MODULE SPECIFICATION

Part 1: Information			
Module Title	Advanced Media Production Project		
Module Code	UPCNAP-30-3	Level	3
For implementation from	2018		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	DACI		
Contributes towards	BA (hons) Media and Cultural Production (option)		
Module type:	Project		
Pre-requisites	One of the following: UPCPAR-30-2 Online Media or UPCAFJ-30-2 Videomedia and UPCNAN-30-3 Media Production Project		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
Students will complete a media project in a medium studied in a production module at level two of their Degree. The project will build on skills and experience gained from completing Media Production Project. 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. 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. 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.

Part 3: Assessment

Criteria	Relates to learning outcomes	Source of evidence
Engagement with relevant concepts in the critical conceptualisation of media production	1, 4, 5	A1, A2, A3, A4
Competence and autonomy in meeting deadlines, addressing technical and logistical requirements	2, 4, 5	A1, A3
Ability to work effectively and efficiently as a member of a production team	1,4	A2
Formation of appropriate design and sustained project development	1, 2, 4	A1, A2, A3
Creative Realisation	2, 3, 5	A3
Clarity and presentation of written work	3	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.

Identify final timetabled piece of assessment (component and element)	A4	
% weighting between components A and B (Standard modules only)	**A:** **100%**	**B**:

First Sit

Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Project Proposal	10%
2. Evaluation of Peer Learning	10%
3. Individual Project and Project Blog	60%
4. Evaluative Essay (2,500 wds)	20%
Component B Description of each element	**Element weighting** (as % of component)
N/A	

Resit (further attendance at taught classes is not required)

Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Individual Project and Project Blog	80%
2. Evaluative Essay (2,500 wds)	20%
Component B Description of each element	**Element weighting** (as % of component)
N/A	

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will be able to demonstrate: 1. 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 (A1, A3, A4); 2. 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 (A1, A3); 3. The ability to communicate their understanding of the historical and contextual formation of mediated communications and cultural forms effectively in writing and oral presentation (A1, A2, A3); 4. Ability to work effectively and efficiently as a member of a production team (A2) 5. An awareness of technically and conceptually appropriate design decisions and research for a specific creative project (A1, A2, A3 A4); 6. A substantial understanding of the grammar and form of their chosen medium or media in its current and/or emerging potential (A1, A3, A4).
Key Information Sets Information (KIS) Contact Hours	

Key Information Set - Module data

Number of credits for this module				30	

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
300	72	228	0	300	✅

Total assessment of the module:		

Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%

Total Assessment	(see above tables)
Reading List	Reading Strategy. There is no single core textbook for this module, therefore access to a range of excerpts will be provided either in print or online as required. Students are not required to buy any audiovisual media or books for this module. Module staff will recommend readings to individual students according to the needs of their projects. Students will also be expected to find their own further reading in support of their particular projects. The development of literature searching skills is supported by a Library seminar provided within the semester. These level three skills will build upon skills gained by

	the student whilst studying at levels one and two. Additional support is available through the library web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. Sign-up workshops are also offered by the Library.

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First CAP Approval Date	21 March 2017		Link to MIA 10639	
Revision CAP Approval Date *Update this row each time a change goes to CAP*		Version	*2*	*Link to RIA*