

PFR601: Writing, Pitching & Developing Short Film (CFS)

Status	Approved
Module Name	Writing, Pitching & Developing Short Film (CFS)
Module Code	PFR601
Credit Value	30
Level	6
Pre-requisites	
Named Module Leader	Marshall, Kingsley

Module Aim

This module aims to develop your practice and understanding in devising complex outlines, treatments and step outlines in the process of writing a screenplay for a short film.

Summary Module Description

This module is intended to develop your knowledge of the skills required to not only write a short film, but also to devise original ideas for films. You will learn to pitch ideas in a knowledgeable and engaging way and also how to collaborate in order to further develop ideas for films.

It is designed to develop the notion that successful writing is about 'writing and then re-writing'; to foster your critical engagement with the short film form with all its strengths and weaknesses; to develop your ability to articulate story themes and ideas in such a way that engages industry practitioners; to have an understanding of the production process; to foster a developed understanding of the requirements of the professional screenwriters' role

Module-Specific Employability Skills

The module will offer you an opportunity to practice the following skills that can be used in professional settings in film, television and creative industries, as well as in academia and beyond:

Industry & Business Knowledge: You will develop an ability to recognise and apply relevant terminologies, technologies and processes to your creative practice or evaluation of others' work.

Critical Thinking & Analysis: You will develop an ability to look below the surface of film and television, make connections and reflect on different social and creative perspectives. Through this process, you will build a more profound understanding not only of film and television but also of values and attitudes in contemporary global societies that influence what you see on the screen.

Expanded Worldview: You will appreciate a range of diverse creative practices and modes of expression. You will also develop social and political sensitivity, especially regarding representation.

Problem Solving and Innovation: You will grow your capability to logically and critically evaluate the currently available film and television practices and evolve your creative innovation by applying conceptual models to practical challenges.

Imagination and Creativity: You will gain confidence to determine your potential contribution to the creative industries, finding the courage to use artistic solutions and produce unique and original work.

Communication skills: You will practice an ability to articulate your ideas in writing and speech in a coherent and clear manner that can be understood by non-specialist audiences.

Personal Development: You will be advised on how to define your priorities, manage your time effectively, develop an understanding of personal strengths and weaknesses and find ways of responding to constructive criticism and feedback. Your ability to forge productive relationships with others and to understand the essential elements of how creativity is fostered in team environments will go on to support you and your ambitions in your academic career and beyond.

Learning Outcomes

LO #	Learning Outcome Name	Learning Outcome Description	Assessment Criteria Category
BAPFMASFU01 BA(Hons) Practical Filmmaking (2 year) - CFS v1.2			
1	Technical	Evaluate ideas, creative elements, processes and techniques appropriate to a project	PROCESS
2	Collaboration	Evaluate constructive relationships and work effectively in the conception and delivery of a team project	None
3	Communication	Evaluate professional communication and presentation skills	None
4	Professionalism	Evaluate self-management skills and set priorities for personal and professional progression	None
5	Research	Evaluate research, resources and methodologies that inform a project	RESEARCH

6	Analysis	Evaluate and analyse specialist information and practices and formulate reasoned arguments	ANALYSIS
7	Innovation	Evaluate problem solving techniques, independent enquiry, practice and experimentation in the realisation of a project	None
8	Industry	Evaluate industry vocabulary and knowledge to enable you to present your work and support your engagement with the commercial marketplace	None

BAPFMISFU01 BA(Hons) Practical Filmmaking with Integrated Foundation Year (3 years) - CFS v1.2

1	Technical	Evaluate ideas, creative elements, processes and techniques appropriate to a project	PROCESS
2	Collaboration	Evaluate constructive relationships and work effectively in the conception and delivery of a team project	None
3	Communication	Evaluate professional communication and presentation skills	None
4	Professionalism	Evaluate self-management skills and set priorities for personal and professional progression	None
5	Research	Evaluate research, resources and methodologies that inform a project	RESEARCH
6	Analysis	Evaluate and analyse specialist information and practices and formulate reasoned arguments	ANALYSIS
7	Innovation	Evaluate problem solving techniques, independent enquiry, practice and experimentation in the realisation of a project	None
8	Industry	Evaluate industry vocabulary and knowledge to enable you to present your work and support your engagement with the commercial marketplace	None

Assessment Methods

Assessment Method	Description of Assessment Method	%	Learning Outcomes Assessed	Compulsory or Compensatable
PO	Script	100	CLO: 1 , 5 , 6 , 1 , 5 , 6	Compulsory

The following codes for assessment methods apply

PO	Portfolio
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Modes of delivery

Module Target Learner Hours: 300	
Activity	Hours
Lecture	36
Seminar	21
Tutorial	6
Project supervision	6
Practical classes and workshops	6
Guided independent study	225

Indicative list of resources

Reading List

COOPER, P, DANCYGER, K. 2004. *Writing The Short Film*. Focal Press, UK.

COWGILL, L. J. 2005. *Writing Short Films: Structure and Content*. Lone Eagle Publishing, New York. HARRIS, C. 2014. *Complete Screenwriting Course*. Bloomsbury, UK.

MCKEE, R. 2016. *Dialogue: The Art of Verbal Action for Page, Stage and Screen*. Methuen, UK.

MUNROE, R. 2009. *How Not to Make a Short Film: Straight Shooting from a Sundance Programmer*. Hyperion, New York.

NASH, P. 2012. *Short Films: Writing the screenplay*. Creative Essentials, UK.

Refer to the Module Guide for a range of up-to-date resources e.g. films, scripts, journal articles, websites and podcasts.

Named Awards

Course
BAPFMASFU01 BA(Hons) Practical Filmmaking (2 year) - CFS
BAPFMISFU01 BA(Hons) Practical Filmmaking with Integrated Foundation Year (3 years) - CFS