

## MODULE SPECIFICATION FORM

Module Title: <b>The Commissioning Process – Selling Ideas</b>	Level: <b>5</b>	Credit Value: <b>20</b>
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Module code: HUM550	Cost Centre: GAJM	JACS3 code: P300/P500
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Trimester(s) in which to be offered: 1&2	With effect from: September 2014
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<b>Office use only:</b> To be completed by AQSU:	Date approved: September 2014 Date revised: - Version no: 1
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Existing/New: Existing	Title of module being replaced (if any):
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Originating Academic Department: Creative Industries	Module Leader: Sally Harrison
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Module duration (total hours): 200	Status: core/option/elective Core (identify programme where appropriate):
Scheduled learning & teaching hours: 48	
Independent study hours: 152	
Placement hours: 0	

Programme(s) in which to be offered: BA (Hons) Broadcasting, Journalism and Media Communications	Pre-requisites per programme (between levels):
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### **Module Aims:**

The aim of this module is to provide each student with an awareness of the entrepreneurial and creative skills required as a freelance media practitioner and in various types of media employment where weekly, monthly or annual commissioning rounds require innovative thought alongside linear requirements. Students will learn how to operate successfully as a media-practitioner within a challenging and competitive set of industries – which means they must not only devise, research and develop an idea, they must also pitch and sell their project in an appropriately professional and polished manner.

Building upon practical experiences of level 4, students are given the opportunity to metaphorically ‘stretch their legs’ in terms of creative thought processes – reinforcing their knowledge of professional standards and challenges.

### **Intended Learning Outcomes**

Knowledge and Understanding:

At the end of this module, students should be able to:

1. Analyse the commissioning processes of at least two varieties of media, from start to finish. (KS3,KS5, KS6)
2. Demonstrate and apply effective media practice in creating and selling ideas according to commissioning guidelines, with a wide-ranging and considered understanding of the ways in which specific media and their attendant technologies make possible different kinds of aesthetic effects and forms. (KS1, KS2, KS9)
3. Apply independent creative thinking within a set time period and structure of process. (K3, K5)
4. Present an effective ‘pitch’ in a real-life scenario. (KS1, KS2, KS8)
5. Analyse the impact of budget restrictions upon creative ideas. KS3, KS5,KS10)

Key skills for employability

1. Written, oral and media communication skills
2. Leadership, team working and networking skills
3. Opportunity, creativity and problem solving skills
4. Information technology skills and digital literacy
5. Information management skills
6. Research skills
7. Intercultural and sustainability skills
8. Career management skills
9. Learning to learn (managing personal and professional development, self management)
10. Numeracy

**Assessment:****Assignment 1:**

Students will be expected to work as part of a production team to create a set of ideas applying to different types of commissioning briefs.

**Assignment 2:**

Students will respond specifically to a broadcasting based commissioning brief – in collaboration with an appropriate industry client.

Assessment	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count or equivalent if appropriate
1	1, 2, 3, 4	Presentation	50%		10 minutes plus 1000 words
2	3, 5	Brand Portfolio	50%		2000 words

**Learning and Teaching Strategies:**

Workshop sessions will form the main basis of this module with self-directed study time offered in short periods in order to introduce principles of time-management and independent working to a set brief.

During the first semester students will work in teams as 'production companies' to create a set of ideas – each applying to a different type of commissioning brief (relating to several different types of media).

Some of the teaching may be delivered as a full-day intensive workshop (with client) that will provide real-life scenarios and pressures for the students and will include a two hour assessment relating to the creation of two ideas 'pitches'. This will allow tutors to assess some of the core skills required in passing this module.

During the second semester students will work as individuals to respond to a broadcasting based commissioning brief – producing an idea that reflects their own personality and interests and, crucially, responding to the needs of the client. Workshops will draw upon contacts with industry professionals to present 'real-life' situations to the students – offering insight and helping them to reflect upon and critique the process of creating and pitching their ideas.

**Syllabus outline:**

The syllabus will cover:

- Commissioning processes in Radio, Television, Print Media and the Web
- Interpretation of commissioning guidelines
- The difference between processes of working in-house for a brand or network and processes of submitting creative ideas through Independent Production companies

- The Life of a Freelance Media Practitioner.
- Preparing for an 'ideas meeting'
- Creating, budgeting, presenting and 'selling' creative ideas
- Writing pitches and treatments (using active language)

## **Bibliography**

Essential reading:

Geller, V. (2012), *Creating Powerful Radio*. Burlington/Oxford: Focal Press

Jenkins, H. (2006) *Fans, Bloggers and Gamers – Exploring Participatory Culture* New York: New York University Press

Starkey, G. (2013), *Radio in Context* 2<sup>nd</sup> ed. Basingstoke: Palgrave Macmillan Ltd

Stewart, P. (2010) *Essential Radio Skills: How to Present a Radio Show*. London: A & C Black Publishing Ltd

BBC Commissioning Guidelines (Current)

<http://www.bbc.co.uk/commissioning/>

Channel 4 Commissioning Guidelines (Current)

<http://www.channel4.com/info/commissioning/4producers>