

Birmingham City University Technology Innovation Centre

Undergraduate Programme

Programme Specification including Student Guide and Employer Guide

BSc (Hons) Film Production and Technology

Date of Course Approval/Review	Version Number	Version Date
27 April 2006	2.03	22 June 2006



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Definitive Documents and Version Control

This document has a version number and reference date in the footer. Documents originating from the 1999 scheme follow the sequence 1.01, 1.02, 1.03 etc. Documents originating from the 2004 scheme begin with 2.01 as the first released version and follow the same sequence.

The process leading to introduction of new courses, and major changes to courses follows **tic** procedure QA 1 and culminates in approval by the University's Senate.

The process leading to introduction of changes to modules and courses follows **tic** procedure QA 5 and culminates in approval by the Dean.

The reference date will be that of the validation event, minor changes board, or other meeting at which formal consideration was given.

Further details about the course and document development may be obtained from minutes of the validation, or minor changes board. A history of the document is summarised in the table below and further information relating to past versions can be obtained from the **tic** Registry.

Version	Event	Date of event	Authorised by
2.01	Approval meeting	27 April 2006	Dean of Faculty
2.02	Approval meeting - conditions	27 April 2006	Panel Chair
2.03	Minor changes Board of Studies	22 June 2006	Dean of Faculty

BSc (Hons) Film Production and Technology

PROGRAMME SPECIFICATION

NOTE: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes advantage of the learning opportunities that are provided. More detail on the specific learning outcomes, indicative content and the teaching, learning and assessment methods of each module can be found (1) at <https://web.tic.ac.uk>, (2) in the Module Specification Handbook, and (3) in the Student Handbook. The accuracy of the information contained in this document is reviewed by the University and may be checked within independent review processes undertaken by the Quality Assurance Agency.

The information from this specification may be selectively extracted and included in documents that are more appropriate for students, intending students and employers.

1	Awarding Institution / Body:	Birmingham City University
2	Teaching Institution:	Birmingham City University
3	Programme accredited by:	* see note below
4	Final Award:	BSc (Hons)
5	Programme Title:	Film Production and Technology
6	UCAS Code:	WP63
7	QAA Benchmarking Group:	Engineering

*** Application to Institution of Engineering and Technology for accreditation pending (May 2008).**

8 Aims of the programme

The programme aims to provide learners with:

- 1 A broadly based and stimulating curriculum which combines a study of the technology, creative processes and business context relevant to a career in the film and creative industry sector.
- 2 Opportunities for intellectual and creative development through the application of technical knowledge, software systems and design principles to the creation of high quality digital film products.
- 3 An enjoyable and satisfying educational experience through involvement in a wide range of participative and active teaching and learning methodologies.
- 4 A range of transferable and marketable skills and knowledge and a flexible and resourceful approach, necessary for employability in a rapidly developing industry.
- 5 A foundation of principles and techniques which facilitate future professional development and lifelong learning.
- 6 A qualification designed to satisfy accreditation requirements of relevant professional bodies.

9 Intended learning outcomes and the means by which they are achieved and demonstrated: the programme provides learners with opportunities to develop and demonstrate knowledge and understanding, skills and other attributes as follows:

Knowledge and understanding

<p>Knowledge and understanding of:</p> <ol style="list-style-type: none"> 1. The role of film production in the process of communicating ideas and information, the key components of film acquisition, and the principles and techniques applied to digital post-production. 2. Design principles and aesthetic factors applied to the creation of film that are visually authoritative and employ strong and innovative uses of narrative construction. 3. Theory and practice of electronically generating and manipulating audio and video signals and their applications in a digital film production environment. 4. Post-production systems and their application in the editing and mastering of film projects. 5. New and existing technologies and assess their suitability for specific applications. 6. The implications of competing standards and technologies on the applications they develop, together with knowledge of strategies to avoid problems. 7. Business theories and techniques and their application in identifying and evaluating commercial opportunities in the film and creative industries. 8. Management and organisational theories and techniques and their application in the management of people and resources and in the planning and organising of large 	<p>Teaching, learning and assessment methods used:</p> <p>Knowledge and understanding are acquired through formal lectures, computer laboratories, audio and video practical areas, laboratory experiments, seminars and directed independent learning activities.</p> <p>Knowledge is assessed, formatively and summatively, by a number of methods, including seminars, coursework, examinations (seen and unseen, open- and closed- book), presentations, and practical project work.</p> <p>A range of assessment methods are employed. In modules which involve the application of complex software for creative purposes, the emphasis is on practical and creative assignments. Examinations are used in technical modules to test understanding of scientific principles and techniques.</p>
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<p>scale film production.</p> <ol style="list-style-type: none"> 9. A wide range of hardware and software based audiovisual resources within a broad range of contexts. 10. Legal issues relevant to film production and ethical and social implications of rapidly changing electronic content creation systems. 	
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Skills and other attributes

<p>Intellectual / cognitive skills:</p> <ol style="list-style-type: none"> 1. Integrate technical knowledge and narrative principles in the implementation of film projects. 2. Evaluate film to identify good practice and effective structure and apply conclusions to own work. 3. Demonstrate skills in the use of sophisticated acquisition equipment and online editing systems to integrate the component parts of a film production. 4. Apply appropriate management and organisational techniques to planning and implementing digital film projects. 5. Make critical judgments about the merits of different viewpoints and perspectives on ethical and social issues relevant to the film industry. 6. Demonstrate the ability to use a wide variety of sources in researching aspects of media law and industry, construct effective arguments and reach valid conclusions. 	<p>Teaching, learning and assessment methods used:</p> <p>Intellectual skills are developed through formal lectures, computer laboratories, audio and video practical areas, laboratory experiments, seminars and directed independent learning activities.</p> <p>Analytical and problem solving skills are further developed using a range of appropriate 'real' and 'theoretical' case-studies and problem- and task-based learning scenarios.</p> <p>Assessment includes practical project work, individual and group presentations, written coursework, laboratory experimentation, examinations (seen and unseen, open- and closed- book).</p>
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Skills and other attributes (cont.)

Practical, research and independent learning skills:	Teaching, learning and assessment methods used:
<ol style="list-style-type: none">1. Use digital acquisition equipment to produce high definition images and high quality audio recordings for incorporation in digital film production.2. Use appropriate software to capture and manipulate content, design title sequences and incorporate layers of sound and music.3. Design and produce DVDs with full interactive multimedia using a variety of software systems and platforms.4. Plan and undertake tasks, work to deadlines, and accept accountability for learning decisions.5. Apply appropriate methodologies to the realisation of a major project, using derivative content, developmental screenplays, generated storyboards and referenced sources.6. Collect relevant information, assimilate knowledge, marshal a coherent and rational argument, and relate theory and practice.7. Draw independent conclusions based on a rigorous, analytical and critical assessment of argument, opinion and data.8. Use appropriate acquisition and post-production equipment to execute safely a series of applied experiments and to generate content.	<p>Practical applications are a key feature of the course and are emphasised in course design and delivery. Small-group tutorial and practical work comprise up to two thirds of timetabled sessions.</p> <p>Assessment for practical work can include laboratory demonstrations and tests as well as practical activities which may be written up as coursework.</p> <p>Research and independent learning skills are central to the programme and are developed throughout the course. The Learning Centre provides comprehensive internet and text resources and specialist staff to provide tutorial support for skills development.</p> <p>As well as developing and applying skills through assignment work, particular emphasis on research work is associated with the year 1 and 2 business modules and the final year media project.</p> <p>Independent learning is encouraged through research tasks for assignments and the final year project, and in the requirement to plan work schedules to meet deadlines for coursework submission.</p>

Transferable / key skills:

1. Work with, and relate effectively to others.
2. Manage time and prioritise workloads.
3. Make effective oral and written presentations.
4. Access and make appropriate use of relevant numerical and statistical information.
5. Make effective use of information and communications technologies, including word and data processing packages, the internet, email and electronic information retrieval systems.
6. Understand career opportunities and begin to plan a career path.
7. Show confidence and self-awareness, reflect on own learning, and be self-reliant and constructively self-critical.

Teaching, learning and assessment methods used:

Transferable/key skills are core to the learning strategy of the programme. They are pervasive, and are incorporated into modules and assessments as appropriate, eg team-working skills are fostered via group, task-based practical projects. Reflection and self awareness are fostered by keeping logbooks/ learning diaries and submitting self assessment documentation in support of personal performance.

The use of information technology is fundamental to the course.

Assessment methods include practical projects, presentations, coursework, peer- and self-assessment.

10 Programme structure and requirements, levels, modules, credits and awards

The BSc (Hons) programme is normally studied over three years full-time or five years part-time, and students may if they wish move between full and part-time modes of attendance. The academic year runs from September to June. The course is divided into study units called modules, each of 24 credits. Students complete 120 credits at levels 4, 5 and 6 (corresponding to years 1, 2 and 3 of the full-time programme). Each 24 credit module represents 240 hours of student learning and assessment.

The Faculty's BSc (Hons) degrees can be studied in sandwich mode. Students who, in addition to satisfying requirements for an honours degree, successfully complete an approved industrial placement between levels 5 and 6 (full time years 2 and 3) obtain the award of a sandwich honours degree.

The structure of the course, the modules, levels and credit ratings, and the awards which can be gained are shown below.

Stage 1 Level 4

Module number	Module name	Credit
	Content Acquisition D1 Production terminologies, lighting fundamentals, studio introduction, camera rigging, camera action, mise en scene, principles of audio acquisition, introduction to the edit suite, video editing principles and audio editing principles.	24
	Audio Visual Technology D1 Circuit theory and practice, signal principles, data formats and transmission, amplifiers, digital image processing, digital media storage and digital to analogue converters.	24
	Multimedia Design and Graphics D1 Design principles, professional practice, creative process, animation, Multimedia scripting language, image creation and manipulation.	24
	Film Industry D1 Early cinematic forms, the film industry market, cultural intersections, business perspectives and technological influences	24
	Screen Studies D1 The new digital creative, the historical cinema context, early cinematic perspectives, post World War II cinema, and new cinema	24

Award: Cert HE (120 credits)

Stage 2 Level 5

Module number	Module name	Credit
	<p>Script & Concept Development D2 The origins of the idea, from scrap to storyboard, multiplicity of character, the art of memory, the rhizomic model of plot structure, hierarchal plot structure, the scene and the storyboard.</p>	24
	<p>Audio Visual Technology D2 Test and measurement, passive and active filters, analogue to digital concept, audio systems, high speed serial transmission, networks and interconnections, integrated amplifiers, signal processing, safety and regulations.</p>	24
	<p>3D Modelling and Animation D2 2D animations, 3D modelling, 3D animations, lighting, rendering and camera</p>	24
	<p>Media Production Management D2 Business development, production management techniques, research skills, finance and entrepreneurship.</p>	24
	<p>Production Design D2 Contemporary industry perspectives, high definition specifications, HD acquisition techniques, audio recording, alternate production venues, post production techniques and music scoring.</p>	24

Award: Dip HE (240 credits)

Stage 3 Level 6

Module number	Module name	Credit
	Media Project D3 To provide opportunity to develop in-depth knowledge and skills in an area relevant to the course and ability to manage activities and resources, and to generate, implement and report on solutions to meet project objectives.	24
	Film Financing & Distribution D3 Production financing, legal implications, funding agencies/grants/winning bids, UK & international financing, film distribution, and distribution in the digital domain.	24
	Digital Film Production D3 A brief history of the computer, digital delivery systems, new media old media, the contemporary cinema context, ancillary content & the new consumer, software integration, DVD authoring, narrative editing techniques, and professional finishing techniques.	24
	Interactive Services D3 Identifying interactive services, service scoping, performance analysis, asset management, cost assessment and service planning.	24
	Film Production & Direction D3 Script analysis, pre-production techniques, professional lighting techniques, art department methodologies, the art of acting, directing performance, on-set protocols, and the Budget vs the Vision.	24

Award: BSc (Hons) (360 credits)

Course Structure – BSc Film Production and Technology (FC0288)

Level 6

Media Project D3 FM6021	Film Finance and Distribution D3	Digital Film Production D3	Interactive Services D3	Film Production and Direction D3
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Level 5

Script and Concept Development D2	Media Production Management D2 FM5059	3D Modelling and Animation D2 FM5025	Audio Visual Technology D2	Production Design D2
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Level 4

Screen Studies D1 FM4046	Film Industry D1 FM4032	Multimedia Design and Graphics D1 FM4039	Audio Visual Technology D1 FM4015	Content Acquisition D1 FM4031
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***Film Theory
Theme***

***Business
Theme***

***Design
Theme***

***Technology
Theme***

***Production
Theme***

11 Support for Learning

Students are encouraged to identify and, with guidance, to reflect on their own learning needs and are offered the following support as appropriate to those needs:

An induction programme dealing with orientation and the dissemination of essential information.

A dedicated Learning Centre with open access learning materials, resources and full-time staff specialising in a variety of support areas.

A Student Handbook, containing information relating to the University, Faculty, course and modules.

Access to administrative staff and to academic staff, including the Tutors, Course Director and Head of Division, at reasonable times.

Support staff to advise on pastoral and academic issues, and to offer support and assistance with the keeping of Students' Progress Files.

Access to the services of the Learning Centre and IT support staff.

Access to the University's Student Services, including those offered by the careers service, financial advisers, medical centre, disability service, crèche, counselling service and chaplaincy.

12 Criteria for admission

Entry requirements are in accordance with section D of the University's Academic Regulations and Policies.

All applicants must have GCSE (grade C or above) in Mathematics and English Language, or equivalent. In addition, applicants should have one of the following, for which the typical tariff offer is 220 points for Curriculum 2000, or equivalent for other qualifications. Actual tariff offers may vary from 220 points.

Qualification	Requirements
Curriculum 2000, A Levels	Five GCSEs/GCEs including at least two subjects at A2 level. Points tariff can include AS level
Curriculum 2000, AVC.	Two 6-unit or one 12-unit AVCE.
Irish Leaving Certificate	Passes in four subjects at the higher grade.
Scottish Certificate of Education	Passes in four subjects at the higher grade.
International Baccalaureate	Typically 28 points.
BTEC/Edexcel National Certificate/National Diploma	For National Diploma, typically M, M, P.
A pass in a recognised Access or Foundation Year course	
An appropriate Advanced General National Vocational Qualification	
A professional qualification of an appropriate standard	
A qualification deemed equivalent to one of the above	

Other learning and experience may be considered for entry to the programme. A student may be allowed entry to the course if he or she does not have the standard entry qualifications but can provide evidence of necessary knowledge and skills to successfully enter and complete the programme.

Applicants with a Higher National Certificate or Higher National Diploma, including Merits, in an appropriate subject, or an equivalent qualification, may be offered entry with advanced standing.

UCAS applicants are invited to visit the **tic** during open days held through the academic year. Open day programmes include a tour of facilities and an introduction to the **tic**'s courses and activities. Meetings are arranged between course tutors and prospective students to ensure opportunity is provided for individual questions and clarification of the course content.

13 Evaluation and improvement of quality and standards

Committees: Course Committee Board of Studies Examination Board Learning Management Committee Faculty Board Learning Quality Committee	Mechanisms for review and evaluation: Review and validation events Accreditation by professional bodies Annual Monitoring Report Student feedback questionnaires Annual staff appraisal External Examiners' Reports Course team meetings
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14 Regulation of assessment

Details of the mechanisms and criteria for assessment in individual modules, and the means of determining final degree classifications, are published widely. Students are able to access the University's Standard Undergraduate Assessment Regulations on the Intranet and individual and collective guidance is given by academic staff on their operation at appropriate times throughout the course.

To qualify for an Honours degree a student must successfully complete all required modules and obtain 360 credits (each module has a 24 credit value). Only assessments at levels 5 and 6 (that is second and third year modules on the 3-year full-time programme) are used to calculate the degree classification. The pass-mark in all modules is 40%.

Degree classifications are determined, after successful completion of all the course modules from whichever is the best of:

1. The average of the marks for the level 5 and level 6 modules, or
2. The average of the marks for the five level 6 modules, or
3. The average of the final year Media Project module mark plus the best three from the remaining four level 6 modules.

The highest average is used to obtain the degree classification according to the following bands:

First class honours	aggregate mark of 70% or above
Upper second class honours	aggregate mark of 60%-69%
Lower second class honours	aggregate mark of 50%-59%
Third class honours	aggregate mark of 40%-49%

External Examiners are appointed. Their work includes:

- Reviewing coursework assignments and assessment criteria
- Approving examination papers
- Monitoring standards through moderation of completed assessments
- Attending Examination Boards
- Participating in the course review processes.

BSc (Hons) Film Production and Technology

Student Guide

Background

The Technology Innovation Centre (*tic*) of Birmingham City University has for many years delivered courses that combine study of the latest computing technologies in the context of business, management and media-related industries. The BSc Film Production and Technology is one of the *tic*'s popular e-media and technology BSc courses that include Multimedia Technology, Interactive Media Technology, Television Technology and Production, Sound Engineering and Production, Sound and Multimedia Technology and Music Technology. They all focus on the fast-growing Creative Industry sector of the economy where the possibilities arising from developments in digital media are generating new opportunities.

The e-media courses aim to provide students with a combination of technical know-how and creative skills to enable graduates to flourish in a variety of entertainment and leisure, commerce and industrial sectors.

The Study Programme

Cinema has established itself as one of the most important medium of communication. It is a major source of popular entertainment. Exciting developments in digital technology and HD are already creating enormous commercial opportunities and intense competition among firms in the film industry. In turn, the industry demands graduates who are able to embrace and reflect this change.

This degree combines a study of the enabling technologies of audiovisual and communications with their creative applications relating to the production of digital films and a study of production management relevant to the film industry. Our graduates will be versatile, adaptable, technically literate, creative and business-like, well equipped to perform a variety of roles within firms, bridging the gap between technical specialists and creative professionals.

The Employment Market

The philosophy of the BSc Film Production and Technology programme is aimed at creating multi-skilled and versatile graduates. Employers require enthusiastic and adaptable team workers who can apply their creative and practical skills in a fast-developing sector of the entertainment industry. The *tic* aims, through its links with industrial and commercial organisations and partners to foster an environment which promotes opportunity and fulfilment.

Course Delivery

The *tic*'s philosophy of developing practical and relevant skills translates into its approach for course delivery. Emphasis is placed on skills acquisition

through hands-on and small group activity. This is made possible by continuous development of the **tic**'s extensive professional-standard computing, communication and network facilities housed in a new purpose-designed building at the heart of Birmingham's Eastside development. As well as extensive general computing, internet and laboratory resources, the media-technology courses are supported by studios, production editing suites and industry-linked facilities such as the 'Media Vault' - an exciting and unique facility for entrepreneurial firms which also gives students access to cutting-edge digital media creation and management tools.

Course assessment focuses on project and assignment work. These better reflect skills needed in creative industries than traditional exams. Example assignments include effective production design, designing and authoring DVD content, scripting and storyboarding your ideas, execution of a HD production, integration of sound and music into digital moving images and encoding a video for online distribution.

The team of course tutors include specialists in the various technical, creative and business areas. Students also have access to the **tic**'s Learning Centre which has staff to provide individual support in practical study areas. External industrialists complement the study programme, providing input ranging from guest lectures to offering more substantial contribution across entire modules.

Sandwich Placements

In common with our other degree programmes, students on BSc Film Production and Technology have the option of a period in industry between year 2 and 3 of the full-time course. The **tic** has a placements officer who manages the scheme and assists students in making applications.

Employment prospects

The aim of the programme is to equip graduates for careers in a broad range of creative and associated industries.

The following are examples of possible employment areas:

- Providing creative solutions for independent producers
- Interpret budgets and client briefs
- Generate their own ideas and execute the necessary pre-production documentation
- Designing cutting edge High Definition programming
- Rehearsing and directing actors in a variety of contexts
- Designing graphical interfaces for alternative distribution methods
- Adapting existing material, ethnographic research and found source material into production ready screenplays
- Interactive packaging for pitching, festival promotion and sales/marketing
- Managing large scale productions
- The ability to resource specialised equipment and identify key creatives

- Co-ordinate digital workflows in the post-production environment

Further Details

Click on to <http://www.tic.ac.uk/> to find out more about the Technology Innovation Centre and its courses. Alternatively you can contact the **tic** Information Reception on 0121 331 5400 for an informal enquiry or to arrange a meeting with one of the course tutors. Open days are run through the year and all UCAS applicants are invited, or you can contact Reception for dates.

How do I apply?

University: Birmingham City University
Faculty: [Technology Innovation Centre](http://www.tic.ac.uk/)
Millennium Point, Curzon Street, Digbeth
Birmingham B4 7XG
Telephone: (+44) (0)121 331 5400
<http://www.tic.ac.uk/>

Applications: UCAS
Rosehill
New Barn Lane
Cheltenham
Gloucestershire GL52 3LZ
Telephone (+44) (0)1242 223707
<http://www.ucas.ac.uk/>

UCAS code: WP63

Course Length: 3 years full-time
4 years sandwich
3 years part-time for stage 2 entry with appropriate HNC or equivalent, 5 years if no exemptions apply

Location: Millennium Point, Birmingham

Enquiries: Information Officer (at the above address)
Telephone: (+44) (0)121 331 5400
Email: enquiries@tic.ac.uk

BSc (Hons) Film Production and Technology

Employer Guide

Introduction

The BSc (Hons) Film Production and Technology is provided by Birmingham City University's Technology Innovation Centre (**tic**) at the prestigious Millennium Point complex near the Birmingham city centre. Further information is available at: <http://www.tic.ac.uk/>.

The **tic** supports individuals, organisations and communities in developing their understanding and capabilities within a rapidly developing technology-based society, providing cutting-edge resources and specialised knowledge to meet the demands of the 21st Century. It has close links with industries and commerce and provides an education that is highly vocational and targeted and develops the skills and attributes that prepares its graduates for professional practice.

Facilities / Partnerships

The **tic** offers outstanding opportunities for combining learning, training and skill development with the transfer and implementation of innovative technologies for economic and social development.

The **tic** has significant resources in partnership with commercial organisations to ensure its graduates have been exposed to the latest industry standard technologies and practice.

Programme Aims

The BSc (Hons) Film Production and Technology aims to provide a course of study that develops students' intellectual and creative abilities by providing knowledge of technology, design processes and aesthetics together with skills relevant to the film production industry. By combining specialist education and training within both academic and practical contexts, the course is designed to provide students with experience of professional practice and organisation in order to promote a strong vocational orientation.

The Curriculum

The content and structure of the course is designed to produce graduates with a broadly based but technologically orientated education. There are five themes on the course:

A **Technology** theme covers sound, image, signal processing and electronic systems, with an emphasis on audiovisual application, interactive services and digital media.

A **Film Theory** theme introduces the theoretical considerations of film language and its associated theories, while practical modules examine the creative process of script development from initial concept through to industry standard form and structure

A **Design** theme introduces and develops an understanding of design methodology, graphic design and animation applied in digital media and interactive film product development.

A **Production** theme covers image and audio acquisition, principles of art direction, directorial techniques, acting methodologies, studio environments and post-production processes in a wide range of applications.

A **Business** theme which is intended to give students an understanding of the business and financial framework of the feature film industry, identify ancillary markets and global distribution networks, and develop the skills to project manage large scale productions and relate this knowledge back to the creative process.

Expected outcome

On completion of the course students will have:

1. An understanding of the theory and practice of electronic generation and manipulation of analogue and digital signals and their application in contemporary film production.
2. An understanding of established concepts and theories of graphic design, title sequencing, compositing as well as an awareness of the creative process of dynamic content creation.
3. Practical expertise in the use of a wide range of hardware and software design tools within a broad range of cinematic contexts.
4. Ability to evaluate new and existing technologies and assess their suitability for specific applications.
5. The expertise to develop high definition film content in a team based environment by employing a wide skills set.
6. The ability to analyse business problems using innovative approaches to construct effective solutions.
7. The ability to adapt and learn new skills as the creative industry evolves.
8. Knowledge and skills in the management of large scale projects and the ability to organize and manage a creative/ technical team.
9. Skills in the creation and distribution of digital film content for multi-platform applications and markets.
10. Understanding of the theory and implementation of audio and video systems applied in film production.
11. Knowledge of legislation pertinent to the working environment and film industry, including professional organisations, copyright, digital rights management and international law.