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MODULE DESCRIPTOR

Module Title

Professional Project

| | | | |
|-----------|------------|-------------|--------|
| Reference | CB3989 | Version | 1 |
| Created | April 2017 | SCQF Level | SCQF 9 |
| Approved | June 2017 | SCQF Points | 30 |
| Amended | | ECTS Points | 15 |

Aims of Module

To enable the student to be able to practice and place in context the skills and knowledge gained via the course of study to a professional context.

Learning Outcomes for Module

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

- 1 Analyse critically an organisation's environment and propositions including organisational culture, mission, values, resources and market performance, where appropriate.
- 2 Develop a strategic plan to achieve specified objectives as noted in the brief. This may include practical outcomes such as media management plans, campaigns, social media content and broadcast packages.
- 3 Reflect on how the project enhances your existing learning skills and knowledge and how new professional skills should be acquired to maximise employability. This may include aspects such as intercultural sensibilities, creative solutions and interpersonal attributes.

Indicative Module Content

Six weeks taught content and practical workshops will be used to support student throughout the assessment. A range of teaching tools will be used including digital content, guest speakers from industry, and one to one tutorials where appropriate.

Module Delivery

Taught learning and Moodle support including discussion forums.

Indicative Student Workload

| | Full Time | Part Time |
|--|-----------|-----------|
| Contact Hours | 20 | N/A |
| Non-Contact Hours | 280 | N/A |
| Placement/Work-Based Learning Experience [Notional] Hours | N/A | N/A |
| TOTAL | 300 | N/A |
| <i>Actual Placement hours for professional, statutory or regulatory body</i> | | |

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
 Description: A report on the project brief including example of output as appropriate.

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

| Module Grade | Minimum Requirements to achieve Module Grade: |
|--------------|--|
| A | 70% or above |
| B | 60% - 69% |
| C | 50% - 59% |
| D | 40% - 49% |
| E | 35% - 39% |
| F | 0% - 34% |
| NS | Non-submission of work by published deadline or non-attendance for examination |

Module Requirements

| | |
|--------------------------|--|
| Prerequisites for Module | None in addition to SCQF 9 entry requirements or equivalent. |
| Corequisites for module | None. |
| Precluded Modules | None. |

INDICATIVE BIBLIOGRAPHY

- 1 BROWN, B., 2011. *Cinematography: theory and practice: imagemaking for cinematographers, directors, and videographers*. London: Focal Press.
- 2 HONTHANER, E.L. 2010. *The Complete Film Production Handbook*. Elsevier / Focal Press; 4th edition.
- 3 LOON, M., ed., 2016. *Professional practice in learning and development: how to design and deliver plans for the workplace*. London: Kogan Page.
- 4 MURCH, W. 2001. *In the Blink of an Eye: A Perspective on Film Editing*. Silman-James Press; 2nd edition.
- 5 STRADLING, L., 2010. *Production management for TV and film*. York: Methuen Drama.
- 6 SNYDER, B. 2005. *Save the cat! The last book on screenwriting you'll ever need!* Micheal Wiese Productions.