

## MODULE DESCRIPTOR

### Module Title

Commercial And Corporate Film-Making

Reference	CB4005	Version	3
Created	January 2020	SCQF Level	SCQF 10
Approved	June 2018	SCQF Points	15
Amended	June 2020	ECTS Points	7.5

### Aims of Module

To provide the students with the ability to apply practical techniques in parallel with theoretical understanding of the commercial and corporate film-making practice in the industry.

### Learning Outcomes for Module

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

- 1 Apply practical skills and techniques to produce a visual product using the relevant production tools in the process e.g. cinematography, editing, sound, narrative.
- 2 Engage with other visual work on an analytical and critical basis. This may include the study and critique of industry examples whilst integrating cohesive arguments and sources.
- 3 Reflect on their existing learning skills and knowledge and how new professional skills should be acquired to maximise employability.

### Indicative Module Content

The module will equip students with the necessary knowledge and practice to be proficient in the business of commercial and corporate film production. Working through the various stages of filmmaking the students will learn the core fundamentals of the process such as concept/idea development, directing, producing, creative project/team management, cinematography and post-production as they each deliver a visual project. Working in parallel, the students will also learn the key skills needed in how to feasibly deliver a visual project working for a client or company. The module is designed not only to encourage the student to deliver creative content, but to learn and understand the creative process in what is expected in the media industry.

### Module Delivery

This module will be delivered through a combination of lectures, seminars, hands-on workshops and guest speakers. The content of the classes will be structured in a way that best accommodates the actual process of the visual project production stages.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	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:	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:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<b>NS</b>	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.

**INDICATIVE BIBLIOGRAPHY**

- 1 BROWN, B., 2011. *Cinematography: theory and practice: imagemaking for cinematographers, directors, and videographers*. London: Focal Press.
- 2 LEGORBURU, G & McCOLL, D. 2014. *Storyscaping: Stop Creating Ads, Start Creating World*. Wiley; 1 edition
- 3 SNYDER, B. 2005. *Save the cat! The last book on screenwriting you'll ever need!* Micheal Wiese Productions.
- 4 CHANDLER, G. 2004. *Cut by cut: Editing your film or video*. Micheal Wiese Productions.
- 5 HONTHANER, E.L. 2010. *The Complete Film Production Handbook*. Elsevier / Focal Press; 4th edition.
- 6 THURLOW, C., 2013. *Making short films: the complete guide from script to screen*. 3rd ed. London: Berg Publishers.
- 7 VAN SIJLL, J., 2005. *Cinematic storytelling: the 100 most powerful film conventions every filmmaker must know*. London: Micheal Wiese.
- 8 RABIGER, M., 2013. *Directing: Film Techniques and Aesthetics*. Routledge; 5th edition