

## PFR605 : Production Design (CFS)

|                     |                         |
|---------------------|-------------------------|
| Status              | Approved                |
| Module Name         | Production Design (CFS) |
| Module Code         | PFR605                  |
| Credit Value        | 60                      |
| Level               | 6                       |
| Pre-requisites      |                         |
| Named Module Leader | Marshall, Kingsley      |

### Module Aim

This elective specialism module aims to prepare you for the Production Designer's role on the graduation films.

### Summary Module Description

The elective specialism modules prepare you to confidently undertake the duties, responsibilities and workflows of the role that you will be assessed on.

This module will provide you with practical and theory based workshops that teach you the fundamental principles, duties and responsibilities of the Production Designer's role that underpin the pre-production and production stages of the graduation films.

The production design role is an important craft role that encompasses the visual style and look of the graduation film. You will be involved with key location sourcing, oversee and engage with the production design process from location sourcing, design and set builds, set decoration, prop buying, budgeting and the on-set duties during the shoots.

The Production Designer requires a range of practical, personal and professional skills, as they oversee the entire design process, from pre-production through to the wrap of the production.

### 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.

**Ethical and Legal Responsibilities:** You will progress your understanding of how to work professionally within industry-standard ethical and legal frameworks.

**Health and Safety:** You will enhance your awareness of health and safety guidelines and apply them in professional settings.

**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.

**Collaboration and Team Working:** You will develop a positive attitude when working with others in a respectful, organised and collaborative manner.

**Organisation:** You will advance your project and time management skills.

**Entrepreneurial skills:** You will learn to identify and take advantage of professional and personal opportunities. You will develop your business awareness and understand what effort is required should you choose to work as a freelancer.

**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                                 | COLLABORATION                |
| 3                                                                                              | Communication         | Evaluate professional communication and presentation skills                                                                               | COMMUNICATION                |
| 4                                                                                              | Professionalism       | Evaluate self-management skills and set priorities for personal and professional progression                                              | ORGANISATION                 |
| 5                                                                                              | Research              | Evaluate research, resources and methodologies that inform a project                                                                      | None                         |
| 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                    | INNOVATION                   |
| 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                                 | COLLABORATION |
| 3 | Communication   | Evaluate professional communication and presentation skills                                                                               | COMMUNICATION |
| 4 | Professionalism | Evaluate self-management skills and set priorities for personal and professional progression                                              | ORGANISATION  |
| 5 | Research        | Evaluate research, resources and methodologies that inform a project                                                                      | None          |
| 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                    | INNOVATION    |
| 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 |
|-------------------|-------------------------------------------------|----|------------------------------------|-----------------------------|
| PC                | Individual on-set assessment of specialism role | 60 | CLO: 1 , 2 , 4 , 7 , 1 , 2 , 4 , 7 | Compulsory                  |
| PW                | Reflective Presentation                         | 40 | CLO: 3 , 4 , 6 , 3 , 4 , 6         | Compulsory                  |

|                                                  |                      |
|--------------------------------------------------|----------------------|
| The following codes for assessment methods apply |                      |
| PC                                               | Practical (PC)       |
| PW                                               | Presentation of Work |

## Modes of delivery

| Module Target Learner Hours: 600   |       |
|------------------------------------|-------|
| Activity                           | Hours |
| Lecture                            | 30    |
| Seminar                            | 24    |
| Tutorial                           | 12    |
| Project supervision                | 12    |
| Demonstration                      | 24    |
| Practical classes and workshops    | 24    |
| Supervised time in studio/workshop | 24    |
| Guided independent study           | 450   |

## Indicative list of resources

|              |
|--------------|
| Reading List |
|--------------|

BARNWELL, J. 2020. ***Production Design for Screen: Visual Storytelling in Film and Television***. Bloomsbury Academic.

BELLATONI, P. 2005. ***If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling***. Routledge.

HONTHANER, E. (4th Ed. 2010) ***The Complete Film Production Handbook***. Focal Press.

LOBRUTTO, V. 2002. ***The Filmmaker's Guide to Production Design***. Allworth Press.

MCCLELLAN, P. 2020. ***Production Design: Visual Design for Film and Television***. Routledge.

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 |