MODULE DESCRIPTOR

Module Title

Digital Filmmaking

Reference	CB2013	Version	2
Created	January 2020	SCQF Level	SCQF 8
Approved	October 2018	SCQF Points	30
Amended	June 2020	ECTS Points	15

Aims of Module

The aim of this module is to develop the student's knowledge, understanding and application of the critical and practical elements of digital filmmaking within a digital marketing context.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1	Develop the student's knowledge of the role that filmmaking has within the digital marketing workplace in a theoretical and practical context.
2	Apply practical techniques in producing a marketing-focused visual product by utilising relevant digital production tools - e.g cinematography, editing, sound, photoshop.
3	Engage with film and moving image and demonstrate understanding of how filmmaking can be utilised within digital marketing.
4	Demonstrate effective self-evaluation of outputs and identify strategies for future improvement.

Indicative Module Content

The module will focus primarily on the use of film within a digital marketing and the impact film and moving image can have for a company or brand. Working through the various stages of digital filmmaking the students will learn the core fundamentals of the process such as concept/idea development, producing, creative project/team management, cinematography and post-production as they each deliver a visual project. The module is designed to encourage the student to deliver creative content, and to learn and understand the creative process expected within industry.

Module Delivery

The 12-week module will be delivered through a combination of Lectures, seminars, hands-on workshops and guest speakers.

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Indicative Student Workload	Full Time	Part Time
Contact Hours	48	N/A
Non-Contact Hours	252	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	N/A
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual Portfolio Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

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INDICATIVE BIBLIOGRAPHY

1	BROWN, B., 2011. *Cinematography: theory and practice: imagemaking for cinematographers, directors, and videographers.* London: Focal Press.
2	CHANDLER, G. 2004. *Cut by cut: Editing your film or video.* Micheal Wiese Productions.
3	HONTHANER, E.L. 2010. *The Complete Film Production Handbook.* Elsevier / Focal Press; 4th edition.
4	LEGORBURU, G & McCOLL, D. 2014. *Storyscaping: Stop Creating Ads, Start Creating World.* Wiley; 1 edition
5	RABIGER, M., 2013. *Directing: Film Techniques and Aesthetics.* Routledge; 5th edition
6	SNYDER, B. 2005. *Save the cat! The last book on screenwriting you'll ever need!* Micheal Wiese Productions.
7	THURLOW, C., 2013. *Making short films: the complete guide from script to screen.* 3rd ed. London: Berg Publishers.