

MODULE DESCRIPTOR

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| MODULE TITLE | PRODUCING & DIRECTING FOR TV | | |
| MODULE CODE | AV2601 (L5) | CREDIT VALUE | 20 UK CREDITS / 10 ECTS |
| SCHOOL | SCHOOL OF SCIENCES | | |

MODULE AIMS

This module aims to:

- 1) Develop and test students' practitioner skills in their area of study.
- 2) Demonstrate skills in Producing and or Directing content for output.
- 3) Provide opportunities for leadership, management and personal development.

MODULE CONTENT

In this module, student will consider how producing & directing skills can be applied to real-world broadcast situations in order to initiate, develop and realise a variety of broadcast media-based solutions.

The module focusses on the broadcast environment and homes in on the skills and studio vernacular needed to command a live broadcast environment. The module allows for students to develop and hone skills in directing and or producing. The module will culminate in the production of a television studio piece.

Students will initially conduct research into the work of professionals and reflect upon/appraise the qualities and variable job descriptions for a range of genre. Students will deliver a group presentation that will clarify knowledge surrounding a diversity of commissioning processes. A piece of broadcast content will be generated; this will carry high production values. Students will reflect on the roles of both Producer & Director.

Activities vary, depending on the aims of the student and their specific focus. Students may wish to logistically plan and produce, or they may wish to artistically formulate and deliver. Typical examples for a Producer could be:

Planning: Timescale, Client liaison, defining content, Analysing markets.

Design Phase: Content Mind Mapping, preparing content structure via script, running order, recce & risk assessment.

Working as a Team: Managing Groups and people, liaising with team members, organising rehearsals, Casting, Crewing, Forum based concept development, Definition of bespoke roles, Communication, Decision-making, Time management, Managing Call Lists.

Development Phase: Resources for development, Defining media standards, Media sourcing, production and management, Synthesis, Post-Production coordination, Evaluation/Testing.

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Contribute to the production of a high quality Television content.
2. Work effectively in a group context; making a significant contribution to the production.
3. Discuss the process of originating programming ideas and the commissioning process.
4. Appraise the role of the Television Producer & Director through varying genres of programming.

TEACHING METHODS

The module will begin with lectures; providing foundations of knowledge for Television broadcast genres, technologies and environments also building on knowledge gained in the studio. Lectures will be followed by practical workshops, providing opportunities to develop and expand understanding of environments specific to producing and or directing of content. Students will log their development throughout the process and accumulate materials for a written assessment by way of process appraisal.

Developmental lectures will explore the specifics of focus production roles; following workshops will allow for skills acquisition through experimentation and reflection.

Practical studio sessions will widen knowledge through synthesis and development of solution-based learning. Processes and requirements will be echoed through practice in the broadcast setting, students will autonomously formulate concepts for delivery finally reflecting and co-producing content in a group setting for capture. Skills developed in the studio will help in the process of working in a studio however, the focus of the module is the individual production management roles and not technology.

The module will culminate in reflective practice; appraising processes. Written or audio-visual material will appraise methods and principles used throughout.

Assignments will assess the students' understanding of Producing and Directing.

The assignments will consist of broadcast content with accompanying journal/blog as well as a coursework assignment on Producing and Directing.

Formative feedback will be provided to allow students to improve their assignments prior to final assessment.

ASSESSMENT METHODS

This module is assessed through one Manage a form of broadcast content generation & appraisal and one Assignment.