

PROGRAMME SPECIFICATION

This document describes the **Master of Arts** and **Postgraduate Diploma in Producing Film and Television**. This specification is valid for new entrants from **September 2007**.

The aims of the programme are:

- to teach fiction film and television production at a high level, and provide an industry context for study of the current production norms of UK cinema, television and the widening world of media;
- to educate and train students to be producers in the film and television industry;
- to encourage students to become creative entrepreneurs with a global market in mind;
- to give students a critical and historical understanding of the UK film and television industries;
- to encourage students to critically analyse film and television texts and to develop an informed knowledge of the profession;
- to introduce students to industry practitioners and give them the opportunity to discuss creative and business projects with the relevant experts;
- to teach practical skills relevant to the industry;
- to teach transferable skills.

The programme is delivered over one year of full-time study (52 weeks) and is taught in seminars, workshops and tutorials on two weekdays during the Autumn and Spring Terms in central London. Students spend their remaining time in private study, research and preparation for the programme. Subject to availability, in the Summer term students normally undertake a full-time work placement in a production company. In most cases this internship lasts about four weeks. Students must display entrepreneurial spirit in acquiring such an internship. Some students choose to research their dissertation topic at the same time, putting practice and professional experience into an academic context

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This document provides a summary of the main features of the programme(s), and of the outcomes which a student might reasonably be expected to achieve if full advantage is taken of the learning opportunities provided. Further information is contained in the College prospectus, the College Regulations and in various handbooks issued to students upon arrival. Whilst Royal Holloway keeps all its information for prospective applicants and students under review, programmes and the availability of individual courses are necessarily subject to change at any time, and prospective applicants are therefore advised to seek confirmation of any factors which might affect their decision to follow a specific programme. In turn, Royal Holloway will inform applicants and students as soon as is practicable of any substantial changes which might affect their studies.

Learning outcomes

Teaching and learning in the programme are closely informed by the active research of staff. In general terms, the programme provides opportunities for students to develop and demonstrate the following learning outcomes:

Knowledge and understanding

- a broad and detailed understanding of the nature of the film and television production - how the role of the producer impacts on the production as the creative and managerial driving force, and how the producer communicates meaning to the writer, director, film crew and to the audience;

- advanced understanding of the process of producing a film and/or TV programme, from initial concept through distribution and sales;
- advanced understanding of script development;
- advanced understanding of the various stages of the production process and how to write a pitch, a treatment, business plan, make a deal, write a financial plan, re-couplement schedule and budget as well as all relevant production contracts and documents;
- critical knowledge of the current genres and trends in film and television and how they have evolved in recent years, particularly in the context of economic and market developments in these industries;
- an understanding of the UK film and television industries, including their structure, institutions and working practices;
- a broad understanding of the group nature of film and television production and how the roles played by the key players such as executive producer, actor, agent, script editor, director and so on-shape and influence the creative as well as business outcomes of a project;
- a clear understanding of management structure within the production company and film crew, hands-on experience of production in a professionally equipped television studio working with industry professionals as well as fellow students;
- a broad understanding of health and safety, industry codes of ethics, best practice and legal undertakings;
- an introduction to high quality industry software for budgeting and scheduling, and post production editing;
- an understanding of film and television history;
- an understanding of what creative and business skills are needed to be successful in the media industries.

Skills and other attributes

- ability to develop managerial, editorial and practical skills necessary for working in production;
- learn basic industry standard software and industry practices that will enable them in a professional production context;
- ability to write a business plan, a film finance plan and marketing strategy;
- develop media literacy;*
- basic principles of accounting, production company management and team work;*
- fundamental skills of script development and working with creative talent;*
- ability to develop original fictional ideas into cinema/TV screenplays able to be produced for the UK and other markets;
- write outlines, pitches, and treatments of these ideas;*
- ability to verbally pitch and present ideas to a professional audience;*
- write Film and TV script reports on a variety of screenplay lengths and formats (feature film, single TV drama, series, serial) to a professional level;
- recognise the film/televisual potential in other primary source material for adaptation;
- hone their research skills in order to fully translate their ideas into practice and develop a substantial media research project/dissertation;*
- ability to discuss and debate their ideas within the group, with staff and visiting industry professionals, and respond constructively to feedback;
- provide constructive verbal and written feedback on their peers' work;*
- develop a basic awareness of the ethical, and legal consequences of their work as producers;
- an awareness of all aspects of the production process, including how to budget, schedule and plan a production.

* transferable skills

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Teaching, learning and assessment

Teaching and learning is mostly by means of lectures, seminar discussions, master classes, oral presentations, critical writing, guided independent research, guided independent study, coursework essays, practical studio exercise, work placement and a dissertation/media research project. The basic strategies are to nurture the interest and enthusiasm of the students for the field, to develop the students' critical and communication skills and to develop critical, research and creative skills. Assessment of knowledge and understanding is typically by writing exercises, coursework essays, a practical work

project and a dissertation/media research project. Full details of the assessments for individual courses can be obtained from the [Department](#).

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Details of the programme structure(s)

The full-time programme lasts 52 weeks, beginning in September. The brief outline of the programme is shown below; however students can obtain further details from the Programme Handbook. Where weightings are indicated in brackets, these refer to weightings within the MA. The programme structure for the PG Dip is as below, with the exception that students will not undertake the dissertation and attachment to industry. Weightings for courses within the PG Dip are proportionate, but exclude the dissertation.

Students must take the following:

- (i) MA5601: The Role of the Producer (12.5%)
- (ii) MA5602: Script Development (12.5%)
- (iii) MA5604: The Management of Talent (12.5%)
- (iv) MA5609: Business Planning (12.5%)
- (v) MA5603: Film Finance and Accounting (12.5%)
- (vi) MA5606: Marketing and Media Law (12.5%)
- (vii) MA5607: Attachment to Production Company and Dissertation (25%)

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Progression and award requirements

Progression throughout the year/s is monitored through performance in oral presentations, contributions to seminar discussion and coursework. To pass the programme a student must achieve an overall weighted average of at least 50.00%, with no mark in any element which counts towards the final assessment falling below 50%. Failure marks between 40-49% can be condoned in courses which do not constitute more than 25% of the final assessment, provided that the overall weighted average is at least 50.00%, but a failure mark (i.e. below 50%) in the dissertation cannot be condoned.

The **Masters degree with Merit** may be awarded if a student achieves an overall weighted average of 65.00% or above, with no mark in any element which counts towards the final assessment falling below 50%.

The **Masters degree with Distinction** may be awarded if a student achieves an overall weighted average of 70.00% or above, with no mark in any element which counts towards the final assessment falling below 60%. A Distinction will not normally be awarded if a student re-sits or re-takes any element of the programme. In exceptional circumstances a viva may be held for a student at the request of the Examiners.

The **Postgraduate Diploma** may be awarded if a student achieves an overall weighted average of at least 50.00%, with no mark in any taught element which counts towards the final assessment falling below 50% *and* has either chosen not to proceed to the dissertation, or has failed the dissertation on either the first or second attempt. Failure marks in the region 40-49% are not usually condoned for the award of a Postgraduate Diploma, but if they are, such condoned fails would be in courses which do not constitute more than 25% of the final assessment.

The **Postgraduate Diploma with Merit** may be awarded if a student achieves an overall weighted average of 65.00% or above, with no mark in any element which counts towards the final assessment falling below 50%.

The **Postgraduate Diploma with Distinction** may be awarded if a student achieves an overall weighted average of 70.00% or above, with no mark in any element which counts towards the final assessment falling below 60%. A Distinction will not normally be awarded if a student re-sits or re-takes any element of the programme. In exceptional circumstances a viva may be held for a student at the request of the Examiners.

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Student support and guidance

- The Programme Director meets with the students on a regular basis to advise on academic, pastoral and welfare issues. The Programme Director acts as a point of contact for pastoral support and any questions about the programme throughout the year.
- Course coordinators, tutors and dissertation supervisors provide a back-up system of academic, pastoral and welfare advice.
- All students are allocated a personal adviser, with whom they meet at least once a term, and more regularly if required, to discuss all matters relating to their programme and for pastoral support.
- Induction programmes for orientation and introduction to the Department and College occur at the beginning of each academic year.
- All staff available and accessible through an office-hour system.
- Representation on the Student-Staff Committee.
- Detailed MA handbook and course booklets.
- Extensive supporting materials and learning resources in College and University libraries, as well as the Computer Centre.
- Computing equipment and office space at Bedford Square.
- Computing facilities, studio, cameras, sound, editing, and technical support available in Egham.
- Dedicated College Graduate School.
- College Careers Service and Departmental Careers Service liaison officer.
- Access to all College and University support services, including Student Counselling Service, Health Centre, Students' Union and the Educational Support Office for students with special needs.

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Admission requirements

Admission to the programme normally requires a First or Upper Second Class Honours Degree. However, the Department also has considerable flexibility in its admissions and offers policy and strongly encourages applications from non-standard applicants with film and television industry experience. Students whose first language is not English may also be asked for a qualification in English Language at an appropriate level. For further details please refer to the [Prospective Students](#) web page. It may also be helpful to contact the [Admissions Office](#) for specific guidance on the entrance requirements for particular programmes.

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Further learning and career opportunities

Graduates from the MA Producing Film and Television programme have successfully progressed into a wide range of industry careers which include film and television production, development, broadcasting, film finance, literary representation, advertising, marketing and distribution, media law, the public sector, and teaching. The Media Arts department is developing a strong research culture and has a growing number of Practice-based MPhil and PhD students. Further study to research degree level, ultimately leading to a PhD, is therefore one option. For more details on further learning and career opportunities please refer to the [Careers Service](#).

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Indicators of quality and standards

Royal Holloway's position as one of the UK's leading research-intensive institutions was confirmed by the results of the most recent Research Assessment Exercise (RAE 2008) conducted by the Higher Education Funding Council (HEFCE). The new scoring system for the RAE 2008 measures research quality in four categories, with the top score of 4* indicating quality that is world-leading and of the highest standards in terms of originality, significance and rigour. 60% of the College's research profile is rated as world-leading or internationally excellent outperforming the national average of 50%. The College is ranked 16th in the UK for research of 4* standard and 18th for 3* and 4* research. The Department of Media Arts was ranked joint 6th in the top 10 universities in the country in terms of proportion of 3* and 4* research.

Over the years the Department has won a reputation as one of the most dynamic departments in Media Studies in the country. This reputation has been confirmed by numerous awards, publications and public engagements as well as professional film and television industry work. Staff are leaders in their academic

fields, and most maintain professional media careers as directors, producers and screenwriters. They are frequently called upon to serve on national bodies including the Skillset, UK Film Council, BAFTA and BFI advisory committees.

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List of programmes with details of awards, teaching arrangements and accreditation

The programmes are taught entirely by staff at Royal Holloway, University of London, and the Masters leads to an award of the University of London. The Postgraduate Diploma leads to an award of Royal Holloway and Bedford New College. The Banner programme code is given in parentheses.

Master of Arts Programme in Producing Film and Television

MA in Producing Film and Television (1360)

Postgraduate Diploma in Producing Film and Television

PG Diploma in Producing Film and Television (2282)

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