Module code: MOD004232	Version: 1 Date Amended: 30/Apr/2014

1. Module Title

Visual Storytelling

2a. Module Leader

Catherine Elliott

2b. School

Cambridge School of the Creative Industries

2c. Faculty

Faculty of Arts, Humanities, Education and Social Sciences

3a. Level

7

3b. Module Type

Standard (fine graded)

4a. Credits

30

4b. Study Hours

300

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	MA Film & TV Production		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

The aim of this module is to develop an understanding of and skills in creating and realising visual stories essential to successful contemporary factual programming. Documentary and film language is employed to write programme treatments and storyboard ideas, culminating in pitches. Students learn to develop research and interviewing skills. The module also covers basic technical skills, enhanced through additional workshops and master classes, to facilitate practical film making. Students make two short productions individually (both under ten minutes duration). Students learn effective planning and preparation in finding and developing ideas, filming subjects and locations. Before any filming can begin, it is compulsory that students submit call sheets and risk assessment forms to the tutor. Students operate as individual practitioners to develop directorial experience, technical filming skills and to carry out the post production process. Students design budgets and basic business plans for their productions. They learn about scheduling and risk management, funding and marketing. They identify possible income streams, new markets and distribution channels for their programmes. Implicit and explicit in every business and production decision taken and reviewed in the course of this module is the question: What are the most effective spends, deployment of resource and management systems likely to be in achieving the greatest impact in order to maximise income and meet the requirements of the commissioner or other funding body? The approach of the module is to develop students' skills in reconciling, a number of potentially-conflicting pragmatic and conceptual issues - all of which are characteristic of the everyday work of professional programme makers at all levels. Formative assessment takes place at several stages within the module: (i) at three points of collective film review (ii) two peer assessment sessions (iii) at pitching sessions (iv) in one-to-one tutorials.

6b. Outline Content

- Identify and assess the meaning of story
- Researching
- Film treatments
- Pitching
- Storyboarding
- Directing skills
- Interviewing
- Narration
- Basic technical skills of digital cinematography and sound recording
- Post production skills
- Risk assessment
- Consent
- Scheduling
- Budgeting
- Marketing
- Funding
- Business planning

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

Media Services
Box of Broadcast (BoB), University Library

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Identify and demonstrate the building blocks for storytelling.
2	Knowledge and Understanding	Develop an understanding of film production practices and processes from technical, creative & theoretical standpoints.
3	Knowledge and Understanding	Construct well-designed, targeted films.
4	Intellectual, practical, affective and transferrable skills	Develop self-directed learning with decreasing supervision.
5	Intellectual, practical, affective and transferrable skills	Present and communicate ideas in ways which can be implemented, applying a high level of problem solving skills.
6	Intellectual, practical, affective and transferrable skills	Show a high level of expertise, initiative and adaptability in business and organisational skills.

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence

Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	18	1-6	1.5 hrs x 12 weeks
Other teacher managed learning	19	1-6	Seminar/workshop 1.5 hrs x 12 weeks Individual tutorials 2 x 30 mins per trimester
Student managed learning	263	1-6	Self-directed study or peer-managed learning activity and the ongoing development of visual work on weekly basis outside of taught sessions
TOTAL:	300		

9. Assessment for the above Module Occurrence

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Practical	1-6	80 (%)	Fine Grade	40 (%)

Portfolio including 2 finished films (of not longer than 10 minutes each & equivalent to 60 hours work), all accompanying documentation, and written reflective commentary (1000 words).

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Practical	2 5 6	20 (%)	Fine Grade	40 (%)

Filming schedule, outline & budget for programme series (equivalent to 20 hours work).

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]