



Module Specification

Advanced Media Production Project

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Part 1: Information

Module title: Advanced Media Production Project

Module code: UPCNAP-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: Students will complete a media project in a medium studied in a production module at level two of their Degree.

Pre-requisites: students must take one out of UPCPAR-30-2 Online Media Production or UPCAFJ-30-2 Video Media or UPCNAN-30-3 Media Production Project.

Features: Not applicable

Educational aims: The project will build on skills and experience gained from completing Media Production Project.

Outline syllabus: 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.

Part 3: Teaching and learning methods

Teaching and learning methods: To further develop peer-learning and collaborative skills relevant to media industry contexts, students will also support one other student's media project, providing input in the pre-production process and assisting with production as appropriate.

The content and medium of student 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: Image-based media and Online media.

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 an 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 Ability to work effectively and efficiently as a member of a production team

MO5 An awareness of technically and conceptually appropriate design decisions and research for a specific creative project

MO6 A 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](https://uwe.rl.talis.com/index.html) 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. Students will write a production blog documenting their creative process which will be included in the submitted assignment. A written critical evaluation of the project will also form part of the assignment submission. Students will also produce a critical reflection on their peer learning through engagement in another student project.

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, A4

Criteria: Competence and autonomy in meeting deadlines, addressing technical and logistical requirements

Relates to learning outcomes: 2, 4, 5

Source of evidence: A1, A3

Criteria: Ability to work effectively and efficiently as a member of a production team

Relates to learning outcomes: 1,4

Source of evidence: A2

Criteria: Formation of appropriate design and sustained project development

Relates to learning outcomes: 1, 2, 4

Source of evidence: A1, A2, A3

Criteria: Creative Realisation

Relates to learning outcomes: 2, 3, 5

Source of evidence: A3

Criteria: Clarity and presentation of written work

Relates to learning outcomes: 3

Source of evidence: A1, A2, A3, A4

Plagiarism for Project Proposal 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:

Written Assignment (First Sit)

Description: Project proposal

Weighting: 20 %

Final assessment: No

Group work: No

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

Project (First Sit)

Description: Individual Project

Weighting: 80 %

Final assessment: No

Group work: No

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

Written Assignment (Resit)

Description: Project proposal

Weighting: 20 %

Final assessment: Yes

Group work: No

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

Project (Resit)

Description: Individual Project

Weighting: 80 %

Final assessment: No

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:

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 [Sep][PT][HKUSpace][4yrs] BA (Hons) 2020-21

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