

BA (Hons)

**CREATIVE FILM & MOVING
IMAGE PRODUCTION**

PROGRAMME SPECIFICATION

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About the Programme Handbook

This Handbook provides you with basic information about your programme. Through the approved programme specification, it provides you with the philosophy, aims and objectives of the programme, and outlines the content and how this will be delivered.

It also provides some important information about key policies that apply to your academic studies, which you should ensure that you read; and explains how students can be involved in the decision-making process at both programme and College level.

You should keep this Handbook as a reference document.

Your programme is subject to a rigorous process of quality assurance and enhancement. This may result in changes to individual modules as the programme develops, to ensure that the relevance and quality of the programme is upheld. Every effort has been made to ensure the accuracy of information contained within this Handbook, but it is possible that some of the details will change during the course of your studies. You will be notified of any such changes. You should note that the College reserves the right to change modules; and to add, withdraw or restructure programmes.

The Programme Handbook should be used in conjunction with the Undergraduate Regulatory Framework & Assessment Regulations, your Module Handbooks and other relevant policies and procedures, which are available to you on the VLE.

More detail on the various topics covered in this Handbook will also be available on the VLE, and key concepts will be introduced to you by the academic Programme Team. Please read this Handbook and the relevant information on the VLE, and consult the Programme Leader or staff if you have any queries.

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CLEVELAND COLLEGE OF ART & DESIGN

PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Creative Film & Moving Image Production** programme, and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if he/she passes the programme.

Further detailed information on the learning outcomes, content and teaching and learning methods of each module may be found in your *Module Handbooks*.

Key Programme Information

Final Award	BA (Hons)
Programme Title	BA (Hons) Creative Film & Moving Image Production
Teaching institution	Cleveland College of Art & Design [CCAD]
Awarding Institution	Arts University Bournemouth [AUB]
Professional accreditation	None
Length of programme / mode of study	3 years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement(s)	Art and Design; Communication, Media, Film and Cultural Studies
UCAS code	W692
Language of study	English
External Examiner for programme:	To be confirmed
	<i>Please note that it is not appropriate for students to contact External Examiners directly</i>
Date of validation	March 2015
Date of most recent review	Not applicable
Date programme specification written/revised	September 2015

Programme Philosophy

The BA (Hons) Creative Film & Moving Image Production programme explores an exciting range of approaches to the conception, production and post-production of moving image for a variety of platforms and purposes. This degree is designed for anyone who has a passion for moving image production throughout all of its stages, and aims to produce creative, analytical and technically adept individuals with a heightened awareness of the diverse nature of the film and moving image industries.

The creative industries require a workforce that is adaptable, able to work across sectors, and conscious of the need to provide value for money by offering a wide range of skills and critical abilities. From initial contact with the teaching team and integral to your interview and selection process, you will have been introduced to the learning opportunities open to you. The programme offers a choice of specialist pathways and experiences at Levels 4 and 5 which enable you to work to your individual strengths and interests in the creative development of film or digital material. You will have the opportunity to sample aspects of both specialist areas (Filmmaking and Digital Production) in the first four weeks of Level 4 module delivery, supported by tutorial guidance to enable you to make a confident and informed decision. On entering Level 5, for the optimum learning experience you will continue on the original pathway selected in order to consolidate specialist skills and practice relating to either Filmmaking or Digital Production. Should you wish to change your chosen pathway, this can be discussed and arranged on an individual basis at the start of Level 5 to ensure that each student has made the choice of specialist pathway appropriate to their skills.

The structure of each Level lends itself to identifying and building on existing skills and abilities whilst enabling you to explore and develop new and complementary skills as you collaborate on projects with your peers.

Level 6 modules are deliberately 'specialism free' in order that a healthy cross-over of creative and technical ideas and concepts can develop through your project proposals. The Final Major Project, in particular, is your calling card for prospective employers, and applies a unique, tried and tested points system to create parity between roles and responsibilities for both project management and assessment. Film festivals and competitions, such as the Royal Television Society Awards and the Kodak Student Commercial Competition, enable you to add to an externally distributed digital portfolio.

It is anticipated that throughout the programme you will complete or contribute towards approximately ten films or creative curriculum projects, and potentially more through extra-curricular or work experience opportunities.

The programme is aimed at energetic and motivated individuals who are ready to pursue their aim of working within the creative film and moving image industries. Its philosophy places an emphasis on generating intelligent, creative and articulate story tellers who use a range of skills and expertise to entertain, inform and, above all, engage an audience across multiple platforms. With many opportunities to negotiate projects throughout the programme, the learning experience can be as varied and individual as required with few barriers between genre or medium. By the end of Level 5, it is expected that you will specialise in one or more of the main production

areas including Screenwriter, Production/Floor Manager, Director, Camera/Cinematography/Lighting, Sound or Post-production.

You will have the challenge of exploring and experimenting with new and existing technologies and creative practices to produce original and innovative work, both individually and collaboratively. Whether working as a team or as a sole creative practitioner, you will drive projects forward from their inception to final production and beyond to distribution.

The process of generating film and digital content is also underpinned by critical reflection and evaluation of your own work and that of other practitioners within its cultural, historical, theoretical and ethical contexts. This deeper knowledge and understanding will provide a broader platform for exploration as you acquire the creative, technical and intellectual skills for moving image production.

Collectively, the three Levels of study will prepare you for the creative and commercial realities of production for the film and/or digital production industries, enabling you make informed choices about your future career pathway. You will meet industry practitioners and alumni who will be able to reliably inform you of the joys and rigours of a career in the creative industries. As a graduate, you will be a confident and skilled practitioner in your chosen field, able to adapt to the ever-changing environments and demands of the industries on both practical and intellectual levels, and be ready to make the move into employment within a company, working freelance or onto further postgraduate study.

Programme Aims

(Applicable to students on both the Film Pathway and the Digital Pathway)

- To encourage the development of your specialist skills and knowledge and a command of visual language relevant to filmmaking and/or moving image production
- To develop your knowledge of cultural and professional structures that enable you to understand and explore the relationship between research, theories and practice
- To develop your investigative approaches to development and production, as well as the processes of research, analysis, interpretation, problem-solving, realisation and evaluation
- To provide opportunities for you to develop transferable skills that enhance your employability and enable you to locate your practice within a professional context
- To establish your competence in, and professional application of, practical and technical skills, and the safe use of appropriate materials, equipment and technologies
- To cultivate an environment that stimulates and challenges you, in order to equip you with the qualities essential for career development and collaboration in the film and/or moving image industries or postgraduate study

- To develop your ability to formulate arguments and to effectively communicate ideas and information with a focus on innovation, visual literacy and technical expertise
- To instil the skills and experience required for you to work and communicate effectively in co-operation with others, and to resolve problems and issues professionally whilst respecting the opinions and contributions of others

Programme Outcomes

By the end of the programme you will be able to:

- Demonstrate a comprehensive and detailed knowledge of film and/or moving image production, including theoretical, technical, ethical and professional contexts
- Synthesise, critically evaluate and apply research from a diverse range of appropriate sources to make independent judgements and inform your specialist practice
- Demonstrate confidence and intellectual flexibility in identifying, defining and resolving complex problems, including ethical and moral considerations
- Take responsibility for independent learning and decision-making, demonstrating effective reflection, evaluation, organisation and time-management
- Effectively apply an appropriate range of practical and technical skills to resolve problems and produce professional outcomes for film and/or moving image and their related professional practice
- Demonstrate your readiness for employment, continuing professional development and/or postgraduate study, acknowledging the legal, ethical and sustainable constraints and professional expectations of the moving image and creative industries
- Communicate effectively, confidently and professionally in a range of formats and across a range of media to specialist and non-specialist audiences, including potential employers in the film and/or moving image industries
- Demonstrate the knowledge and skills required to work and communicate effectively in co-operation with others, resolving problems and issues professionally and respecting the opinions and contributions of others

Reference Points

UK Quality Code for higher education, including:

- Subject Benchmark Statements:
 - Art and Design
 - Communication, Media, Film and Cultural Studies
- Framework for Higher Education Qualifications (FHEQ)

AUB Undergraduate Regulatory Framework

CCAD Higher Education Learning, Teaching and Assessment Strategy

Learning, Teaching and Assessment

Learning and Teaching Strategies

Your programme has been designed to give you a clear and logical learning experience, which encourages you to take an active part in the learning process. Each Level of the programme has explicit learning outcomes that indicate the range of your knowledge and understanding, including intellectual, practical, professional and transferable skills.

The programme helps you to develop the ability to plan, manage and evaluate your learning, which is vital to the process of becoming an independent and professional practitioner. It also encourages you to take an enquiring approach, so that you can resolve problems with confidence in your own judgements.

Formative feedback throughout modules helps you to evaluate your progress and identify your individual strengths and areas for development, based on feedback from tutors, other students, and your own self-evaluations.

The programme objectives are met by deploying a wide variety of teaching and learning methods including assignments, projects, lectures, seminars, group critiques and tutorials. In consultation with the Programme Leader, academic staff are responsible for co-ordinating individual modules of study, and for selecting appropriate methods of delivery according to the subject matter and the student experience.

The learning and teaching methods used enable you to develop the skills, knowledge and critical awareness required to become a creative practitioner and promote the development of transferable skills, which are essential for employability.

The study time allocated to each module in the programme incorporates a balance of formal teaching, tutorial support and independent learning. The programme is structured progressively to provide increased opportunities for independent learning as you reach the later stages of the programme. The promotion of independent learning reflects your anticipated maturity as a student and allows you to direct your learning towards individual goals.

The integration of theory and practice is crucial in your development as a well-rounded and informed creative practitioner. This is promoted and reinforced through a team teaching approach in both practical and written modules. Lectures, seminars and tutorials may be delivered by academic staff, as appropriate, in the creative environment of the studio, lecture theatre and seminar room.

Level 4 - Foundation and Orientation

Level 4 provides you with an introduction to the concepts, skills and knowledge associated with your subject area. After an initial four-week introduction to the broader aspects of the discipline within Introduction to Filmmaking, you will be able to select one of two specialist pathways (Film Pathway or Digital Pathway) that will determine your routes of enquiry throughout the remainder of the module and the duration of the programme.

You can access guidance and support from tutors during teaching sessions, but you are also expected to use independent study time to develop your skills further. Verbal and written formative feedback in tutorials and teaching sessions provides you with a clear indication of your progress, and you can use formative self and peer evaluation to help you to develop your critical and evaluative abilities.

Level 5 - Development and Exploration

The learning and teaching strategies used in Level 5 encourage you to take a more active involvement in your personal development. You are provided with opportunities to extend your subject knowledge and associated skills, and to study specific areas in greater depth. As you progress through Level 5, you are able to focus increasingly on your individual areas of interest and specialism, within both individual Pathway modules and core modules. This is determined through the introduction of Learning Agreements, in which you can negotiate your own routes of enquiry, including research, development and realisation.

Throughout Level 5, work-related learning and potential work experience opportunities enable you to develop your professional practice and experience of working in a commercial context. Increased levels of formative self and peer evaluation, in conjunction with the Learning Agreements, help you to take more responsibility for your learning.

Level 6 – Consolidation and Expertise

In Level 6, you undertake a range of intellectually challenging work involving in-depth study, which helps you to consolidate your prior experience, knowledge and skills to a higher level of expertise. Emphasis is placed on self-initiated research and your ability to plan and manage your own learning within all modules. You are expected to work with a considerable degree of independence and to exercise effective critical analysis, evaluation and professional practice. However, your specialist tutors will give you guidance throughout Level 6 in order to provide a structured and supportive learning environment, promoting a manageable level of student autonomy while continuing to address any potential issues.

Individual student-initiated research, negotiated through the Learning Agreements for the Minor Project and Final Major Project modules, is undertaken within the module framework to assist you in the realisation of your creative aspirations as an independent practitioner. The Professional Practice and Dissertation modules are characterised by a high level of independent learning, critical thinking, communication and organisation.

Methods of Learning Glossary

A variety of methods are used to help you to engage with your learning, both by you as a student and by your tutors – some of these methods are described below.

Timetabled Teaching Sessions

Your student timetables clearly indicate the teaching sessions that have been arranged for you across the modules that you are studying, and are available to you on the VLE. Within your teaching sessions, you will take part in a variety of activities that will help you to learn and develop as appropriate to each module and

assignment. Specific learning and teaching strategies used in teaching sessions can include:

- Projects and assignments - covering a range of learning areas
- Tutorials - for appraisal and development as an individual or in groups
- Critiques - to provide formative feedback and to develop your presentation skills
- Lectures - formal and informal
- Seminars - discussions that develop your critical responses
- Demonstrations - practical and workshop-based activities
- Curriculum enhancement activities - visiting speakers, educational visits, workshops
- Tasks and challenges

Independent study

In addition to teaching sessions, the development of your skills and knowledge requires extra individual input defined as independent study. This will appear on your timetables and is an important part of the learning hours required for each module. During these periods, tutors are not timetabled to teach you, but technician/demonstrators and Library staff are available to help you to undertake research and the development of ideas and practical work. It is your responsibility to make good use of independent study time and the facilities available. It is essential that you access the specialist areas and equipment during this time to practice and develop your skills. The College's opening times and access to resources are intended to provide extra opportunities for you to benefit from your studies and to achieve your goals.

Assignments

A strategy based on practical and/or written work, ranging from staff-initiated activities at Level 4, and leading progressively to increasingly student-led activities at Levels 5 and 6.

Live Assignments or Live Briefs

An assignment negotiated between a tutor or yourself and a relevant external agency, providing an opportunity for you to work within the constraints of a commercial brief. Live assignments/live briefs can also include competitions and awards.

Projects

An activity initiated by you as a student in which the emphasis is on student-centred learning. The tutor acts as a supervisor, negotiating the choice of topic with you through the Learning Agreement, and supporting you throughout the project, which can be undertaken on an individual basis and/or in groups.

Lectures

A structured presentation of ideas, concepts and content knowledge by academic staff and visiting lecturers to groups of students, followed by feedback, questions and answers.

Academic Tutorials

A meeting with an academic tutor or tutors either to discuss the progress of your work on a formative basis, or to give summative feedback about your achievement in

individual modules or the programme in general. Academic tutorials can take place on an individual basis, or with a group of students.

Seminars

A group activity involving the open discussion and analysis of topics – seminars may be tutor-led or student-led and can include short presentations.

Group Critiques

These involve all students in presenting and discussing work with tutors and the peer group within modules, giving you the opportunity to evaluate and respond to feedback.

Workshops

Specific activities within specialist modules that provide the skills required for assignments and can be delivered by tutors and/or technician/demonstrators. Technical and practical skills are developed in a range of techniques, processes and materials relevant to your area of study and specialism.

Educational Visits

Educational visits to a range of external venues provide opportunities for you to broaden your field of research and knowledge related to your area of study. You will be given information about your programme's planned educational visits throughout the academic year.

Reflective Research Journal or Weblog

This is an actual or electronic journal (such as Tumblr or Blogger) that enables you to document and evaluate your research and development on a daily, weekly or monthly basis. Your entries might include practical tests, vlogs or podcasts as well as written accounts of your work in progress.

Learning Agreements

As you progress through the programme, there are increasing opportunities for you to negotiate your own learning. Learning Agreements are introduced at Level 5 as a mechanism to support you in defining your individual learning in the context of the programme. Within the Learning Agreement, you will outline how you intend to fulfil the module aims and outcomes and how you plan to achieve this. This enables you to vary the work you produce according to your own personal and professional goals and aspirations whilst meeting the specified aims and learning outcomes of the module. Your individual responses to certain modules at Level 5 are negotiated through the Learning Agreement, and at Level 6, you are expected to use the Learning Agreements for your Minor Project and Final Major Project. The Learning Agreements contribute towards evidence of your Personal Development Planning [PDP].

Assessment

Each module is assessed separately, and the assessment forms part of the module. Assessment both provides a measure of your achievement, and also gives you regular feedback on how your learning is developing.

You will be assessed individually for your role(s) and where these lie within production teams, and your respective intellectual and creative contribution to

collaborative projects. You will produce a detailed production log of work in progress and a final critical evaluation of your performance in, and the outcomes of, each module. These are integral to the assessment process and the allocation of individual module marks, and will be considered within the context of the final films or other outcomes submitted.

At every Level of your programme you will be provided with a *Module Handbook* for each module, which contain information about the individual modules you will be studying. This includes what you are expected to learn within each module; the work that you have to submit; how it will be assessed; the deadline for submitting your work for assessment; and when you can expect to receive summative feedback.

You will receive a final mark for each module in the form of a percentage, which is recorded on your formal record of achievement (transcript). Each component of assessment is marked using a notched marking scale, whereby only certain marks are used within each banding of marks. The only marks available within any ten-point band are *2, *5 and *8 (eg. 42, 45, 48). These marks correspond to a low, mid, and high level of achievement within each banding of marks.

On successful completion of your Honours degree programme, you will be awarded a degree classification based on your module marks. The final classification is determined using all module marks at Levels 5 and 6 using two different algorithms, which are detailed in the *Undergraduate Regulatory Framework and Assessment Regulations* (available on the VLE). If the two algorithms produce different results, you will be awarded the higher class of degree.

If you have joined Level 6 having completed a Foundation Degree (FdA), or equivalent, the final classification is determined using only your module marks at Level 6.

For further information on progression, awards and classifications, please visit the VLE.

Transferable Skills and Employability

To be successful, graduates need to be multi-skilled, responsive and adaptable people who are innovative and flexible enough to operate in a fast-changing world. During the course of undergraduate study, you will develop specialist skills and knowledge in your subject area. However, you will also develop a range of skills and behaviours that prepare you for employment in a wide range of fields. These skills and behaviours are variously known as “transferable skills”, “graduate skills” or “generic skills”, and employers expect all graduates to possess them; indeed many employers value these skills more than subject-specific knowledge, given the rapid pace of change within the creative disciplines.

In the first year of your programme, transferable skills will include academic conventions and good academic practice (such as the avoidance of plagiarism); information retrieval; and general skills which support academic study within higher education. As you progress through the programme, you will increasingly be expected to demonstrate advanced skills in communication (verbal, visual and written); an ability to apply knowledge to new situations; critical reflection and self-evaluation; an ability to research, evaluate and analyse information; team-working;

and higher-level problem solving. You will also be expected to develop your organisation and time management skills, and to demonstrate through your work the professionalism required of a graduate.

You will be encouraged to reflect on your development of transferable skills throughout the programme.

To ensure that you graduate with the personal attributes and attitudes required to practice effectively at a professional level, your programme provides a wide range of experiences and opportunities that develop your knowledge and understanding of the workplace, such as:

- Live assignments
- Educational visits in the UK and abroad
- Participation in national and international film festivals
- Work experience opportunities
- Competitions and awards
- Visiting lecturers and speakers from the professional community

You will be taught by professionally qualified staff who are subject specialists and understand the requirements of the discipline, so their knowledge and experience will provide valuable support to help you develop your potential and plan your career.

The College's HE programmes are informed by an Industrial Liaison Group [ILG], whose support is invaluable in ensuring that the curriculum and resources enable you to develop employability skills that are appropriate to the needs of industry. It also provides feedback for both academic staff and students regarding the currency, relevance and quality of work produced at each Level, as well as contributions to curriculum content. The ILG brings a range of experience and skills from Visiting Fellows and Lecturers into the reach of all students and academic staff, and has identified interests relating to specific programmes.

Further information about the ILG is available on the College website at: <http://hartlepool.ccad.ac.uk/industrial-liaison>

Personal Development Planning

Personal Development Planning [PDP] is a process that will give you the opportunity to plan and reflect on your learning and development throughout your programme in preparation for future professional practice. PDP will help you to measure and monitor your academic and professional progress based on your own self-evaluations, and on feedback from tutors, peers and interaction with potential clients (e.g. within live assignments). It will also help you to develop a range of skills and information that will contribute towards the development of independent learning and employability.

PDP will benefit you by:

- Providing a clear overview of your studies
- Helping you to reflect critically on your progress and performance
- Enabling you to become more independent
- Encouraging you to take an active role in your learning and career development

- Providing you with opportunities for self-evaluation, forward planning and working towards the achievement of personal goals
- Enhancing your opportunities for learning and development

Work Experience

Work experience refers to any period of industrial, professional or commercial experience arranged with an employer or external agency while you are studying on the programme. It can be an invaluable aspect of your development towards employability, providing you with the opportunity to put your knowledge and skills into a professional context and to give you a realistic view of employment. It can also provide professional contacts and potential future employment opportunities. Your tutors can help you to find appropriate work experience, and more information is available in the *Work Experience Handbook*, which you can access on the VLE.

Programme Structure

All students are registered for the award of BA (Hons); however exit awards are available if you leave the programme early, having successfully completed one or two Levels. If you successfully complete a Level of the programme, you will automatically be entitled to progress to the next Level.

For the award of a Certificate of Higher Education (CertHE), you must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if you leave CCAD following successful completion of the first year of your programme.

For the award of a Diploma of Higher Education (DipHE), you must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification may be awarded if you leave CCAD following successful completion of the second year of your programme.

For the award of a BA (Hons) you must have achieved a minimum of 360 credits of which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of your programme.

A BA without Honours may be awarded if you have achieved 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

Programme Content

The programme is structured to provide you with the skills, knowledge and abilities that will help you to become increasingly independent as a creative practitioner within film and moving image production and to develop the skills required for employment and professional practice.

The programme's modules have been designed and organised to provide opportunities for you to develop, integrate and consolidate a wide range of knowledge and expertise, with an emphasis on creative investigation and critical enquiry. The module structure provides you with a holistic and coherent learning experience and a comprehensive framework for assessment and progression that will enable you to gain recognition for your progress and achievement.

The programme consists of three Levels (4, 5 and 6), each lasting one academic year of full-time study. Each Level is divided into modules, which may vary in size. A standard module represents 200 hours of study and is worth 20 credits. Depending on the complexity of the area being studied, some modules may be larger, for example, in Level 5 you will study double (40 credit) modules and a treble module (60 credits) in Level 6.

Level 4

The structure of Level 4 modules provides the foundation of skills and knowledge required for progression through the programme, and enables you to make an informed choice of your specialist pathway after an initial introduction to the discipline. Each of the six Level 4 modules has a value of 20 credits to aid your orientation to the discipline and to support you in managing your workload.

Introduction to Filmmaking (20 credits)

This module has been designed to provide you with an initial intensive four-week introduction to all aspects of the production process from originating ideas to developing them into scripts and the expectations of the production process. You will learn by doing, completing a series of fast-paced, short, sharp creative exercises that will enable you to practice working in a team and find your creative and technical feet. This will be followed up with plenty of reflection and discussion of the outcomes embedding a cycle that mirrors each of the modules in terms of concept, development, production and evaluation. At the end of this four-week period, based on your original intentions on application and interview and your recent experiences, you will select one of two pathways to complete the module, depending on your individual focus of interest, ability and intended routes of enquiry. The choice of direction that you select at this point will determine your specialist focus for the duration of the programme.

For the remainder of the module, you will study one of the two following options:

- **Screenwriting (Film Pathway)** – this option develops your screenwriting skills and builds on the writing workshops introduced in the initial four-week period of the module. Introducing you to key practitioners and writing models, it supports the creative process of identifying and developing an appropriate concept, and manipulating it to meet a desired end production. The process of researching and developing character and narrative forms, and engaging, entertaining and challenging an audience, will provide you with a range of potential projects in various formats and stages of development.
- **Digital Production Skills (Digital Pathway)** – this option develops the practical workshops and activities introduced in the initial four-week period of the module, and enhances the platform of learning in the Production Skills module. It extends your technical skills and knowledge through a range of more specialist workshop activities and practical tasks for a complete production element. Throughout this phase of the module, you will identify and consider the theoretical and contextual effects and impact on digital production for a range of audiences within the context of the creative digital industries.

Production Skills (20 credits)

Introduced at the same time as the pathway choices in the Introduction to Filmmaking module (above), this core competency module ensures that students from both pathways have an overview and working knowledge of all aspects of practical production. This will support and inform you in developing whichever specialist role you choose later in the programme. Utilising the 3x3x3 model, you will work in a crew of three, rotating around three production roles of sound, camera and post-production, to produce three individual short films.

Live Project 1 (20 credits)

This module provides you with the experience of working with a live brief in association with an external partner. You will receive an initial brief, experience the pitch process as you present your creative responses to the client(s), and respond to client and tutor feedback to produce a suitable outcome. At the end of the module, there will be a final critique with the client prior to assessment by academic staff. The content and subject of the module assignment will be dictated by the requirements of the client(s) involved. The final outcomes may be dictated by client needs but the creative journey towards the end product is part of the negotiation and challenge of this module.

Production (20 credits)

This module enables you to apply the knowledge, understanding and skills acquired in both the **Introduction to Filmmaking** (both Pathways) and **Production Skills** modules in the generation of exciting and original moving image projects. Utilising scripts and concepts originated in Screenwriting, or any other of your own original ideas, you will work in teams. Roles and responsibilities will be allocated and agreed following the pitch process and prior to production. Ongoing reflection and evaluation will be documented via online blogs and shared digital pages on the VLE.

Running parallel to these practical modules are the **Introductory Professional Studies** and **Introductory Visual Culture** modules. These enable you to broaden your knowledge of opportunities, methodologies and operating standards within and outside the creative industries, and to develop an understanding of the cultural, critical and theoretical contexts surrounding your developing practice.

Introductory Professional Studies (20 credits)

This module introduces aspects of professional practice and employability that are relevant to creative practitioners. Aligned to your creative and technical practices, the module provides essential industry insight and practice in skills such as breaking down scripts, understanding the hierarchy of working in a production team and the essential documentation required to map out a successful production, as well as more individual aspects of communication, research, presentation skills and techniques, and the development of individual weblogs. Through a programme of lectures, visiting speakers and educational visits, you will gain an understanding of how the film and moving image industries relate to you and your practices, as well as acquiring a thorough working knowledge of the legal, ethical and practical expectations of the creative and production processes.

Introductory Visual Culture (20 credits)

This module explores the chronology and history of visual culture in a series of lectures and research seminars, and encourages you to discover and appreciate the broader contextual influences on contemporary culture. It supports the development

of research, study and analytical skills in the production of a Visual Culture Journal, which includes an essay based on an aspect of the lecture programme. Delivered partly at School level and partly at programme level, you will explore, discuss and research the contextual values and effects of film and digital culture on society and vice versa. You will become familiar with the appropriate academic language, and employ it to discuss, debate and communicate your thoughts and ideas using both formal and informal methods.

Level 5

Level 5 of the programme is designed to enable you to consolidate what you have learnt and add deeper knowledge, understanding and skills in the areas that are becoming your individual focus. This includes extending the specialist Film and Digital Pathways and enabling you to immerse yourself in your chosen routes of enquiry and investigation. Through negotiations with your tutors, you have the opportunity to take more individual responsibility for your learning with the introduction of Learning Agreements. Level 5 also encourages a deeper and more critical approach to the creation of moving image and promotes critical debate and discussion in preparation for your dissertation.

The module structure of Level 5 includes 20 credit and 40 credit modules. In the first half of Level 5, you will select one of two optional 40 credit modules, depending on your chosen pathway – Filmmaking (Film Pathway) or Digital Production (Digital Pathway).

Filmmaking (Film Pathway) (40 credits)

Focussing on the process of filmmaking as a craft, and enabling you to experiment with traditional as well as digital techniques, this module supports you through the intricacies of working with 16mm (or equivalent) equipment and processes, via pre-production research and preparation, filming and subsequent lab requirements, and post-production. You will use these skills and techniques to produce original creative concepts, and the outcome of the module will be a short, fully edited and digitally graded film with an established distribution plan (i.e. festival or competition). Your films and concepts will be based on a sound understanding of the theoretical, and you will apply knowledge gained to shape and inform your practice.

Digital Production (Digital Pathway) (40 credits)

This specialist pathway module provides the opportunity to experience working as a production team and to collaborate with your peer students to create an “as live” television/broadband experience using the full potential of the studio and live environment. The production will be streamed on an appropriate digital platform, and the possibilities of broadcast via live streaming will be explored in depth to demonstrate core knowledge of the streaming process, budget acquisition and alternative delivery platforms. Research on audience trends, web-series, vodcasts, budget revenue streams and the online communities will drive the content selection for the final programming.

Live Project 2 (40 credits)

The focus of this live project module is the production of creative and original work in response to an externally set brief or parameters. This would typically be for a competition, film festival or similar, or for a more traditional corporate route if appropriate. In either case, one large or two smaller creative outcomes to be

produced and distributed will be negotiated through the Learning Agreement. This provides an ideal opportunity to work more directly within your preferred production role and to collaborate across specialist pathways to generate innovative and exciting new content for distribution.

Professional Studies (20 credits)

This module extends and develops your understanding of the professional practice of film and moving image, its national/international perspective, and the roles available within it. This is enhanced through primary and secondary research into specific career pathways, with particular emphasis on employability and enterprise. The module aims to develop a practical focus on the further development of employability skills, professional practice and networking, including the application of IT for professional promotion, such as curriculum vitae and digital archives, and the further development of individual student weblogs.

Visual Culture Theory (20 credits)

This module extends your knowledge and awareness of issues that shape, define and influence contemporary visual culture, based on a series of thematic lectures that relate to the Visual Arts, and research seminars that enable you to relate the theories being discussed to your own specialist area or production role. The module also further develops your skills in research and critical analysis, and extends your ability to formulate and conclude a written argument in essay format employing appropriate academic conventions. Towards the end of the module, you are allocated time and tutorial guidance to research and propose a dissertation topic in preparation for Level 6. The content and form of the dissertation can be negotiated within your proposal, which is used as a basis to allocate your Dissertation Supervisor.

Level 6

Level 6 encompasses both the Film Pathway and the Digital Pathway with the module content negotiated between you and your specialist tutors within Learning Agreement proposals and pitches. This will enable you to produce the most appropriate body of work with which to graduate and showcase your skills for employment. The Minor Project and Final Major Project modules also provide the opportunity for you to research into and experiment in specialist areas that you may not yet have tried in order to push the boundaries of your existing practice.

Extended projects encourage in-depth study and sustained research toward the realisation and presentation of substantial individual projects to a professional standard. These are supported by a dissertation which enables you to develop a self-identified theoretical hypothesis related to your creative practice. It is anticipated at this Level that a natural symbiosis of theory into practice will be evident within your work resulting in well-researched and informed moving image productions.

You will have opportunities to work with external bodies and agencies and to participate in work experience opportunities throughout Level 6. You will also be encouraged to participate in relevant festivals and to enter appropriate competitions.

Modules in Level 6 are 20 credits in value with the exception of Final Major Project which has a value of 60 credits.

Minor Project (20 credits)

This module enables you to enhance, adjust and develop the personal practice you have established as an extension of your chosen pathway or as an opportunity to research and develop new skills. Within the framework of the Learning Agreement, it should act as a foundation for your Final Major Project and be focused on an area of study that reflects your creative and career aspirations. As well as providing you with the opportunity to test and refine the creative, technical and presentational aspects of your practice, it could also enable you to establish the basis for a collaborative project or prepare proposals for a live brief that you might wish to undertake in your Final Major Project. It is anticipated that this module may be driven more by research and development rather than finished moving image outcome at this point in the final year.

Final Major Project (60 credits)

This module acts as a logical extension of your Minor Project and offers you the opportunity to consolidate and distribute the outcomes of your existing or developing creative practice. Working either as an individual practitioner or collaboratively within a team, you are required to produce an extended body of work supported by in-depth intellectual and theoretical enquiry, as well as the research, planning, development and production of a film and/or moving image solution. The outcome should be executed and presented to professional standards and may be published in a variety of platforms. Your work will also be prepared for the purposes of exhibition.

Like the Minor Project, you identify and develop your own Final Major Project in negotiation with tutors and other interested parties through the Learning Agreement, and you should demonstrate your ability to manage a complex project with appropriate levels of independence. As the Final Major Project will develop your ability to evaluate, discuss and market your work, it will also act as preparation for progression to future employment, self-employment or postgraduate study.

Within the Final Major Project, a unique points system is used to ensure parity of workload and assessment opportunity across the range of specialist roles that may be undertaken. Projects may be proposed as collaborative ventures or as individual practitioners, or as a combination of both.

The tables below offer a guide to the points system, with each student needing to accrue 60 points on completion of the module. The points have been aligned to the module credit value to make it easier to understand the parity and relationship between the two. The detail of each role will be clarified and agreed within your individual Learning Agreement as you decide how and for what you would like to be assessed against the module learning outcomes.

There is a table for each pathway as follows:

Film Pathway

Specialism	Points (equating to credit value)	Guidelines
Director	60	Script development and storyboards / Production Log / Shooting script / Shot lists / Mood boards / Genre research / Casting / Edit supervision / Rehearsals/ Auditions / Location reces / Production diary
Producer	60	Pre-production/ Production meetings/ Script approval / Call sheets/ Crew casting / Set / Location reces/ Risk assessments / Budgets / Auditions / Marketing / Rights approval / Fund raising / Time-management / Production diary
DoP	30	Storyboards / Location reces / Lighting design plans / Mood boards / Colour grade design / Location reces /Equipment needs/ Final format development / Research / Production diary x 2 projects
Scriptwriting	60	3 scripts / Script research/ Script breakdown / Festival research / On-set script supervisor/ Script continuity / Production diary / One script must be produced with fully documented rewrites of drafts

Digital Pathway

Specialism	Points (equating to credit value)	Guidelines
Production Manager/ Floor Manager	60	Production Log / Set build / Location scout / Risk assessments / Scheduling / Floor management duties / Working to budget / Arranging auditions / Costume / Make-up planning / Production diary
Camera / Lighting	30	Script analysis and breakdown / Location reces / Lighting safety / Technical tests - research / Equipment needs advice / Grip equipment advice / Time planning / Final format development / Acquisition format / Production diary x 2 projects
Sound Department	30	Sound design planning / Script analysis and breakdown / Sound logs / Location reces / Technical tests - research / Score / Foley design / Pro tools / Boom op / Sound mixing / Sound logs, ADR recording, recce notes / Research / Foley work / Script research / Production diary x 2 projects

Editing Department	30	SFX planning / Sound mixing / EDLs / Technical tests - research and notes / On-line edit / Colour grading / Title design and creation / SFX creation / Multi-platform delivery / Disc and poster packaging / Production diary
Online Editing		x 2 projects
Offline Editing		Production Logs / Visual continuity Onset / EDLs / Research and notes / DIT / Rushes logging / Vision mixing / VT compilation / Off-line edit construction / Client delivery / Production diary
		x 2 projects

Dissertation (20 credits)

This module provides the opportunity for extended research and academic investigation into an individual topic negotiated and agreed with your Dissertation Supervisor. The nature and content of your dissertation should support and enhance your creative practice and demonstrate an advanced level of critical analysis. It also equips you with a wide range of skills that can be applied to any area of information retrieval and analysis, and academic writing.

Professional Practice (20 credits)

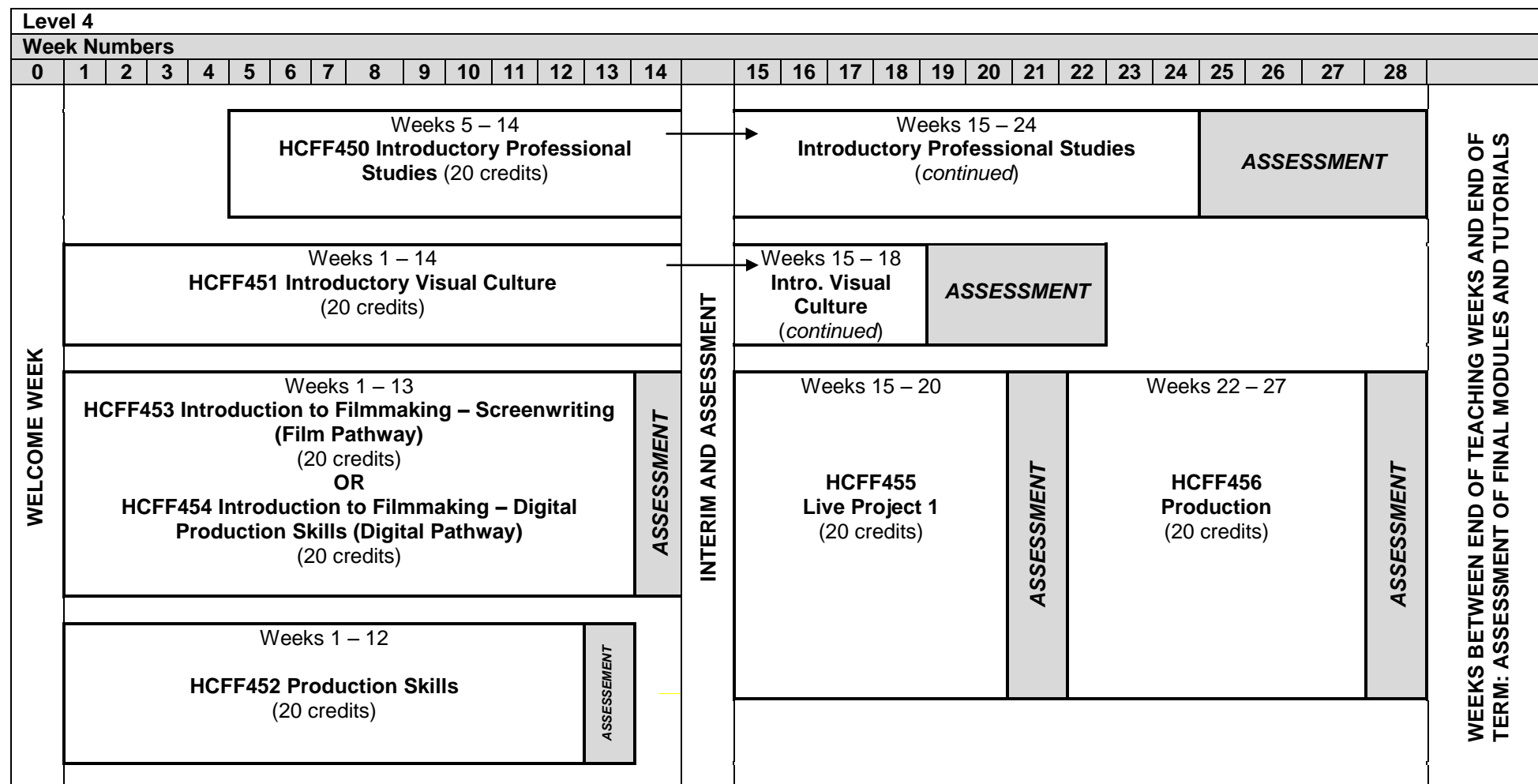
This module enhances your preparation for progression to employment, self-employment and/or postgraduate study through the research and production of a professional promotional portfolio. This will be appropriate to your individual career aspirations as a creative practitioner, and requires you to analyse your own employment potential in relation to appropriate film and moving image industries.

Programme Modules

Module Code	Module Title	Credit Weighting
Level 4		
HCFF453	Introduction to Filmmaking – Screenwriting (Film Pathway)	20
OR		
HCFF454	Introduction to Filmmaking – Digital Production Skills (Digital Pathway)	20
AND		
HCFF452	Production Skills	20
HCFF455	Live Project 1	20
HCFF456	Production	20
HCFF450	Introductory Professional Studies	20
HCFF451	Introductory Visual Culture	20
Level 5		
HCFF552	Filmmaking (Film Pathway)	40
OR		
HCFF553	Digital Production (Digital Pathway)	40
AND		
HCFF554	Live Project 2	40
HCFF550	Professional Studies	20
HCFF551	Visual Culture Theory	20
Level 6		
HCFF650	Minor Project	20
HCFF651	Dissertation	20
HCFF653	Final Major Project	60
HCFF652	Professional Practice	20

Programme Diagram

This schematic diagram shows the proposed start and end dates for each module. Assessment takes place at the end of each module and you will normally receive summative assessment feedback within 4 academic weeks of the original submission date. Further information on the structure of each module is included in your *Module Handbooks*.



Level 5

Week Numbers

0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
WELCOME WEEK															Weeks 15 – 24												ASSESSMENT	
															HCFF550 Professional Studies (20 credits)													
	Weeks 1 – 14														Weeks 19 – 22												ASSESSMENT	
HCFF551 Visual Culture Theory (20 credits)														ASSESSMENT												Dissertation Proposals		
Weeks 1 – 13														Weeks 15 – 28												ASSESSMENT		
HCFF552 Filmmaking (Film Pathway) (40 credits) OR HCFF553 Digital Production (Digital Pathway) (40 credits)													ASSESSMENT	HCFF554 Live Project 2 (40 credits)													ASSESSMENT	
INTERIM AND ASSESSMENT														WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS														

Level 6

Week Numbers

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28

WELCOME WEEK	Weeks 1 – 10										ASSESSMENT	INTERIM	Weeks 15 – 24										ASSESSMENT							
	HCFF651 Dissertation (20 credits)												HCFF652 Professional Practice (20 credits)																	
	Weeks 1 – 9										ASSESSMENT		Weeks 11 – 27																	ASSESSMENT
	HCFF650 Minor Project (20 credits)												HCFF653 Final Major Project (60 credits)																	

**WEEKS BETWEEN END OF TEACHING WEEKS
AND END OF TERM: ASSESSMENT OF FINAL
MODULES AND TUTORIALS**

Mapping of Module Learning Outcomes to Level Outcomes

Level 4	Introduction to Filmmaking – Screenwriting (Film Pathway)	Introduction to Filmmaking – Digital Production Skills (Digital Pathway)	Production Skills	Live Project 1	Production	Introductory Professional Studies	Introductory Visual Culture
Level Outcome	20 credits	20 credits	20 credits	20 credits	20 credits	20 credits	20 credits
Describe, explain and use key elements of knowledge and key concepts of, and influences on, film and moving image in defined contexts					* LO1	* LO1	* LO1
Gather, evaluate and apply research from a defined range of primary and secondary sources					* LO1	* LO1	* LO1
Research and develop practical and conceptual solutions to creative problems in response to set briefs and activities	* LO2	* LO2					
Apply a range of practical and theoretical approaches to learning and identify your strengths and areas for development in order to manage work and meet deadlines	* LO1	* LO1					
Apply a range of practical and technical skills relevant to the practice of film and/or moving image in defined contexts	* LO3	* LO3	* LO2	* LO2	* LO2		
Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility			* LO1	* LO1			
Communicate accurately and reliably with structured and coherent discussion and arguments				* LO3		* LO2	* LO2
Demonstrate the skills required to work in a team, communicating with and respecting others			* LO3		* LO3		

Level 5	Filmmaking (Film Pathway)	Digital Production (Digital Pathway)	Live Project 2	Professional Studies	Visual Culture Theory
Level Outcome	40 credits	40 credits	40 credits	20 credits	20 credits
Demonstrate knowledge and critical understanding of the well-established principles of, and influences on, moving image production and apply these to a range of activities	* LO1	* LO1	* LO2		* LO1
Analyse, interpret and apply research from a variety of primary and secondary sources appropriate to your individual role and routes of enquiry	* LO2	* LO2		* LO2	
Apply an enquiring approach to the changing nature of knowledge and concepts and demonstrate critical analysis in your problem-solving and synthesis	* LO2	* LO2	* LO1		
Take personal responsibility for the development of existing skills and new competences and the management of your work	* LO3	* LO3			
Apply appropriate practical and technical skills to enable you to experiment and develop ideas and to critically evaluate outcomes based on your own decisions	* LO4	* LO4			
Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making and including an understanding of the hierarchy, roles and responsibilities of the industry	* LO1	* LO1		* LO1	
Effectively communicate and present information, arguments and analysis in a variety of forms and situations				* LO3	* LO2
Work effectively in a team and independently, negotiating roles and responsibilities whilst respecting others and maintaining effective communication			* LO3		

Level 6	Minor Project	Dissertation	Final Major Project	Professional Practice
Level Outcome	20 credits	20 credits	60 credits	20 credits
Demonstrate a comprehensive and detailed knowledge of film and/or moving image production, including theoretical, technical, ethical and professional contexts			* LO1	* LO1
Synthesise, critically evaluate and apply research from a diverse range of appropriate sources to make independent judgements and inform your specialist practice	* LO2	* LO1	* LO2	
Demonstrate confidence and intellectual flexibility in identifying, defining and resolving complex problems, including ethical and moral considerations	* LO3		* LO2	
Take responsibility for independent learning and decision-making, demonstrating effective reflection, evaluation, organisation and time-management		* LO2	* LO3	
Effectively apply an appropriate range of practical and technical skills to resolve problems and produce professional outcomes for film and/or moving image and their related professional practice	* LO1		* LO2	* LO2
Demonstrate your readiness for employment, continuing professional development and/or postgraduate study, acknowledging the legal, ethical and sustainable constraints and professional expectations of the moving image and creative industries			* LO4	* LO3
Communicate effectively, confidently and professionally in a range of formats and across a range of media to specialist and non-specialist audiences, including potential employers in the film and/or moving image industries		* LO3	* LO5	* LO3
Demonstrate the knowledge and skills required to work and communicate effectively in co-operation with others, resolving problems and issues professionally and respecting the opinions and contributions of others			* LO6	

Resources

Library

The Library provides specialist art and design resources to support the learning, research and curriculum needs of both students and staff at CCAD. All new students receive a Library induction and a subject specific resource guide which is followed up by an information skills and e-learning session. Additional help is available within the Library for research and there is a proof reading service for essays and dissertations to check for spelling and grammatical errors.

The Library holds a variety of learning materials including books, academic journals, DVDs, and magazines. There is also a wide range of specialist electronic resources focusing on art, design and media, including e-books and e-journals. The Library resources are catalogued onto the Heritage Library Management System, which can be accessed either within the Library or by the online version via the VLE and CCAD portal.

The Library is Wi-Fi enabled and facilities include study spaces and a photocopier. The resources, and help from the knowledgeable, friendly staff, make the Library a popular space for work and study.

The Library consistently receives high scores in both the in-house and national student surveys, which are carried out annually.

Information technology

CCAD provides a comprehensive range of IT resources based around Windows PCs and Apple Macintosh computers using the latest in specialist hardware and software solutions. In our studio and open access facilities every computer is pre-loaded with the latest versions of Adobe Creative Cloud and Microsoft Office 365 applications. Specialist programmes demand specialist requirements and the College caters for this with IT resources utilising industry standard software and hardware solutions.

Studio and open access facilities are complemented by our Bring Your Own Device system allowing access of all your personal hand-held devices to our wireless network and the internet. Our internet provision employs the same network as used by all the major universities and colleges throughout the country and enjoys speedy access and unrivalled access.

IT resources are supported by a knowledgeable and friendly IT team that endeavours to put the student first and resolve any issues. IT support is accessible via our in-house helpdesk, which is open from 8.30am to 5pm from Monday to Thursday and from 8.30am to 4.30pm on Fridays, email: helpdesk@ccad.ac.uk. Out of hours IT support is provided on Mondays and Tuesdays from 5.00pm to 9.00pm.

Student Support

Academic Guidance

Academic staff are responsible for providing you with feedback on your work and your general academic progress, and for providing academic support and guidance through the programme. This is provided through “critiques” and written feedback, as well as guidance on practical work and informal discussion about your progress. These sessions may be individual or, in the case of collaborative work, in small groups.

Academic tutorials are scheduled to allow you to have in-depth discussions about your work, or the programme in general. You will be entitled to at least one formal recorded academic tutorial per semester with a nominated member of the Programme Team. For further information about academic tutorials, you can refer to the *Undergraduate Academic Tutorial Policy*, which is available on the VLE.

Support and advice is also provided on an informal basis throughout the programme, through discussions between staff and students.

Academic Support Team

The Academic Support Team provides additional taught sessions for all students in areas that will support your academic studies. These sessions are scheduled to align with the curriculum and relevant module deadlines and are delivered on a weekly basis throughout the academic year on topics including:

- Note taking
- Academic conventions (referencing)
- Academic research, reading and writing
- Time-management
- Definition of Summative and formative feedback
- Writing an evaluation
- Essay research, planning, writing and presentation
- Report writing
- Presentation of work
- Confidence-building
- Dissertation preparation (Level 5)
- Writing a Learning Agreement (Level 5 and Level 6)

In addition, the Academic Support Team provides one-to-one support tutorials for all students throughout the academic year. More information is available on the Academic Support section of the Study Skills site on the VLE.

Career Education, Information and Guidance

Advice and guidance for careers support and further training is offered throughout your programme and developed in the Professional Studies modules to help you understand the career routes available within your chosen profession. In addition to activities on your programme that will help to guide you towards your individual career path, it is important that you do your own additional research into potential careers. The academic staff on your programme, many of whom are creative

practitioners, will be able to give you further advice about careers in your subject area. In the Professional Studies modules, a variety of external business support specialists are invited into the College to talk to you about career planning and to offer advice about starting your own business. There is also a careers section in the Library.

Learning Support

Support for students with disabilities (including dyslexia)

CCAD is committed to the principles of equality and diversity and welcomes applications from students with a disability or learning difficulty. The College aims to support all students' individual needs wherever possible to enable all students to achieve their full potential.

If you experience a disability, mental health condition, specific learning difficulty eg. dyslexia, Autistic Spectrum Disorder, or long-term health condition, the Student Services team will support you to access additional funding (Disabled Students Allowances - DSA), which may fund the cost of any support needs you have. To help ensure you have all the support you need as quickly as possible, a member of the team will contact you before you enrol to ask about any support you need, and put in place interim support while they are helping you to access DSA funding.

In addition, all students are asked to complete a dyslexia screening test when they start their programme. This is called the LADS (Lucid Adult Dyslexia Screening) test, and helps to identify if you need any extra support, even if you have never accessed support before. If you do, the team will work with you to identify what support you need, and help you access further diagnostic tests and funding. The Student Services team can also offer dyslexic thinkers one-to-one support from a specialist tutor to help develop learning skills, as well as offering all students facilities such as a proof reading service via the Library.

Pastoral support and guidance

Support and advice on non-academic matters is provided through trained and qualified professional staff within the Student Services team. This includes an onsite counselling service, which you can access whether or not you have seen a counsellor before. This service is entirely confidential. If the counsellor feels that they are unable to support you or that you would benefit from a different type of service, they will discuss this with you, and help you to seek the support that is appropriate for you.

Advice and support with practical issues such as finance, funding, accommodation and welfare is also available from the Student Services team.

You can find contact details and further information about Student Services on the Student Services section of the VLE and in various printed booklets available on the noticeboard outside the Student Services office.

Monitoring the quality of your programme

The programme is subject to rigorous quality assurance procedures which involve subject specialist and peer review of the programme by the Arts University Bournemouth at periodic intervals, normally of 5 years. This process ensures that the programme engages with the QAA Quality Code.

In addition all programmes undertake an Annual Programme Review which takes account of relevant information such as:

- External Examiners' Reports
- Key statistics including data on application, retention and achievement
- Results of the National Student Survey [NSS]
- Results of the internal Student Perception Survey [SPS]
- Feedback from Student Representatives and Student Assemblies
- Feedback from relevant employer groups, including the Industrial Liaison Group [ILG]

All programmes develop an Action Plan from the Annual Programme Review process, which is monitored by the Programme Boards of Study, held twice a year. Your Student Representatives can keep you informed about progress against the Action Plan.

Staff development priorities for the Programme Team as a whole are identified through the Annual Programme Review process, and for individuals through the staff Performance Management process.

Indicators of Quality and Standards

All students on taught higher education programmes at CCAD are enrolled on a programme validated by the Arts University Bournemouth, which was granted taught degree awarding powers by the Privy Council in 2008; and University status was conferred in 2013.

In 2011, CCAD underwent a very successful IQER Summative Review, which made no recommendations for improvement and highlighted areas of good practice in the quality of higher education provision at the College. This was an excellent outcome, and confirms that our quality assurance mechanisms are robust, meaning that we can have full confidence in the standard of programme outcomes, and the quality of the educational experience we deliver.

Please note that this specification provides a concise summary of the main features of the programme.

More detailed information about studying on your programme at CCAD is available on the VLE.