Module Specification

Audio-Visual Studio

Version: 2024-25, v5.0, 27 Mar 2024

Contents

Part 1: Information

Module title: Audio-Visual Studio

Module code: UFCFMR-15-3

Level: Level 6

For implementation from: 2024-25

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Arts, Technology and Environment

School: CATE School of Computing and Creative Technologies

Partner institutions: HKU School of Professional and Continuing Education

Field: Computer Science and Creative Technologies

Module type: Module

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 create an 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 students must produce the agreed content including capturing footage and post-production.

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.

MO2 Demonstrate project management skills by responding to a brief, meeting deadlines and organising workloads independently.

MO3 Select and use appropriate techniques to create engaging visual effects and to successfully integrate sound assets in an audio-visual production.

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 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:

Student will produce a portfolio of 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.

Students are expected to present their production ideas and explain any important creative and technical decisions. The student should critically review their work against current professional practice.

The resit strategy is the same as first sit.

Assessment tasks:

Portfolio (First Sit)

Description: Portfolio: the portfolio 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. Students are expected to present their production ideas and explain any important creative and technical decisions. The student should critically review their work against current professional practice.

(estimated presentation time: 10 minutes)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Portfolio (Resit)

Description: Portfolio: the portfolio 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. Students are expected to present their production ideas and explain any important creative and technical decisions. The student should critically review their work against current professional practice.

(estimated presentation time: 10 minutes)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Digital Media [Frenchay] BSc (Hons) 2022-23

Digital Media [Frenchay] BSc (Hons) 2022-23

Digital Media [Sep][SW][Frenchay][4yrs] BSc (Hons) 2021-22

Digital Media {Foundation}[Sep][FT][Frenchay][4yrs] BSc (Hons) 2021-22

Digital Media {Foundation}[Sep][SW][Frenchay][5yrs] BSc (Hons) 2020-21