



## PROGRAMME SPECIFICATION

Part 1: Information	
<b>Awarding Institution</b>	UWE
<b>Teaching Institution</b>	Not applicable
<b>Delivery Location</b>	UWE Frenchay campus
<b>Study abroad / Exchange / Credit recognition</b>	Not applicable
<b>Faculty responsible for programme</b>	ACE
<b>Department responsible for programme</b>	Arts and Cultural Industries
<b>Professional Statutory or Regulatory Body Links</b>	Not applicable
<b>Highest Award Title</b>	BA (Hons) Film Studies
<b>Default Award Title</b>	Not applicable
<b>Interim Award Titles</b>	BA Film Studies Diploma in Higher Education Film Studies Certificate in Higher Education Film Studies
<b>UWE Progression Route</b>	Not applicable
<b>Mode of Delivery</b>	FT and PT Sandwich route available
<b>ISIS code/s</b>	P30A P30A (SW) P30A13 (FT/PT)
<b>For implementation from</b>	September 2017

<b>Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)</b>
<p>The programme studies subject-specific and interdisciplinary approaches to film in a global context. It explores a wide range of genres, contexts and periods, enhancing students' understanding of cultural diversity and the role of the arts in society. It engages with cultural industries, venues and events in the region, building critical and commercial awareness of the sector. This is complemented by practical experience of digital content production, creative writing, cultural journalism, and events management and curation. Graduates have high level analytical and communication skills (written, oral, visual), information literacy, research skills, and the ability to develop independent projects effectively (individually and collectively).</p>
<b>Part 2: Description</b>
<p><u>Broad aims of the Film Studies undergraduate programme</u></p> <p><b>Disciplinary innovation:</b> The programme provides students with the opportunity to study film from subject-specific and interdisciplinary perspectives, enhancing their knowledge and understanding of the role of the arts in society. It contains an innovative strands across levels: one develops writing skills in a range of forms, culminating in several options in the final year project module; the other explores global, national and regional cultures of film production and consumption, culminating in a module focused on Bristol's distinctive film and television industry and culture. The curriculum recognises the significance of digital media convergence and of new forms, such as transmedia franchises, as well as new approaches to studying film, such as the 'affective turn' and film festival studies.</p> <p><b>Nuanced textual and contextual analysis:</b> The programme equips students with the intellectual, practical and creative skills necessary to develop independent, informed critique of filmic texts. Films are placed into detailed historical, cultural and industrial contexts, drawing on a wide range of genres, cultures and periods. Students will develop high level analytical and conceptual skills, alongside critical understanding of the complex relationships between texts, media forms, audiences and institutions.</p> <p><b>Inclusive and global approaches:</b> The curriculum embraces diverse cultures and an international approach. The programme aims to give students new perspectives on their own lives and on the experiences of others.</p> <p><b>Independent thinking:</b> The programme aims to help students work independently (individually and collectively) and to reflect on their own skills, knowledges and perspectives. The curriculum enables students to recognise and develop specialist interests, both intellectually and professionally.</p> <p><b>Practice-oriented teaching:</b> The programme is centrally concerned with the relationships between representation, communication and the cultural industries, and encourages learning through practice and the practical application of knowledge. Technical and creative graduate-level skills are embedded in teaching, learning and assessment strategies, with a particular focus on two areas: different forms of writing and digital content production (cultural journalism, audiovisual essays, creative writing, publishing); and cultural festivals and events (curation, marketing). These skills are essential to a wide range of employment sectors, ensuring 'ready and able' graduates.</p> <p><b>Commercial and social awareness:</b> The programme aims to provide students with knowledge of the cultural industries and economic, social and political factors affecting the production, distribution and consumption of film and related media/texts. This includes exploring questions of cultural value, taste formation, access and participation.</p> <p><b>Cultural engagement:</b> The programme provides opportunities for students to participate directly in local and regional cultural industries and events, gaining relevant industry experience.</p> <p><b>Education for Sustainable Development:</b> The programme explores the complex historical and contemporary interrelations of culture, society, economics and politics in and across local, national, regional and global scales. Through its focus on the development of independent, evidence-based, critical thinking (systematic, complex, flexible, self-reflexive), it encourages students to question assumptions, to engage with difference, and to revise and develop opinions, attitudes and knowledges accordingly. Particular modules introduce specific texts and critical-theoretical</p>

approaches that are themselves concerned with social, economic and environmental justice, with the diversity of global cultures, and with the imagination of possible futures. Students are also encouraged to volunteer and to engage with PAL and the UWE Bristol Futures Award.

Specific aims of the Film Studies undergraduate programme

**Curriculum innovation:** The programme incorporates distinctive strands with progression built in from year to year. One strand is built on the emerging field of industry/production studies but tweaked so as to ensure students professional and commercial awareness. It introduces the cultures of production, distribution and exhibition at level 1, focuses on the UK context at level 2 and on Bristol itself at level 3. A second strand is built on the development of writing (and related technological) skills beyond conventional academic essay-writing. It introduces blogging and audio-visual essays at level 1 and screenwriting and film journalism at level 2; students have the option to develop these skills further in an independent project and other assessments at level 3. These innovations are embedded in a programme that also teaches the range of historical, critical and theoretical approaches to film appropriate to a single honours BA, while addressing new and emerging areas of study, such as: film festival studies; film music; film phenomenology and the affective turn; and stardom and performance.

**Orientation to an employment sector:** The programme has been designed to take account of two facts: that a significant proportion of Film Studies students are not particularly interested in working in film or media; and that only 20% of the creative media's workforce is directly involved in production (Creative Skillset's 2012 Employment Census). The programme therefore expands students' sense of the much wider range and variety of careers available in the creative media and cultural sectors, and provides them with the skills and knowledge to pursue such careers as well as those graduates more commonly pursue (management, administration, teaching, postgraduate study, etc).

**Links with research:** The programme is designed and will be taught by research active scholars with national and international standing. Their work informs what might be considered more conventional modules, giving them a distinctive flavour; other modules are build more explicitly around research specialisms and expertise in areas such as British film and television, documentary, film festivals, film genre, film music, industry and production studies, Hollywood, and world cinema.

**Opportunities for learning outside the formal curriculum:** The programme has a sandwich course variant (for which level 3 credits are awarded). In addition, students at all levels are expected to engage with and participate in Bristol's film culture; opportunities to become involved in festivals and other events are regularly promoted through a FaceBook group open to current students and alumni. Such activities both enrich student experience and contribute to the cultural life of the city and region.

**Regulations**

Delete one of the following statements as appropriate  
A: Approved to [University Regulations and Procedures](#)

ACADEMIC SERVICES

**Part 3: Learning Outcomes of the Programme**

Please note that rather than listing every learning outcome from all 19 modules, each learning outcome below aggregates related outcomes from multiple modules, only some of which will be assessed on any individual module. Outcomes are also assessed progressively from level to level. Therefore, the large number of Xs in the table represent neither over-assessment on individual modules nor repeated assessment of the same things from level to level.

<b>Learning Outcomes:</b>	UPGN4R-30-1	UPGN9A-30-1	UPGN9B-30-1	UPGN9D-15-1	UPGN9C-15-1	UPGN4X-30-2	UPGN9E-30-2	UPGNA6-15-2	UPGN9G-15-2	UPGN9F-15-2	UPGN9H-15-2	UPNNA5-30-3	UPGN5T-30-3	UPGPRH-30-3	UPGN9J-30-3	UPGN9K-15-3	UPGN9L-15-3	UPGN9M-15-3	UPGN9N-15-3
<b>A) Knowledge and understanding of:</b>																			
the conventions of cinematic forms and genres and of the technical languages necessary to describe them precisely	X			X	X	X		X	X	X	X		X	X		X		X	X
the key critical-theoretical approaches with which to analyse texts and their contexts (ESD)	X	X	X	X	X	X	X		X	X			X	X	X	X	X	X	X
the ways in which texts produce meanings and affects, and of how different audiences/ consumers value and judge them (ESD)	X	X		X	X	X	X	X	X	X	X		X	X		X		X	X
specific characteristics of film and/or other media	X			X	X	X				X			X	X		X		X	
the interrelationships between film and other media (ESD)		X					X	X								X	X		X
the cultural production, distribution, exhibition, consumption and critical reception of cinematic texts (ESD)		X	X		X	X	X	X	X	X	X		X	X	X	X	X	X	X
<b>(B) Intellectual Skills</b>																			
systematic research skills, including sourcing, selecting, accessing, analysing, evaluating and critiquing information from various kinds of sources	X	X	X			X	X		X	X			X	X	X	X	X	X	X
analytical skills, including close, systematic observation	X			X	X	X			X	X		X	X	X	X	X	X	X	X
a range of writing and editing skills, including the ability to recognise the form most appropriate to the task and to revise drafts accordingly	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
critical self-reflection (ESD)	X					X		X			X	X	X	X	X				



ACADEMIC SERVICES

**Part 4: Programme Structure**

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time undergraduate student** including:

- level and credit requirements
- interim award requirements
- module diet, including compulsory and optional modules

ENTRY		Compulsory Modules	Optional Modules	Awards
	Level 1	Film Style and Meaning UPGN4R-30-1  The Movie Experience: Audience, Culture and Taste UPGN9A-30-1  Hollywood and Beyond: Commerce, Creativity and Authorship UPGN9B-30-1  Imagining Realities UPGN9D-15-1  Spectacle, Action, Narrative UPGN9C-15-1		<b>Interim award:</b> Certificate in Higher Education Film Studies (120 credits)

		Compulsory Modules	Optional Modules	Interim Awards
	Level 2	Hollywood and World Cinema UPGN4X-30-2  British Film and Television UPGN9E-30-2  Adaptation: Screenwriting and Narrative Form UPGNA6-15-2  Screen Representations: Difference and Diversity UPGN9G-15-2  Film Genre UPGN9F-15-2  Professional Writing About Film UPGN9H-15-2		<b>Interim award:</b> Diploma in Higher Education Film Studies (240 credits)

ACADEMIC SERVICES

**Sandwich Year** Students who opt to take a sandwich year route take the module UPNNA5-30-3 *Professional Development on Placement*.

Level 3	Compulsory Modules	Optional Modules Students must select 90 credits from the below list of option modules	Interim Awards
	Film Studies Independent Project UPGN9J-30-3	Professional Development on Placement UPNNA5-30-3  Contemporary Cinema UPGN5T-30-3  Music, Cinema, Culture UPGPRH-30-3  'Outsider' Cinema: Indie Films and Cult Movies UPGN9K-15-3  Wallace, Gromit and 'the Green Hollywood': Bristol Film and Television Industries UPGN9L-15-3  Feeling Cinema: Embodiment and Affect UPGN9M-15-3  Stardom: Performance and Agency UPGN9N-15-3	<b>Interim award:</b> BA Film Studies (300 credits)          <b>HIGHEST AWARD:</b> BA (Hons) Film Studies (360 credits)

**Part time:**  
The following structure diagram demonstrates the student journey from Entry through to Graduation for a typical **part time student**.

<b>ENTRY</b>	Level 1.1	Compulsory Modules	Optional Modules	Awards
		Film Style and Meaning UPGN4R-30-1		
		Imagining Realities UPGN9D-15-1		
		Spectacle, Action, Narrative UPGN9C-15-1		

ACADEMIC SERVICES

	Level 1.2	Compulsory Modules	Optional Modules	Awards
		Hollywood and Beyond: Commerce, Creativity and UPGN9B-30-1		<b>Interim award:</b> Certificate in Higher Education Film Studies (120 credits)
		The Movie Experience: Audience, Culture and Taste UPGN9A-30-1		

	Level 2.1	Compulsory Modules	Optional Modules	Interim Awards
		Hollywood and World Cinema UPGN4X-30-2		
		British Film and Television UPGN9E-30-2		
		Adaptation: Screenwriting and Narrative Form UPGNA6-15-2		
		Screen Representations: Difference and Diversity UPGN9G-15-2		
		Film Genre UPGN9F-15-2		
		Professional Writing about Film UPGN9H-15-2		
	Level 2.2	Compulsory Modules	Optional Modules	
		Hollywood and World Cinema UPGN4X-30-2		<b>Interim award:</b> Diploma in Higher Education Film Studies (240 credits)
		British Film and Television UPGN9E-30-2		
		Adaptation: Screenwriting and Narrative Form UPGNA6-15-2		
		Screen Representations: Difference and Diversity UPGN9G-15-2		
		Film Genre UPGN9F-15-2		
		Professional Writing about Film UPGN9H-15-2		



ACADEMIC SERVICES

**Sandwich Year** Students who opt to take a sandwich year route take the module UPNNA5-30-3 *Professional Development on Placement*.

Level 3.1	Compulsory Modules	Optional Modules Students must select 90 credits from the below list of option modules	Interim Awards
		Professional Development on Placement UPNNA5-30-3	
		Contemporary Cinema UPGN5T-30-3	
		Music, Cinema, Culture UPGPRH-30-3	
		'Outsider Cinema': Indie Films and Cult Movies UPGN9K-15-3	
		Wallace, Gromit and 'the Green Hollywood': Bristol Film and Television Industries UPGN9L-15-3	
		Feeling Cinema: Embodiment and Affect UPGN9M-15-3	
		Stardom: Performance and Agency UPGN9N-15-3	

Level 3.2	Compulsory Modules	Optional Modules	Interim Awards
	Film Studies Independent Project (30 credits) UPGN9J-30-3	Professional Development on Placement UPNNA5-30-3	
		Contemporary Cinema UPGN5T-30-3	
		Music, Cinema, Culture UPGPRH-30-3	
		'Outsider' Cinema: Indie Films and Cult Movies UPGN9K-15-3	
		Wallace, Gromit and 'the Green Hollywood': Bristol Film and Television Industries UPGN9L-15-3	
<b>Interim award: BA</b>			

## ACADEMIC SERVICES

			Feeling Cinema: Embodiment and UPGN9M-15-3	Film Studies (300 credits)
			Stardom: Performance and Agency UPGN9N-15-3	<b>HIGHEST AWARD:</b> BA (Hons) Film Studies (360 credits)

### Part 5: Entry Requirements

The University's Standard Entry Requirements apply.

Tariff points as appropriate for the year of entry – up-to-date requirements are available through the [courses database](#).

Tariff points: 120

GCSE: Grade C or above in English Language, or equivalent. Please note the University does not accept Level 2 Key Skills, Functional Skills or Certificates in Adult Numeracy and Literacy as suitable alternatives to GCSEs.

A-level subjects: No specific subjects required. Points from A-Level General Studies and AS-Level subjects (not taken onto full A-Level) can be included towards overall tariff. You must have a minimum of two A-Levels. Relevant subjects include: English Language, English Literature, Film Studies, Media Studies.

EDEXCEL (BTEC) Diploma: A minimum of DDM from the BTEC Diploma.

Access: Achievement of the HE Diploma; to include 30 L3 credits at merit; achievement of Level 2 credits giving GCSE equivalency (where appropriate) in English Language.

We welcome applications from those who do not have the entry requirements outlined here. We will consider applications on the basis of evidence of personal, professional and educational experience which indicate an applicant's ability to meet the demands of a degree. We like to give such applicants every opportunity to show that they have the motivation and ability to succeed in their chosen programme of study.

### Part 6: Reference Points and Benchmarks

Set out which reference points and benchmarks have been used in the design of the programme:

[QAA UK Quality Code for HE](#)

- Framework for higher education qualifications (FHEQ) (2008)
- Subject benchmark statements for Communication, Media, Film and Cultural Studies (2016)

[Strategy 2020](#)

[University policies](#)

The programme has been designed in line with the QAA Quality Code for HE, the relevant benchmarking statement (*Communication, Media, Film and Cultural Studies (2016)*) and the QAA-HEA Guidance on graduate outcomes. These documents were used to establish the programme's broad aims and parameters. Following more content-focused discussions of potential modules, these documents (along with the documents and colleagues below) provided an apparatus with which to structure the programme and shape individual modules. They also provided guidance on the integration of graduate skills development, work-related learning, employability and education for sustainable

**Part 6: Reference Points and Benchmarks**

development into modules, levels and the overall programme.

Reference to the following additional resources has ensured that the programme complies with strategic priorities and relevant policies, as well as shaping and confirming its currency and attractiveness:

SEEC credit level descriptors for HE (2016)

UWE Learning and Teaching Strategy

UWE QMEF requirements

UWE Access and Widening Participation strategy documents

UNESCO, QAA and UWE guidance on Education for Sustainable Development

ECU's *Disability Legislation: Practical Guidance for Academic Staff*

HEA's *Inclusive Curriculum Design in Higher Education*

University of Strathclyde's *Creating an Accessible Curriculum for Students with Disabilities*

Creative Skillset's 2012 Employment Census

Input, advice and feedback were also sought from industry/employer, external subject specialist, current undergraduates, alumni, staff in cognate fields within the faculty, Disability Service, Careers Service and Library Services.

ACADEMIC SERVICES

FOR OFFICE USE ONLY

First CAP Approval Date	21 March 2017			
Revision CAP Approval Date		Version	1	MIA 10647
Next Periodic Curriculum Review due date				
Date of last Periodic Curriculum Review				