

MODULE SPECIFICATION PROFORMA

Module Title:	The Commissioning Process – Selling Ideas	Level:	5	Credit Value:	20
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Module code:	HUM550	Is this a new module?	No	Code of module being replaced:	
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Cost Centre(s):	GAJM	JACS3 code:	P300
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With effect from:	September 2017
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School:	Creative Arts	Module Leader:	Sally Harrison
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Scheduled learning and teaching hours	48 hrs
Guided independent study	152 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
BA (Hons) Broadcasting, Journalism and Media Communications	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BA (Hons) Journalism	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: September 14

Date of revision: April 17

Have any derogations received LTQC approval?

Version: 2

Yes No N/A

Module Aims

The aim of this module is to provide each student with an awareness of the entrepreneurial and creative skills required as a freelance media practitioner and in various types of media employment where weekly, monthly or annual commissioning rounds require innovative thought alongside linear requirements. Students will learn how to operate successfully as a media-practitioner within a challenging and competitive set of industries – which means they must not only devise, research and develop an idea, they must also pitch and sell their project in an appropriately professional and polished manner.

Building upon practical experiences of level 4, students are given the opportunity to metaphorically ‘stretch their legs’ in terms of creative thought processes – reinforcing their knowledge of professional standards and challenges.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

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

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Analyse the commissioning processes of at least two varieties of media, from start to finish.	KS3	KS5
		KS6	
2	Demonstrate and apply effective media practice in creating and selling ideas according to commissioning guidelines, with a wide-ranging and considered understanding of the ways in which specific media and their attendant technologies make possible different kinds of aesthetic effects and forms.	KS1	KS9
		KS2	
3	Apply independent creative thinking within a set time period and structure of process.	KS3	KS5
4		KS1	KS2

	Present an effective 'pitch' in a real-life scenario.	KS8	
5	Analyse the impact of budget restrictions upon creative ideas.	KS3 KS10	KS5
Transferable skills and other attributes			

Derogations

None

Assessment:

Assessment 1: Students will be expected to work as part of a production team to create a set of ideas applying to different types of commissioning briefs.

Assessment 2: Students will respond specifically to a broadcasting based commissioning brief – in collaboration with an appropriate industry client.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2,3,4	Presentation	50%		10 minutes plus 1,000 words
2	3,5	Portfolio	50%		2,000 words

Learning and Teaching Strategies:

Workshop sessions will form the main basis of this module with self-directed study time offered in short periods in order to introduce principles of time-management and independent working to a set brief.

During the first semester students will work in teams as 'production companies' to create a set of ideas – each applying to a different type of commissioning brief (relating to several different types of media).

Flexibility may be required within the timetable to allow for collaboration with external clients.

During the second semester students will work as individuals to respond to a broadcasting based commissioning brief – producing an idea that reflects their own personality and interests and, crucially, responding to the needs of the client. Workshops will draw upon contacts with industry professionals to present 'real-life' situations to the students – offering insight and helping them to reflect upon and critique the process of creating and pitching their ideas.

Syllabus outline:

The syllabus will cover:

- Commissioning processes in radio, television, print media and the web
- Interpretation of commissioning guidelines
- The difference between processes of working in-house for a brand or network and processes of submitting creative ideas through independent production companies
- The life of a freelance media practitioner.
- Preparing for an 'ideas meeting'
- Creating, budgeting, presenting and 'selling' creative ideas
- Writing pitches and treatments (using active language)

Bibliography:

Essential reading

Geller, V. (2012), *Creating Powerful Radio, Getting, Keeping and Growing Audiences News, Talk, Information and Personality Broadcast, HD, Satellite & Internet*. Hoboken: Taylor and Francis

Starkey, G. (2013), *Radio in Context* 2nd Edition. Basingstoke: Palgrave Macmillan Ltd

Stewart, P. (2010) *Essential Radio Skills: How to Present a Radio Show*. 2nd Edition. London: A & C Black Publishing Ltd

BBC Commissioning Guidelines (Current)

<http://www.bbc.co.uk/commissioning/>

Channel 4 Commissioning Guidelines (Current)

<http://www.channel4.com/info/commissioning/4producers>

Other indicative reading

Jenkins, H. (2006) *Fans, Bloggers and Gamers – Exploring Participatory Culture* New York: New York University Press