

UNIVERSITY OF CENTRAL LANCASHIRE

Programme Specification

This Programme 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.

Sources of information on the programme can be found in Section 17

1. Awarding Institution / Body	University of Central Lancashire
2. Teaching Institution and Location of Delivery	Hugh Baird College
3. University School/Centre	School of Journalism, Media and Performance
4. External Accreditation	None
5. Title of Final Award	BA (Hons) Moving Image Production
6. Modes of Attendance offered	Full Time and Part Time
7. UCAS Code	8B07
8. Relevant Subject Benchmarking Group(s)	QAA 251 06/08, Communication, Media, Film and Cultural Studies
9. Other external influences	Skillset National Occupational Standards: Camera Nov 2008; Editing 2007; Sound 2009; Production (TV & Film) 2005;
10. Date of production/revision of this form	17 th March 2017
11. Aims of the Programme	
<ul style="list-style-type: none"> • Provide a critical understanding of contemporary and future developments and debates within the industry and within the context of media practices • Provide a course that combines an arts based approach with the development in practical work of critical, technical and transferable skills that will be of great benefit to graduates seeking to progress into the industry • Develop and promote employability skills through live briefs, competitions, enterprise, integration with the community and awareness of career opportunities and current practices, preparing students for a career in the film production industry 	

- Develop the students' ability to produce creative and innovative work of high quality applying current industry conventions
- To introduce knowledge of a range of production and post-production tools and techniques to be applied to professional productions and public exhibitions
- To develop transferable skills of self-evaluation, independent research and project management and development
- To further provide a sound grounding in social and critical issues around moving image production which will both underpin post university work and equip those wishing to embark on postgraduate study

12. Learning Outcomes, Teaching, Learning and Assessment Methods

A. Knowledge and Understanding

- A1. Analyse key ideas, issues and debates around the film industry
- A2. Critically debate the issues that surround the media, including legal and ethical considerations that are placed upon media institutions, practitioners and practices globally
- A3. Critically apply theoretical constructs, professional practices, issues, debates and conventions using appropriate academic sources
- A4. Carry out extended independent research around production issues and practices
- A5. Critically discuss and appraise their own practice and that of their peers through work produced

Teaching and Learning Methods

The course is structured to build upon the knowledge and understanding gained in level 4 and 5 of the course and combines a reflective critical approach with practical work. Theoretical sessions will be brought to life through visiting speakers from a range of media industries, new technology to demonstrate future developments, visual aids and demonstrations. These will be followed by discussions and debates in seminars and workshops, supported by research tasks to build upon learning and foster independence. The emphasis is upon learners drawing upon their strengths and improving their independent research and creative skills in order to produce fresh and potentially innovative work that will support progression into industry or further study.

Assessment methods

Research reports, creative journals, essays, presentations, video diaries, reflective evaluations, pitches, proposals, practical work including scripts, demonstrations and interviews.

B. Subject-specific skills

- B1. Apply professional standards to the production of original moving image work
- B2. Experiment with complex techniques to produce work
- B3. Apply creative ideas, problem solving, group working skills and professional project management
- B4. Apply a high level of ability to create work suitable for public exhibition to a client and audience/distribution
- B5. Apply a high level of independent management, planning, research, development and evaluation of major writing and production projects

Teaching and Learning Methods

There will be a progression of practical work, building upon level 4 and level 5 and in the top up year of the course learners will be exploring a range of techniques and skills, from which they can selectively build their own in-depth practice in the advanced modules provided. Students will be taught through the use of visiting speakers, demonstrations and workshops to illuminate the practice of the moving image, whilst visits to industry and working with clients will continue to contextualise the work and inspire innovation and creativity. Learning will take place through lots of hands on experimentation, workshops, practical sessions and self-directed study, providing the right conditions to develop and nurture talent. There will be an end of year exhibition to an audience that will demonstrate the students' individual strengths through the production of a highly developed body of work, reflecting their own concerns.

Assessment methods

Research reports, journals, essays, presentations, video diaries, reflective evaluations, practical work including scripts and productions, demonstrations, critiques and interviews. Production work will be considered in relation to the planning, preproduction and management of the process as well as the finished piece.

C. Thinking Skills

- C1. Apply key critical and contemporary ideas with regard to moving image production
- C2. Analyse complex contextual and critical awareness of their own practice and that of their peers through work produced, expressing this in written form and spoken presentation and discussions
- C3. Evaluate a high level of critical and contextual awareness through their practical work
- C4. Carry out extended independent research around moving image production and other issues, apply reasoning and formulate arguments and express them in oral and written form, drawing conclusions
- C5. Critically evaluate their own practice and that of their peers through the work produced

Teaching and Learning Methods

At level 6 it is expected that students will be able to actively test and explore relevant theoretical ideas in order to inform their creative practice. Theoretical modules such as Contemporary Issues and Debates will be taught through interactive lectures, guest speakers, seminars and workshops to foster independent thinking and create a critical awareness of the key thinkers and practices in the industry. Sessions focusing upon argument construction and how to develop a research methodology along with active research, critical debates, testing and presentation of findings will play an important role in the shaping of thinking skills to be applied to theoretical assignments, such as in the Research Project, whilst also informing practical work.

Assessment methods

Assessment will take the form of creative and research journals, presentations, dissertation, pitch, essays, evaluations, viva voces, video diaries, blogs.

D. Other skills relevant to employability and personal development

- D1. Show an ability to communicate ideas clearly and fluently according to current practices
- D2. Evaluate a range of production and post-production techniques to produce corporate, narrative, documentary and experimental work
- D3. Apply employability skills through organising project work that engages with an employment context
- D4. Apply group working skills in line with industry practice and professional project management
- D5. Apply a high level of ability to manage time, projects, planning, research and deadlines independently
- D6. Present work to industry standards

Teaching and Learning Methods

At this level the course is designed to prepare students for industry or further study and therefore within practical work the emphasis is upon mirroring industry wherever appropriate. Therefore students will be engaged with following the project management based professionalism of the creative industries. This will be most evident in the practical and industry focused modules where students, after initial lectures, demonstrations and seminars, will work to deadlines and manage their work independently. A project may also be critiqued at various stages, for example at the beginning and intermediate stages as well as the end stage. The student presenting the project may be asked to defend the work or the critique may be used for collaborative problem solving. The critique will be based on the specific goals formulated for the project.

Further study is supported through the Research Project and here students are encouraged to take an independent critical approach to their studies. Students will be continually supported through tutorials and seminars to monitor progress.

Assessment methods

Assessment will typically require submission of practical work (films/scripts/audio), pitches, proposals, presentations, viva voces, critiques, and supporting documentation and/or Evaluation.

13. Programme Structures*				14. Awards and Credits*
Level	Module Code	Module Title	Credit rating	
Level 6	TE3058	Research Project	20 credits	BA (Hons) in Moving Image Production requires 120 credits at Level 6 BA in Moving Image Production requires a minimum of 80 credits at Level 6 Excludes completion of TE3056
	TE3056	Moving Image Production Project	40 credits	
	TE3052	Post Production and Visual Effects	20 credits	
	TE3051	Contemporary Issues and Debates	20 credits	
	TE3057	Professional Development	20 credits	
15. Personal Development Planning				
<p>Personal Development Planning is embedded in all of the modules at level 6. There are individual tutorials running through the academic year that focus upon PDP and continued into the main body of the course. Deadlines are of prime importance at this level and time management is emphasised in the Moving Image Production Project double module and the Professional Development module, where students will be required to work with clients and/or industry focused briefs in a production management setting. This setting also provides students with team working and problem solving skills relative to industry working practices. The Research Project module also demands a focus upon independent research and the selection of appropriate academic sources. Opportunities to reflect and evaluate are given throughout the course through both academic research and reviewing practical projects. A student-centred learning approach is adopted by staff, and students are encouraged to negotiate many aspects of their learning in ways appropriate to their abilities and intentions, seeking out individual goals and intentions for learning or achievement and record their progress through online support, face to face meetings and reports.</p> <p>PDP is designed to enable students to work towards a level that they would like to be at upon graduation and help them to acquire the skills needed for their chosen career, evaluating their strengths and areas in which they need to improve and deploying them in a range of situations and media professions after graduation.</p>				
16. Admissions criteria				
<p>Applicants will need to evidence the following:</p> <ul style="list-style-type: none"> • Foundation Degree in Moving Image Production OR • Foundation Degree in another media related subject AND • A Successful interview <p>UK Applicants: <i>At the interview they will be required to present a portfolio of work that displays their skills to their best advantage.</i></p> <p>European Applicants: European applicants may not be able to attend an interview in the UK. Once the application has been processed, they should submit an e-portfolio, CD or DVD of their recent work; this will be followed by a telephone interview.</p> <p>UK and EU Entry: Equivalent international qualifications will be considered towards meeting the general entry requirements. Additionally, EU students, for whom English is not the first language, will be required to evidence an IELTS score of 6.5 or equivalent. Equivalences include:</p> <ul style="list-style-type: none"> • TOEFL written examination score of 550 plus a test of written English (at 4) • TOEFL Computer Equivalent score of 230 				

- Proficiency in English (Cambridge) at Grade C or above

17. Key sources of information about the programme

- Student Course Handbook
- www.UCLan.ac.uk
- UCLAN prospectus
- www.Hughbaird.ac.uk
- Hughbaird HE Prospectus
- UCAS listing
- Open days

18. Curriculum Skills Map

Please tick in the relevant boxes where individual Programme Learning Outcomes are being assessed

Programme Learning Outcomes																									
Level	Module Code	Module Title	Core (C), Compulsory (COMP) or Option (O)	Knowledge and understanding					Subject-specific Skills					Thinking Skills					Other skills relevant to employability and personal development						
				A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6	
LEVEL 6	TE3058	Research Project	Comp		x	x	x					x	x			x				x				x	
	TE3056	Moving Image Production Project	Comp					x	x	x		x	x			x	x	x	x	x	x			x	x
	TE3052	Post Production and Visual Effects	Comp						x	x	x			x		x		x	x	x	x	x	x	x	x
	TE3051	Contemporary Issues and Debates	Comp	x			x	x					x	x	x		x			x				x	
	TE3057	Professional Development	Comp					x	x				x	x			x	x	x				x		x

19. LEARNING OUTCOMES FOR EXIT AWARDS:

Learning outcomes for the award of BA Moving Image Production:

- A1. Analyse key ideas, issues and debates around the film industry
- A2. Critically debate the issues that surround the media, including legal and ethical considerations that are placed upon media institutions, practitioners and practices globally
- A5. Critically discuss and appraise their own practice and that of their peers through work produced
- B1. Apply professional standards to the production of original moving image work
- B2. Experiment with complex techniques to produce work
- B3. Apply creative ideas, problem solving, group working skills and professional project management
- B4. Apply a high level of ability to create work suitable for public exhibition to a client and audience/distribution
- C1. Apply key critical and contemporary ideas with regard to moving image production
- C3. Evaluate a high level of critical and contextual awareness through their practical work
- C5. Critically evaluate their own practice and that of their peers through the work produced
- D1. Show an ability to communicate ideas clearly and fluently according to current practices
- D2. Evaluate a range of production and post-production techniques to produce corporate, narrative, documentary and experimental work
- D3. Apply employability skills through organising project work that engages with an employment context
- D4. Apply group working skills in line with industry practice and professional project management
- D6. Present work to industry standards

