

PROGRAMME SPECIFICATION DOCUMENT

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| 1. Qualification BA (Hons) | 2. Programme Title Media, Writing and Production | 3. UCAS Code PWH8 | 4. Programme Type Modular Degree, Single Honours, Full- and Part-time |
| 5. QAA Benchmarking Groups: Communication, Media, Film & Cultural Studies, Art & Design. | 6. Date of Programme Specification: September 2011 | | |

7. Main Purposes and Distinctive Features of the Programme

MWP is a screenwriting and digital film making course, with a strong underpinning of critical and theoretical study, which puts the script at the heart of production. To prepare students for work in the film and TV industries as screenwriters, directors or in a variety of craft production roles, the curriculum aims to:

- Introduce students to the whole process of creating a digital film, from ideation, research and screenwriting, through pre-production and production to post-production and distribution/exhibition. This enables students to understand and engage in the collaborative working practices that are central to the moving image industry, and puts the script at the heart of production.
- To encourage students to site their own creative work, as well as others' screenwriting and moving image production, within a critical understanding of media institutions and practices and social, cultural and historical contexts.
- To promote professional standards in screenwriting and moving image production and to mirror industry working practices.
- To explore the roles of the screenwriter and director both as individual auteurs and as collaborative members of a production company.
- To foster students' ability to create work that communicates with diverse audiences
- To function as a small-scale, independent film/TV production studio benefiting from the critical intellectual traditions of higher education.
- To encourage students' professional development through access and exposure to the working world of moving image production.
- To enable students to reflect critically and constructively on their own and their peers' achievements.
- To support the University's mission in widening participation in higher education and to enable new voices to enter the moving image industry.
- To help establish a creative community of students and lecturers, where staff research by creative practice and theoretical study informs and is informed by teaching and learning.
- To emphasise students' self-determination, the value of learning through action and experience, and the significance of dialogue as the basis for cooperative learning and creative practice.
- To prepare students for work in a variety of roles within the UK moving image industry, and in other employment that requires creativity, self-direction and good communication and team-work skills.

8. Programme outcomes: What a graduate should know and be able to do on completion of the programme:

The following reference points were used in creating the programme specification: QAA benchmark statements; professional/ industry recommendations; student feedback & evaluation

Subject knowledge and understanding of:

1. key elements of dramatic and documentary writing for moving image production
2. the collaborative processes & roles in completing a film.
3. the power relations circulating between industry, the individual practitioner, moving image texts and the wider culture
4. economic forces which drive the audio-visual industries
5. the cultural and social ways in which aesthetic judgements are constructed
6. a range of narrative processes, generic forms & modes of representation at work in moving image texts, and the diverse cultural competences needed to interpret them
7. audio, visual & verbal conventions through which sounds, images and words make meaning, and how these vary across cultures and historical periods
8. key elements of regional, national & European moving image industries and institutions, including health & safety and other legislation, employees' rights, trades unions & professional associations.
9. Opportunities offered by new media platforms and technology.

Teaching/ learning strategies & methods:

Core knowledge & understanding are developed through a variety of methods: *Classes*: (lectures, group work, discussions, activity based assignments, presentations, screenings, seminars, guest speakers & field study visits); *Tutorials, Practical work* : (workshops, demonstrations, practical assignments & work-based learning). *Independent study* is a key element throughout the course

More advanced knowledge and understanding are gained by the above methods, as well as through projects, dissertations, work-based learning, and open/ independent study.

Assessment: Knowledge & understanding are assessed by examination (Film Studies) and coursework in the form of essays, presentations, artefacts (screenplays, audiovisual productions), work based learning reports, and a discursive or practice-based dissertation.

Cognitive (thinking) skills- able to:

10. work independently, set goals, manage workloads and meet deadlines
11. anticipate and accommodate change, and work within contexts of uncertainty, ambiguity and unfamiliarity
12. analyse information and experiences, formulate independent judgements, and articulate reasoned arguments through reflection, review and evaluation
13. formulate reasoned responses to the critical judgements of others
14. identify personal strengths and needs & creative directions
15. present ideas and work to audiences in a variety of situations.

Teaching/ learning strategies & methods:

Cognitive skills are developed through the teaching and learning programme outlined above (and elsewhere in Programme Handbook). Development of key Higher Education research & study skills is integrated into the syllabuses of Screenwriting in Context and Reading the Screen, and self-assessed with Personal Tutors in review of Personal Development Plan.

Assessment: Cognitive skills are assessed through examination (Film Studies) and a variety of coursework, as outlined above.

8. Programme outcomes: What a graduate should know and be able to do on completion of the programme (continued):

Practical/professional skills

16. generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as a self-initiated activity
17. employ both convergent and divergent thinking in the processes of screenwriting/digital video production
18. develop ideas through to material outcomes, for example scripts, essays, commentaries, digital video productions
19. present creative work (screenplays, audiovisual productions) in a professional way appropriate to their chosen production context and audience
20. Employ audio-visual materials, techniques, methods, technologies and tools with skill and imagination while observing good working practices.
21. Consider and evaluate own and peers' work in a reflexive manner, with reference to academic/professional issues, debates and conventions.

Teaching/ learning strategies & methods:

Practical/professional skills and the opportunity for creative expression are developed through the teaching /learning programme outlined above, with emphasis on group work, activity-based assignments, workshops, demonstrations, projects and guided independent study.

Assessment: Practical and professional skills are assessed through coursework. Feedback from assessment will offer students clear guidance with regard to future development, and will be provided through comprehensive oral feedback in tutorials, critiques and peer workshops, as well as through tutors' written feedback

Transferable/key skills

22. Interact effectively with others through collaborative work & negotiation, showing an understanding of team work, culturally diverse practices & abilities to listen, contribute and lead.
23. research skills: source, navigate, select, retrieve, evaluate, manipulate and manage information from a variety of sources
24. select and employ communication and information technologies
25. numeracy skills
26. lifelong learning

Teaching/ learning strategies & methods: Key/transferable skills are developed through the learning /teaching programme outlined above, especially in workshops, group discussions, and collaborative projects.

Assessment: Key/transferable skills are assessed through examination (Film Studies) and coursework and self-assessed in Personal Development Plan, with Personal Tutorial support.

9. Programme structures and features, modules, credit and award requirements

Full time 3 years, part time usually 4.5-5 years. BA (Hons) requires 360 credits, including 120 credits at Level 3. Intermediate awards of Diploma of Higher Education and Certificate of Higher Education are available at 240 and 120 credits respectively. These points are indicated below by horizontal arrows. All students take the same core course until the end of semester 1, level 2 (HE5). All modules then become optional (with the exception of a compulsory work placement module at HE6), enabling students to choose their own route through the programme in line with their talents and ambitions.

Part 2 (full time students take 60 credits each semester)

HE6 Honours Modules

Each student chooses modules from this list, totalling 120 credits. Students undertake a major dissertation project in the final semester. All modules are 20 credits, except where indicated.

MWP3011 Critical Theory into Practice
 FLM3000 Film Studies 3: Research Project
 FMS3001 Professional Issues in Film and Media
 FLM3007 British Cinema
 MWP3004/3009/3002 Screenwriting Workshop A, B or C
 MWP3006 Work Based Learning
 FLM3001 Experimental Cinema
 MWP 3100 Screenwriting Dissertation A or B
 MWP 3101 Screenwriting Dissertation C (40 credits)
 FMS3100 Film Studies Dissertation
 MWP3010 Writing for Radio
 MWP3103 Production Project (40 credits)

BA(Hons): Final degree classification is based on the better of (1) the average of marks for the best 240 credits at level 2 & 3 or (2) the average of the marks for the best 80 credits at level HE5 weighted at 30%, plus marks for 120 credits at level3 weighted at 70%

Classification Bands:
 70-100: First class
 60-69: Upper second
 50-59: Lower second
 40-49: Third
 0-39: Fail

HE5 (level 2) Honours Modules

In Semester 2, each student may choose modules totalling 60 credits from the following options:

FLM2503M European Cinema
 WFP2503 Aesthetics of TV Drama
 MWP2011 Documentary Video
 MWP2005 Writing short films: study & practice
 MWP2004 Writing TV Drama Series: study & practice
 MWP2010 Directing Actors for Digital Films
 GAD2002 Games Narratives & Design
 FLM2501 Contemporary Hollywood
 MWP2009 Creative Producing
 In semester One all students take FLM2500F Narrative & Audiences, and choose TWO modules of
 MWP2006 Digital Cinematography
 MWP2012 Digital Cinematography and Sound
 MWP2008 Digital Editing,
 MWP2007 Sound Recording Production & Design
 MWP2000 Screenplay.
 MWP2013 Art Direction
FPI2002 Analysis and Synthesis of Foley Effects

Progression requirements:

Pass mark for individual modules is 40%. All assessments in any one module must be marked at or above 35%.

Outcomes developed/assessed:
 see learning outcomes map and skills map.

9. Programme structures and features, modules, credit and award requirements (continued)

Part 1

HE4 Honours modules

All students take these core 20 credit modules:

MWP1003 Photography & Video
FLM1000 Reading the Screen
MWP1004 Screenwriting in Context
MWP1001 Introduction to Screenwriting
FLM1005 Intro to Media and Cultural Theory
MWP1005 Media Production

Progression requirements:

Pass mark for individual modules is 40%. All assessments in any one module must be marked at 35% or above. All HE4 modules marked on pass/fail basis only.

Outcomes developed/assessed: See learning outcomes map & skills map

10. Indicators of Quality and Standards.

Assessments at level 1 (HE4) are designed to facilitate the initial development of students' imagination, originality and divergent thinking; skills in communication and cooperation; and basic critical and practical concepts, skills, processes and techniques. The pass/fail marking is being introduced in order to offer some freedom from the intensive assessment regime most students have experienced through Curriculum 2000.

At HE5 (level 2), the emphasis is on widening and deepening the students' knowledge/skills, extending creative and critical work into longer and more sophisticated projects, enabling students to begin the transition to self-directed learning required at HE6; increasing students' ability to work with ambiguity and uncertainty; and enhancing students' reflective awareness of their own creative abilities, challenges and interests.

At HE6 (level 3), assessments are designed to build towards, support and strengthen students' independent creative practice, critical analysis, understanding of the range of professional practices in the audio visual industries, ability to locate their own work in relation to these, and to communicate with audiences.

Quality and standards are maintained through the active involvement of the External Examiners in assessment methods and marking. The currency and scope of the programme is reviewed with input from the External Examiner, student representatives and industry representatives, particularly Skillset Screenwriting course evaluators. Student evaluation of modules takes place each semester. Staff research and professional achievements in publication and moving image production demonstrate the level of knowledge and skills module tutors bring to the programme. Graduate successes in further study, professional moving image production and other areas of work will be

monitored as indications of the quality of the programme, as will student successes in festivals, productions or other outlets for their creative or critical work in the wider world.

11. Admission criteria

Standard requirements

- 240 points at AS/A level; or equivalent (BTEC National Diploma, International Baccalaureate, etc.)
- Applicants under 21 will also normally need 4 GCSE grade A-C passes, including English, or equivalent.
- A portfolio of work (a short screenwriting sample, examples of work in a visual medium, a short piece of critical writing), and interview

Non-standard entry

- Pass in a relevant Kitemarked Access to HE course; or relevant work/life experience
- A portfolio of work (a short screenwriting sample, examples of work in a visual medium, a short piece of critical writing), and interview.