



Module Specification

Audio-Visual Studio

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Part 1: Information

Module title: Audio-Visual Studio

Module code: UFCFMR-15-3

Level: Level 6

For implementation from: 2022-23

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Environment & Technology

Department: FET Dept of Computer Sci & Creative Tech

Partner institutions: HKU School of Professional and Continuing Education

Delivery locations: Frenchay Campus

Field: Computer Science and Creative Technologies

Module type: Project

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module focuses on audio-visual production in a commercial digital media environment.

Features: Not applicable

Educational aims: 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.

Outline syllabus: Students will undertake an audio-visual project in response to a brief. They will be encouraged to develop their project in accordance with industry standard practices. Pre-production, Production and Post-Production processes will be explored and students will be required to generate materials for each stage of the project.

Development and production:

- Issues to be considered during the pre-production, production and post-production phases for linear and non-linear productions; processes, practice and standards
- Pitches and reviews; iterative development.
- Production planning, workflows and pipelines; asset management and tracking; test strategies.
 - 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

Part 3: Teaching and learning methods

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 in groups 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 group must produce the agreed content. Post-production will then be undertaken by each student individually, meaning each student in the group will produce their individual edit.

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.

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

MO1 Apply professional production practices in the creation of engaging digital audio-visual compositions (A1 portfolio)

MO2 Demonstrate project management skills by responding to a brief, meeting deadlines and organizing workloads independently (A1 portfolio)

MO3 Demonstrate an understanding of the limitations and requirements of delivery technologies and distribution channels for audio-visual work (A2 presentation)

MO4 Select and use appropriate techniques to create engaging visual effects and to successfully integrate sound assets in an audio-visual production (A1 portfolio)

MO5 Evaluate critically the issues involved in industry production processes and their management (A2 presentation)

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/8532C472-4336-794E-9A35-BEDAB5A6B22B.html?lang=en-US) via the following link <https://rl.talis.com/3/uwe/lists/8532C472-4336-794E-9A35-BEDAB5A6B22B.html?lang=en-US>

Part 4: Assessment

Assessment strategy: 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 consists of both group and individual aspects (see teaching and learning methods). Its deliverables include both final output and a range of industry standard supporting documentation. This may cover: technical workshop outputs, planning, pre-production documentation and supporting production materials, a project evaluation document that places the AV product in context and demonstrates an awareness of alternative approaches that could have been employed in its production. As a guidance, pitch and production work will be marked in groups, evaluation, post-production, technical workshop outputs etc. will be individual work.

Presentation (individual): students are expected to showcase their work and explain their production and post-production decisions. The student should critically review their work against current professional practice and evaluate key technical aspects of the finished product.

The resit portfolio is an individual reworking of the portfolio, re-using group generated assets with updated evaluation and documentation. In case of no footage generated in the first sit, the resitting student will be supplied with appropriate materials.

The resit presentation is an individual reworking of the presentation.

Assessment components:**Portfolio - Component A (First Sit)**

Description: Portfolio: the portfolio consists of both group and individual aspects (see teaching and learning methods). Its deliverables include both the AV final output and a range of industry standard supporting documentation.

Supporting documentation may cover: technical workshop outputs, planning, pre-production documentation and supporting production materials, a project evaluation document that places the AV product in context and demonstrates an awareness of alternative approaches that could have been employed in its production.

The exact content and number of portfolio elements will be specified in the brief, also which elements are to be group or individual work. As a guidance, pitch and production work will be marked in groups, evaluation, post-production, technical workshop outputs etc. will be individual work.

Weighting: 80 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO4

Presentation - Component A (First Sit)

Description: Presentation.

Presentation (individual): students are expected to showcase their work and explain their production and post-production decisions. The student should critically review their work against current professional practice and evaluate key technical aspects of the finished product.

(estimated presentation time: 10 minutes)

Weighting: 20 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO5

Portfolio - Component A (Resit)

Description: This resit portfolio is an individual reworking of the portfolio, re-using group generated assets with updated evaluation and documentation. In case of no footage generated in the first sit, the resitting student will be supplied with appropriate materials.

Weighting: 80 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4

Presentation - Component A (Resit)

Description: This resit presentation is an individual reworking of the presentation.

Weighting: 20 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Digital Media [Sep][FT][Frenchay][3yrs] BSc (Hons) 2020-21

Games Technology [Sep][FT][Frenchay][3yrs] BSc (Hons) 2020-21

Digital Media {Foundation}[Sep][FT][Frenchay][4yrs] BSc (Hons) 2019-20

Games Technology [Sep][SW][Frenchay][4yrs] BSc (Hons) 2019-20

Games Technology {Foundation} [Sep][FT][Frenchay][4yrs] BSc (Hons) 2019-20

Digital Media [Sep][SW][Frenchay][4yrs] BSc (Hons) 2019-20

Games Technology {Foundation} [Sep][SW][Frenchay][5yrs] BSc (Hons) 2018-19