



University of the  
West of England

## CORPORATE AND ACADEMIC SERVICES

### PROGRAMME SPECIFICATION

Part 1: Basic Data		
<b>Awarding Institution</b>	University of the West of England, Bristol	
<b>Teaching Institution</b>	University of the West of England, Bristol	
<b>Delivery Location</b>	Bower Ashton, UWE, Bristol	
<b>Faculty responsible for programme</b>	Faculty of Arts, Creative Industries & Education	
<b>Department responsible for programme</b>	Creative Industries	
<b>Modular Scheme Title</b>	Undergraduate Programme Modular Scheme	
<b>Professional Statutory or Regulatory Body Links</b>	Creative Skillset Sector Skills Council	
<b>Highest Award Title</b>	BA (Hons) Filmmaking	
<b>Default Award Title</b>		
<b>Fall-back Award Title</b>	BA (Hons) Filmmaking	
<b>Interim Award Titles</b>	Dip HE Filmmaking Cert HE Filmmaking	
<b>UWE Progression Route</b>		
<b>Mode(s) of Delivery</b>	Full time/Part time	
<b>Codes</b>	<b>UCAS:</b> W253	<b>JACS:</b>
	<b>ISIS2:</b> W253, W26B13	<b>HESA:</b>
<b>Relevant QAA Subject Benchmark Statements</b>	Art & Design	
<b>CAP Approval Date</b>		
<b>Valid from</b>	September 2013	
<b>Valid until Date</b>	September 2019	
<b>Version</b>	14.1	

## 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

### Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

This course combines video, sound and interactive multi-media to explore the creative potential of media in a multi-platform world. It is production based, enabling students to build strong story-telling, technical and team working skills essential to working in the professional media. Creative practice is informed by academic study developing students' understanding of media cultures and contexts.

The structure is designed to offer a pattern of learning that establishes basic principles and issues at level 1 before options for specialisation are introduced at levels 2 and 3. Students develop a good understanding of a range of methods for developing creative ideas before embarking upon further study that involves working within and across specialised disciplines. Additionally professional practice (including work experience at level 3) underpins learning outcomes and assessment criteria throughout the course.





## Part 4: Student Learning and Student Support

### Teaching and learning strategies to enable learning outcomes to be achieved and demonstrated

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 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 any Distinctive Features

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 5: Assessment

Delete one of the following statements as appropriate

A: Approved to [University Regulations and Procedures](#)

### Assessment Strategy

Assessment strategy to enable the learning outcomes to be achieved and demonstrated:

Assessment strategies within the programme reflect the Faculty's philosophy which considers assessment to be part of the learning process. Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements, and to support the monitoring of progress

### 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

		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><b>Instructions:</b> 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)</p> <p>Add further columns as necessary*</p>											
<b>Compulsory Modules Level 1</b>	UALAKH-15-1 PP1: Introduction to Filmmaking and Creative Media										100% (A)
	UALAKJ-15-1 Scriptwriting										100% (A)
	UALAKK-30-1 Exploring Interactive Media							30% (A)			70% (A)
	UALAKM-30-1 Creating Screen Fiction								60% (A)		40% (A)
	UALAKL-30-1 Sound, Image and Sensory Experience										100% (A)
<b>Compulsory Modules Level 2</b>	UALAKN-40-2 Documentary Research and Production						20% (A)		50% (A)		30% (A)

## Part 5: Assessment

<b>Compulsory Modules Level 3</b>	UALAKR-30-3 Preparation for Self-Directed Study in Filmmaking and Creative Media											100% (A)
	UALAKS-15-3 PP3: Work Experience and Future Directions								60% (A)			40% (A)
	UALAKT-15-3 Filmmaking and Creative Media Dissertation										100% (A)	
	UALA6N-60-3 Self Directed Study in Filmmaking and Creative Media							30% (A)				70% (A)
<b>Optional Modules Level 2</b>	UALAKP-45-2 Narrative & Experience							30% (A)				70% (A)
	UA1APR-45-2 International Exchange											100%
	UALAQ-15-2 PP2: Developing Craft Skills											100% (A)
	UALAYB-15-2 PP2: 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 6: Programme Structure

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

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

**ENTRY**



Year 1	<p><b>Compulsory Modules</b></p> <p>UALAKH-15-1 Professional Practice 1: Introduction to Filmmaking and Creative Media</p> <p>UALAKJ-15-1 Scriptwriting</p> <p>UALAKK-30-1 Exploring Interactive Media</p> <p>UALAKL-30-1 Sound, Image and Sensory Experience</p> <p>UALAKM-30-1 Creating Screen Fiction</p>	<p><b>Optional Modules</b></p>	<p><b>Interim Awards</b></p> <p>Cert HE Filmmaking</p> <p>Other requirements 120 credits of level 1 or above</p>
Year 2	<p><b>Compulsory Modules</b></p> <p>UALAKN-60-2 Documentary Research and Production</p>	<p><b>Optional Modules</b></p> <p>UALAKP-45-2 Narrative and Experience</p> <p>AND</p> <p>UALAQ-15-2 Professional Practice 2: Developing Craft Skills</p> <p>OR</p> <p>UA1APR-45-1 International Exchange</p> <p>AND</p> <p>UALAYB-15-2 Professional Practice 2: Developing Craft Skills for International Exchange</p> <p>And if credit is required:</p> <p>UA1ASD-5-2 *Negotiated Presentation 2</p> <p>OR</p> <p>UA1ASG-10-2 *Negotiated Presentation and Reflective Statement 2</p>	<p><b>Interim Awards</b></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>UALAKN-60-2 Documentary Research and Production Level 5 - 60 credits</p> <p>UALAKP-45-2 Narrative and Experience Level 5 - 45 credits</p> <p>Both require:</p> <p><b>Pre-requisite:</b> UALAKM-30-1 Creating Screen Fiction or equivalent APL</p>



Year 3: BA (Hons) Filmmaking	Compulsory Modules	Optional Modules	Interim Awards
	UALAKR-30-3 Preparation for Self-directed Study in Filmmaking and Creative Media		BA Filmmaking
	UALAKS-15-3 Professional Practice 3: Work Experience and Future Directions		Other requirements
	UALA6N-60-3 Self-directed Study in Filmmaking and Creative Media		Pre-requisites and co-requisites
UALAKT-15-3 Filmmaking and Creative Media Dissertation			UALAKR-30-3 Preparation for Self-directed Study in Filmmaking and Creative Media
			<b>Pre-requisite:</b> UALAKN-60-2 Documentary Research and Production

## GRADUATION

### Part time:

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

### ENTRY



Year 1: BA (Hons) Filmmaking	Compulsory Modules	Optional Modules	Interim Awards
	UALAKH-15-1 Professional Practice 1: Introduction to Filmmaking and Creative Media		
	UALAKJ-15-1 Scriptwriting		
	UALAKL-30-1 Sound, Image and Sensory Experience		

Year 2: BA (Hons) Filmmaking	<p>Compulsory Modules</p> <p>UALAKK-30-1 Exploring Interactive Media</p> <p>UALAKM-30-1 Creating Screen Fiction</p>	Optional Modules	<p>Cert HE Filmmaking</p> <p>Other requirements 120 credits of level 1 or above</p>
Year 3: BA (Hons) Filmmaking	<p>Compulsory Modules</p> <p>UALAKN-60-2 Documentary Research and Production</p>	Optional Modules	<p>Interim Awards</p> <p>Other requirements Pre-requisites and co-requisites</p> <p>UALAKN-60-2 Documentary Research and Production</p> <p><b>Prerequisite:</b> UALAKM-30-1 Creating Screen Fiction or equivalent APL</p>
Year 4: BA (Hons) Filmmaking		<p>Optional Modules</p> <p>UALAKP-45-2 Narrative and Experience</p> <p>AND</p> <p>UALAKQ-15-2 Professional Practice 2: Developing Craft Skills</p> <p>OR</p> <p>UA1APR-45-1 International Exchange</p> <p>AND</p> <p>UALAYB-15-2 Professional Practice 2: Developing Craft Skills for International Exchange</p> <p>And if credit is required: UA1ASD-5-2 *Negotiated Presentation 2</p> <p>OR</p> <p>UA1ASG-10-2 *Negotiated Presentation and Reflective Statement 2</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>UALAKP-45-2 Narrative and Experience</p> <p><b>Pre-requisite:</b> UALAKM-30-1 Creating Screen Fiction</p>

Year 5: BA (Hons) Filmmaking	<p>Compulsory Modules</p> <p>UALAKR-30-3 Preparation for Self-directed Study in Filmmaking and Creative Media</p> <p>UALAKS-15-3 Professional Practice 3: Work Experience and Future Directions</p> <p>UALAKT-15-3 Filmmaking and Creative Media Dissertation</p>	Optional Modules	<p>Interim Awards</p> <p>Other requirements</p> <p>Pre-requisites and co-requisites</p> <p>UALAKR-30-3 Preparation for Self-directed Study in Filmmaking and Creative Media</p> <p><b>Pre-requisite:</b> UALAKN-60-2 Documentary Research and Production</p>
Year 6: BA (Hons) Filmmaking	<p>UALA6N-60-3 Self-directed Study in Filmmaking and Creative Media</p>		<p>Interim Awards</p> <p>BA Filmmaking</p> <p>Other requirements</p>

## GRADUATION

### Part 7: 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 8: Reference Points and Benchmarks

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

[QAA UK Quality Code for HE](#)

National qualification framework  
Subject benchmark statements

## Part 8: Reference Points and Benchmarks

### University strategies and policies

Staff research projects  
Any relevant PSRB requirements  
Any occupational standards

*Subject benchmarks* The broad 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 and 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.

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](http://www.seec.org.uk/.../seec-credit-level-descriptors-2010-revised-2004)

### *Skillset National Occupational Standards*

BA Filmmaking 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/](http://www.creativeskillset.org/standards/standards/)

*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.

*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

What methods have been used in the development of this programme to evaluate and improve the quality and standards of learning? This could include consideration of stakeholder feedback from, for example current students, graduates and employers.

*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](#).