

Module Details	
Module Title	Major Project Pre-Production
Module Code	GAV6007-B
Academic Year	2021/2
Credits	20
School	Department of Media Design and Technology
FHEQ Level	FHEQ Level 6

Contact Hours	
Type	Hours
Online Lecture (Synchronous)	8
Project Supervision	12 (face to face or online)
Supervised time in studio/workshop	9
Directed Study	171

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
To integrate material from other modules into the pre-production activity of a major digital media project; to give students the opportunity to propose a highly ambitious piece of work (preferably for an external client); to provide students with a platform to take on a specialist role within a production team; to develop a self-critical, editorial awareness of their skills and understanding.

Outline Syllabus
Team roles and allocation, creating and adhering to a production schedule; managing the pre-production phases of a major project; visualisation, prototyping, audience research and focus groups, liaising with project supervisor and adapting project specifications and schedule where appropriate. Audience/ User testing throughout production and after delivery.

Learning Outcomes	
Outcome Number	Description
01	Synthesise project planning and management skills to identify and plan the efficient use of resources, according to the nature of the project;
02	Apply enhanced specialist production skills relating to own degree pathway; Research in a technical, creative or commercial specialisation relating to the intended product
03	Adopt and complete given roles and responsibilities; Manage own learning; Critically reflect on own contribution to the work; Develop a product treatment and production plan.

Learning, Teaching and Assessment Strategy
<p>Students will develop and complete the preproduction for a large scale media project that will enable them to demonstrate specific skills and knowledge gained during their degree programme.</p> <p>To develop students' personal responsibility and initiative that reflects real world professional activity, the module includes self-directed study supported by a combination of whole group lectures, specialist workshops, supervisor tutorials. Students are assessed through a combination of formative and summative assessment.</p> <p>The initial pitch presentation is an individual exercise to 'sell' a viable production idea to the group. The most popular ideas will be chosen to go forward into development by student teams covering the essential production roles. Together and in consultation with the project supervisor, the team will refine the original idea into an agreed treatment which will form the basis of the video pitch of the group project idea.</p> <p>Each member of the team will take on an identified role(s) with specific responsibilities and tasks. Individual students will be assessed on the quality of their personal contribution according to the agreed deliverables. The grade for the assets will be peer-moderated to ensure that it reflects student engagement.</p> <p>Any student that has made a full contribution to this product should expect to receive 100% of the mark allocated to that asset. Conversely if students have made no contribution to the product, they will receive 0% for this component of the assessment.</p> <p>The pre-production work is a team project, supervised by staff with relevant expertise and reviewed by a project marking committee. The supervisors will observe and assess each team's project management activities for the duration of pre-production and offer support and guidance where necessary. However, students are expected to learn in a self-sufficient manner, contribute as a professional team player and apply new technical skills as appropriate to the project.</p>

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Presentation	Group Project idea presentation (video - 2 minute overview pitch + 10 minutes of detail) and completed pro-forma...	40%
Summative	Coursework	Group pre-production assets (peer moderated) Supplementary is tutor moderated	60%
Formative	Coursework	Treatment presentation (group)	N/A
Formative	Coursework	Team Roles & Responsibilities document (Group)	N/A

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

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