



The Knowledge Hub
International University Institution of Egypt

partnered with



Course Specification

BA (Hons) Film Production TKHU017

TKH School of Design and Media

Academic Year: 2023/2024

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.



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Section A. 1 - Level 3

BA (Hons) Film Production

Section A.1

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Part A.1 Course Specification Level 3

BA (Hons) Film Production

1. Introduction

Part A.1 of this document outlines Level 3 of the BA (Hons) Film Production degree, which is a shared year taught across the Faculty of Design and Media.

Part A.2 outlines Levels 4, 5 and 6, which are specific to the BA (Hons) Film Production course.

Level 3 Year in Design and Media

Level 3 is a Year in Art, Design and Media that will introduce all students in the School of Design and Media to the key concepts in the subject(s) they intend to study, as well as the academic study skills and language they will need to operate effectively at degree level. Level 3 consist of 80 credits of subject-specific modules and 40 credits of academic English skills modules. The year will be fully taught in English with embedded specialist English-language and study skills support to prepare students for Levels 4, 5 and 6 of the Coventry University degree course. Level 3 is typically for students who do not have English as their first language.

Sections 2-11

Basic Course Information Sections 2-11 can be found in the BA (Hons) Film Production Course Specification Part A.2

12 Outline and Educational Aims of Level 3 Outline

The Level 3 Year in Art, Design and Media is designed to foster a creative, critical and experiential approach to art, design and media practice with embedded general English and English for specific purposes. Students are encouraged to experiment with different creative methods, test ideas and engage in a process of critical reflection through creative approaches. The course supports students towards informed career choices, with awareness of their own creative strengths and knowledge of creative career pathways. Successful completion of the course enables access to appropriate degree-level study with Coventry University. The year includes embedded academic English and study skills support.

The Level 3 Year is structured in two parts:

Exploration (60 credits, Level 3). Through individual, group and collaborative working, students are exposed to a wide range of issues concerned with visual understanding and visual thinking, studio practice, audio/visual media production, narrative, material handling, careers, art/design/media histories, creative problem solving, skill acquisition, critical reflection and independent learning. Creative work is supported and enhanced by focused English for specific purposes, building key vocabulary, listening, comprehension and interpretation skills, and academic writing. Students are guided through project briefs focused towards a developing understanding of degree subject specialisms. The outcome of this stage is a portfolio of creative outcomes, both physical and digital. The 40 credit Art, Design and Media module is supported and enhanced by a 20 credit focused English for specific purposes to develop key vocabulary, verbal, comprehension/interpretation skills, group presentation skills, and academic writing through the development of personal statements and reflective consideration of context of their creative practice.

Transition (60 credits, Level 3). The second stage of the course prepares students for degree-level study in creative disciplines, through the development of a specialism-focused individual projects towards the final outcome, an exhibition/showcase of final projects appropriate to the professional practice approaches in their chosen creative pathway. The 40 credit Art, Design and Media module is

supported and enhanced by one 20 credit English for specific purposes modules, with emphasis on subject-specific academic writing, research skills, and the verbal and presentation skills.

Level 3 General Aims:

The Level 3 Year in Art, Design and Media will enable students to:

- Become familiar with the key concepts in their chosen subject area.
- Develop the language and subject-specific academic study skills necessary to study at university level.
- Manage their own learning and acquire transferable skills such as communication, initiative and problem solving that equips and orientates students for higher education.

Level 3 Specific Aims:

The Level 3 Year in Art, Design and Media will enable students to:

- Acquire a broad knowledge of current and historical concerns and concepts within art, design and media;
- Develop an understanding of research, processes and practical skills appropriate to art, design, and media, and apply these critically and imaginatively through subject-specific outcomes;
- Develop study skills and academic English language skills, specific to the subject areas of art, design and media;
- Learn to manage learning, and acquire transferable skills such as communication, presentation, visual and digital fluency, critical reflection, initiative and problem-solving that equips and orientates students for degree level study in art, design and media;
- Develop appropriate skills, understanding and experience for successful transition into appropriate degree-level study and professional pathways in art, design and media.

13 Level 3 Learning Outcomes:

On successful completion of Level 3 a student will be able to:

1. Demonstrate understanding of the fundamental concepts in art, design and media within international and social contexts, in an English-speaking learning environment;
2. Show evidence of development, problem solving and application of creative skills and approach;
3. Demonstrate the ability to use a range of creative media effectively, including digital tools, within art, design and media
4. Demonstrate the ability to communicate ideas effectively through research, analysis, interpretation and evaluation in both verbal and written academic English;
5. Demonstrate understanding of career pathways and professional contexts in art, design and media and;
6. Demonstrate the ability to critically self-evaluate, and transition to more independent research-informed learning at degree-level.

14 Level 3 Structure and Requirements, Modules, Credits and Progression

Level 3 Structure

Semester 1	Semester 2
KH3135AAD Art, Design and Media 1: Exploration (40 credits)	KH3136AAD Art, Design and Media 2: Transition (40 credits)
KH3109HUM Foundation Academic English 1 for Design and Media (20 credits)	KH3110HUM Foundation Academic English 2 for Design and Media (20 credits)

14.1 Entry Requirements to Level 3 Year in Art, Design and Media

1 AS Level grade D and 5 GCSEs (including English Language, Mathematics and Science) at A*- C or 9 - 4 in the new GCSE grading structure **OR** 8 GCSEs (including English Language, Mathematics and Science) at A*- C or 9 - 4 in the new GCSE grading structure) **OR** Tawjihiya/General Secondary School certificate with minimum 60% **OR** Pass grades in IB Diploma.

In the case of applicants whose first language is not English, an adequate proficiency in English must be demonstrated. This would normally be a minimum IELTS score of 5.5 (with no less than 5.0 in each component) or equivalent.

All equivalent qualifications are welcome, as are mature students with alternative experience.

Portfolio

Students are required to submit a portfolio/show reel/written work and may be asked to attend an interview if it is practical to arrange.

Progression to Level 4

Students who pass Level 3 according to the regulations will be entitled to progress to Level 4. Level 3 marks do not contribute to the final degree award.

Modules within Level 3 and their credit value are identified in the table below.

Module Code	Title	Semester	Credit Value	Learning Outcomes
KH3135AAD	Art, Design and Media 1: Exploration	1	40	LO 1,2,3,4,5,6
KH3109HUM	Foundation Academic English 1 for Design and Media	1	20	LO 1,4,5,6
KH3136AAD	Art, Design and Media 2: Transition	2	40	LO 1,2,3,4,5,6
KH3110HUM	Foundation Academic English 2 for Design and Media	2	20	LO 1,4,5,6

Sections 15–18

Sections 15-18 can be found in the BA (Hons) Film Production Course Specification Part A.2



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Course Specification Part A.2

BA (Hons) Film Production – Level 4, 5 and 6

TKH School of Design and Media

Academic Year: 2023/2024

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

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PART A Course Specification (Published Document)

BA (Hons) Film Production

1 Introduction

BA (Hons) Film Production gives students practical experience in the various roles in filmmaking, alongside vital historical and conceptual knowledge. The course is focused on the development of passionate, creative, entrepreneurial graduates who are confident collaborators and communicators with industry-led skills to maximise the opportunities for employment in a variety of roles in film production upon graduation.

Students will graduate with practical filmmaking experience, with a strong portfolio of work and the skills, knowledge and capabilities of not only working in today's film and media industry, but also playing in part in shaping its future.

A key focus of the course is on developing students' creative, technical and professional skills in a variety of roles: script writing, location sound recording, camera work, directing, producing and post-production. Students will become familiar with industry practices, gaining the technical know-how to be able to fit into complex working environments, be that in the production office, on set or in post-production.

Students will develop key transferrable skills employers are looking for, from leadership and creativity to critical thinking and problem solving, enabling them to succeed in various industries.

Students will become part of a community of practitioners, making films as they would in the film and media industries, operating within defined, professionally informed production roles, and in screenings, where they will gain contextual understanding of their own work and the work of others. Students have access to a range of state-of-the-art digital film cameras, grip equipment, lighting, audio recording equipment and industry-standard software, as well as the use of a specialist Film, TV and Radio studios, to enable them to produce high-quality productions. Students on Film Production will work closely with students on other courses in the School, building their own professional identities and portfolios of work.

2 Available Award(s) and Modes of Study

Title of Award	Mode of attendance	FHEQ Level
BA (Hons) Film Production	F/T 4 years	level 6
BA (Hons) Film Production	F/T 3 years	level 6
BA Film Production	F/T 3 years	level 6
<u>Interim Award</u> Diploma of Higher Education in Film Production	F/T 2 years	Level 5
Certificate of Higher Education in Production	F/T 1 year	Level 4
3 Awarding Institution/Body	Coventry University	

4 Collaboration	Autonomous Franchise
5 Teaching Institution and Location of delivery	Coventry University Branch at TKH The Knowledge Hub Universities Campus New Administrative Capital, Residential Area 7, R7, Cairo Governorate
6 Internal Approval/ Review Dates	Date of approval/latest review: 06/2022 Date for next review: 2028/29
7 Course Accredited by	Not applicable
8 Accreditation Date and Duration	Not applicable
9 QAA Subject Benchmark Statement(s) and/or other external factors	Communication, Media, Film and Cultural Studies (2019): Communication, Media, Film and Cultural Studies Additionally, the course is informed by ScreenSkills National Occupational Standards for Production (Film and TV)
10 Date of Course Specification	May 2023
11 Course Director	Coventry University Course Director: Sanna Wicks The Knowledge Hub Course Director: TBC Link Tutor Level 3: Amy O'Donnell Link Tutor Levels 4, 5, 6: Sanna Wicks

12 Outline and Educational Aims of the Course

The educational aims of the course are to:

- Enable students to develop an original voice through the encouragement of independent thinking and experimentation in various film formats;
- Produce graduates who are confident in creating a range of film outputs in different working environments (from company-based to freelance and self-employed);
- Develop students' understanding of key film traditions as well as current and future developments;
- Provide an inclusive, supportive and accessible environment that respects cultural diversity and fosters respect for difference;
- Help students develop critical reflection and academic writing skills to prepare them for possible postgraduate degrees;
- Enable students to reflect upon their professional development and construct strategies for continual professional development;
- Foster students' professional and transferable skills development, enabling them to develop professional-level skills in one or more areas of film production that will enable them to obtain entry-level graduate employment in the film and media industries.

13 Course Learning Outcomes

On successful completion of the course, a student will be able to:

1. Work in a range of professional film production roles following standard industry workflows and practice both individually and in collaborative working environments;
 2. Apply key insights to support their own career development and professional networking within the sector;
 3. Critically assess theoretical and contextual knowledge, including of a diverse range of screen-based texts and a wide range of historical and contemporary films;
 4. Engage with the work of local, national and international communities of practice to evaluate current and future industry trends in order to be informed by, and place their own work within, them;
 5. Accurately deploy established and innovative techniques when using technical equipment and creative skills in various stages of film production;
 6. Produce a highly creative portfolio of work within a contemporary global context that articulates their professional voice in an ethical and sustainable manner.
-

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

14.1 Attendance

According to The Knowledge Hub Regulations.

Monitoring of Attendance

According to The Knowledge Hub Regulations.

14.2 Professional Enhancement Year

Students successfully completing Level 5 of their course will be permitted on the optional Professional Enhancement Year route, which allows students to spend a year on a professional placement between Level 5 and Level 6 of their course.

Students opting to take this route will secure and undertake a work placement and will register on KH5011MPA. KH5011MPA is a zero-credit module and will be assessed as pass/fail only. It cannot replace any course credits in the final award or be included in the overall award classification. Students who successfully complete the assessment associated with this module will receive the addition of “with Professional Enhancement” on their degree title.

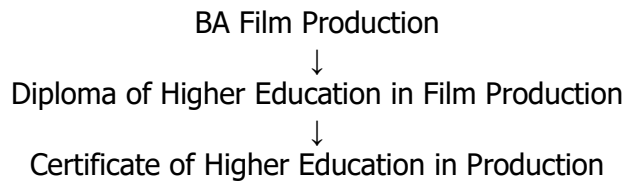
14.3 Semester of Study at Coventry University (Optional)

The course structure and timing of delivery at The Knowledge Hub shall be aligned with the equivalent course at Coventry University to enable a student to complete a semester of study/one academic year at Coventry University as part of their studies. The marks achieved at Coventry University will be used in the assessment of the student’s performance at the end of each level and used in the calculation of the final degree classification.

Cascade of Awards:

BA (Hons) Film Production





Indicative Course Structure

The indicative course structure is as follows:

Year 1	
Semester 1	Semester 2
KH4097MPA Screen Craft [20]	KH4100MPA Working in Creative Practice [20]
KH4098MPA Key Concepts in Media and Film [20]	KH4101MPA Film and Media: Industry and Aesthetics [20]
KH4099MPA Storytelling: from Page to Production [20]	KH4102MPA Making Media that Matters [20]
Year 2	
Semester 1	Semester 2
KH5114MPA Shooting Shorts [20]	KH5115MPA Working with Actors and Directors [20]
KH5111MPA Camera, Lighting and Sound on Set [20]	KH5112MPA Developing Your Career in Production [20]
KH5113MPA Global Film History [20]	KH5002DDA Creative Collaboration [20]
Year 3	
Semester 1	Semester 2
KH6094MPA Experimenting in Film and Media [20]	KH6096MPA Moving into Your Creative Future [20]
KH6093MPA Developing Film Concepts [20]	KH6095MPA Major Project [40]
KH6092MPA Cinematography Or KH6097MPA Post-production Or KH6098MPA Scriptwriting [20]	

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, and their credit value are identified in the table below.

Credit level	Module Code	Title	Learning Credit	Mandatory/ Optional	Course Learning Outcomes
LEVEL 4					
4	KH4097MPA	Screen Craft	20	M	1, 4, 5
4	KH4098MPA	Key Concepts in Media and Film	20	M	1, 3, 4, 5
4	KH4099MPA	Storytelling: from Page to Production	20	M	1, 4, 5
4	KH4100MPA	Working in Creative Practice	20	M	2, 4
4	KH4101MPA	Film and Media: Industry and Aesthetics	20	M	3, 4
4	KH4102MPA	Making Media that Matters	20	M	1, 5, 6
LEVEL 5					
5	KH5114MPA	Shooting Shorts	20	M	1, 4, 5, 6
5	KH5111MPA	Camera, Lighting and Sound on Set	20	M	1, 3, 4, 5, 6
5	KH5113MPA	Global Film History	20	M	3, 4
5	KH5115MPA	Working with Actors and Directors	20	M	1, 4, 5, 6
5	KH5112MPA	Developing Your Career in Production	20	M	1, 2
5	KH5002DDA	Creative Collaboration	20	M	1, 4, 5, 6
5	KH5011MPA	Professional Enhancement Year	0	O	
LEVEL 6					
6	KH6094MPA	Experimenting in Film and Media	20	M	1, 4, 5, 6
6	KH6093MPA	Developing Film Concepts	20	M	1, 3, 4, 5
6	KH6096MPA	Moving into Your Creative Future	20	M	2, 4, 6
6	KH6095MPA	Major Project	40	M	1, 4, 5, 6
6	KH6092MPA	Cinematography	20	O	1, 4, 5, 6
6	KH6097MPA	Post-production	20	O	1, 4, 5, 6
6	KH6098MPA	Scriptwriting	20	O	1, 4, 5, 6

15 Support for students and their learning

Induction

At enrolment, all students attend an Induction. The induction consists of:

- An overview of the Knowledge Hub and Coventry University
- An overview of the course in terms of course learning outcomes and course structure
- Detailed information about each module they will study and the assessment strategy.

Coventry University Collaborative Student Portal

Students have access to Coventry University Collaborative Student Portal which provides a convenient virtual platform for students to access academic information including academic writing skills, referencing style guide, useful links to learning English as well as regulations, policies and principles of teaching and learning adopted by Coventry University.

Library and Coventry University Partner Student E-Resources

In addition to the Library resources available at the Knowledge Hub students have access to Coventry University Partner Student E-Resources.

16 Criteria for Admission and Selection Procedure

Design and Media applicants must have a minimum cumulative Grade Point Average (GPA) of 3.0, and score **1100** in **SAT 1** (no less than 550 in each band), or take **2 APs** with a minimum score of **3.0**. For Design and Media Courses: One Math course is required to be taken during the last years of study.

A level	BBC
Pearson BTEC Level 3 National Extended Diploma (first teaching from September 2016)	DMM
Access to HE Diploma	The Access to HE Diploma. Plus GCSE English and Mathematics at grade 4 or above.
International Baccalaureate Diploma Programme	29 points
GCSE/National 4/National 5	5 GCSEs at grade 4 / C or above to include English
IELTS	6.0 overall with a minimum of 5.5 in each component OR equivalent

Portfolio Students are required to submit a portfolio/show reel/written work and may be asked to attend an interview if it is practical to arrange.

Non-standard applications will be reviewed on a case by case basis by the Link tutor.

17 Method for evaluating and enhancing the quality and standards of teaching and learning

The Course is managed by the School of Design and Media Board of Study of CUB at The Knowledge Hub.

The Programme Assessment Board (PAB) for the Knowledge Hub is responsible for considering the progress of all students and making awards in accordance with both the University, CUB at The Knowledge Hub and course-specific regulations.

The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the course.

External Examiners are appointed for all named Coventry University awards and have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Collaborative Course Quality Enhancement Monitoring (CCQEM).

Students are represented via the Student Forum, Board of Study and CUB at The Knowledge Hub Board, all of which normally meet two or three times per year.

Student views are also sought through module and course evaluation questionnaires.

External Examiners report annually on the Course and their views are considered as part of the annual quality monitoring process, known as CCQEM (Collaborative Course Quality Enhancement Monitoring).

Student views are also sought through module and course evaluation questionnaires.

Link Tutors

A Link Tutor will be appointed by the FAH.

18 Regulation of Assessment

Academic staff will set and mark student assessments on the course. Draft briefs for coursework assignments will be submitted to Coventry University and be commented upon by subject advisors from the Faculty of Arts and Humanities and by the External Examiner who is appointed by Coventry University. The final version will be collected by the Course Coordinator who will check the comments written by the moderators to ensure that the briefs have been properly modified.

The role of the External Examiner at module level is to ensure that academic standards are in line with national norms for the subject. External Examiners undertake the moderation of examination papers and assessment tasks, and view representative samples of work for the modules for which they have responsibility.

At course level, External Examiners help to ensure fairness in the consideration of student progression and awards. They have the right to comment on all aspects of the assessment system and participate as full members of the assessment boards.

This Course conforms to the [Regulations for the delivery of Coventry University Undergraduate awards at the Coventry University Branch at The Knowledge Hub, Egypt.](#)

Any changes to the Academic Regulations at Coventry University will also be reflected in the documentation.

The Pass mark for all modules is 40%. This overall module mark may comprise more than one component (e.g. coursework and exam). The individual module descriptors give the precise pass criteria and the weighting of the component marks that contribute to the overall module mark.

On Undergraduate courses, the Honours classification boundaries for First Class, Upper Second Class, Lower Second Class and Third Class are 70%, 60%, 50% and 40% respectively.

19 Indicators of Quality Enhancement

Coventry University

The course has been designed in accordance with the QAA benchmark statements for Communication, Media, Film and Cultural Studies; The professional relevance and validity of the course in terms of the quality of standards and learning is ensured by:

- a strong portfolio of industry-related research and input from practicing industry professionals
- excellent links with employers – local, regional, national and global – in the film, and related, industries
- formal and informal links to international institutions and film festivals
- Collaborative Online International Learning (COIL) activities with international partners
- student field trips
- Research orientated teaching.

The course has been designed with input from John Holden, a Principal Lecturer with 30 years of experience of teaching film and media courses and various universities, the current and past Media Production Course

Directors and the Media Production course staff team. We have also sought advice from Christian Sayer, the Skills Lead from Greater Birmingham and Solihull Local Enterprise Partnership, who valued the emphasis on:

- recognition of changing nature of the industry
- industry engagement
- strong emphasis on collaborative working
- international & intercultural focus
- focus on adapting to new tech and systems
- professional practice modules with careers planning/advice included

The UK's Quality Assurance Agency undertook the Higher Education Review of Coventry University in February 2015. The QAA review team formed the following judgements about the higher education provision at Coventry University.

- The setting and maintenance of the academic standards of awards meet UK expectations.
 - The quality of student learning opportunities meets UK expectations.
 - The quality of the information about learning opportunities meets UK expectations.
 - The enhancement of student learning opportunities meets UK expectations.
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20 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including:

- Academic Course Director(s) who are responsible for particular activities across the course and are able to provide advice and support to students in course-related matters;
 - Student Handbook;
 - Module Descriptors;
 - CCQEM Reports;
 - The Knowledge Hub Study Support Information.
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