

Module code: MOD007419	Version: 1 Date Amended: 27/Jan/2020
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1. Module Title
Professional Practice in Film

2a. Module Leader
Tina Kendall

2b. School
Cambridge School of the Creative Industries

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

3a. Level
6

3b. Module Type
Placement (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	Film; Film & Media; Drama & Film, Writing & Film		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module will introduce you to key areas of professional practice in film, with a view to preparing graduates for entry onto a specific range of film-related careers. This module will get you to identify and reflect on the skills and knowledge that you are gaining on your degree in film, and to understand how these map onto careers in film and related industries. Visiting guest lecturers and alumni will provide hands-on guidance and a more detailed working knowledge of industry processes and practices, and will set projects for you to undertake. Students will also have the opportunity to incorporate a range of 'live' projects and work placement opportunities as part of their work on this module.

6b. Outline Content

- Key areas of Professional Practice in Film:
 - Film Marketing and Promotion
 - Film Programming, Curation, and Exhibition
 - Film Education and Scholarship

- Key Aspects of Project Development:
 - Project Planning
 - Audience Research
 - Researching Audio-visual Content
 - Concept Development
 - Working with a Design Team
 - Professional Presentation
 - Commentary & Evaluation

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

n/a

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	Demonstrate awareness of the nature of working in the creative industries
2	Knowledge and Understanding	Critically evaluate how the transferable skills and knowledge gained in the academic environment and other learning experiences are relevant to a vocational context
3	Intellectual, practical, affective and transferrable skills	Produce and present a portfolio comprising a project or series of projects relevant to the professional context(s) studied on the module
4	Intellectual, practical, affective and transferrable skills	Reflect on the skills and knowledge required for working in the contexts of film studied on the module

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	0	N/A	N/A
Other teacher managed learning	24	1-2	Seminar 2 hr x 12 weeks
Student managed learning	126	3-4	Reading assigned texts, viewing of films, relevant placement activities and site visits, secondary research in preparation for assessment tasks.
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	75 (%)	Fine Grade	30 (%)
Project portfolio in one of the professional areas introduced on the module 2000 words or equivalent					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	2,4	25 (%)	Fine Grade	30 (%)
Critical reflection on skills development 1000 words					

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