



UNDERGRADUATE PROGRAMME SPECIFICATION

Programme Title: BA (Hons) Media (Film) Production
BA (Hons) Experimental Film Production
BA (Hons) Advertising and Commercial
Film Production

Awarding Body: Staffordshire University

Final Awards: BA (Hons)
Diploma
Certificate

Mode of Study: Full time / Part time

UCAS Codes: W600
W621
WN65

QAA Subject Benchmarks: Art & Design

Professional/Statutory Body:
Industry accreditation from British Kinematograph Sound & Television
Society (BKSTS) In association with the British Film Institute (BFI) and
educational members of the National Association for Higher Education in
Moving Image (NAHEMI)

Date of Production: 2006

Date of Revision: 2009

EDUCATIONAL AIMS OF THE PROGRAMME

Common Aims

- To provide a flexible learning programme for a wide range of students, with diverse experiences, qualifications, origins and abilities.
- To provide specialist vocational study of Media/Film production in a supportive and creative environment.
- To enable students to locate their practice and education in its theoretical, professional, historical, industrial and international contexts.
- To develop students learning abilities in appropriately creative ways, to prepare them for lifelong learning and a professional life as a practitioner or in a variety of careers which exploit the transferable value of an education in film/media from an art and design context.
- To develop and provide a programme of study that is exciting, innovative, engaging and challenging on an educational and intellectual level.
- To foster an environment of positive social group bonding and collaboration.

Specific Award Aims

Media (Film) Production

The rapid expansion of broadcast television, video, cable, satellite and digital programming has created many opportunities for multi-skilled creative people with the right expertise. We aim to develop your ability to work in this challenging environment by enabling you to gain practical experience of media (film) production in a variety of audiovisual ways, using industry standard digital production equipment. The course is based on developing your self-confidence, creative ability and technical competence through practice, to enable you to communicate effectively and creatively. You will gain understanding of the production process and acquire skills in sound, cinematography and post-production through the study and practice of producing short films in drama, documentary and explorative film genre.

Award Aims

- Provide you with technical competence and craft skills in sound/visual production, cinematography and postproduction expertise.
- Provide you with a critical and contextual framework for the study of drama, documentary and personal/expressive filmmaking.
- Encourage your creative, innovative and professional approaches to filmmaking.

- Develop your communication and presentation skills, and foster a sense of responsibility for planning, organising and scheduling.
- Provide you with an understanding of the film production process to enable you to make an informed decision about your future career pathway.
- Encourage teamwork and collaboration and develop your people skills and social skills.

Experimental Film Production

This course is aimed at students who wish to expand their artistic and creative horizons in the area of experimental film from both practical and critical/theoretical approaches. The course is essentially a creative award, which will cover: practical filmmaking skills and a study of the historical and contemporary development of experimental film. You will participate in practical modules and exercises in which aesthetic and technical experimentation will be undertaken. You will gain understanding of the production process and acquire skills in sound, cinematography and post-production through the study and practice of producing short films in experimental, personal and non-traditional ways of film making.

Award Aims

- Develop your technical competence and craft skills in conceptual digital film/media production, camera work, sound design and post production.
- Provide you with a critical, historical and contextual framework for the study of narrative, technical and thematic experimental filmmaking.
- Encourage your creative, innovative, artistic and non-traditional approach to filmmaking.
- Develop your understanding of professional independent filmmaking practice not only within experimental film but also within the commercial market in preparation for your future career pathway
- Develop your communication and presentation skills; planning, organisation and scheduling ability.
- Encourage teamwork and collaboration as well as independency and develop your people skills and social skills.

Advertising & Commercial Film Production

The creative industries continue to expand and offer new opportunities for employment in the field of advertising, marketing and corporate film/video production. The course aims to develop your creative, technical, personal and practical skills of communication. The emphasis of the award is on 'creative problem solving' and 'people skills'. You will gain experience of production

using industry-standard digital production equipment and projects will be based on 'client' briefs. You will gain understanding of the production process and acquire skills in sound, cinematography and post-production through the study and practice of producing short films in the more commercial field of advertising, promotion and corporate sector.

Award Aims

- Develop your formal technical competence and skills in film/media production with an emphasis on cinematography and post production.
- Develop your critical and contextual awareness of the advertising, corporate and commercial field of filmmaking and production.
- Encourage your exploration and production of informative, intriguing, creative, and innovative, solutions to problem solving in filmmaking.
- Develop your understanding of the professional client-based business-centred corporate/advertising/commercial approach to filmmaking practice and the production process to inform your future career choice.
- Develop your communication and professional presentation skills, and foster a sense an understanding of the necessity for planning, organising and scheduling.
- Encourage teamwork and collaboration and develop your people skills and social skills.

The Scheme/Awards Aims

The Film/Media Production scheme comprises three Awards:

- BA(Hons) Media (Film) Production
- BA(Hons) Experimental Film Production
- BA(Hons) Advertising & Commercial Film Production

These awards have a number of common core modules. At level 4 these will primarily be diagnostic in nature and generic in terms of curriculum content. Semester 1 will focus on basic Film/Media production skills acquisition with technical and craft skills in cinematography, sound design and post-production, and will study both theoretical and practical elements of film/media genre in order to confirm students' future direction and to broaden their creative experience. In semester 2 students will focus on their chosen award pathway and gain further specialist craft and production skills via their interpretation of the module output.

At level 5 common modules will provide opportunities to acquire further development in generic and specialist skills relevant to the student's chosen award pathway whilst discreet project briefs and specific lectures will provide specialist, award pathway teaching focussing on the theoretical underpinning and film production understanding of their chosen award.

At Level 6 students will follow common modules but will be able to apply and to interpret them in relation to their chosen award specialism. This will allow students a greater period of specialisation than is currently the case, giving them directorial and production skills to pursue a career in their chosen award.

The award specific core modules are:

- External Brief for Media (Film) Production
(AM50080-6)
- External Brief for Experimental Film
(AM50310-6)
- External Brief for Advertising & Commercial Film Production
(AM50313-6)
- Design Futures for Media (Film) Production
(AM50078-6)
- Design Futures for Experimental Film
(AM50314-6)
- Design Futures for Advertising & Commercial Film Production
(AM50312-6)

PROGRAMME OUTCOMES

To successfully complete the BA (Hons) Media (Film) Production at Staffordshire University graduates will demonstrate:

<p>Knowledge and Understanding</p> <p>An understanding of Media/Film Production in its broadest sense including coherent and detailed knowledge of contemporary practices and their historical, theoretical, cultural, global, social-economic and professional contexts. (2, 3.5, 4.1, 4.2, 4.3, 4.4)</p>
<p>Learning</p> <p>The ability to work creatively, flexibly and independently: to select and organise material of an appropriate practical, critical and theoretical nature. (2, 4.4, 4.6, 5.5, 5.8)</p>
<p>Enquiry</p> <p>The ability to carry out secondary and primary research for projects, essays, presentations and reports, involving substantial self managed enquiry and the self analysis of results for the formulation of future work. (2, 4.2, 4.4, 6.3)</p>
<p>Analysis</p> <p>Analyse Appropriate Media/Film Production, interpret and show critical understanding; employing both convergent and divergent thinking in all aspects of subject exploration. (2, 3.8, 4.4, 6.3, 6.6)</p>
<p>Problem solving</p> <p>An ability to identify and anticipate problems, to explore alternative possibilities and to apply the most appropriate solution in a given project; to generate ideas, concepts, proposals, solutions or arguments either collaboratively or independently in response to set or self initiated briefs. (2, 4.3, 6.3, 6.6)</p>
<p>Communication</p> <p>The ability to articulate ideas effectively in interpersonal settings through visual means, formal writing and project reports and to a variety of specialist and non-specialist audiences. (2, 4.3, 4.4, 4.6, 6.6)</p>
<p>Application</p> <p>To apply knowledge, research and creative exploration and to employ convergent and divergent thinking in the processes of observation, visualisation and making; and to produce work that is informed by an understanding of audiences, contexts and boundaries. (2, 4.2, 4.3, 4.4, 4.5, 5.4, 6.5, 6.6)</p>
<p>Reflection</p> <p>The ability to evaluate their own work and personal development, with reference to professional practice and the academic debates and conventions that surround them; and the ability to exercise autonomy, initiative and self direction in preparation for personal life.. (2, 4.2, 4.6, 5.9)</p>
<p>Visual Analysis</p> <p>The ability to understand and communicate through visual / audio forms and the ability to use visual languages to investigate, analyse, interpret, develop and articulate ideas and expression (2, 3.3, 4.3, 4.5)</p>
<p>Working with others</p> <p>The ability to work and interact productively in a group or team and, as appropriate to the situation, to listen, contribute, support, negotiate and lead effectively (2, 4.1, 4.3, 4.6, 5.6, 6.4, 6.6)</p>

These learning outcomes have been informed by the QAA Art and Design Subject Bench Marking Statement

Award Structure: Media (Film) Production
Route: Single (Hons)

Potential award = Cert HE (120 credits passed with at least 90 at L4)

L E V E L C (4)	Teaching Block 1	CORE AM50017-4 Crew: Production Process (30)	CORE AM00195-4 Studying Media (15)	CORE AM50337-4 Contemporary Practice in Film/Media Production (15)
	Teaching Block 2	CORE AM50013-4 Crew: Film/Programme Production (30)	CORE AM50018-4 Scriptwriting (15)	CORE AM50338-4 Post-Production Level 1 (Final Cut Pro) (15)

(To progress to Level 5(I) at least 90 credits with at least 75 L4 award specific credits must be passed)

Potential award = DipHE (240 credits passed with at least 90 at each of L4 and L5)

L E V E L I (5)	Teaching Block 1	CORE AM50022-5 Individual: Preproduction & Film/Programme Production (30)	CORE AM50019-5 Individual: Creativity for Moving Image (15)	CORE AM50358-5 Sound Design (Protocols) (15)
	Teaching Block 2	CORE AM50021-5 Individual: Crewing & Film/Programme Production (30)	CORE AM50164-5 Professional Practice, Media (15)	CORE AM50357-5 Outside the Box (15)

(To progress to Level 6 at least 210 credits including all required award specific Level 4 credits and at least 75 award specific Level 5 credits must be passed)

Potential award = Honours Degree (360 credits passed with at least 90 at each of L4, L5 and L6)

L E V E L H (6)	Teaching Block 1	CORE AM50073-6 Individual Negotiated Programme of Study (Part A): Film/Programme Pre-Preparation (30)	CORE AM50003-6 Design Project Report (15)	CORE AM50080-6 External Brief for Media Production (15)
	Teaching Block 2	CORE AM50075-6 Individual Negotiated Programme of Study (Part B): Film/Programme Production (45)		CORE AM50078-6 Design Futures for Media Production (15)

PROGRAMME OUTCOMES

To successfully complete the BA (Hons) Experimental Film Production at Staffordshire University graduates will demonstrate:

<p>Knowledge and Understanding</p> <p>An understanding of Experimental Film Production in its broadest sense including coherent and detailed knowledge of contemporary practices and their historical, theoretical, cultural, global, social-economic and professional contexts. (2, 3.5,4.1, 4.2, 4.3, 4.4)</p>
<p>Learning</p> <p>The ability to work creatively, flexibly and independently: to select and organise material of an appropriate practical, critical and theoretical nature. (2, 4.4, 4.6, 5.5, 5.8)</p>
<p>Enquiry</p> <p>The ability to carry out secondary and primary research for projects, essays, presentations and reports, involving substantial self managed enquiry and the self analysis of results for the formulation of future work. (2, 4.2, 4.4, 6.3)</p>
<p>Analysis</p> <p>Analyse Appropriate Experimental Film Production, interpret and show critical understanding; employing both convergent and divergent thinking in all aspects of subject exploration. (2, 3.8, 4.4, 6.3, 6.6)</p>
<p>Problem solving</p> <p>An ability to identify and anticipate problems, to explore alternative possibilities and to apply the most appropriate solution in a given project; to generate ideas, concepts, proposals, solutions or arguments either collaboratively or independently in response to set or self initiated briefs. (2, 4.3, 6.3, 6.6)</p>
<p>Communication</p> <p>The ability to articulate ideas effectively in interpersonal settings through visual means, formal writing and project reports and to a variety of specialist and non-specialist audiences. (2, 4.3, 4.4, 4.6, 6.6)</p>
<p>Application</p> <p>To apply knowledge, research and creative exploration and to employ convergent and divergent thinking in the processes of observation, visualisation and making; and to produce work that is informed by an understanding of audiences, contexts and boundaries. (2, 4.2, 4.3, 4.4, 4.5, 5.4, 6.5, 6.6)</p>
<p>Reflection</p> <p>The ability to evaluate their own work and personal development, with reference to professional practice and the academic debates and conventions that surround them; and the ability to exercise autonomy, initiative and self direction in preparation for personal life. (2, 4.2, 4.6, 5.9)</p>
<p>Visual Analysis</p> <p>The ability to understand and communicate through visual / audio forms and the ability to use visual languages to investigate, analyse, interpret, develop and articulate ideas and expression (2, 3.3, 4.3, 4.5)</p>
<p>Working with others</p> <p>The ability to work and interact productively in a group or team and, as appropriate to the situation, to listen, contribute, support, negotiate and lead effectively (2, 4.1, 4.3, 4.6, 5.6, 6.4, 6.6)</p>

These learning outcomes have been informed by the QAA Art and Design Subject Bench Marking Statement

**Award Structure: Experimental Film Production
Route: Single (Hons)**

Potential award = Cert HE (120 credits passed with at least 90 at L4)

L E V E L C (4)	Teaching Block 1	CORE AM50017-4 Crew: Production Process (30)	CORE AM00195-4 Studying Media (15)	CORE AM50337-4 Contemporary Practice in Film/Media Production (15)
	Teaching Block 2	CORE AM50013-4 Crew: Film/Programme Production (30)	CORE AM50018-4 Scriptwriting (15)	CORE AM50338-4 Post-Production Level 4 (Final Cut Pro) (15)

(To progress to Level 5(1) at least 90 credits with at least 75 L4 award specific credits must be passed)

Potential award = DipHE (240 credits passed with at least 90 at each of L4 and L5)

L E V E L I (5)	Teaching Block 1	CORE AM50022-5 Individual: Preproduction & Film / Programme Production (30)	CORE AM50019-5 Individual: Creativity for Moving Image (15)	CORE AM50358-5 Sound Design (Protocols) (15)
	Teaching Block 2	CORE AM50021-5 Individual: Crewing & Film / Programme Production (30)	CORE AM50164-5 Professional Practice, Media (15)	CORE AM50357-5 Outside the Box (15)

(To progress to Level 6 at least 210 credits including all required award specific Level 4 credits and at least 75 award specific Level 5 credits must be passed)

Potential award = Honours Degree (360 credits passed with at least 90 at each of L4, L5 and L6)

L E V E L H (6)	Teaching Block 1	CORE AM50073-6 Individual Negotiated Programme of Study (Part A): Film / Programme Pre- Production (30)	CORE AM50003-6 Design Project Report (15)	CORE AM50310-6 External Brief for Experimental Film Production (15)
	Teaching Block 2	CORE AM50075-6 Individual Negotiated Programme of Study (Part B): Film/Programme Production (45)		CORE AM50314-6 Design Futures for Experimental Film Production (15)

PROGRAMME OUTCOMES

To successfully complete the BA (Hons) Advertising and Commercial Film Production at Staffordshire University graduates will demonstrate:

<p>Knowledge and Understanding</p> <p>An understanding of Advertising and Commercial Film Production in its broadest sense including coherent and detailed knowledge of contemporary practices and their historical, theoretical, cultural, global, social-economic and professional contexts. (2, 3.5, 4.1, 4.2, 4.3, 4.4)</p>
<p>Learning</p> <p>The ability to work creatively, flexibly and independently: to select and organise material of an appropriate practical, critical and theoretical nature. (2, 4.4, 4.6, 5.5, 5.8)</p>
<p>Enquiry</p> <p>The ability to carry out secondary and primary research for projects, essays, presentations and reports, involving substantial self managed enquiry and the self analysis of results for the formulation of future work. (2, 4.2, 4.4, 6.3)</p>
<p>Analysis</p> <p>Analyse Appropriate Advertising and Commercial Film Production, interpret and show critical understanding; employing both convergent and divergent thinking in all aspects of subject exploration. (2, 3.8, 4.4, 6.3, 6.6)</p>
<p>Problem solving</p> <p>An ability to identify and anticipate problems, to explore alternative possibilities and to apply the most appropriate solution in a given project; to generate ideas, concepts, proposals, solutions or arguments either collaboratively or independently in response to set or self initiated briefs. (2, 4.3, 6.3, 6.6)</p>
<p>Communication</p> <p>The ability to articulate ideas effectively in interpersonal settings through visual means, formal writing and project reports and to a variety of specialist and non-specialist audiences. (2, 4.3, 4.4, 4.6, 6.6)</p>
<p>Application</p> <p>To apply knowledge, research and creative exploration and to employ convergent and divergent thinking in the processes of observation, visualisation and making; and to produce work that is informed by an understanding of audiences, contexts and boundaries. (2, 4.2, 4.3, 4.4, 4.5, 5.4, 6.5, 6.6)</p>
<p>Reflection</p> <p>The ability to evaluate their own work and personal development, with reference to professional practice and the academic debates and conventions that surround them; and the ability to exercise autonomy, initiative and self direction in preparation for personal life.. (2, 4.2, 4.6, 5.9)</p>
<p>Visual Analysis</p> <p>The ability to understand and communicate through visual / audio forms and the ability to use visual languages to investigate, analyse, interpret, develop and articulate ideas and expression (2, 3.3, 4.3, 4.5)</p>
<p>Working with others</p> <p>The ability to work and interact productively in a group or team and, as appropriate to the situation, to listen, contribute, support, negotiate and lead effectively (2, 4.1, 4.3, 4.6, 5.6, 6.4, 6.6)</p>

These learning outcomes have been informed by the QAA Art and Design Subject Bench Marking Statemen

Award Structure: Advertising and Commercial Film Production
Route: Single (Hons)

Potential award = Cert HE (120 credits passed with at least 90 at L4)

L E V E L C (4)	Teaching Block 1	CORE AM50017-4 Crew: Production Process (30)	CORE AM00195-4 Studying Media (15)	CORE AM50337-4 Contemporary Practice in Film/Media Production (15)
	Teaching Block 2	CORE AM50013-4 Crew: Film/Programme Production (30)	CORE AM50018-4 Scriptwriting (15)	CORE AM50338-4 Post-Production Level 4 (Final Cut Pro) (15)

(To progress to Level 5(I) at least 90 credits with at least 75 L4 award specific credits must be passed)

Potential award = DipHE (240 credits passed with at least 90 at each of L4 and L5)

L E V E L I (5)	Teaching Block 1	CORE AM50022-5 Individual: Preproduction & Film / Programme Production (30)	CORE AM50019-5 Individual : Creativity for Moving Image (15)	CORE AM50358-5 Sound Design (Protools) (15)
	Teaching Block 2	CORE AM50021-5 Individual: Crewing & Film / Programme Production (30)	CORE AM50164-5 Professional Practice, Media (15)	CORE AM50357-5 Outside the Box (15)

(To progress to Level 6 at least 210 credits including all required award specific Level4 credits and at least 75 award specific Level 5 credits must be passed)

Potential award = Honours Degree (360 credits passed with at least 90 at each of L4, L5 and L6)

L E V E L H (6)	Teaching Block 1	CORE AM50073-6 Individual Negotiated Programme of Study (Part A): Film / Programme Pre- Production (30)	CORE AM50003-6 Design Project Report (15)	CORE AM50313-6 External Brief for Advertising and Commercial Film Production (15)
	Teaching Block 2	CORE AM50075-6 Individual Negotiated Programme of Study (Part B): Film/Programme Production (45)		CORE AM50312-6 Design Futures for Advertising and Commercial Film Production (15)

HOW WILL I BE TAUGHT AND ASSESSED?

Teaching and Learning

Strategy statement: The learning and teaching strategies used on the BA (Hons) Media (Film) Production; Experimental Film Production; Advertising and Commercial Film Production awards are intended to focus upon students achieving the learning outcomes.

The production awards have an integrated theoretical/technical/practical mode of study, whereby theoretical underpinning and knowledge is taught along side the technical instruction and craft skills sessions, and the practical based elements of filmmaking. Each practice-based module (nominal 12 week period) has a 4-6 week pre-production phase of lectures/ technical instruction and craft skills / screenings/ exercises/ group reviews/ seminars/ independent research/ ideas development/ planning/ scheduling. This is followed by a 2-3 week shooting period during which time students receive group critiques and progress/edit reviews/ tutorials. The final period of 4-6 weeks is spent in post-production with individual and group critiques, formative assessments and tutorials. The module culminates in a summative assessment and the screening of films, presentation by the students and a submission of all related project work. This integrated form of pedagogy allows lecturers, technical support staff and the student to engage in collaborative intellectual dialogue throughout the project and link the theoretical comprehension with their professional practice.

Award Mission statement and level statements

'Our aim is to develop the students' confidence and skills base through encouragement and professional practice, in order for individuals to communicate effectively and creatively through sound and vision.'

L4: Teamwork – Learning to listen

It is important that you learn to listen, be influenced and develop your understanding based on what is communicated by the staff, your peers, and from Industry, learning the importance of collaboration and teamwork.

L5: Individuality - Finding a voice

Having gained an understanding of process and teamwork you will develop your skills and creativity as a filmmaker formulating innovative ideas ensuring you have something to say to an audience

L6: Professionalism – Making your voice heard

Having gained confidence and competence as a film maker you will comprehend the importance of professionalism within Industry networking, contacts and promoting your work and yourself.

Teaching Methods

Much of the work you will produce on the BA (Hons) Media (Film) Production, Experimental Film Production and the Advertising and Commercial Film Production awards are practical film project-based. This approach reflects typical industry practice.

Typically the following activities are used to support student learning:

- **Lectures:** are seen as the most efficient way of imparting information, introducing topics for further study, clarifying and/or amplifying the information contained in the Module Information Pack, showing examples of work by recognised practitioners or setting out the issues involved in a debate and to link the theoretical and practical elements of film/media production.
- **Seminars:** involve smaller groups of students, discussing topics raised in lectures or nominated according to students' own interests. These will often include the formal/informal presentation of research findings by students to their peers
- **Technical Demonstrations:** these are defined units of technical instruction, usually delivered by technical instructors or industry specialists and designed to introduce the safe and effective use of equipment, materials and processes, these are integrated into each module.
- **Craft Skills:** involve small groups practicing the creative art of cinematography, sound design and editing using current technical resources.
- **Projects:** are sometimes set in the manner of a brief devised by a client and sometimes initiated by the student, in negotiation with tutorial staff. They provide the structure within which independent learning through research and practice takes place
- **Module Information Packs:** contain all the information a student needs, in order to successfully engage with any module, and will typically include:
 - A cover sheet, detailing the code, title and manager of the module, with contact details
 - A detailed timetable for the module, giving days, times and room numbers
 - An outline of the module content, including any project briefs
 - A list, detailing precisely all of the work to be submitted for assessment
 - Assessment criteria
 - The module descriptor, including the learning outcomes of the module
 - Reading list
 - Any other supplementary and useful information

Students are guided through the module pack and supported during the

semester in their understanding and requirements regarding the need for planning, scheduling and use of diaries with this document. It is therefore NOT seen in isolation but as a document that is continually reviewed and updated by staff and students.

- **Independent practice:** forms the basis for ongoing student learning through experimentation, trial and error, testing and through the application of reflective, critical analysis and evaluation
- **Research:** involves students in a continuous process of learning through reading, screenings, contact with professional individuals or bodies and the gathering, evaluation and presentation of information and knowledge
- **Tutorials:** taking place either on an individual, one-to-one basis, or in small groups, these focus on the research and practice of students, engaging them in a critical dialogue that encourages analysis and reflection and shapes the course of future work – tutorials function as strong elements of formative assessment
- **Group Critiques:** occurring part-way through, and/or at the end of a module, these engage students in a process of critical reflection on their own work and that of their peers – they often function as a kind of active **peer assessment** and always encourage the articulation of honest reflective responses, on the part of students and staff
- **Study Visits:** expose students to the professional world of Media/Film, Art/Design, through visits to exhibitions, film festivals, professional bodies, professional practitioners' studios and international events/conferences
- **Teamwork:** students are required to work in teams or crews, in planning, executing and presenting work in both leadership and collaborative roles, throughout the 3 levels.
- **Visiting Lecturers:** bring a fresh, up-to-date perspective on the professional worlds within which they practice, ensuring that students have a realistic sense of the career possibilities ahead of them.
- **Blackboard:** is the University Virtual learning Environment (VLE) and supports a range of learning needs. It is an online resource, which contains all module information for the awards and allows staff to post announcements, students to engage in discussion boards and online links to world wide subject content.

Assessment

Team work and group projects form the basis of level 4 and elements of level 5 and 6 production modules and it is the **process** of film making rather than simply the artefact that is key to assessing the students understanding,

learning and knowledge. To this aim the staff team include elements of a) student peer observations/assessments, b) assessment of individual job roles, c) student self-reflection and d) individual and group presentations, as a means of identifying and clarifying individual grade points within a group project.

Assessment is based on experiential learning and the submission of **coursework**, the nature of which is determined by the project/s or assignment/s set within a module, but which may consist of any one or combination of the following components:

- **An essay**, written according to given guidelines as to word-count and illustrated as required by the assignment
- The script for a **seminar presentation**, or the presentation itself
- **Ideas books, photo study books, sketchbooks or visual diaries**, documenting the process of generating, developing and resolving thoughts or ideas, and demonstrating the influence of research on practical work
- **Production files, Research books, folders, or dossiers**, documenting the gathering, sorting and presentation of research material based on the production process
- **Finished Media/Film based artefacts**, professionally presented in the format required by the assignment, project or brief

Assessment is based exclusively on the submission of coursework, because this is the best way to assess the integrated approach to theory and practice that our students engage in. Coursework, carried out in response to assignments, project briefs or self-initiated proposals, and presented in forms appropriate to professional practice, allows students to demonstrate the acquisition of inter-related learning outcomes through a variety of different kinds of practice, which may include, or take the form of an essay, but which can sometimes be wholly practical.

As each student's approach to the coursework for a given module tends to be individual and distinctive, and tutors see this work throughout its development, it is not difficult for tutors, who are also responsible for assessment, to verify the ownership of that work and build up a 1:1 educationally viable relationship.

Formative assessment is carried out in tutorial and critique situations and feedback is usually provided to the student orally, with a written record kept either by the tutor or the student. This is sometimes produced as the result of peer or self-assessment exercises

Summative assessment is provided in the form of a grade point (on a scale of 0 – 15), at the end of a module, and this is accompanied by written feedback from the module tutor to each individual student, relating his/her achievement to the learning outcomes of the module and identifying strengths and issues. The grade point scheme is linked, within the Undergraduate

Modular Framework Regulations, to a set of general “assessment criteria” which distinguish attainment at particular levels.

Assessment Feedback is provided to students in two main ways: orally, in tutorial and critique situations and in writing, using a “fast feedback form” that indicates performance against the learning outcomes of the module. Individual strengths and issues relating to the modules learning outcomes and assessment criteria are identified.

Self assessment is an effective way of monitoring student progress and understanding. Students reflect upon the grades and feedback they have received (verbal and written from staff and peers) and discuss these points with staff at the personal tutorials reflecting and analysing their performance in light of this information.

Information on Assessment Regulations

The scheme and its awards fall fully within the assessment regulations of the University’s Undergraduate Modular Framework. The University’s Policies and Regulations can be found at: <http://www.staffs.ac.uk/current/regulations/index.php>

ADDITIONAL INFORMATION

Entry Requirements

Criteria for Admission to the Programme

In addition to the University’s general admissions requirements, (A level or BTEC National Diploma offer will be 200 UCAS tariff points) applicants are invited to attend an interview, when they have the opportunity to show a portfolio of their work based on Art/Design/Film/Media/Creative work. At this point they are advised of alternative options, if appropriate. For instance, a student who has had insufficient previous experience of Art & Design/Film/Media education, or who does not meet the minimum points requirement for a degree programme might be advised to take the four-year option, commencing with Foundation Design, which would qualify them for automatic progression to Level C of their chosen course. We particularly welcome applications from mature students and students with non-standard academic qualifications, and the interview allows us to counsel such students as to their best options. Students with a relevant HND, Foundation Degree, the relevant APL or equivalent qualification can gain access to Level I or Level H of the programme and, again, an interview would identify the best way forward for such students.

Availability of Supplementary Information

Students are provided with a set of handbooks that provide a comprehensive range of information on the scheme, on all of its awards, the teaching and learning delivery and associated methodologies and on mentoring, personal tutoring and pastoral support.

In addition, the University’s website contains a very significant section dedicated to information for students. This section incorporates full and

printable versions of the UMF Regulations, the Student Charter; the complaints and Extenuating Circumstances procedures, the University's considerable Student Support Service; the Student Union and all its activities and more.

The University's website also contains several signposts to the extensive study skill support available and the University's Careers Service as well as other University support and materials both online and conventional - and in particular the expanding e-resources being developed by Information Services.

Disability Statement

Staffordshire University operates a policy of inclusive teaching and learning to ensure that all students have an equal opportunity to fulfil their educational potential. Details about how to apply to have your needs assessed can be found at: http://www.staffs.ac.uk/study_here/disabled_students/index.jsp

AWARD SPECIFIC INFORMATION

Further information about the award can be found in the relevant Student Handbook on the University Website and blackboard. This includes information about modules, learning outcomes at levels below honours, student support, and academic regulations.

Award website: www.media-production.co.uk

The awards website provides information of alumni, film festival success, links to industry and professionals, and the annual student events and student films.

Industry Links

The awards are supported by local film/media production companies. The range of support varies from offering studio visits, work experience, visiting lecturers and support for professional practice.

(Maclagan Men, Andrew Sumners, LenZflare, Bo-Ho Films, Resolution DV, Startin TV, Landcrash)

Non-Compensatable modules

The following core modules are non-compensatable and must be passed in order to progress on the award. They are seen as essential modules towards your development as a media/film graduate and have been designed and constructed to be progressive 'building blocks' of experiential learning aiding your development and progress, your understanding, skills development, knowledge base and progression.

Level 1

30 CREDIT CORE AM50017-4 / Crew: Production Process

15 CREDIT CORE AM00195-4 / Studying Media

15 CREDIT CORE AM50337-4 / Contemporary Practice in Film/Media Production

30 CREDIT CORE AM50013-4 / Crew: Film/Programme Production

Level 2

30 CREDIT CORE AM50022-5 / Individual: Preproduction & Film/Programme Production

15 CREDIT CORE / AM50358-5 / Sound Design

30 CREDIT CORE AM50021-5 / Individual: Crewing & Film/Programme Production

15 CREDIT CORE AM50164-5 / Professional Practice, Media

Level 3

30 CREDIT CORE AM50073-6 / Individual Negotiated Programme of Study (Part A): Film/Programme Pre-Preparation

15 CREDIT CORE AM50003-6 / Design Project Report

45 CREDIT CORE AM50075-6 / Individual Negotiated Programme of Study (Part B): Film/Programme Production

Award specific Media (Film) Production

15 CREDIT CORE AM50080-6 / External Brief for Media Production

15 CREDIT CORE AM50078-6 / Design Futures for Media Production

Award specific Experimental Film Production

15 CREDIT CORE AM50310-6 / External Brief for Experimental Film Production

15 CREDIT CORE AM50314-6 / Design Futures for Experimental Production

Award specific Advertising & Commercial Film Production

15 CREDIT CORE AM50313-6 / External Brief for Advertising and Commercial Film Production

15 CREDIT CORE AM50312-6 / Design Futures for Advertising and Commercial Film Production

QAA Benchmark Statements: see appendix.