



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Audio-Visual Studio		
Module Code	UFCFMR-15-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Environment & Technology	Field	Computer Science and Creative Technologies
Department	FET Dept of Computer Sci & Creative Tech		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p><b>Overview:</b> This module focuses on audio-visual production in a commercial digital media environment.</p> <p><b>Educational Aims:</b> This module aims to engage students with the technical and professional skills required for audio-visual production in a commercial digital media environment. Emphasis will be given to the process of design and production and to the integration of audio and visual elements to produce products of an industry-comparable standard. A broad interpretation of audio-visual production will be taken to include new / emergent media platforms.</p> <p><b>Outline Syllabus:</b> Students will undertake an audio-visual project in response to a brief. They will be encourage to develop their project in accordance with industry standard practices. Pre-production, Production and Post-Production processes will be be explored and students will be required to generate materials for each stage of the project.</p> <p>Development and production:</p> <ul style="list-style-type: none"> <li>- Issues to be considered during the pre-production, production and post-production phases for linear and non-linear productions; processes, practice and standards</li> <li>- Pitches and reviews; iterative development.</li> <li>- Production planning, workflows and pipelines; asset management and tracking; test strategies.</li> </ul>

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- Exploration of appropriate technologies and platforms
- User testing and integration of feedback.

### Production management

- Managing creativity; managing output expectations; production budgeting
- creative team-working and dispute resolution
- Marketing and distribution
- Post-mortem reporting

**Teaching and Learning Methods:** Taught material specific to key technical challenges and conceptual topics will be presented through lectures, seminars and practical workshops.

Students will be required to work on a given AV production brief towards which they must formulate a production plan and make an associated pitch. The plan is subject to approval by the module leader. Once approved, the student must develop the agreed content. Students will be involved in the key aspects of technical practice when working towards submission of the finished product.

Students will be introducing innovations as required and undertaking a technical approach throughout. Support will be provided through tutorial sessions, with teaching staff feeding back on the development of products.

### Part 3: Assessment

#### Formative assessment:

Formative assessment: Feedback is offered throughout the module. Students are encouraged to demonstrate and evaluate their work, and discuss progress with staff regularly. Informative peer feedback may be facilitated at various stages of the module.

#### Summative assessment:

Portfolio: the portfolio deliverables include both media and production components and a range of industry standard supporting documentation:

- The duration of the final media output should be as specified in the brief.
- Planning, pre-production documentation and supporting production materials should contribute to the portfolio.
- The portfolio also needs to include a project evaluation document (re word count see brief) that places the AV product in context (client, funding, distribution) and demonstrates an awareness of alternative approaches that could have been employed in its production.

Presentation: the AV product forms the subject of a presentation where students are expected to explain the reasons for the production decisions taken and highlight their means of integrating various AV components. The presentation should critically evaluate the performance of the student against current professional practice and include technical section where students highlight key technical aspects of the finished product.

The resit is the reworking of the portfolio, with an updated evaluation and a video-recorded presentation (5 mins).

First Sit Components	Final Assessment	Element weighting	Description
Portfolio - Component A		70 %	Portfolio including media and production components with supporting documentation.  The portfolio includes media and production components and a range of industry standard supporting documentation. a) The duration of the final media output produced should be as specified in the brief.

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			<p>b) Planning, pre-production documentation and supporting production materials should also contribute to the portfolio.</p> <p>c) The portfolio should also include a project evaluation document (re wordcount see brief) that places the AV product in context (client, funding, distribution), and demonstrates an awareness of alternative approaches that could have been employed in its production.</p>
Presentation - Component A	✓	30 %	<p>Presentation.</p> <p>The AV product forms the subject of a presentation where students are expected to explain the reasons for the production decisions taken and highlight their means of integrating various AV components. The presentation should critically evaluate the performance of the student against current professional practice and include technical section where students highlight key technical aspects of the finished product. (estimated presentation time: 10 minutes)</p>
Resit Components	<b>Final Assessment</b>	<b>Element weighting</b>	<b>Description</b>
Portfolio - Component A	✓	100 %	Rework portfolio and include a 5 min recorded presentation

Part 4: Teaching and Learning Methods		
Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	<b>Module Learning Outcomes</b>	<b>Reference</b>
	Apply professional production practices in the creation of engaging digital audio-visual compositions (A1 portfolio)	MO1
	Demonstrate project management skills by responding to a brief, meeting deadlines and organizing workloads independently (A1 portfolio)	MO2
	Demonstrate an understanding of the limitations and requirements of delivery technologies and distribution channels for audio-visual work (A2 presentation)	MO3
	Select and use appropriate techniques to create engaging visual effects and to successfully integrate sound assets in an audio-visual production (A1 portfolio)	MO4
	Evaluate critically the issues involved in industry production processes and their management (A2 presentation)	MO5
Contact Hours	<b>Independent Study Hours:</b>	
	Independent study/self-guided study	114
	<b>Total Independent Study Hours:</b>	114

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	<b>Scheduled Learning and Teaching Hours:</b>	
	Face-to-face learning	36
	<b>Total Scheduled Learning and Teaching Hours:</b>	36
	<b>Hours to be allocated</b>	150
	<b>Allocated Hours</b>	150
Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p><a href="https://rl.talis.com/3/uwe/lists/8532C472-4336-794E-9A35-BEDAB5A6B22B.html?lang=en-US">https://rl.talis.com/3/uwe/lists/8532C472-4336-794E-9A35-BEDAB5A6B22B.html?lang=en-US</a></p>	

### Part 5: Contributes Towards

This module contributes towards the following programmes of study: