



**Definitive Programme Document: Len-based Media Production
(Bachelor's with Honours top-up)**

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Awarding institution	Bath Spa University
Teaching institution	University Centre Weston
School	College of Liberal Arts
Department	Digital Academy
Main campus	Loxton Campus
Other sites of delivery	None
Other Schools involved in delivery	None
Name of award(s)	Len-based Media Production
Qualification (final award)	BA (Hons)
Intermediate awards available	None
Routes available	N/A
Sandwich year	No
Duration of award	1 year full-time
Modes of delivery offered	Campus-based
Regulatory Scheme ¹	Undergraduate Modular Scheme, University Centre Weston Academic Regulations
Professional, Statutory and Regulatory Body accreditation	N/A
Date of most recent PSRB approval (month and year)	N/A
Renewal of PSRB approval due (month and year)	N/A
UCAS code	
Route code (SITS)	
Relevant QAA Subject Benchmark Statements (including date of publication)	Art and Design (2017) Communication, Media, Film and Cultural Studies (2016)
Date of most recent approval	
Date specification last updated	

Programme Overview

The BA (Hons) Len-based Media Production programme enables students from a range of disciplines within Film, Photography and Media Arts to extend your creative and professional practice, building on skills gained at Level 4 and 5. You will focus on a key area of interest, producing a portfolio of creative work, culminating in a major degree project for public dissemination.

An “Initial Project in Lens-based Media” module fosters experimentation and testing of ideas. It enables you to take risks, challenge your pre-conceptions and fully explore the practical and theoretical potential

¹ This should also be read in conjunction with the University’s Qualifications Framework

of your own practice. The “Critical and Contextual Research” module extends your understanding of key debates relevant to a range of lens-based media specialisms, as well as providing a sound theoretical underpinning for the “Initial Project” and “Major Project” modules.

Through the “Professional Development in Context” module, you reflect on your own strengths and aspirations, identifying an area within your specialism to focus on and develop a portfolio evidencing research, practice and experience. As well as personal and commercial skills development, the learning and teaching in this module focuses on career trajectory, post-graduation, meaning that you are in a strong position to launch your professional practice on a commercial basis and/or further your studies at Masters Level on completion of the programme.

Programme Aims

1. To foster the industry-specific knowledge, thinking, and subject-specific practical skills required of lens-based media practitioners.
2. To critically reflect on, and investigate the range of employment and freelance opportunities in the lens-based media industries, enabling the development of professional careers in relevant, discrete disciplines.
3. To develop a wide range of practical and academic skills, that are transferrable, and encourage responsibility and entrepreneurship.
4. To foster awareness and understanding of a full range of relevant resources and technologies that are likely to be encountered within a specialism.
5. To critically evaluate the relationships between theory and practice, exploring the way work is produced and received in a digital and globalised marketplace, with reference to the social, cultural and historical contexts.
6. To nurture the development of a creative voice and identity, through individual and collaborative working.
7. To enable the production and delivery of creative projects and artefacts.

Programme Intended Learning Outcomes (ILOs)

The Programme ILOs refer to the QAA Subject Benchmark Statements for Arts and Design (AD) 2017 and Communication, Media, Film and Cultural Studies (CMFCS) 2016

A Subject-specific Skills and Knowledge

- A1. The ability to act with comprehensive practical and theoretical understanding of production processes and professional practice relevant to a lens-based media practitioner and your industry.
- A2. The ability to make original, distinctive and creative work within your chosen discipline.

- A3. Entrepreneurial and self-motivational skills required to pursue and sustain a freelance or independent career within the lens-based media industries.
- A4. An understanding and engagement with the implications and potential for the discipline presented by developments in current and emerging technologies.
- A5. The ability to select, experiment with and make appropriate use of materials, processes and technologies in the production of work, showing an understanding of both quality standards and attention to detail.
- A6. Demonstrate an understanding of the nature and importance of the lens-based media practitioner's relationship with audiences, clients, markets, users, consumers, participants, co-creators and co-workers.
- A7. Understand the commissioning, funding and employment structures likely to be found within the lens-based media arts industries and how to work within these constraints.

B Cognitive and Intellectual Skills

- B1. The ability to independently source, collate, understand and critically evaluate research from a range of areas, within and beyond academic texts, in order to explore a question or subject and articulate findings.
- B2. Intelligently and critically engage with the work of major practitioners, debates and artefacts within your chosen field, to challenge and synthesise ideas to generate original work.
- B3. Identify, select and apply appropriate techniques and strategies in the development of ideas, undertaking critical analysis, evaluating the outcomes of your own work.
- B4. Demonstrate and apply knowledge of, understanding and engagement with the legislative, regulatory and ethical frameworks relevant to the lens-based media industries.

C Skills for Life and Work

- C1 Autonomous learning² (including time management) that shows the exercise of initiative and personal responsibility and enables decision-making in complex and unpredictable contexts.
- C2 Team working skills necessary to flourish in the global workplace, with an ability to both work in and lead teams effectively.
- C3 Communication skills that ensure information, ideas, problems and solutions are communicated effectively and clearly to both specialist and non-specialist audiences.

² ie the ability to review, direct and manage one's own workload

C4 IT skills and digital literacy that demonstrate core competences and are commensurate with an ability to work at the interface of creativity and new technologies.

Programme Content

This programme comprises the following modules

Key:

Core = C

Compulsory = R (ie 'required')

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

Subject offered as single and/or combined award

BA (Hons) Lens Based Media Arts				Status			
Level	Code	Title	Credits	Single	Major	Joint	Minor
6	WL6100 -20	Critical and Contextual Research	20	C			
6	WL6101 -20	Initial Project in Lens-based Media	20	C			
6	WL6102 -40	Major Project in Lens-based Media	40	C			
6	WL6103 -40	Professional Development in Context	40	C			

Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

You will be supported in your development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

Work experience and placement opportunities

The "Major Project in Lens-based Media" and "Professional Development in Context" modules specifically provide professional work experience opportunities, through your engagement with commercial practice and public exhibition/dissemination of final outputs.

The nature of the work experience will be specific to the needs of the individual students, as well as the requirement and discrete specification of your professional pathway.

Graduate Attributes

	Bath Spa Graduates...	In BA (Hons) Lens-based Media Production, we enable this...
1	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	Through programme and module design. All teaching and assessment is written expressly with the global marketplace in mind and with direct industry consultation. Work and client based learning prepares you directly for future employability.
2	Will be able to understand and manage complexity, diversity and change	Programme materials and module design refer to the changing nature of, and diverse complexities within, the lens-based media related industries. Yearly review and on-going consultation with industry practitioners ensures that the programme will integrate future changes.
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	In engaging with creative production briefs you utilise creativity, innovation, problem solving and team work. Working across disciplines is an essential component of professional and artistic practice as well as the application of creative thinking techniques.
4	Will be digitally literate: able to work at the interface of creativity and technology	Digital literacy is embedded within the programme, in subject specific activities (industry standard editing facilities, digital imaging equipment and sound mixing/design facilities) and the organisation, management and presentation of your research for formative and summative assessments.
5	Will be internationally networked: either by studying abroad for part of the your programme, or studying alongside you from overseas	Collaboration is encouraged and supported with industry-based work and projects. The programme specifically engages with the lens-based media arts and cultures of other countries, through lectures, debates and guest speakers. You are encouraged to explore and develop your own professional practice and commercial development within a global context.

6	Will be creative thinkers, doers and makers	The ethos of the programme is to encourage creativity and the creation of professional material and products. The development of these materials and products evidences informed reflection, a creative approach to problem-solving and robust production skills.
7	Will be critical thinkers: able to express your ideas in written and oral form, and possessing information literacy	You present yourselves and your ideas in a multitude of ways including essays, presentations, video essays, production paperwork, and reflective journals. These evidence the ability to critically analyse, conceptualise, thoroughly research and communicate key concepts within the lens-based media arts.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	Throughout the programme all work is produced and showcased with an awareness of the community and audiences they are intended for and in the light of the current cultural landscape. Ethical awareness and collaboration are integral to the socio-cultural aspects of the lens-based media disciplines as art forms; these concepts are instilled through work-based learning and professional and academic development.

Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

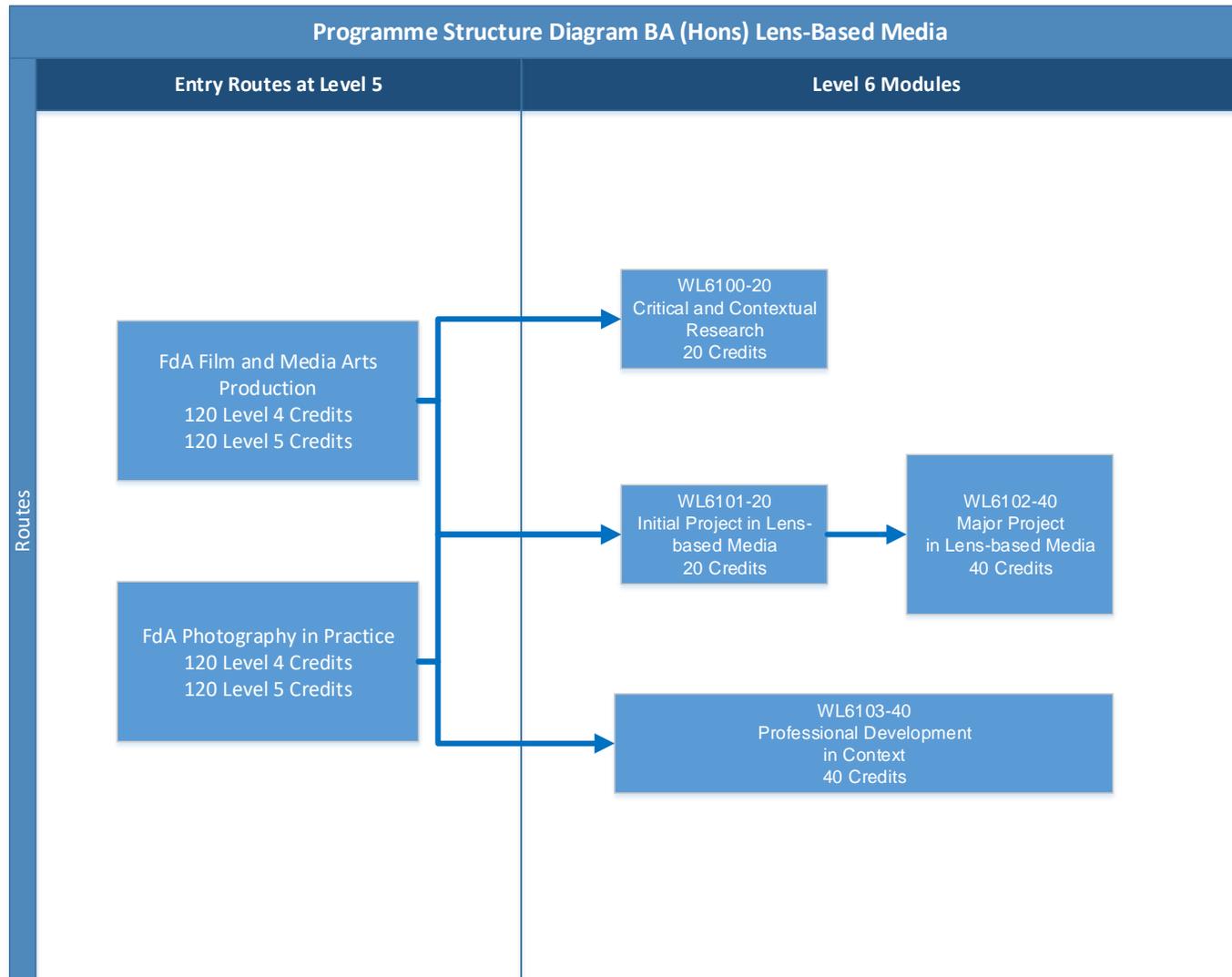
Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

Appendix 1. Programme Structure Diagram



Appendix 2. Map of Intended Learning Outcomes (ILOs) against modules

BA (Hons) Lens-based Media Production

Please indicate (✓) in the relevant boxes the modules in which level/programme Intended Learning Outcomes are being assessed.

Level	Module Code	Module Title	Status (C,R,O) ³	Intended Learning Outcomes														
				Subject-specific Skills and Knowledge							Cognitive and Intellectual Skills				Skills for Life and Work			
				A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	C1	C2	C3	C4
6	WL6100-20	Critical and Contextual Research	C		✓	✓					✓	✓	✓	✓	✓		✓	✓
6	WL6101-20	Initial Project in Lens-based Media	C	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
6	WL6103-40	Professional Development in Context	C	✓		✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
6	WL6102-40	Major Project in Lens-based Media	C	✓	✓	✓		✓	✓		✓		✓	✓	✓	✓	✓	

³ C = Core; R = Compulsory (ie required for this route); O = Optional

Appendix 3. Map of Summative Assessment Tasks by Module

BA (Hons) Lens-Based Media Production



Please indicate in the relevant boxes which summative assessment methods are used in each module and, where appropriate, the assessment length.

Level	Module Code	Module Title	Status (C,R,O) ⁴	Assessment method							
				Coursework				Practical			
				Dissertation	Essay	Journal	Portfolio	Exhibition	Practical Project	Presentation	
6	WL6100-20	Critical and Contextual Research	C	Critical Text and Proposal (4,000 words)							Presentation 10mins (1,000 words)
6	WL6101-20	Initial Project in Lens-Based Media	C		Critical evaluation (1,250 words)					Creative outcomes with supporting evidence (equivalent 3,750 words)	

⁴ C = Core; R = Compulsory (ie required for this route); O = Optional

6	WL6103-40	Professional Development	C			Reflective Journal (equivalent 2,000 words)	Research Portfolio (equivalent 3,000 words)	Presentation of work in public context and evaluation report (equivalent 5,000 words)		
6	WL6102-40	Major Project in Lens-Based Media	C		Critical evaluation (1,500 words)				Creative outcomes with supporting evidence (Workbook) (equivalent 8,500 words)	

Appendix 4 Module Descriptors

Module Descriptor: Critical and Contextual Research

1	Module code	WL6100-20
2	Module title	Critical and Contextual Research
3	Subject field	Digital Academy
4	Pathway(s)	BA (Hons)
5	Level	6
6	UK credits	20
7	ECTS credits	10
8	Core or Compulsory or Optional	Core
9	Acceptable for	BA (Hons) Lens-based Media Production
10	Excluded combinations	N/A
11	Pre-requisite or co-requisite	N/A
12	Class contact time: total hours	Total Hours: 50
13	Independent study time: total hours	Total Hours: 150
14	Duration of the module	30 weeks
15	Main campus location	Loxton Campus
16	Module co-ordinator	Sam Brooks
17	Additional costs involved	None
18	<p>Brief description and aims of module</p> <p>This module further develops your critical and contextual awareness of historical and contemporary creative practices.</p> <p>You engage in critical and contextual research on a selected topic and/ or issue, producing a substantive dissertation. This can be in the format of a written essay, video essay, illustrated essay or other negotiated formats, but of equivalent academic rigour.</p> <p>You develop and are able to demonstrate knowledge and application of a range of appropriate research methodologies, deploy established techniques of analysis and inquiry within your discipline, and demonstrate conceptual understanding that enables you to devise and sustain academic argument based on use of relevant primary sources and scholarly research.</p> <p>The module aims to:</p> <ul style="list-style-type: none"> • Critically evaluate the relationships between theory and practice, exploring the way work is produced and received in a digital and globalised marketplace, with reference to the social, cultural and historical contexts. • Nurture the development of a creative voice and identity, through individual and collaborative working. • Enable the production and delivery of creative projects and artefacts. 	

<p>19</p>	<p>Outline syllabus</p> <p>In addition to independent research, you engage with a series of lectures and debates. You receive academic support in developing critical analysis within your specialist field, including the design and application of appropriate academic research methodologies and the ethics of conducting research.</p> <p>Indicative areas of study include:</p> <ul style="list-style-type: none"> • Selecting a topic for research. • Setting questions, aims and objectives. • Literature review/ research strategies and methodologies. • Propose and developing a research plan. • Identification, collation and analysis of research materials. • Research ethical codes. • Linking research outcomes to current theory and practice. <p>You agree your research topic with the designated supervisor and can expect tutor support throughout the research process.</p> <p>You conduct independent study, supported by one-to-one tutorials with a designated supervisor to progress throughout the duration of the module.</p>	
<p>20</p>	<p>Teaching and learning activities</p> <p>Workshops and seminars introduce the dissertation, research methodology and planning. Other teaching and learning activities include:</p> <ul style="list-style-type: none"> • Presentation and peer review of ongoing research • Peer Feedback • A programme of visiting lecturers • Self-directed study • One-to-one mentoring. <p><i>Formative assessment:</i> You formulate a proposal for academic approval. One-to-one tutorials review progress of the research project and presentation of the draft submission to fellow students provide opportunities for peer critique and feedback prior to final submission.</p> <p><i>Summative assessment:</i> You present a proposal for a research topic. A period of active research culminates in an academic essay; this can be in the form of a written document, video essay or illustrated essay.</p>	
<p>21</p>	<p>Intended learning outcomes</p> <p><i>By successful completion of the module, you will be able to demonstrate:</i></p> <ol style="list-style-type: none"> 1. Ability to formulate and present a research proposal effectively. 	<p><i>How assessed</i></p> <p>F1, F3, S1, S2</p>

	2. Ability to select and deploy accurately established techniques of analysis and enquiry inherent within the chosen topic area.	F1, F2, S1
	3. An understanding of critical and ethical considerations within the chosen research area, and through the use of appropriate analytical methods to comment on the relationship between theory and practice.	F2, F3, S1, S2
	4. Ability to produce a critical text that conforms to the convention of academic writing and demonstrates engagement with a range of forms of discourse.	F2, F3, S2
22	Assessment and feedback	
	<i>Formative exercises and tasks:</i>	
	F1	Research Proposal
	F2	Individual Tutorials on work in progress
	F3	Presentation of draft submission to peers
	<i>Summative assessments:</i>	
		Weighting
	S1	Research proposal and presentation (equivalent to 1,000 words)
	S2	Dissertation (4,000 words)
		20%
		80%
23	<p>Learning resources <i>University Library print, electronic resources and the VLE:</i></p> <p>Key texts:</p> <p>Bell, J. (2011) <i>Doing Your Research Project</i>. 4th ed. [eBook] Open University Press,</p> <p>Cottrell, S. (2011) <i>Critical thinking skills: developing effective analysis and argument_2nd ed</i></p> <p>Dawson, C. (2009) <i>Introduction to research methods: a practical guide for anyone undertaking a research project</i>. 4th ed. [eBook] How to Books.</p> <p>Denscombe, Martin, (2010) <i>The Good Research Guide</i> 4th ed. [eBook]</p> <p>Greetham, B. (2009) <i>How to Write Your Undergraduate Dissertation</i>. Basingstoke: Palgrave Macmillan</p> <p>McMillan, K. and Weyers, J. (2011) <i>How to Write Dissertations and Project Reports</i>. [eBook] Pearson Education</p> <p>Swetnam, D. (2004) <i>Writing Your Dissertation: How to Plan, Prepare and Present Successful Work</i>. [eBook] How to Books</p> <p>Williams, Kate. (2013) <i>Planning Your Dissertation</i>. Basingstoke: Palgrave Macmillan</p> <p><i>You will identify relevant subject related texts with guidance in tutorials.</i></p> <p>Current Journals:</p> <p>Sight and Sound Little White Lies British Journal of Photography Aesthetica</p> <p>Key web-based and electronic resources:</p>	

	<p>www.poool.co.uk</p> <p><i>Specialist resources:</i> Further specialist resources will be determined by the topic of the research proposal developed by the your. Supervising tutors will have input and provide guidance regarding relevant resources.</p>
24	<p>Subject Specific Preparation</p> <p>You should undertake independent reading in advance of the module and may take advantage of the Head Start programme before commencing the module. You should analyse your strengths and weaknesses in regards to academic writing and create an action plan for improvement. The module leader will direct you to the Higher Education Library Plus (HE.LP) programme for a schedule of sessions to further assist in the development of academic writing and research skills.</p> <p>Study Skills Support</p> <p>Participation in the HE.LP programme workshops, as detailed below, will help in the preparation for this module.</p> <p>Attend workshops on the topics below:</p> <ul style="list-style-type: none"> • Critical Analysis workshop • Research/Literature Review workshop. <p>Digital Skills</p> <p>You need the following digital skills:</p> <ul style="list-style-type: none"> • Work in digital teams, groups and projects to produce shared outcomes or meet shared goals. • Use collaborative tools e.g. file sharing, shared writing/drawing tools, project management tools, shared calendars and task lists. • Participate in collaborative online environments e.g. webinars, discussion groups, meetings. • Design new digital materials e.g. posts, podcasts, web pages, wiki entries, digital video, digital stories, presentations, infographics. • Capture, edit and produce digital media e.g. video and audio.

Module Descriptor: Initial Project in Lens-Based Media

1	Module code	WL6101-20
2	Module title	Initial Project in Lens-based Media
3	Subject field	Digital Academy
4	Pathway(s)	BA (Hons)
5	Level	6
6	UK credits	20
7	ECTS credits	10
8	Core or Compulsory or Optional	Core
9	Acceptable for	BA (Hons) Lens-based Media Production
10	Excluded combinations	N/A
11	Pre-requisite or co-requisite	N/A
12	Class contact time: total hours	Total Hours: 50
13	Independent study time: total hours	Total Hours: 150
14	Duration of the module	15 weeks
15	Main campus location	Loxton Campus
16	Module co-ordinator	Ross Bliss
17	Additional costs involved	None
18	<p>Brief description and aims of module</p> <p>The emphasis of this module is the exploration of creative ideas. Working within the context of individual interest, the initial project encourages the development of personal methodologies to explore individual creativity and self-expression.</p> <p>In this module, you formulate potential project ideas and undertake initial practical experiments. The Initial Project may lay a foundation for the Major Project or emerge as a resolved short project in its own right. You produce an associated workbook showing research, ideas development, pre-production, testing, experimenting, application of theoretical contexts and arguments as well as critical evaluation.</p> <p>The module aims to:</p> <ul style="list-style-type: none"> • Foster the industry-specific knowledge, thinking, and subject-specific practical skills required of lens-based media practitioners. • Develop a wide range of practical and academic skills that are transferrable, and encourage responsibility and entrepreneurship. • Foster awareness and understanding of a full range of relevant resources and technologies that are likely to be encountered within a specialism. • Enable the production and delivery of creative projects and artefacts. 	

19	<p>Outline syllabus</p> <p>You present project proposals for review and approval by staff. You need to demonstrate initiative and self-direction in defining and meeting your own brief.</p> <p>Seminars focus on project management and the development of a project from initial ideas through to production, post-production and final presentation. Workshops foster opportunities for experimentation and the development of individual creative skill-sets.</p> <p>Relevant critical and contextual debates are explored in relation to the self-identified brief.</p>												
20	<p>Teaching and learning activities</p> <p>Teaching and learning activities include:</p> <ul style="list-style-type: none"> • one-to-one tutorials • lectures • seminars • presentations • specialist workshops from visiting lecturers and industry specialists. <p>This module requires initiative and self-directed practice. Staff respond to your project proposals, tailoring workshops and debates to reflect the needs of the cohort. Skills Workshops are also incorporated within this module.</p> <p><i>Formative and summative assessments:</i></p> <p>The submission of proposal and subsequent presentations allow for regular critique and peer review to interrogate and support the development of your project ideas, culminating in the formative assessment of the creative outcomes and a critical and reflective evaluation.</p>												
21	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;"></th> <th style="width: 30%; text-align: center;"><i>How assessed</i></th> </tr> </thead> <tbody> <tr> <td>Intended learning outcomes By successful completion of the module, you will be able to demonstrate:</td> <td></td> </tr> <tr> <td>1. Ability to collate and analyse material from a range of primary, secondary and tertiary sources to identify and follow a suitable line of inquiry.</td> <td style="text-align: center;">F1, F2, S1, S2</td> </tr> <tr> <td>2. The development and critical interrogation of ideas and concepts in relation to the development of a proposal.</td> <td style="text-align: center;">F1, S2</td> </tr> <tr> <td>3. Ability to synthesise theoretical and practical ideas within creative experimental frameworks to produce a body of work and communicate it effectively.</td> <td style="text-align: center;">F2, S1, S2</td> </tr> <tr> <td>4. Critical reflection on the creative and experimental methodologies adopted in the development of a project.</td> <td style="text-align: center;">F2, S2</td> </tr> </tbody> </table>		<i>How assessed</i>	Intended learning outcomes By successful completion of the module, you will be able to demonstrate:		1. Ability to collate and analyse material from a range of primary, secondary and tertiary sources to identify and follow a suitable line of inquiry.	F1, F2, S1, S2	2. The development and critical interrogation of ideas and concepts in relation to the development of a proposal.	F1, S2	3. Ability to synthesise theoretical and practical ideas within creative experimental frameworks to produce a body of work and communicate it effectively.	F2, S1, S2	4. Critical reflection on the creative and experimental methodologies adopted in the development of a project.	F2, S2
	<i>How assessed</i>												
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2. The development and critical interrogation of ideas and concepts in relation to the development of a proposal.	F1, S2												
3. Ability to synthesise theoretical and practical ideas within creative experimental frameworks to produce a body of work and communicate it effectively.	F2, S1, S2												
4. Critical reflection on the creative and experimental methodologies adopted in the development of a project.	F2, S2												
22	Assessment and feedback												

	<i>Formative exercises and tasks:</i>		
	F1	Project proposal	
	F2	Peer review of presentations	
	<i>Summative assessments:</i>		Weighting
	S1	Creative outcomes with supporting evidence (equivalent to 3,750 words)	75%
	S2	Critical and reflective evaluation (1,250 words)	25%
23	<p>Learning resources</p> <p>Individual reading will be dependent on topic of specialist enquiry and recommendations made. <i>University Library print, electronic resources and Minerva:</i></p> <p>Key texts:</p> <p>Alton, J., Bailey, J. and McCarthy, T. (2013) <i>Painting with light</i>. Berkeley: University Of California Press.</p> <p>Brown, B. (2016) <i>Cinematography: Theory and practice: Image making for Cinematographers and Directors</i>. 3rd edn. Routledge.</p> <p>Elwes, C. (2015) <i>Installation and the moving image</i>. New York, NY, United States: Wallflower Press.</p> <p>Lee, J.J.J., Gillen, A.M. and J, J. (2010) <i>The producer's business handbook: The Roadmap for the balanced film producer</i>. 3rd edn. Focal Press.</p> <p>Sweetow, S. (2016) <i>Corporate video production: Beyond the board room (and out of the bored room)</i>. 2nd edn. Focal Press: Routledge.</p> <p>Current Journals:</p> <p>Sight and Sound Little White Lies British Journal of Photography Aesthetica</p> <p>Key web-based and electronic resources:</p> <p>http://www.bfi.org.uk/</p> <p>https://creativeskillset.org/</p> <p>http://www.creativeengland.co.uk/</p> <p>www.screendaily.com</p> <p><i>Specialist resources:</i></p> <p>Further specialist resources will be determined by the ideas and themes generated within the student-led project(s). Supervising tutors will have input and provide guidance regarding relevant resources.</p>		
24	Preparatory work		

Subject Specific Preparation

You should consider your longer-term career or study plans prior to the start of the module in order to make appropriate choices for the areas of specialist enquiry. You will analyse your results and feedback achieved/received at levels 4 and 5 and explore the potential to develop in your chosen specialism. You will exercise sound judgement in developing your ideas by looking for possible links to the Professional Development and Critical and Contextual Research Project modules of study.

Study Skills Support

Participation in the HE.LP programme workshops, as detailed below, will help in the preparation for this module.

Attend workshops on the topics below:

- Presentation/Public speaking workshop

Digital Skills

You need the following digital skills:

- Find relevant digital information using search engines, indexes or tag clouds; use appropriate search terms; find information in wikis, blog posts, scholarly journals, e-books and on the open web.
- Organise and manage digital information using various file spaces and folders, bookmarks, reference management software and tagging.
- Judge whether digital information is trustworthy and relevant; distinguish different kinds of information e.g. academic, professional, personal and political.
- Use information for answering questions, solving problems, informing practice and writing assignments.
- Share information with tutors, peers and others relevant to learning.
- Know and follow the rules of copyright; use only legal sources; understand and avoid plagiarism.

Module Descriptor: Professional Development in Context

1	Module code	WL6103-40
2	Module title	Professional Development in Context
3	Subject field	Digital Academy
4	Pathway(s)	BA (Hons)
5	Level	6
6	UK credits	40
7	ECTS credits	20
8	Core or Compulsory or Optional	Core
9	Acceptable for	BA (Hons) Len-based Media Production
10	Excluded combinations	N/A
11	Pre-requisite or co-requisite	N/A
12	Class contact time: total hours	Total Hours: 90
13	Independent study time: total hours	Total Hours: 310
14	Duration of the module	30 weeks
15	Main campus location	Loxton Campus
16	Module co-ordinator	Richard Edkins
17	Additional costs involved	None
18	<p>Brief description and aims of module</p> <p>This module focuses on your professional development, developing specialisms within lens-based media production.</p> <p>You identify an area within your specialism to focus on and develop a portfolio evidencing research, practice and experience.</p> <p>You keep a reflective journal of your professional development, responding to a series of lectures, workshops, visits and your own research and practice.</p> <p>You develop your commercial awareness and entrepreneurial skills, alongside communication and personal management skills. You work both individually and collaboratively with others to develop and deliver products to a professional performance and/or production standard.</p> <p>Part 1. Professional Development Research and Reflective Journal</p> <p>You identify an area of study within your specialism, demonstrating an understanding of the professional landscape and producing a portfolio of research and practice on a chosen topic. Examples might include aspects of cinematography, sound design, post-production, documentary photography, editorial photography or fashion photography. If you prefer you may focus on academic research within your field, geared toward progression to post-graduate studies.</p> <p>You identify contacts and resources, including skills and workshops needed. You also start to identify audiences and outlets for your work, which may include festivals, exhibitions, competitions, clients, online, publishing as well as preparation for final shows. Your practice demonstrates a sound understanding of budgets, legal matters and the ethical considerations appropriate to your work.</p> <p>Part 2. Application</p>	

	<p>You apply what you have learnt in the first part of the module, through the organisation and delivery of the Major Project in a public context, through exhibition, screening, publishing, presentation or other appropriate medium.</p> <p>You develop a portfolio of work, including an online profile, to support the dissemination of the project.</p> <p>The module aims to:</p> <ul style="list-style-type: none"> • Critically reflect on, and investigate the range of employment and freelance opportunities in the lens-based media industries, enabling the development of professional careers in relevant, discrete disciplines. • Develop a wide range of practical and academic skills that are transferrable, and encourage responsibility and entrepreneurship. • Foster awareness and understanding of a full range of relevant resources and technologies that are likely to be encountered within a specialism • Nurture the development of a creative voice and identity, through individual and collaborative working.
19	<p>Outline syllabus</p> <p>In addition to the development of skills, you participate in careers coaching, and explore employment opportunities within your chosen discipline, critically analysing potential career trajectories. This includes practical workshops, group exploration tasks and lectures delivered by industry and academic practitioners. Work-related projects, work-placements and/or real-world project scenarios enrich the module, encouraging the development of an in-depth understanding of:</p> <ul style="list-style-type: none"> • project management • professional engagement • effective collaboration with professionals in your chosen sector. <p>Indicative areas of study include:</p> <ul style="list-style-type: none"> • How to identify and analyse career opportunities and specifically how these relate to chosen path of development • Professionalism in the workplace • Higher level communication skills (both written and verbal) • Reflective practice and how this relates to the development of new skills • Employment and enterprise • Building, developing and maintaining effective working relationships • Identifying and forecasting industry market trends (locally, nationally and globally) • How to consider and develop a careers portfolio • How a sample of industry sectors are structured and operate

	<p>Relevant topics, such as legal and financial aspects of the Film, Photographic and Media Arts industries, and business planning form part of the syllabus for this module.</p>	
<p>20</p>	<p>Teaching and learning activities</p> <p>You conduct independent study and have one-to-one tutorials with a designated supervisor to review progress throughout the duration of the module. You agree your chosen area of development with the designated supervisor and can expect tutor support throughout the professional development process.</p> <p>Teaching and learning activities include:</p> <ul style="list-style-type: none"> • lectures • seminars • group work and tutorials • presentations • practical workshops • one-to-one tutorials <p>Educational visits, employer engagement and specialist visiting lecturers drawn from regional and national contacts further support on-campus learning activities. You are encouraged to explore, and engage in a range of activities such as forums, performances, careers fairs and employer engagement exercises (local, regional, national and international).</p> <p>Through a process of defined research based activities, you implement self-evaluation in your chosen discipline, defining the market you aspire to work in. You produce a portfolio that evidences, collectively, a sequenced approach to personal and professional development.</p> <p>The module provides opportunity to work in partnership, respond to leadership and lead others in teamwork scenarios, developing the key communication and interaction skills required to work effectively in the Film, Photographic and Media Arts industries.</p> <p><i>Formative assessment:</i> Your presentations allow for regular critique and peer feedback to support you' professional development.</p> <p><i>Summative assessment:</i> The research portfolio and reflective journal evidence research, exploration and enquiry skills, as well as planning, organisation and management attributes developed as part of the module. The public exhibition and subsequent evaluation of its success assess the application of the skills and knowledge acquired from the module.</p>	
<p>21</p>	<p>Intended learning outcomes <i>By successful completion of the module, you will be able to demonstrate:</i></p>	<p><i>How assessed</i></p>

	<ol style="list-style-type: none"> 1. Evidence skills of research, exploration, enquiry and critical evaluation. 2. Plan, justify and present ideas on own professional development. 3. The ability to further improve existing and/or new skills. 4. The ability to identify, develop and critically evaluate networking opportunities and industry collaboration. 5. The skills to analyse and reflect on the development of the project. 	<p>F1, S1</p> <p>F1, S1</p> <p>F2, S2</p> <p>F1, S1, S3</p> <p>F1, S1, S2, S3</p>
22	Assessment and feedback	
	<i>Formative exercises and tasks:</i>	
F1	Project research presentations to an audience, class discussion/debate	
F2	Milestone Presentations to an audience, class discussion/debate	
	<i>Summative Assessments:</i>	
		Weighting
S1	Research Portfolio (equivalent to 3,000 words)	30%
S2	Reflective Journal (equivalent to 2,000 words)	20%
S3	Presentation of work in public context (Exhibition, Published, Screening etc.) and evaluation report (equivalent to 5,000 words)	50%
23	<p>Learning resources <i>University Library print, electronic resources on the VLE:</i></p> <p>Key Texts:</p> <p>Bassot, B. (2013) <i>The reflective journal</i>. Basingstoke: Palgrave Macmillan</p> <p>Bassot, B. (2015) <i>The reflective practice guide: An interdisciplinary approach to critical reflection</i>. London: Routledge</p> <p>Bolton, G. (2014) <i>Reflective practice: Writing and professional development</i>. London: Sage</p> <p>Cottrell, S. (2015) <i>Skills for success: personal development and employability</i>. Palgrave Macmillan</p> <p>Current Journals:</p> <p>Resolution - Audio Production Magazine www.resolutionmag.com</p> <p>Key web-based and electronic resources:</p>	

	<p><i>Specialist resources:</i> The programme area has a wide range of music resources available for study.</p>
<p>24</p>	<p>Preparatory work</p> <p>Subject Specific Preparation</p> <p>At levels 4 and 5 you will have begun to consider your career trajectory. You may reflect on your previous experiences and career intent to inform an approach to this module. Independent thinking, reading and research relating to aspects of the Lens Based Media industries will provide a broad context for the module. You should consider your career options and understand the importance of developing a 'portfolio' career. Familiarity with developments in the industry is considered valuable; therefore you will be encouraged to read journals, blogs etc.</p> <p>Study Skills Support</p> <p>Participation in the HE.LP programme workshops, as detailed below, will help in the preparation for this module. Attend a workshop on the topic below:</p> <ul style="list-style-type: none"> • Reflective writing recap workshop. <p>Careers Related Preparation</p> <p>Developing a sound knowledge of the experience and technical skills needed to enter lens-based professions, together with the ability to network and showcase these skills through CV and job applications, is an essential requirement for employment and further study on graduation. Utilise key resources on the Careers Coaching Pages of Moodle to explore routes into the industry: Visit the 'Working in...' course specific resources to explore career options in</p> <ul style="list-style-type: none"> • Photography • Digital and Multi-Media • Television, Film and Media <p>Visit the 'CVs and Other Careers Advice' section for information on:</p> <ul style="list-style-type: none"> • CVs * Recruitment and Application Advice • Further Study and UCAS • Self-Employment and Portfolio Working <p>Digital Skills</p> <p>You need the following digital skills:</p> <ul style="list-style-type: none"> • Manage and maintain profiles and make sure they are suitable for different networks e.g. personal, professional, academic. • Attend to digital reputation when posting and communicating online. • Understand how personal data is collected and used in different systems and use privacy settings appropriately. • Maintain a current digital CV or portfolio of work. • Make sure outcomes of learning and other achievements are accessible in digital forms (e.g. via an e-portfolio, digital CV, personal website).

Module Descriptor: Major Project in Lens-Based Media

1	Module code	WL6102-40
2	Module title	Major Project in Lens-based Media
3	Subject field	Digital Academy
4	Pathway(s)	BA (Hons) Lens-based Media
5	Level	
6	UK credits	40
7	ECTS credits	20
8	Core or Compulsory or Optional	Core
9	Acceptable for	BA (Hons) Lens-based Media
10	Excluded combinations	N/A
11	Pre-requisite or co-requisite	N/A
12	Class contact time: total hours	Total Hours: 90
13	Independent study time: total hours	Total Hours: 310
14	Duration of the module	15 weeks
15	Main campus location	Loxton Campus
16	Module co-ordinator	Richard Edkins
17	Additional costs involved	None
18	<p>Brief description and aims of module</p> <p>In this module you create and resolve a major project ready for dissemination to an audience. You can begin a new project or build on ideas and creative work developed as part of the 'Initial Project in Lens-based Media' module. In the latter case, assessment will include how effectively you assimilate or extend prior developmental work within your final major project.</p> <p>The module provides a platform for you to show a developed body of work and to test your practice with an identified audience. The module aims to demonstrate robust professional practice within the disciplines of lens-based media production, including film, photography and media arts.</p> <p>The Major Project is shown in a public context for an appropriate audience.</p> <p>The module provides the opportunity for you to extend and synthesise theoretical and technical aspects of your own practice in a substantial creative project. You negotiate the subject of your project with supervising staff at the start of the module.</p> <p>In defining a project, you analyse differing perspectives, challenge pre-existing ideas and form a substantial knowledge base relevant to your own practice. This critical investigation underpins and contextualises your own practice, resulting in a body of work that is coherent and resolved.</p> <p>Through initial experiment and sustained practical work, you demonstrate an openness to adapt working practices in response to a self-identified brief. In locating your creative role, it is necessary that you demonstrate an increasing level of autonomy in the planning and execution of work, taking responsibility for your own learning and development, and accessing support where necessary.</p> <p>You use self-reflection and feedback from staff and peers to evaluate your own capabilities, appraising alternative methods and reassessing plans as appropriate.</p> <p>Where group work plays a part, you work effectively in a team, supporting or being proactive in leadership, negotiating in a professional context and proactively seeking to resolve conflict.</p>	

	<p>You seek out and apply new techniques, evaluating outcomes and resolve practical and theoretical problems.</p> <p>The module aims to:</p> <ul style="list-style-type: none"> • Foster the industry-specific knowledge, thinking, and subject-specific practical skills required of lens-based media practitioners. • Develop a wide range of practical and academic skills that are transferrable, and encourage responsibility and entrepreneurship. • Critically evaluate the relationships between theory and practice, exploring the way work is produced and received in a digital and globalised marketplace, with reference to the social, cultural and historical contexts. • Nurture the development of a creative voice and identity, through individual and collaborative working. • Enable the production and delivery of creative projects and artefacts.
19	<p>Outline syllabus</p> <p>This module requires a high degree of initiative and self-directed study. Staff respond to your project proposals, tailoring workshops and debates to reflect the needs of the cohort. You need to work independently to meet your own brief. Throughout the module, you demonstrate an awareness of personal and professional responsibility in the realisation of a body of work.</p> <p>The Professional Development in Context module works alongside this module, supporting the organisation and delivery of the Major Project in a public context, through exhibition, screening, publishing, presentation or other appropriate medium.</p>
20	<p>Teaching and learning activities</p> <p>Teaching and learning activities include: one-to-one tutorials, lectures, seminars, presentations, and specialist workshops from visiting lecturers and industry specialists. The module incorporates Skills Workshop.</p> <p>Seminars have a focus on project management: from developing a project from initial ideas through to production, post production and final presentation.</p> <p><i>Formative assessment:</i> One-to-one tutorials and presentations allow for regular critique and peer review, interrogating and supporting the development of project ideas, through critical and contextual debates with tutors and peers.</p> <p><i>Summative assessment:</i> The creative quality and analytical evaluation of the final presented project is the realisation of applied learning, skills and knowledge developed throughout the module.</p>

21	<p>Intended learning outcome <i>By successful completion of the module, you will be able to demonstrate:</i></p> <ol style="list-style-type: none"> 1. An in-depth knowledge and contextual understanding of complex ideas and concepts relevant to the development of a proposal. 2. The ability to synthesize theoretical concepts and practical skills to produce a coherent body of work and communicate it effectively. 3. The ability to plan, manage and realise the production of a body of work to a professional standard. 4. An awareness of personal and professional responsibility in the realisation of a body of work. 5. In-depth critical reflection on the development and resolution of a project. 	<p><i>How assessed</i></p> <p>F1, F2, S1, S2</p> <p>F2, S1, S2</p> <p>F1, F2, S1, S2</p> <p>F2, S2</p> <p>F2, S2</p>
22	Assessment and feedback	
	<i>Formative exercises and tasks:</i>	Weighting
	F1	Project proposal
	F2	Presentations
	<i>Summative assessments:</i>	Weighting
	S1	Creative outcomes with supporting evidence (including workbook) (equivalent to 8,500 words)
	S2	Critical and reflective evaluation (1,500 words)
23	<p>Learning resources</p> <p>Individual reading will be dependent on topic of specialist enquiry and recommendations made.</p> <p>Key texts: Alton, J., Bailey, J. and McCarthy, T. (2013) <i>Painting With Light</i>. Berkeley: University Of California Press.</p> <p>Avarese, Tom. (2017) <i>Post Sound Design: The Art and Craft of Post Production For The Moving Image</i>. 1st ed. Bloomsbury Academic.</p> <p>Brown, B. (2016) <i>Cinematography: Theory and Practice: Image Making for Cinematographers and Directors</i>. 3rd edn. Routledge.</p> <p>Lee, J.J.J., Gillen, A.M. and J, J. (2010) <i>The Producer's Business Handbook: The Roadmap for the Balanced Film Producer</i>. 3rd edn. Focal Press.</p> <p>Malloy, Tom. (2012) <i>Bankroll</i>. 1st ed. Studio City, CA: Michael Wiese Productions.</p> <p>Current Journals: Sight and Sound Little White Lies British Journal of Photography Aesthetica</p> <p>Key web-based and electronic resources:</p>	

	<p><i>Specialist resources:</i> Further resources will be determined by the ideas and themes generated within your self-led project(s). Supervising tutors will have input and provide guidance regarding relevant resources.</p>
24	<p>Preparatory work</p> <p>Subject Specific Preparation</p> <p>You may wish to continue ideas started within the Initial Project Module. Ideas and debates formed in the Critical and Contextual Research module may also give a theoretical starting point for your Major Project. The Professional Development Module should inform and support the professional context and outlets for the work.</p> <p>Study Skills Support</p> <p>Participation in the HE.LP programme workshops, as detailed below, will help in the preparation for this module.</p> <p>Attend workshops on the topics below:</p> <ul style="list-style-type: none">• Academic Writing workshop• Referencing and avoiding plagiarism workshop