Module Specification

Media Production Project

Version: 2023-24, v2.0, 23 May 2023

Contents

Part 1: Information

Module title: Media Production Project

Module code: UPCNAN-30-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Field: Cultural Studies

Module type: Module

Pre-requisites: Online Media Production 2023-24

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Pre-requisites: students must take one out UPCPAR-30-2 Online Media Production or UPCAFJ-30-2 Video Media.

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: Students will complete a media project in a medium studied in a production module at level three of their Degree.

The project will be self-initiated and critically motivated in its conceptualisation and design. It will be informed both by relevant media and cultural theoretical research and a knowledge of historical and contemporary media production relevant to the project.

The content and medium of projects will be developed in consultation with module staff and from within the range of specialisms offered by the Degree programme staff team. In any one year these selections would be from the following: Video Media and Online Media Production.

Part 3: Teaching and learning methods

Teaching and learning methods: Taught classes will provide technical instruction to further develop the professional competence of students in one of these specialisms. Classes will support the initiation, development and realisation of student projects of appropriate scope and substance. Creative media producers will be involved in the review of conceptualisation and planning stages of project development according to need and availability.

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

MO1 An awareness of their own practice of media production as a critical, ethical and imaginative process within the diversity of contemporary and emerging developments in the creative economy and media culture

MO2 A high degree of autonomy as a professionally competent, independent media producer able to initiate a project, solve technical and logistical problems and produce work to deadlines

MO3 The ability to communicate their understanding of the historical and contextual formation of mediated communications and cultural forms effectively in writing and oral presentation

MO4 An awareness of technically and conceptually appropriate design decisions and research for a specific creative project

MO5 substantial understanding of the grammar and form of their chosen medium or media in its current and/or emerging potential

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/index.html

Part 4: Assessment

Assessment strategy: Students will produce supporting material for their project that demonstrates their critical and creative process and their ability to work in a sustained manner on the development of the project. Project proposal pitching skills will be developed through in-class presentations and feedback. The portfolio might include a production blog documenting the creative process. A written critical evaluation of the project might also form part of the assignment submission.

Criteria: Engagement with relevant concepts in the critical conceptualisation of media production
Relates to learning outcomes: 1, 4, 5
Source of evidence: A1, A2, A3, A3

Criteria: Competence and autonomy in meeting deadlines, addressing technical and logistical requirements
Relates to learning outcomes: 2, 4, 5
Source of evidence: A1, A2

Criteria: Formation of appropriate design and sustained project development

Relates to learning outcomes: 1, 2, 4

Source of evidence: A1, A2

Criteria: Creative Realisation

Relates to learning outcomes: 2, 3, 5

Source of evidence: A2

Criteria: Clarity and presentation of written work

Relates to learning outcomes: 3

Source of evidence: A1, A2, A3

Plagiarism for Project Proposal and Pilot and Evaluative Essay assignments to be filtered using the available online assessment submission tools. Project Proposal represents formative assessment for Individual Research Project assignment.

Assessment tasks:

Portfolio (First Sit)

Description: Portfolio

Weighting: 75 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4

Written Assignment (First Sit)

Description: Written assignment

Weighting: 25 %

Final assessment: No

Group work: No

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

Portfolio (Resit)

Description: Portfolio

Weighting: 75 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4

Written Assignment (Resit)

Description: Evaluative Essay (2,500 words)

Weighting: 25 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media and Cultural Production [HKUSpace] Not Running BA (Hons) 2022-23

Media and Cultural Production [Sep][FT][Frenchay][3yrs] - Not Running BA (Hons) 2021-22

Media and Cultural Production [Sep][PT][HKUSpace][4yrs] BA (Hons) 2021-22

Media and Cultural Production [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Media and Cultural Production {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Media and Cultural Production {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Media Culture and Communication [Sep][FT][Frenchay][3yrs] - Not Running BA (Hons) 2021-22

Media Culture and Communication [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Media Culture and Communication {Foundation}[Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Media Culture and Communication {Foundation}[Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20