

## Short Form Commissioning

Module Code:	FAM7028-B
Academic Year:	2018-19
Credit Rating:	20
School:	Department of Media Design and Technology
Subject Area:	Film and Media
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

### Contact Hours

Type	Hours
Lectures	24
Tutorials	6
Directed Study	170

### Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 2 (Feb - May)

### Module Aims

To provide an advance understanding of the industry and artist expectations for short form commissioning with a particular focus on music videos. It will explore the platforms for distribution and where the end short film will be seen; to develop appreciation of the pitfalls and best practice involved in pitching and the means of delivering a successful pitch; to develop an expert awareness of regulations and compliance, and ethical issues

### Outline Syllabus

1. How, when and where to pitch a music video production.
2. The working of the industry and the requirements of a pitch.
3. The industry expectations on the role the music video plays (band reputation, selling

- records, entertainment) and how to handle the expectations of a record company.
4. Skills involved in successfully putting an idea across.
  5. Dealing with the people who are funding the shoot and the people who are making it.
  6. Insight into the pitching process itself.
  7. The balance between commercialism and art.
  8. Regulations and compliance; ethical issues.
  9. Music Video production

### Module Learning Outcomes

*On successful completion of this module, students will be able to...*

- 1 demonstrate an advance and systematic understanding of music video legal and compliance constraints; demonstrate critical awareness of the music industry expectations and conventions.
- 2 critically evaluate complex issues of what is acceptable practice for subject matter within a music video; analyse critically the pitch of an idea.
- 3 deploy advance ability to articulate ideas in an interesting, stimulating and clear manner and to plan and structure a presentation

### Learning, Teaching and Assessment Strategy

Instruction is delivered through a series of lectures, master classes and seminars and applied in directed study. Personal tutorials will help the development of presentation skills. Learning aims are assessed via a well-structured pitch presentation of the ideas and treatment for a short form product that is designed for specific and relevant audiences. The essay develops a contextual understanding of short form processes. Supplementary assessment repairs deficiency in original submission.

### Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Presentation	A formal pitch presentation of the ideas and treatment for a music video to include details about specific music track, artist details to be used and production details	20 minutes	75%	No
Summative	Coursework	Written essay of research findings based on analysis	1500 words	25%	No

of the production  
of a music video  
including  
historical and  
contextual  
information

**Legacy Code (if applicable)**

### **Reading List**

To view Reading List, please go to [rebus:list](#).