

## Module specification

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Module Code	CMT314
Module Title	Media Production Screen
Level	3
Credit value	20
Faculty	FACE
HECoS Code	100443
Cost Code	GACT
Pre-requisite module	N/A

### Programmes in which module to be offered

Programme title	Core/Optional/Standalone
STEM Foundation Year	Optional

### Breakdown of module hours

Learning and teaching hours	30 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	10 hrs
Project supervision hours	0 hrs
<b>Active learning and teaching hours total</b>	40 hrs
Placement hours	0 hrs
Guided independent study hours	160 hrs
<b>Module duration (Total hours)</b>	200 hrs

### Module aims

This module provides an introductory understanding of media production for screen, covering both theoretical foundations and practical skills. Emphasis will be placed on storytelling techniques, critical analysis, and developing technical skills of screen media production.

## Module Learning Outcomes

At the end of this module, students will be able to:

1	Possess introductory ability to critically analyse and evaluate screen media.
2	Identify and analyse genre conventions.
3	Apply storytelling techniques to screen media formats.
4	Apply foundational technical skills in media production.
5	Collaborate effectively in a production team setting.

## Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment: Project Portfolio (100%): Critical analysis (500 words per project) and Media Product. Estimated 4-5 short films for the module

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1-5	Portfolio	500 words per project	100	NA

## Derogations

None

## Learning and Teaching Strategies

The module builds on the technical skills acquired in Sem1 Studio Essentials – and is structured within a contextual-analysis-production method. Whereby students are introduced to certain concepts, discuss and interrogate those ideas, then produce related material for assessment. For example:

Session One	Session Two	Presentation of Concept
Introduction to Horror Cinema.	Case Study on Hammer Horror Films.  Assessment – create short 30s-1m ‘in the style of’ horror short.	Students present their short creations which include reflective accounts of aesthetic and creative choices.

Therefore, the modules delivery consists of:

- Lectures: Contextual analysis, historical frameworks.
- Content and support materials will be available via the Virtual Learning Environment (VLE) module space and in accordance with the Active Learning Framework of the University
- Screenings and Critiques: Analysis and discussion.

Projects: Media production projects

## Welsh Elements

Elements of the Welsh language and culture will be embedded throughout the module.

## Indicative Syllabus Outline

- Media Analysis: Reading media – incl. introduction to cinematography, mise en scene, editing, and media theory.
- Storytelling for Screen Media: Narrative structures, character development, and pacing.
- Genre Studies: for TV/Film – indicative content: Documentary, Soap Opera, Science Fiction, Horror, Romance, The Western, etc.
- Case Studies – directors – Stanley Kubrick, Martin Scorsese, Quentin Tarantino
- Pre-Production: Scriptwriting, storyboarding, planning.

## Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

Bordwell, D., & Thompson, K. (2019), *Film Art: An Introduction*. 12<sup>th</sup> ed. McGraw-Hill Education

Other indicative reading:

Texts and excerpts will be included as part of course materials – in addition, students may look at the following:

Rabiger, M. and Hurbis-Cherrier, M. (2020), *Directing: Film Techniques and Aesthetics*. Routledge.

Reisz, K., & Millar, G. (2009), *The Technique of Film Editing*. Routledge.

Braudy, Leo & Cohen, Marshall. (2004), *Film Theory and Criticism : introductory Readings*. 6<sup>th</sup> ed. Oxford University Press.

### Administrative Information

<b>For office use only</b>	
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