element weighting		

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1. Portfolio (3000 words)	100%										
Resit (further attendance at taught classes is not required)											
Component A (controlled conditions) Description of each element	Element weighting										
1. Portfolio (3000 words)	100%										
Part 4: Teaching and Learning Methods											
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate commercial awareness of cross-media adaptation practices within the contemporary film industry (Component A, Element 1) • Demonstrate understanding of screenwriting layout and techniques, including pitching (Component A, Element 1) • Demonstrate understanding of narrative structure through practical application to screenwriting (Component A, Element 1) • Reflect upon creative and commercial rationales for adaptations (Component A, Element 1) 										
Key Information Sets Information (KIS)	<p style="text-align: center;"><u>Key Information Set - Module data</u></p> <p style="text-align: center;"><i>Number of credits for this module</i> 15</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <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> </thead> <tbody> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">36</td> <td style="text-align: center;">114</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> </tr> </tbody> </table> <p style="text-align: right;"></p>	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	150	36	114	0	150
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours							
150	36	114	0	150							
Contact Hours											
Total Assessment	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	100%	Practical exam assessment percentage	0%		100%
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Reading List	Reading list can be found at: https://uwe.rl.talis.com/lists/B89AB3A3-45A5-EFF6-DBE0-18D23B0E044E.html										

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First CAP Approval Date	21 March 2017			
Revision CAP Approval Date		Version	1	MIA 10647