Faculty of Arts & Humanities
Assignment Brief

Module Code: A302MC

Module Title: Professional Film Production

Assignment Title: Film Production

Coursework Number: CW1

Submission Date: Friday 7ᵗʰ December 2018

Module Leader's Name/Email: Dr Allen Stroud (ac7185@coventry.ac.uk)

Module Staff name/Email: Toby Mountain (ac9615@coventry.ac.uk)

Summary

This level 3 module enables students with experience of video, photography, editing, animation, presenting, journalism and graphic design to complete a live media project. Working in groups and individually, students will each undertake a specific production role (ie – Sound, Camera, Lighting, Editor, Director etc) that will include various and specific responsibilities linked to the final production outcome. They will negotiate the scope of the project, determine roles and agree outcomes with the client (this could either be internally for the University or an external client linked to a specific project brief such as YCN.org). Students will be supported by an academic member of staff with relevant experience or skills. The work produced should be suitable for professional use on either a real client website, a video competition or on CUTV/Source TV.

Students with further experience and clearly developed skills may present ideas for consideration as individual projects, negotiated with relevant staff in the University and with academic staff. Participation in this module is dependent on the student having proven experience in an aspect of the work required - video, photography, graphic design, animation, editing, presenting our journalism. These skills will be assessed before the module begins.

The module will support the development of transferable skills such as team working, time and self-management, presentation, creativity and problem solving.

Assignment Description

Using what you know about media production, you will need to produce a piece of pre-approved moving image media content (either a short fictional film or a journalistic documentary), no longer than **three minutes**, to the quality that would be acceptable for a client / audience

You will also complete the required paperwork for at least one of the production roles you have selected to take responsibility for during the production

In addition, you will produce written self-reflection and analysis of your performance

This is a 10 credit module which requires 100 student study hours: 20 taught and the remainder self, or guided study

This assignment accounts for 100% of this module's marks.

Learning Outcomes Assessed by this Assignment

This assignment assesses the following module learning outcomes:

LO1: Demonstrate ability to work as an effective team member, organizing both your own and your team's time effectively, including project planning, allocation of roles and tasks and negotiations with a client.

To obtain marks for this assessment criterion you need to:
- Show evidence of engagement with your team
- Work as a contributing team member towards the successful completion of the project
- Regularly attend and participate in team meetings
- Follow through on your own work to enable others on your team to accomplish their tasks

In short: This is about **teamwork**

LO2: Show competency in chosen area of practice, producing finished artefact that is satisfactory for use in a live environment (competition, client website, CUTV/Source TV)

To obtain marks for this assessment criterion you need to:
- Show evidence that you understand and adhere to professional production practices in the production of your moving image production
- Provide analysis of how your work fits into, or stands outside, the established communities of practice, either in terms of working methods, the forms of media used or in meanings created

In short: This is about **technical craft**

LO3: Work against set targets for the agreed live media project showing competence in delivering on a creative brief

To obtain marks for this assessment criterion you need to:
- Complete your project within set timeframe
- Follow all instructions as set out by the brief
- Overcome the inevitable challenges that stand outside of your control to complete the assignment to the agreed standard

- Completion of all documentation to professional standard

In short: This is about **task completion**

Ethics

The ethical issues associated with this brief will be covered on the module. However, the work that you will carry out on this module **does not** require you to obtain ethical clearance for your individual project. If, during discussion with your module tutor, it is felt that ethical clearance is needed, you will be advised of the process and the deadline for obtaining that clearance. If clearance is not obtained by the deadline, then you will not be able to proceed with the project. If you do so without clearance, the project will not be accepted for submission, will not be marked and you may face disciplinary penalties.

For full details of the University's policy on ethics, please go to:
http://www.coventry.ac.uk/life-on-campus/the-university/key-information/ethics

The CU Ethics portal can be found at:
https://ethics.coventry.ac.uk

What You Need to Deliverables

During the module, all production groups will be responsible for completing:

- 1 x ideas pitch
- 1 x portfolio of pre-production planning documentation (storyboard / risk assessment / shooting schedule / script / location list / crew list / character analysis / mise-en-scène tables / actor agreement model release forms)
- 1 x produced and edited original 3 minute film

Each member of the group must submit an assignment

Please download and complete the form titled A302MC Hand-In sheet which will include:

- Your name
- Your student number
- Your email address
- The URL of your finished piece of media
- Peer evaluations for each member of your group

When submitting your coursework, please "zip" all necessary documents into one single file and submit that file to the assignment link ("***A302MC Professional Film Production Assignment Link***")

PLEASE NOTE: Moodle's upload size limit is 20MB per submission. If you're having troubles uploading your file, check its size. If your zip file is larger than 20MB, please contact Dr Allen Stroud (ac7185@coventry.ac.uk) You may place your additional files elsewhere on the internet as long as you include a URL of the location of these files in your hand-in sheet, explain where and what these files are and can guarantee that the files will remain active and accessible for at minimum two weeks after the submission deadline. You may also submit hard copies of your coursework to the reception desk of Ellen Terry by the deadline, but remember that reception closes at 17.00 and may not be open when you happen to choose to submit.

MATERIALS DELIVERED BY EMAIL WILL NOT BE ACCEPTED

Make sure your individual submission includes the following documents:

- A302MC Hand-In sheet 2018
- All required paperwork for at least one of your selected production roles
- Self-Reflection and Analysis (500 words)

Submission Requirements

The assignment should only be submitted via the link in the **_Assignment Brief and Submission_** section on the module's Moodle page. Email submissions to tutors will **not** be accepted.

The deadline for submission is 18.00 on Friday 7th December 2018

You must make every effort to submit the best work possible prior to the deadline. If your assignment is submitted online please do not leave it until the last minute to submit. Aim to submit in the working day before the deadline, or earlier, in case there are problems submitting. If you have any problems submitting the work, please contact the IT Help Desk in the Library for assistance well before the deadline time to give you the opportunity to sort out any problems.

If you fail to submit work for the module or submit an assessed piece of work late without an agreed extension, you will receive a mark of 0% for that piece of work, even if it is one minute late. You will however be eligible for a re-sit attempt at the next available assessment opportunity where your mark will be capped at 40%.

If you fail this assignment on the first submission, the resit brief for the module can be found on the module's Moodle space. Read this carefully and book a tutorial with the Module Leader to ensure that you are clear about what you need to do to pass the module at the resit opportunity.

Assessment and Feedback

The work you submit will be assessed by module teaching staff and the assessment mark will be reviewed and verified by the module leader. Final grades and feedback will be uploaded to Moodle on Friday 11th January 2019 which is 2 working weeks after submission (Christmas and study break excluded)

Extensions and Mitigating Circumstances

The University wants you to do your best. However, we know that sometimes events happen that are either beyond your control or easy to predict and which mean that you will not be able to submit your coursework by the deadline. If this happens, you can apply for an extension to your deadline for up to two weeks, or if you need longer, you can apply for a deferral, which takes you to the next assessment period (for example, to the resit period following the main Assessment Boards). You must apply for an extension or a deferral **before** the assignment deadline above.

You apply for an extension or deferral at:

mitigation.fah@coventry.ac.uk

You will find information about the process and what is or is not considered to be an event beyond your control at:

https://share.coventry.ac.uk/students/Registry/Pages/Deferrals-and-Extension.aspx

Please note: module staff are not allowed to give unofficial extensions.

Academic Dishonesty

We expect all students to act with academic integrity, which means that they will study and produce work in an open, honest and responsible manner.

Academic dishonesty covers any attempt by a student to gain unfair advantage (e.g. extra marks) for her/himself, or for another student, in their assessed work. It not only damages your personal reputation, but also the reputation of the entire university, and it will not be tolerated at Coventry University. There are severe penalties for students who are found guilty of academic dishonesty ranging from obtaining a mark of 0% for the piece of work through to exclusion from the University.

For full details of what constitutes academic dishonesty and how to avoid it, please see the section in the Faculty Student Handbook, available on your course's Moodle space.

And finally …

If there is anything that you do not understand about this assignment brief, or you have any concerns about it, please contact the Module Leader. Their name and contact details are at the top of this brief.