

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	Foundation Degree Arts in Moving Image Production
6. Modes of Attendance offered	Full Time and Part Time
7. UCAS Code	P311
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 / Revised September 2017
11. Aims of the Programme	
<ul style="list-style-type: none"> • Promote employability through live briefs, competitions, enterprise, integration with the community and awareness of current practices, meeting the needs of local industry • Apply standards used within the industry by utilising current production and post-production equipment and techniques • Cultivate an in-depth knowledge of sound, lighting and moving image production techniques used within the industry • Provide solutions to moving image production problems and help students to make confident use 	

of emerging technologies
<ul style="list-style-type: none"> • Develop critical and analytical skills within the creative industries, which students can apply to practical situations
<ul style="list-style-type: none"> • Cultivate independent research, personal development, problem solving and reflective thinking skills through students working in the industry and on industry related assignments
<ul style="list-style-type: none"> • Foster verbal and visual communication skills through team work and project managing
12. Learning Outcomes, Teaching, Learning and Assessment Methods
A. Knowledge and Understanding
<p>A1. Apply critical and contextual ideas within a moving image production</p> <p>A2. Understand the legal and ethical considerations that are placed upon film and television institutions, practitioners and practices</p> <p>A3. Identify awareness of technical and aesthetic features of moving image</p> <p>A4. Understand and explain the roles within moving image production and identify production methods within a team environment</p> <p>A5. Show an awareness of current practices within the film industry</p>
Teaching and Learning Methods
<p>The teaching and learning methods are devised to suit both theoretical and practical sessions. Lectures, visiting speakers, film screenings and demonstrations form the teacher led sessions and interest is maintained through the application of this knowledge within practical sessions. Speakers from a variety of industry professions will be employed to contextualise areas of study, ranging from professionals, producers, cinematographers and specialists in visuals effects to journalists and PR. Workshops, seminars, tutorials, practical sessions and projects foster more hands-on independent learning, where students will work on case studies and build creative journals, reports, essays, presentations. Throughout the levels of the course learners are encouraged to develop their independent research and creative skills and these will take the form of managing paperwork and planning, video diaries and reflective evaluations and critiques. The emphasis will be placed on equipping students with the knowledge needed in order to produce vibrant work for a client or the community. The teaching is structured to foster independence and confidence through increased self-direction.</p>
Assessment methods
<p>Creative journals, reports, essays, presentations, video diaries, reflective evaluations, viva voces, practical work including scripts, demonstrations and interviews.</p>
B. Subject-specific skills
<p>B1. Identify a range of techniques to produce moving image productions</p> <p>B2. Experiment with often complex techniques to produce work</p> <p>B3. Apply group working skills and professional project management</p> <p>B4. Create work suitable for exhibition to a client and audience</p> <p>B5. Apply independent management, planning, research, development and evaluation of projects</p> <p>B6. Produce and present work to industry standards</p>
Teaching and Learning Methods
<p>There will be a progression of practical work from level 4 to level 5 and in the first 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 in the second year. This will culminate in an end of year exhibition to an audience.</p> <p>The teaching and learning methods are devised to suit both theoretical and practical sessions. Industry related visits, Lectures, visiting speakers and demonstrations form the teacher led sessions whilst workshops, seminars, tutorials, practical sessions and projects form the more independent learning and support the creation of planning and pre-production paperwork. Throughout the levels of the course learners are encouraged to develop their independent research and creative skills through working on pieces such as creative journals, reports, essays and reflective evaluations, in order to produce vibrant work for a client or the community. Students will present at stages throughout and at</p>

the end of the project for critique from peers, tutors and clients. The teaching is structured to foster independence and confidence through increased self-direction.

Assessment methods

Creative journals, reports, 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 ideas around moving image productions
- C2. Apply a contextual awareness of their work and that of their peers in terms of their practice and introductory level critical texts, and be able to express this in written form and spoken presentation and discussions
- C3. Apply research skills including the use of a range of sources
- C4. Evaluate their own practice and that of their peers through the work produced and through self-reflective practices.
- C5. Carry out independent research around moving image production and formulate arguments and express them in oral and written form, drawing conclusions

Teaching and Learning Methods

Thinking skills are embedded into the course in a number of ways. The link between theory, ideas and practice is central to the course. Practical sessions, workshops and seminars will promote the exploration of theoretical ideas surrounding the industry and key thinkers. Active research, discussion, testing and presentation of findings will play an important role in the development of thinking skills and creativity. Theoretical modules explore industry practices, laws, ethics and regulations and significant cultural theories. Some are more specific to a particular skill, for example, script writing. Independent thinking skills will be fostered through varied teaching and learning methods including formal lectures, guest speakers, experimentation, presentations, informal discussion and debates.

Assessment methods

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

D. Other skills relevant to employability and personal development

- D1. Show an ability to communicate ideas clearly and fluently according to current practices
- D2. Identify a range of techniques to produce corporate, narrative, documentary and experimental work with emphasis on film/video techniques
- D3. Assess group working skills in line with industry practice and professional project management
- D4. Show an ability to manage time and deadlines independently
- D5. Evaluate the ability to liaise with clients

Teaching and Learning Methods

The course is focused upon employability through a practice based approach, working closely with industry. Students will be made aware of current practice and professional standards and will be actively engaged in a process of sharpening their perception and ideas through strategic experimentation and professional project management. This will be further supported by an emphasis on time management and deadlines to mirror realistic work settings. Students will be given the opportunity to experiment and to develop the confidence to take creative and imaginative chances, whilst also being introduced to Industry practice and discipline. Practical teaching will encourage an independent approach with tutorials, seminars and workshops set up to mirror industry and support project work. Independent research assignments, case studies, essays and reports will support investigative work. Students will present project work to the class or to clients or experts who will be asked to critique the work. The critique will be based on the specific goals formulated for the project. 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.

Assessment methods

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

13. Programme Structures*				14. Awards and Credits*
Level	Module Code	Module Title	Credit rating	
Level 5	TE2079	Video Production and Technology	40	Foundation Degree Moving Image Production Requires 240 credits including a minimum of 100 at level 5.
	TE2051	Critical Studies	20	
	TE2054	Fictional Narrative Film Production	20	
	TE2000	Professional Practice	20	
	TE2055	Professional Orientation and Enterprise	20	
Level 4	TE1051	Contextual Studies	20	Foundation Certificate in Moving Image Production Requires 120 credits at level 4 or above
	TE1052	Sound Design for the Moving Image	20	
	TE1772	Video Production	20	
	TE1054	Storytelling and Scriptwriting for the Moving Image	20	
	TE1056	Introduction to Narrative Film	20	
	TE1055	Contemporary Practice	20	
Level 3	AZC012	Art & Design Studies	20	Requires completion of 120 credits at Level 3. Successful completion of the course leads to a guaranteed progression onto Year 1 of the FdA Moving Image Production. Students who exit after the Foundation Entry Year will receive a transcript of their modules and grades.
	AZC015	Design Investigation	40	
	AZC009	Specialism Skills	40	
	AZC016	Drawing and Image Communication	20	
15. Personal Development Planning				
<p>Within the Programmes there are many opportunities for students to engage in the PDP process. For instance in the Fictional Narrative Film Production module students are encouraged to work to a competition brief in a realistic working environment. The Contemporary Practice module prepares students to work with live client briefs and setting them up for the Professional Practice module, TE2000 in year two. The Professional Practice module gives students opportunities to look at their target industry and see how they will fit in. For example, depending upon their industry they will identify a workplace role in which they can be effective and progress. Students are encouraged to define individual goals and intentions for learning or achievement and record their progress through online support, face to face meetings and reports.</p> <p>This course consists of modules with fixed syllabi that together enable students to gain knowledge</p>				

and develop the skills that are essential to be a successful practitioner within the media industry. However as students progress to year two, the course is designed to allow them to choose or negotiate many aspects of their learning in ways that are appropriate to their abilities and vocational intentions. This is referred to as a student-centred learning approach.

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.

16. Admissions criteria *

(including agreed tariffs for entry with advanced standing)

**Correct as at date of approval. For latest information, please consult the University's website.*

For students entering via the optional Foundation Entry route, the following admission criteria will apply: -

Portfolio and successful individual interview.

In lieu of a portfolio, applicants may complete a project as an alternative demonstration of ability.

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 6.0 or equivalent. Equivalences include:

- 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

For students entering directly onto the Foundation Degree, the following admission criteria will apply: -

UK Applicants:

We will normally expect applicants to evidence a number of the following;

- 64 UCAS points
- Two 'A' levels, at least one of which is in the area of media or film
- BTEC Extended Diploma in Media Production, or similar
- Access qualification in a related field
- experience of the professional or amateur creation of media work
- extra-curricular activity, such as creative writing, film or video making

Entry onto the FdA Moving Image Production will be via a successful interview. At the interview applicants will be required to present and discuss a piece of work that displays their skills to their best advantage. This work may be one of the following:

- A short moving image production **OR**
- An article **OR**
- A script or piece of creative writing

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.

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 6.0 or equivalent. Equivalences include:

- 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
- Hugh Baird HE Prospectus
- UCAS listing
- Open days

18. Curriculum Skills Map

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

Level	Module Code	Module Title	Core (C), Compulsory (COMP) or Option (O)	Programme Learning Outcomes																				
				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	B6	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5
LEVEL 5	TE2079	Video Production and Technology	Comp			x		x		x	x	x	x	x				x			x	x	x	x
	TE2051	Critical Studies	Comp	x		x		x					x		x	x	x		x	x				
	TE2054	Fictional Narrative Film Production	Comp	x		x	x			x	x	x		x			x	x		x	x	x	x	
	TE2000	Professional Practice	Comp		x		x	x					x	x		x		x	x			x	x	
	TE2055	Professional Orientation and Enterprise	Comp		x		x	x	x	x		x		x			x		x	x	x	x		x
LEVEL 4	TE1051	Contextual Studies	Comp	x	x			x							x	x	x		x	x				
	TE1052	Sound Design for the Moving Image	Comp		x	x	x	x	x	x	x		x	x			x	x	x		x		x	
	TE1772	Video Production	Comp	x		x	x		x		x	x	x		x			x			x	x	x	
	TE1054	Storytelling and Scriptwriting for the Moving Image	Comp	x				x	x				x		x	x	x			x	x			
	TE1056	Introduction to Narrative Film	Comp			x	x	x	x		x	x		x			x	x			x	x	x	x
	TE1055	Contemporary Practice	Comp		x	x		x	x			x		x			x	x		x	x		x	x

Note: Mapping to other external frameworks, e.g. professional/statutory bodies, will be included within Student Course Handbooks

19. LEARNING OUTCOMES FOR EXIT AWARDS:

Learning outcomes for the award of: Foundation Certificate in Moving Image Production

- A1. Apply critical and contextual ideas within a moving image production
- A2. Understand the legal and ethical considerations that are placed upon film and television institutions, practitioners and practices
- A3. Identify awareness of technical and aesthetic features of moving image
- A5. Show an awareness of current practices within the film industry

- B1. Identify a range of techniques to produce a moving image production
- B3. Demonstrate group working skills and professional project management

- C1. Apply key critical ideas around moving image productions
- C2. Apply a contextual awareness of their work and that of their peers in terms of their practice and introductory level critical texts, and be able to express this in written form and spoken presentation and discussions
- C4. Evaluate their own practice and that of their peers through the work produced and through self-reflective practices.

- D2. Identify a range of techniques to produce corporate, narrative, documentary and experimental work with emphasis on film/video techniques
- D3. Assess group working skills in line with industry practice and professional project management
- D5. Evaluate the ability to liaise with clients