



**STUDENT AND ACADEMIC SERVICES**

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	BEING A PRODUCER 1				
Module Code	UPCN6R-30-M	Level	M	Version	1
UWE Credit Rating	30	ECTS Credit Rating	15	WBL module?	No
Owning Faculty	ACE	Field	Cultural Industries		
Department	Arts and Cultural Industries	Module Type	Project		
Contributes towards	MA/MFA CREATIVE PRODUCING				
Pre-requisites	None	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	None		

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Initiate manage and evaluate an industry level creative project as a cohort. A1 A2</li> <li>2. Develop a proposal to professional standards working collaboratively. A1</li> <li>3. Pitch a proposal appropriate to creative industry investors and stakeholders A1</li> <li>4. Collaborate with a creative team in an appropriately professional manner. A1 A2</li> <li>5. Demonstrate an advanced understanding of the role of the audience in the project. A1 A2</li> <li>6. Solve problems creatively within the professional context. A1 A2</li> <li>7. Initiate case study relationships in a professional manner. A3</li> <li>8. Undertake workplace observation in a professionally respectful manner. A3</li> <li>9. Demonstrate an advanced understanding of the operating conditions of contemporary producers working in multidisciplinary cultural innovation including the distinction between independent and institutionally based producers . A3</li> <li>10. Articulate the core skillset for creative producers working in innovative cross disciplinary cultural production.</li> </ol>
Syllabus Outline	<p>This module is practice led; it offers students two key learning opportunities. The first is the opportunity to experience for themselves a collaborative creative project by working together in small groups to design a creative cross disciplinary project. Students will design, plan, scope, pitch a project and its evaluation strategy for a</p>

	creative cross disciplinary project. In the second half of the project students will undertake a comparative case study of two creative producers working in the creative economy.										
Contact Hours	The module will run over one day a week with hours with 36 hours of workshop class time plus 60 works of fieldwork observation out of class and 40 hours of supervised project development, running a weekend project.										
Teaching and Learning Methods	<p>The teaching and learning strategy is designed to a) introduce students to the processes of collaborative working in a cross disciplinary creative team to design and plan an innovative creative project and b) support students in initiating relationships with professional creative producers through the work place observation.</p> <p>a) Is delivered through workshops that simulate the agile and timely working methods of professional environments.</p> <p>b) Is delivered through independent workplace observation supported and brokered by course tutors. Students will be expected to undertake two days 'shadowing' <i>each</i> of their case study producers and conduct at least one hour interview with each of them. This work will be supported through individual and group supervision.</p> <p>All writing is geared towards concise, clear, imaginative styles aimed at a public not academic audience.</p>										
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <p><i>Number of credits for this module</i> <span style="border: 1px solid black; padding: 2px 10px;">30</span></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Hours to be allocated</th> <th style="text-align: center;">Scheduled learning and teaching study hours</th> <th style="text-align: center;">Independent study hours</th> <th style="text-align: center;">Fieldwork and supervised studio time</th> <th style="text-align: center;">Allocated Hours</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">300</td> <td style="text-align: center;">36</td> <td style="text-align: center;">164</td> <td style="text-align: center;">100</td> <td style="text-align: center;">300</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 written exam, open book written exam, In-class test  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p>	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Fieldwork and supervised studio time	Allocated Hours	300	36	164	100	300
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	<p>Total assessment of the module:</p> <table border="1"> <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> </table>	Written exam assessment percentage	0%	Coursework assessment percentage	100%	Practical exam assessment percentage	0%		100%
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Coursework assessment percentage	100%								
Practical exam assessment percentage	0%								
	100%								
Reading Strategy	<p>All students will be encouraged to make full use of the print and electronic resources available to them and through systems such as UWE online.</p> <p>Any essential reading is available in the Bower Ashton Library and publically online. Students will have to make use of range of contemporary online and social media resources to map the contemporary field of practice. The currency of information may wane during the life span of the specification, consequently current advice on readings will be available through more frequently updated mechanisms such as the handbook and intranet, these will be revised annually.</p> <p>Under the university's Copyright Licensing Agency (CLA) permit, reading packs with relevant chapters or excerpts from books may be given to students where applicable, supplied at the beginning of the module. Text excerpts from books published in the UK may also be available via UWE Online Digital Collections, where permissible, during the module period.</p>								
Indicative Reading List	<p>Clark, J &amp; Osterwalder, A (2012) Business Model You, John Wiley &amp; Sons Inc Harvie J (2013) Fair Play – Art, Performance and Neoliberalism, Palgrave Macmillan  Pine, J. &amp; Gilmore, J. (1999) The Experience Economy: Work is theatre &amp; every business a stage, Boston: Harvard Business School Press.  Green, J (2012) How to Produce a West End Show, Oberon Books  Seabright, J (2010) So You Want To Be A Producer, Nick Hern Books: London.  Sharpe, B. (2010) Producing the Future: understanding Watershed's role in ecosystems of cultural innovation</p>								

<b>Part 3: Assessment</b>	
Assessment Strategy	<p>Component A,  Element 1: Written Project Proposal to include Pitch and Evaluation Strategy as a portfolio (20%) (Learning Outcomes 1 – 6)  Element 2: Production of project: working in teams of three; written self evaluation. Group mark with individual component. (40%) (1-6)  Element 3: Individual report on professional observation and interview exercise. 3000 words 40% (7-9)</p> <p><u>Assessment Criteria eg</u></p> <p>Element 1</p> <ul style="list-style-type: none"> <li>- Demonstrate an imaginative grasp of the potential of creative technology for innovative cultural projects.</li> <li>- Demonstrate the ability to make a compelling presentation of and idea to an audience</li> <li>- Demonstrate an awareness of the potential audience and public for the idea</li> </ul> <p>Element 2</p> <ul style="list-style-type: none"> <li>- Articulate the benefits of collaboration</li> <li>- Demonstrate an awareness of potential funding and revenue streams</li> <li>- Show how the project could adapt to risks and challenges</li> <li>- Design an evaluation strategy that represents the project's key values.</li> </ul>

	<p>Element 3</p> <ul style="list-style-type: none"> <li>- Articulate in a concise report the key motivations, roles and responsibilities of each of the producers in the case study</li> <li>- Demonstrate an understanding of the key values enacted in each producer's process</li> <li>- Demonstrate the ability to understand the case study producers in the context of their own networks contextualization</li> </ul>
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Identify final assessment component and element	<i>Final item of assessment A3</i>	
	A:	B:
<b>First Sit</b>		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Element 1: Group Ten Minute Presentation (In Class). Group Mark	20	
2. Element 2: Written Project Portfolio to include Evaluation Strategy (3000 words or equivalent).	40	
3. Element 3 Final Element: Individual report on professional observation and interview exercise (3000 words).	40	
Component B Description of each element	Element weighting (as % of component)	

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Element 1: Written Project Proposal to include documentation of Ten Minute Presentation and Evaluation Strategy (3000 words (3000 words or equivalent)).	40	
2. Element 2: Individual report on professional observation and interview exercise. (3000 words).	60	
Component B Description of each element	Element weighting (as % of component)	
1.		
2.(etc)		
<p>If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.</p>		

First CAP Approval Date	21 March 2017
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Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i>		Version	1	<a href="#">Link to MIA 10584</a>
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