

CORPORATE AND ACADEMIC SERVICES

PROGRAMME SPECIFICATION

Part 1: Basic Data		
Awarding Institution	University of the West of England, Bristol	
Teaching Institution	University of the West of England, Bristol	
Delivery Location	UWE, Bristol	
Faculty responsible for programme	Faculty of Arts, Creative Industries & Education	
Department responsible for programme	Creative Industries	
Modular Scheme Title	Undergraduate Programme Modular Scheme	
Professional Statutory or Regulatory Body Links <i>Name of PSRB</i> <i>Type of approval</i> Dates		
Highest Award Title	BA (Hons) Filmmaking and Creative Media; BA (Hons) Filmmaking and Creative Media with Animation	
Default Award Title		
Interim Award Titles	BA Filmmaking and Creative Media; BA Filmmaking and Creative Media with Animation; Dip HE Filmmaking and Creative Media; Cert HE Filmmaking and Creative Media	
UWE Progression Route		
Mode(s) of Delivery	Full time/Part time	
Codes	UCAS: W253	JACS:
	ISIS2: W253, W26B13	HESA:
Relevant QAA Subject Benchmark Statements	Art & Design	
CAP Approval Date		
Valid From	September 2013	
Valid until Date	June 2015	
Version	12	

Part 2: Educational Aims of the Programme

Aims of the undergraduate modular scheme:

- to provide an opportunity to develop a creative practice within a chosen field of study;
- to provide an experience of higher education in art, media and design that offers students choice and independence in determining their own abilities and ambitions within a subject discipline;
- to equip students with the intellectual, practical, critical and creative skills necessary for them to locate themselves and their practice within professional, social, historical and cultural contexts;
- to give students the confidence to develop informed independent judgements and critical and intellectual rigour;
- to ensure that the development of key/transferable skills is an integrated part of the curriculum;
- to equip students with the necessary understanding of research techniques and appropriate methodologies;
- to sustain an environment in which individual students may realise their full potential.
- **Educational Aims:**
- The programme aims to enable students to :
- Develop knowledge, understanding and skill through an exploration of interdisciplinary practice
- Develop a creative approach to producing media content
- Understand and apply a range of media production methodologies
- Develop a flexible working practice that anticipates the changing professional demands of the media industries
- Develop the intellectual, critical, technical and key/transferable skills necessary to work in either a professional environment or to undertake further study
- Demonstrate critical reflection, evaluation and analysis in the development of their practice
- Understand their work in a professional, critical, cultural, historical and social context

Part 3: Learning Outcomes of the Programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:

Part 3: Learning Outcomes of the Programme	
Learning Outcomes	Teaching, Learning and Assessment Strategies
A Knowledge and Understanding	
<p>A Knowledge and understanding of</p> <ul style="list-style-type: none"> Understand the media industries in their past and present forms and anticipate future trends; Understand the nature of media audiences; Understand the nature of cross media production and media convergence; 	<p>Teaching/learning methods and strategies:</p> <p>All modules across the programme include comparative analysis of conventional media forms and consider anticipated changes. This occurs primarily through lectures and seminars and includes guest lectures from media professionals at levels 2 and 3. This knowledge and understanding is demonstrated at level 3 in all modules where preparation for professional practice is a core activity. Students at this stage are required to contextualise their work in relation to contemporary and past practice, which is evident in the evaluation presented for assessment.</p> <p>These theoretical understandings underpin the experiential learning via project work in programme. The emphasis on cross-media and multi-platform production that is introduced into the teaching and learning activities at level 2 relates to the developing principles of media convergence in contemporary media practice. This is delivered both through the syllabus of lectures and seminars and in learning activities that include cross-media and multi-platform student presentations and critiques.</p> <p>The understanding of 'audience' is covered in the context of the audience for a media piece. This is introduced from the beginning of the programme with the practice of presenting and critiquing work with tutors and peers at both formative and summative assessment points. All pieces of media production require the identification of a target audience. Students learn how to research and identify these groups through lectures and related tasks at level 1 and through the continued evaluation of case studies presented at lectures and seminars at levels 2 and 3. Students are put in the position of presenting their work to potential employers from level 2 onwards when media practitioners are invited to specific presentations to give feedback. This is intended to prepare students for the public presentation of their work at the point of graduation through the degree show and associated events.</p> <p>The concept is introduced through lectures and examples throughout level 1. At this stage, the module <i>Creating Screen Fiction</i> plays a crucial role in synthesising the level 1 experience by offering students the opportunity to compare and contrast screen-based production methodologies with those of</p>

Part 3: Learning Outcomes of the Programme

- Understand the importance of narrative design in media production.

the different media platforms explored in *Exploring Interactive Media* and *Sound, Image and Sensory Experience*.

The practice of cross-media and multi-platform production is established in the core level 2 module *Documentary Research and Production* and in the level 2 option module *Narrative and Experience* during practical work, presentations and assessment. This is emphasized both through the range of requirements for practical project work and by the nature of lectures and presentations which operate on a cross-media and multi-platform basis. This activity is designed to prepare students for self-directed work at level 3 where teamwork in cross media and multi-platform production and practical work that includes media convergence is encouraged. Both of these issues are expected to be addressed through comparison to contemporary media practice in student's research and evaluations.

Narrative design is included in the content of all modules. It is established at level one *Scriptwriting* where a programme of lectures and seminars support the development of short fiction and scriptwriting skills. This script is then taken into production in *Creating Screen Fiction*. These skills are developed incrementally through briefs and set tasks. At level 2 narrative design skills are further enhanced through factual and fictional programme making in the *Documentary Research and Production* and *Narrative and Experience* modules. Students at level 3 are therefore prepared to undertake self-directed work that contains a significant narrative structure in any of the forms of media production covered by this programme.

Assessment:

Assessment strategies across the programme require students to demonstrate knowledge and understanding through the documentation of the process of their work as well as the product. This evidence is included in production and/or research files and evaluations both of which include analysis of contextual material. Issues of cross media and multi-platform production, media convergence, narrative design and audience are tested through the assessment of practical work, production files and cross-media and multi-platform presentations to the whole cohort in a number of modules.

Part 3: Learning Outcomes of the Programme

B Intellectual Skills

B Intellectual Skills	Teaching/learning methods and strategies:
<ul style="list-style-type: none"> Apply the necessary conceptual skills to be able to initiate, develop and produce creative media content; 	<p>These skills are introduced right at the beginning of the programme in the module <i>Exploring Interactive Media</i> and are built on throughout the modular structure of the award. Lectures and seminars offer students examples from relevant media and cultural practice. Individual skills development and application is supported through guided tutorials. Production files offer evidence of these skills through the recording of the process of the development of media content in every practical project.</p>
<ul style="list-style-type: none"> Apply skills of critical analysis and evaluation, relating their own work to the broader context of media production; 	<p>The development of these skills is established through the critical analysis and evaluation of examples of past and current media production offered in lectures and seminars. Students are then expected to extend this practice to the critical evaluation of their own work. This is supported through seminar presentations and ongoing tutorial and assessment feedback throughout the programme. Production files and individual written evaluations provide the evidence of these skills and are assessed elements in modules at all levels of the programme.</p>
<ul style="list-style-type: none"> Develop an understanding of ethical responsibilities in media production; 	<p>This learning outcome is introduced at levels 2 and 3. Ethical understanding is taught primarily through seminars and lectures, particularly in the context of factual programme making for example, <i>Documentary Research and Production</i>. Students are required to demonstrate consideration of these issues through the learning outcomes of the level 3 <i>Preparation for Self-Directed Study</i> modules, with evidence in the production file and evaluation.</p>
<ul style="list-style-type: none"> Gather, collate and synthesise research materials for media production 	<p>A broad range of information literacy skills, including the ability to identify, retrieve and evaluate source material is introduced in <i>Professional Practice 1: Introduction to Filmmaking and Creative Media</i>. All production modules cover the development of these skills, particularly the following <i>Professional Practice</i> modules at Level 2 and 3; it is also an especial focus of <i>Documentary Research and Production</i> in level 3. These skills are introduced through lectures (given by tutors and visiting professionals), seminars and tutorials. They are then developed through the research and development of assignments and practical project work.</p>
	<p>Assessment: Evidence of the student's intellectual skills and abilities is found both in the quality of production work and in the documentation supporting this. The programme requires students to demonstrate their intellectual skills specifically in the written format of</p>

Part 3: Learning Outcomes of the Programme

	an annotated bibliography, media production files and critical evaluations. The evaluation, in particular, requires a critique of research methodologies.
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C Subject, Professional and Practical Skills

<p>C Subject, Professional and Practical Skills</p> <ul style="list-style-type: none"> • Demonstrate the application of media production methodologies; • Demonstrate practical production skills across a range of Media Practice forms; • Work effectively in media production teams; • Understand the demands of contemporary practice in the media production industries; • Identify an area of specialism and a future direction as creative media practitioners. 	<p>Teaching/learning methods and strategies:</p> <p>These skills are delivered incrementally throughout the programme so that students are introduced to each stage of the media production process. They are taught through lectures, seminars, workshops and tutorials and applied through practical project work. The successful application of these skills is most evident in the quality of completed media pieces and in the documentation and analysis of these methodologies presented in production files and evaluations.</p> <p>Students experience and test their ideas across all relevant forms of media production on offer within the first half of the programme. These skills are taught in a staggered series of workshops and technical demonstrations. The learning of these skills then continues experientially through each piece of media production work, supported by workshops, tutorials and seminars.</p> <p>The majority of production work set within the programme requires a team-based approach that reflects industry practice. This enables students to develop these skills experientially. Learning is further supported through seminars and tutorials.</p> <p>Visiting lecturers and tutors working professionally within the industry are included at every level of the programme. This offers students examples of contemporary practice, which is then tested and applied through practical project briefs that replicate a range of professional contexts at levels 1 and 2. At level 3, module learning outcomes require that student's self-initiated briefs be developed within defined parameters that relate directly to contemporary media practice.</p> <p>Students experience and test their ideas across all the relevant media practice forms on offer within the first half of the programme. They are then given the opportunity to specialise in the second half. By level 3 students are expected to have identified their own strengths and area of specialisation through the ongoing evaluation of their work; this is supported and negotiated through the writing of individual evaluations, assessment feedback and tutorials. Self-directed modules at level 3 enable students to demonstrate their area of specialism and future direction and evaluate their achievements.</p>
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Part 3: Learning Outcomes of the Programme

	<p>Assessment:</p> <p>Production skills and methodologies, teamwork and specialisation are assessed through production files, evaluation and the quality of the practical production work. Written evaluations provide evidence of students' understanding of contemporary media practice, particularly (where appropriate) in students' understanding of the principles of cross-media and multi-platform production. Peer feedback and/or assessment is used formatively in the <i>Professional Practice</i> modules and in <i>Creating Screen Fiction</i>.</p>
<p>D Transferable Skills and other attributes</p>	
<p>D Transferable Skills and other attributes</p> <ul style="list-style-type: none"> • Communicate effectively in a range of verbal, visual and written contexts; • Demonstrate organisational ability in a range of professional situations and academic contexts; • Develop the ability to be a self-directed learner and practitioner; 	<p>Teaching/learning methods and strategies:</p> <p>Students are required to develop communication skills through all the learning and assessment activities across the programme. The development of verbal skills is encouraged through seminar and tutorial discussions with tutors and peers and through production team interaction. These skills are then formalised through pitches and presentations, some of which are assessed. Visual skills are developed both through the examination and critique of examples and through the production of practical project work. These skills are also learned and demonstrated through presentations and pitches that use a range of audio/visual techniques. Writing skills are developed through essays and seminar papers, effective scripting and pre-production documentation and the use of the written evaluation.</p> <p>Students are required to develop and demonstrate organisational ability at all levels of the programme. They are supported in the development of these skills in the earlier stages of the programme by defined module briefs and project schedules; this prepares them for self-directed study at level 3. Aspects of subject-specific organisational skills such as the principles of production management are taught through lectures and seminars and developed through practical project work.</p> <p>These skills are developed in modules throughout the programme, culminating in the self-directed level 3 modules. These principles underpin the teaching and learning strategies of the programme where students are encouraged to initiate ideas through research and project development and critically reflect upon their progress and achievements. Development of these skills is supported through the nature of the tasks and inter-active teaching and assessment strategies such as seminar/work in progress presentations, pitches and self-initiated projects. Lectures and seminars also encourage individual</p>

Part 3: Learning Outcomes of the Programme

<ul style="list-style-type: none">• Develop social and interpersonal skills appropriate to a range of professional situations.	<p>practice within a media production team. The ability to reflect and analyse individual work within the context of contemporary media production is also developed and demonstrated in written evaluations.</p> <p>These skills are learned experientially through working in production teams in all practical projects during the programme. This is further supported by the requirement to negotiate with tutors in the development of specific project briefs and the negotiation of access to sources of research and technical expertise during the execution of practical project work. Assessment methods in certain modules, which require students to present their work through a professional 'pitch' or presentation also, support the learning and development of these skills.</p> <p>Assessment:</p> <p>These skills are assessed through the written evaluation, which requires students to analyse and critique their process as well as the product. The organisation and content of the production files, the standard of verbal and visual presentations as well as the quality of completed production pieces all contribute to the assessment of these skills. Peer feedback and/or assessment is used formatively in the <i>Professional Practice</i> modules and in <i>Creating Screen Fiction</i>.</p>
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Part 4: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a **full time student**, including:
level and credit requirements
interim award requirements
module diet, including compulsory and optional modules

ENTRY



<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Year 1</p>	<p>Compulsory Modules</p> <p>UACAKH-15-1 Professional Practice 1: Introduction to Filmmaking and Creative Media Level 4 - 15 credits</p> <p>UACAKJ-15-1 Scriptwriting Level 4 - 15 credits</p> <p>UACAKK-30-1 Exploring Interactive Media Level 4 - 30 credits</p> <p>UACAKL-30-1 Sound, Image and Sensory Experience Level 4 - 30 credits</p> <p>UACAKM-30-1 Creating Screen Fiction Level 4 - 30 credits</p>	<p>Optional Modules</p>	<p>Interim Awards</p> <p>Cert HE Filmmaking and Creative Media</p> <p>Other requirements 120 credits of level 1 or above</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Year 2</p>	<p>Compulsory Modules</p> <p>UACAKN-60-2 Documentary Research and Production Level 5 - 60 credits</p>	<p>Optional Modules</p> <p>UACAKP-45-2 Narrative and Experience Level 5 - 45 credits AND UACAKQ-15-2 Professional Practice 2: Developing Craft Skills</p> <p>OR</p> <p>UADAR6-45-2 Developing Practice in Animation 2 Level 5 - 45 credits AND UADAR7-15-2 Professional Practice and Work Experience in Animation 2</p> <p>OR</p> <p>UA1APR-45-1 International Exchange Level 5 - 45 credits AND UACAYB-15-2 Professional Practice 2: Developing Craft Skills for International Exchange</p>	<p>Interim Awards</p> <p>Cert HE Filmmaking and Creative Media</p> <p>Other requirements 240 credits at level 2</p> <p>Pre-requisites and co- requisites</p> <p>UACAKN-60-2 Documentary Research and Production Level 5 - 60 credits</p> <p>UACAKP-45-2 Narrative and Experience Level 5 - 45 credits</p> <p>Both require:</p> <p>Pre-requisite: UACAKM-30-1 Creating Screen Fiction Level 4 - 30 credits or equivalent APL</p>

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Year 3: BA (Hons) Filmmaking and Creative Media Pathway</p>	<p>Compulsory Modules</p> <p>UACA6N-30-3 Preparation for Self-directed Study in Filmmaking and Creative Media Level 6 - 30 credits</p> <p>UACA6N-15-3 Professional Practice 3: Work Experience and Future Directions Level 6 - 15 credits</p> <p>UACA6N-15-3 Filmmaking and Creative Media Dissertation</p> <p>UACA6N-60-3 Self-directed Study in Filmmaking and Creative Media Level 6 - 60 credits</p>	<p>Optional Modules</p>	<p>Interim Awards</p> <p>BA Filmmaking and Creative Media</p> <p>Other requirements</p> <p>Pre-requisites and co-requisites</p> <p>UACA6N-30-3 Preparation for Self-directed Study in Filmmaking and Creative Media Level 6 - 30 credits</p> <p>Pre-requisite: UACA6N-60-2 Documentary Research and Production Level 5 - 60 credits</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Year 3: BA (Hons) Filmmaking and Creative Media with Animation Pathway</p>	<p>Compulsory Modules</p> <p>UA1APT-15-3 Independent Research Project Level 6 - 15 credits</p> <p>UADAR8-30-3 Preparation for Extended Study in Animation Level 6 - 30 credits</p> <p>UADARA-15-3 Professional Practice and Work Experience in Animation 3 Level 6 - 15 credits</p> <p>UADAR9-60-3 Extended study in Animation Level 6 - 60 credits</p>	<p>Optional Modules</p>	<p>Interim Awards</p> <p>BA Filmmaking and Creative Media with Animation</p> <p>Other requirements</p> <p>Pre-requisites and co-requisites</p> <p>UADAHW-20-3 Proposal for Self-directed Study in Animation Level 6 - 20 credits</p> <p>Pre-requisites: UADA4N-40-2 Animation Option Level 5 - 40 credits</p>

GRADUATION

NB: For part time mode of delivery provide a diagram to demonstrate the student journey from entry to graduation for a typical part time student

ENTRY



Year 1	<p>Compulsory Modules</p> <p>UACAKH-15-1 Professional Practice 1: Introduction to Filmmaking and Creative Media Level 4 - 15 credits</p> <p>UACAKK-30-1 Exploring Interactive Media Level 4 - 30 credits</p> <p>UACAKJ-15-1 Scriptwriting Level 4 - 15 credits</p>	Optional Modules	Interim Awards
Year 2	<p>Compulsory Modules</p> <p>UACAKM-30-1 Creating Screen Fiction Level 4 - 30 credits</p> <p>UACAKL-30-1 Sound, Image and Sensory Experience Level 4 - 30 credits</p>	Optional Modules	<p>Cert HE Filmmaking and Creative Media</p> <p>Other requirements 120 credits of level 1 or above</p>
Year 3	<p>Compulsory Modules</p> <p>UACAKN-60-2 Documentary Research and Production Level 5 - 60 credits</p>	Optional Modules	<p>Interim Awards</p> <p>Other requirements</p> <p>Pre-requisites and co- requisites</p> <p>UACAKN-60-2 Documentary Research and Production Level 5 - 60 credits</p> <p>Prerequisite: UACAKM-30-1 Creating Screen Fiction Level 4 - 30 credits or equivalent APL</p>

Year 4	<p>Compulsory Modules</p>	<p>Optional Modules</p> <p>UACAKP-45-2 Narrative and Experience Level 5 - 45 credits AND UACAKQ-15-2 Professional Practice 2: Developing Craft Skills Level 5 - 15 credits</p> <p>OR</p> <p>UADAR6-45-2 Developing Practice in Animation 2 Level 5 - 45 credits AND UADAR7-15-2 Professional Practice and Work Experience in Animation 2 Level 5 - 15 credits</p> <p>OR</p> <p>UA1APR-45-1 International Exchange Level 5 - 45 credits AND UACAYB-15-2 Professional Practice 2: Developing Craft Skills for International Exchange Level 5 - 15 credits</p>	<p>Interim Awards</p> <p>Dip HE Filmmaking and Creative Media</p> <p>Other requirements 240 credits at level 2</p> <p>Pre-requisites and co- requisites</p> <p>UACAKP-45-2 Narrative and Experience Level 5 - 45 credits</p> <p>Pre-requisite: UACAKM-30-1 Creating Screen Fiction Level 4 - 30 credits</p>
Year 5: BA (Hons) Filmmaking and Creative Media Pathway	<p>Compulsory Modules</p> <p>UACAQR-30-3 Preparation for Self- directed Study in Filmmaking and Creative Media Level 6 - 30 credits</p> <p>UACAQS-15-3 Professional Practice 3: Work Experience and Future Directions Level 6 - 15 credits</p> <p>UACAQT-15-3 Filmmaking and Creative Media Dissertation Level 6 - 15 credits</p>	<p>Optional Modules</p>	<p>Interim Awards</p> <p>Other requirements</p> <p>Pre-requisites and co- requisites</p> <p>UACAQR-30-3 Preparation for Self-directed Study in Filmmaking and Creative Media Level 6 - 30 credits</p> <p>Pre-requisite: UACAQN-60-2 Documentary Research and Production Level 5 - 60 credits</p>

	Year 6: BA (Hons) Filmmaking and Creative Media Pathway	<p>Compulsory Modules</p> <p>UACA6N-60-3 Self-directed Study in Filmmaking and Creative Media Level 6 - 60 credits</p>	Optional Modules	<p>Interim Awards</p> <p>BA Filmmaking and Creative Media</p> <p>Other requirements</p>
	Year 5: BA (Hons) Filmmaking and Creative Media with Animation Pathway	<p>Compulsory Modules</p> <p>UA1APT-15-3 Independent Research Project Level 6 - 15 credits</p> <p>UADAR8-30-3 Preparation for Extended Study in Animation Level 6 - 30 credits</p> <p>UADARA-15-3 Professional Practice and Work Experience in Animation 3 Level 6 - 15 credits</p>		<p>Other requirements</p> <p>Pre-requisites and co-requisites</p> <p>UADAHW-20-3 Proposal for Self-directed Study in Animation Level 6 - 20 credits</p> <p>Pre-requisites: UADA4N-40-2 Animation Option Level 5 - 40 credits</p>
	Year 6: BA (Hons) Filmmaking and Creative Media with Animation Pathway	<p>Compulsory Modules</p> <p>UADAR9-60-3 Extended study in Animation Level 6 - 60 credits</p>		<p>Interim Awards</p> <p>BA Filmmaking and Creative Media with Animation</p> <p>Other requirements</p>

GRADUATION

Part 5: Entry Requirements

The University's Standard Entry Requirements apply with the following additions:

We are willing to consider applications from students who cannot meet the typical offer but who can demonstrate a high level of creative ability. We also welcome applications from mature students and those with non-standard qualifications. Selected students will be interviewed on application and entry is contingent on a successful interview.

Part 6: Assessment

Delete one of the following statements as appropriate

A: Approved to University Regulations and Procedures

Assessment Map

The programme encompasses a range of **assessment methods** including; production work, production folders, critical evaluations and presentations. These are detailed in the following assessment map:

Assessment Map for BA (Hons) Filmmaking and Creative Media and BA (Hons) Filmmaking and Creative Media with Animation

		Type of Assessment*									
		Unseen Written Exam	Open Book Written Exam	In-class Written Test	Practical Exam	Practical Skills Assessment	Oral assessment and/or presentation	Written Assignment	Report / Project	Dissertation	Portfolio
<p>Instructions: <i>Add the Component (A or B) to the appropriate column for each Module Number and add the weighting for that assessment in brackets (as per the examples given)</i></p> <p><i>Add further columns as necessary*</i></p>											
Compulsory Modules Level 1	UACA KH-15-1 PP1: Introduction to Filmmaking and Creative Media										100% (A)
	UACA KJ-15-1 Scriptwriting										100% (A)
	UACA KK-30-1 Exploring Interactive Media							30% (A)			70% (A)
	UACA KM-30-1 Creating Screen Fiction								60% (A)		40% (A)
	UACA KL-30-1 Sound, Image and Sensory Experience								60% (A)		40% (A)
Compulsory Modules Level 2	UACA 7K-40-2 Documentary Research and Production						20% (A)		50% (A)		30% (A)

Part 6: Assessment										
Compulsory Modules Level 3 FILMMAKING AND CREATIVE MEDIA PATHWAY ONLY	UACA KR-30-3 Preparation for Self Directed Study in Filmmaking and Creative Media									100% (A)
	UACA KS-15-3 PP3: Work Experience and Future Directions							60% (A)		40% (A)
	UACA KT-15-3 Filmmaking and Creative Media Dissertation								100% (A)	
	UACA 6N-60-3 Preparation for Self Directed Study						30% (A)			70% (A)
Compulsory Modules Level 3 FILMMAKING AND CREATIVE MEDIA WITH ANIMATION PATHWAY	UA1APT-15-3 Independent Research Project							100% (A)		
	UADAR8-30-3 Preparation for Extended Study in Animation									100% (A)
	UADARA-15-3 Professional Practice and Work Experience in Animation 3					70% (A)	30% (A)			
	UADAR9-60-3 Extended study in Animation									100% (A)
Optional Modules Level 2	UACA KP-45-2 Narrative & Experience							30% (A)		70% (A)
	UACA KQ-15-2 PP2: Developing Craft Skills									100% (A)
	UADAR6-45-2 Developing Practice in Animation 2					20% (A)				80% (A)
	UADAR7-15-2 Professional Practice and Work Experience in Animation 2					70% (B)	30% (A)			
	UA1APR-45-1 International Exchange									100% (A)
	UACAYB-15-2 Professional Practice 2: Developing Craft Skills for International Exchange									100% (A)

*Assessment should be shown in terms of either **Written Exams**, **Practical exams**, or **Coursework** as indicated by the colour coding above.

Part 7: Student Learning
Teaching, learning and assessment strategies to enable learning outcomes to be achieved and demonstrated

Part 7: Student Learning

At UWE, Bristol there is a policy for a minimum average requirement of 12 hours/week contact time over the course of the full undergraduate programme. This contact time encompasses a range of face:face activities as described below. In addition a range of other learning activities will be embedded within the programme which, together with the contact time, will enable learning outcomes to be achieved and demonstrated.

On the BA (Hons) Filmmaking and Creative Media programme teaching is a mix of schedule and independent learning. The average contact time across the programme is 12 -15 hours / week.

Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; supervised time in studio/workshop. Scheduled sessions may vary slightly depending on the module choices made = approx 1000 hours across 360 credits

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. = approx 2600 hours across 360 credits.

Description of Distinctive Features and Support

A strongly production based course, which offers a range of experiential learning to build a rich range of practice and theory knowledge, understandings and skills in filmmaking and creative media. The distinctive ethos of the course lies in its holistic approach to teaching multi-platform media practice.

At Level 1 students are introduced to a varied diet of projects enabling them to build skills in both filmmaking and creative media with the deliberate intention of comparing and contrasting the narrative, editorial, production and technical approaches.

At Level 2, two major practice projects, one in documentary and one in drama, enable students to undertake genuine multi-platform production, designing and creating sophisticated media productions across two or more platforms.

This experience leads into Level 3 where students build their own portfolio of projects, many of which take a multi-platform form. These are supported by an extensive range of teaching and learning including intensive tutorial supervision over six months.

The course is backed up by a depth of professional expertise in the staff team, which encompasses both traditional forms of media production and the cutting edge of multi-platform theory and practice via an association with the Digital Cultures Research Centre and the *i-docs* symposium as well as individual professional practice and research projects.

At the same time, the course enables students to build specific key skills across a range of crafts and disciplines to give a broad yet deep experience of media production, equipping them for a wide range of entry jobs in the media industry.

Part 8: Reference Points and Benchmarks

Description of **how** the following reference points and benchmarks have been used in the design of the programme:

Part 8: Reference Points and Benchmarks

QAA subject benchmark statements
University strategies and policies
Staff research projects
Employer interaction and feedback

University Mission and Vision The university strategy guiding developments is at this link <http://www1.uwe.ac.uk/aboutus/visionandmission/strategy/strategydocuments.aspx>
The Department of Creative Industries within the Faculty of Arts, Creative Industries and Education is committed to building a depth of practice-based, professionally focused courses in art, media and design that will deliver excellent graduate employability. Strong emphasis is placed upon professional collaboration - in curriculum development and delivery and cross-disciplinary practice.

Subject benchmarks The subject of media practice does not have its own subject specific benchmark statement but is grounded in the defining principles of the Art & Design benchmark statement (particularly creativity, aesthetic sensibility, intellectual and critical enquiry, team-working, variety of research modes, and personal reflective learning). Above all, it is predicated on the need for practical and experiential learning. Curriculum content, development and progression and teaching and learning approaches within this programme are in line with QAA subject benchmark recommendations for Art and Design. Communication, Media, Film and Cultural Studies. These include the breadth and depth of knowledge being offered, the coherence of the programme's structure, and the use of a wide range of teaching and learning models and assessment practices.

Skillset National Occupational Standards

BA Filmmaking and Creative Media are expected to consider their skills development in a professional context. Module Handbooks will make explicit the relevant performance standards that students should engage with. The following creativeskillset National Occupational Standards are embedded in the design of the programme: Production (Film & TV) 2005; Directors 2003; Sound 2009; Interactive Media; Photo Imaging 2007; Camera 2008; Lighting for Film & Television 2006; Editing 2007; Contribute to good working relationships (Skillset NOS X1); Contribute to the quality and productivity of the production process (Skillset NOS X6); Conduct an assessment of risks in the workplace and ensure own actions reduce risks to Health and Safety (Skillset NOS X3 and X3.5); Skillset NOS: Law & Compliance for Broadcasting 2010. Please see Programme Handbook Appendix for how these map across the programme. These full standards can be found at: www.creativeskillset.org/standards/standards/

SEEC Southern England Consortium for Credit Accumulation and Transfer Credit - Level Descriptors have been consulted in the design of the learning outcomes. These can be found at www.seec.org.uk/.../seec-credit-level-descriptors-2010-revised-2004

University teaching and learning policies: A full description of the regulations and policies governing student learning and teaching can be found at <http://acreg.uwe.ac.uk/>

Staff research and professional expertise: All members of the teaching team are engaged in research or professional practice and engage with a wide range of industry and professional contacts and published work to inform the academic content of this programme. A number of programme staff are working in conjunction with the Faculty Digital Cultures Research Centre and the design and delivery content which deals particularly with innovative and emerging practices in transmedia narratives and multi-platform media production is underpinned by their research and practice.

Part 8: Reference Points and Benchmarks

Employer interaction/feedback: Staff are actively involved in their own practice and knowledge exchange activities with partnerships across a broad range of commercial and non-commercial organisations within the media and the creative industries. We have also drawn on advice from our industry contacts in the development of this programme.

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications, available on the University's website.