

Module Code:	:	AC-4307		
Module Title:	:	Television Studies		
Programme	:	Bachelor of Arts		
Type of Module	:	Option		
Modular Credits	:	4	Student Workload:	8 – 10 hours per week
			Contact hours for timetabling:	2 hours per week
Prerequisite	:	None		
Anti-requisite	:	None		
<p>Aims: This module is structured into three parts. The first segment aims to introduce students to some fundamentals of television studies, which include a more nuanced understanding of audience, genre and narrative. The second component focuses specifically on the methodology and design of television series/dramas. This includes how to write treatments and also how to prepare costing, budgeting and human resource. The module aims to be practical yet inclusive of the theories and concepts that are prevalent within television studies. The third part of the module is practical and aims to provide students with the opportunity to create their own television programme but limited to the pre-production phase. Problem-based learning will be applied in the last five weeks so that student centred learning will be matched with real-life problems that may occur during pre-production processes. By conjoining theory and practice, students of Professional Communication and Media will have concrete deliverables and learning outcomes that can be used within the professional working environment.</p>				
<p>Module Content:</p> <p>Part 1: Understanding TV</p> <ul style="list-style-type: none"> • TV and film: Knowing the fundamental differences • Aesthetics: The multitude of genres and ways of looking • Stories, Plot and Character: Differences between film and television. • Audiences: Media Effects versus the active audience <p>Part 2: Style and Form of TV Pilots</p> <ul style="list-style-type: none"> • Design: Set, costume, lighting and actors • Treatment and storyboard: The impossible but necessary task • Ethics, copyright, libel and defamation: The multi-million dollar law suits • Budgeting and resources: Money, money, money! • Production: A quick overview <p>Part 3: Pre-production PBL activities</p> <ul style="list-style-type: none"> • Completion of treatments/storyboards and budgeting • Completion of treatment and storyboard • Completion of pre-production budget, location, actor and crew resources 				
Assessment :	No Exam		Coursework :	100%
			Pre-production idea and rationale (1500 words) for a pilot.	20%
			Treatment and Storyboard (20 minutes 2X20%)	40%
			Budget, Finance and Copyright	20%
			Presentation: Selling the Product	20%