



Module Specification

Developing a Screen Business Concept for the Marketplace

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Part 1: Information

Module title: Developing a Screen Business Concept for the Marketplace

Module code: UALB3U-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Lens and Moving Image

Module type: Standard

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 aims to equip students with the knowledge and expertise to take their projects forward after graduation.

Features: Not applicable

Educational aims: This module, shared by postgraduate students in the Screen subject area, provides a short, intense introduction to the requirements of

successfully launching a creative or business project in the screen industries. The module content develops from the knowledge and skills acquired by students in the previous shared module, 'Entrepreneurship in the Creative Economy'. Every screen idea, creative project or new enterprise must meet current standards within the film business environment.

Outline syllabus: Areas covered in this module include:

Market research

Fundraising

Sustainability

Intellectual Property

Ethics

Budgetting

Part 3: Teaching and learning methods

Teaching and learning methods: This module is delivered through a series of workshops, lectures, seminars, and small group tutorials. Further one-on-one consultations and Q & A sessions with industry professionals supplement the learning and ground it in the realities of the screen industries. Learning is supported by other online materials via Blackboard.

In seminars with other students from across the Screen disciplines, students will test and articulate their creative and business ideas.

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

MO1 undertake the research and preparation of a business proposal within the context of the screen industries, with sector knowledge of issues including budget/forecast, IP, ethics and potential sources of regional, national and international financing.

MO2 demonstrate an ability to present and pitch their creative and business ideas, based on a broad knowledge of the requirements and conventions of project development in the screen industries.

MO3 undertake a sustainability audit of a screen industry project proposal.

MO4 write, critically evaluate and redraft their own business proposal, using the concepts and terminology current within the screen industries.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 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/7FB0C13C-249B-C4AF-FB0F-C91E18B6B407.html?draft=1&lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/7FB0C13C-249B-C4AF-FB0F-C91E18B6B407.html?draft=1&lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: Assessment will be through a Portfolio of material which may include research and documentation relating to individual project proposal/case study (or equivalent audio/visual response).

Formative assessment may include and a pitch/presentation/storyboard.

Assessment components:

Portfolio (First Sit)

Description: Portfolio of material which may include research and documentation relating to individual project proposal/case study (or equivalent audio/visual response)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Portfolio of material which may include research and documentation relating to individual project proposal/case study (or equivalent audio/visual response)

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Screen Production (Screenwriting) [Bower] MA 2023-24

Screen Production (Documentary) [Bower] MA 2023-24

Film and Television Industries [Bower] MA 2023-24