



## **Module Specification**

### **Audio and Storytelling**

Version: 2022-23, v3.0, 21 Jul 2022

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## Part 1: Information

**Module title:** Audio and Storytelling

**Module code:** UABB4N-30-1

**Level:** Level 4

**For implementation from:** 2022-23

**UWE credit rating:** 30

**ECTS credit rating:** 15

**Faculty:** Faculty of Arts Creative Industries & Education

**Department:** ACE Dept of Creative & Cultural Industries

**Partner institutions:** None

**Delivery locations:** Bower Ashton Campus

**Field:** Broadcast and Journalism

**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:** An introduction to, and experience of, a range of audio situations, radio news studio programmes and podcasting. In this module students will have the opportunity to acquire the basics of audio for production. Technical and studio expertise will combine with academic concepts behind audio.

We also consider issues such as tone and narrative, copyright, online publishing

platforms and how to promote content using social media.

Students will develop their storytelling via the use of audio, work on research and written skills for audio that can be applied to further modules.

**Features:** Not applicable

**Educational aims:** See Learning Outcomes.

**Outline syllabus:** The content will include subjects such as:

Researching and developing stories and storytelling

Working with contributors

Pitching ideas for storytelling

Scriptwriting for audio/podcast

News and audio programme making.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** Students will learn narrative, ethical, production and commercial principles to their own project within this module as well as responding to other teaching about production.

Lectures and seminars as well as talks by industry professionals to enable students to develop their producing and production management skills so they can be applied widely from podcast to radio to sound production for emerging and immersive media forms.

The students' development process will be supported through regular seminars facilitating peer feedback and constructive critical analysis, individual and group tutorials and sessions with industry guests.

Preparation for production will be supported by an extensive range of workshops designed to help develop students' technical skills and craft techniques to enable them to achieve their own project and/or work collaboratively on other students'

projects as required.

A series of workshops, seminars and practical exercises will develop and extend knowledge and skills in relation to students' employability plans. Indicative topics are: research and information analysis skills, networking, pitching, preparing for interviews, developing resilience,

Scheduled learning: includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops = 72 hours.

Independent learning: includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc = 228 hours.

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

**MO1** Develop audio production skills to enable students to work in differing styles and formats for a variety of audiences.

**MO2** Demonstrate a clear understanding of issues and concepts around tone, form, narrative and pacing in storytelling for digital audio media.

**MO3** Demonstrate by applying theories and appropriate tools and techniques to produce audio content.

**MO4** Originate ideas for storytelling of content and treatment of audio production pieces.

**MO5** Understand the different styles of audio content to allow effective planning and delivery.

**Hours to be allocated:** 300

**Contact hours:**

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/uabb4n-30-1.html) via the following link <https://uwe.rl.talis.com/modules/uabb4n-30-1.html>

## **Part 4: Assessment**

**Assessment strategy:** Students are required to submit two portfolios which will include specific features they have produced during the module. Examples of the specific tasks to be included in the portfolio will be clearly defined in the module handbook. Whilst an emphasis will be placed on critical reflection, the purpose here to assess students understanding of audio production through valid, industry focused tasks which closely mirror real life audio production workflows.

Indicative Portfolio Elements: Short audio podcasts, longer form podcasts, music programmes, magazine programmes, news features, interviews, station sound elements, jingles, vox pops, critical reviews and reflections.

### **Assessment components:**

#### **Portfolio - Component A (First Sit)**

Description: Portfolio of audio projects (Part 1)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

#### **Portfolio - Component B (First Sit)**

Description: Portfolio of audio projects with a critical reflection

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Portfolio - Component A (Resit)**

Description: Portfolio of audio projects (Part 1)

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Portfolio - Component B (Resit)**

Description: Resit of Portfolio of audio projects with critical reflection (part 2)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Media Production (Journalism)[Sep][SW][Bower Ashton][4yrs] BA (Hons) 2022-23

Media Production (Journalism)[Sep][FT][Bower Ashton][3yrs] BA (Hons) 2022-23

Media Production (Creative Content) [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2022-23

Media Production (Creative Content) [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2022-23

Media Production [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2022-23

Media Production [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2022-23

Media Production (Creative Content) [Bower Ashton] BA (Hons) 2022-23

Media Production [Bower Ashton] BA (Hons) 2022-23

Media Production (Journalism) [Bower Ashton] BA (Hons) 2022-23

Media Production {Foundation}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2021-22

Media Production (Journalism)[Sep][PT][Bower Ashton][6yrs] BA (Hons) 2021-22

Media Production (Creative Content){Foundation}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2021-22

Media Production (Creative Content) {Foundation}[Sep][FT][Bower Ashton][4yrs] BA (Hons) 2021-22

Media Production [Sep][PT][Bower Ashton][6yrs] BA (Hons) 2021-22

Media Production {Foundation}[Sep][FT][Bower Ashton][4yrs] BA (Hons) 2021-22

Media Production (Journalism){Foundation}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2021-22

Media Production (Journalism) {Foundation} [Sep][FT][Bower Ashton][4yrs] BA (Hons) 2021-22

Media Production (Creative Content) [Sep][PT][Bower Ashton][6yrs] BA (Hons) 2021-22