

Module code: MOD007413	Version: 2 Date Amended: 20/Jan/2025
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1. Module Title
Creative Moving Image

2a. Module Leader
Jennifer Nightingale

2b. School
Cambridge School of the Creative Industries

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
4

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:	BA (Hons) Film, BA (Hons) Film and Media, BA (Hons) Drama and Film, BA (Hons) Writing and Film		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This practice-based module introduces you to film and the moving image through a series of briefs and exercises that investigate a number of principles regarding the language, conventions and aesthetic possibilities of film and the moving image. The range of projects will encompass the investigation of various principles involving composition and lighting, shot/reverse shot sequences, matching on action, graphic matching, continuity editing, synch/non-synch sound, and the rhythmic editing of pictures and sound. All are central to many film and moving image practices. The purpose and outcome of each project brief are aimed at experimenting and gaining an understanding of how they work rather than perfecting conventions.

In the later part of the module, you will make a film in creative response to codes and conventions explored in the first part of the module.

No prior technical experience in filmmaking is required. The module will incorporate inductions in camera operation, sound recording, editing and the potential of online platforms. Practical workshops will be complemented by screenings of a range of complementary film and moving image works spanning narrative fiction, documentary and experimental work. In the process of pre-production and planning, you will be encouraged to develop and practise methods of visualising and notating ideas.

There will be regular presentations of your work in critical forums, to gain the feedback of your peers and tutors.

6b. Outline Content

- An introduction to moving image principles and conventions from the point of view of the practitioner.
- A series of briefs that require students to investigate moving image principles and conventions.
- Associated screenings and discussion.
- Technical inductions into video cameras, sound recording and editing.
- Practise and develop methods of visualising and notating ideas.
- Collaboration and group work.
- Presentation and discussion of video work in a critical forum.

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

Media Production Resources.

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, explore and understand various moving image conventions and principles from the point of view of a practitioner.
2	Knowledge and Understanding	Reflect on and discuss the work that is produced.
3	Intellectual, practical, affective and transferrable skills	Show an awareness of the conceptual and technical aspects related to Moving image conventions and principles through the production of a number of projects.
4	Intellectual, practical, affective and transferrable skills	Demonstrate basic competence in the practical and intellectual skills involved in developing and producing moving image projects in response to a brief.
5	Intellectual, practical, affective and transferrable skills	Identify the relationship between intentions and the way in which the form and content of a moving image project are developed accordingly.
6	Intellectual, practical, affective and transferrable skills	Demonstrate use of pre production research and visual notation techniques in order to develop time based media ideas and produce moving image projects.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2026/7	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	0	N/A	N/A
Other teacher managed learning	72	1-6	3 hr studio session x 24 weeks
Student managed learning	228	1-6	Private study or group work
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-6	80 (%)	Fine Grade	30 (%)
3-5 min video					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-6	20 (%)	Fine Grade	30 (%)
Portfolio (video and pre-production research)					

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]