

ScreenSpace

BA (Hons) Content, Media & Film Production

Last Revised Date: July 2019

- ▶ **Three years**
- ▶ **Full-time**

The ScreenSpace BA (Hons) Content, Media & Film Production degree is where bright and self-starting screen creatives come to develop their skills. Taught over three years, the course will enable you to become an innovative, professional and entrepreneurial content creator of the future.

The course challenges you to create branded content, fiction and factual entertainment, viral videos, and social impact filmmaking. You'll also learn skills to navigate the modern media environment – digital literacy and data, social media analytics and creative entrepreneurship.

Each semester an industry partner from a field within the creative industries will set brief at the start of the semester. Our partners include Twitter, The Contented Group and Karmarama, and students will produce content for them as part of their assessment. The partners will deliver masterclasses and teach students the business dynamics that make their brand a success.

► What is ScreenSpace?

Imagine a space, not a course

It's a space in which you produce video content, find and nurture audiences, and in doing so learn creative entrepreneurship, story-telling and technical skills. Based in West London, partly in Ealing Studios, the home of MetFilm School, and partly the University of West London, as well as other local production spaces.

It's about challenges

We prefer giving you challenge-based assessments, rather than exams or tests because we feel it's a stronger preparation for real-world industry. What this means is you'll work on six production blocks during your studies, creating your own adverts, short films and promotional videos for the modern multi-screen world.

Starting from the audience

Consumer opinion holds a vast amount of power and influence. To take charge of this, you will train to become a multi-channel creator and learn to build dynamic content in a free-flowing, yet protected environment. You'll work on projects intended to change minds, influence opinions and deliver demonstrable impact on the world.

Learn through doing

ScreenSpace is a creative space where you're encouraged to work on productions - whether independently or as part of a team - delivering projects against key objectives. Skilled practitioners will then support you to ensure your projects are successful. There are no 'exams', but academic, reflective written and video work is required to support all submitted projects.

Develop Craft Skills and Screen Sense

Alongside the productions you will work on, you will also be tasked with growing your knowledge of different 'ScreenSkills' competencies and your 'ScreenSense'. Craft Skills are the core skills you need in order to become the next generation of content creators, and Screen Sense is the knowledge and understanding of the context of the environment you are going to work within. You will then be assessed on these.

Learn privately, succeed publicly

You will have your own YouTube channel to manage and build your own loyal audience following. This way you have space to develop privately and also learn to manage your public profile so that you can succeed publicly.

MetFilm School and the University of West London - a unique partnership

ScreenSpace is an innovative new educational space, brought to you by The University of West London and MetFilm School. MetFilm is a leading organisation which brings together passionate and creative specialists at the forefront of the screen & media industries. MetFilm's mission is to bridge industry and education. Leading the future of the dynamic screen industries.

As part of MetFilm, ScreenSpace receives support from its sister companies, MetFilm School, MetFilm Production and MetFilm Sales. ScreenSpace delivers its courses on behalf of the University of West London. Providing our students with the reassurance of an established educational institution, while gaining the benefits of an adaptive, innovative & dynamic new educator.

► What will I study?

This course challenges students to:

- Produce great video content, find and nurture their audiences, and in doing so learn creative entrepreneurship, storytelling, and technical skills
- Gain entry into the multi-platform screen media and content industries - learn through experience, gain skills through action
- Build a portfolio of content, helping you to take the next steps into the creative industries
- Gain a deep understanding of your market to create better audience-centric content
- Use a diverse array of platforms and multi-content devices to create unique screen content

Students will benefit from a module system where they acquire knowledge and understanding about the evolving media landscape (Screen Sense), learn about storytelling, analytics, audience media consumption and new trends in delivering video content (Craft Skills). Coupled with their practical experience (Production) students will emerge from their studies with their degree, a portfolio of professional content, and a business plan to help them navigate the complex media and creative industries job market.

Students will study at our campus at Ealing Studios, learning digital video production skills from skilled professionals who are active in the media industries. This means the skills learned will be relevant and up to date.

ScreenSpace, Ealing Studios, Ealing Green, London W5 5EP, +44 20 8280 9119

Year One

Semester 1: Tell A Story: Storytelling fundamentals

- Define your creative purpose through the development and production of a short form piece of work that identifies and connects with the target audience.
- Learn the basics of content, media & film production; creating a coherent narrative, using a range of production techniques and technical skills, and understanding the contemporary context
- Your challenge: Make a coherent production, find an audience and tell them a story that meets the brief set by Twitter.
- Modules:
 - Tell a Story: Production
 - Tell a Story: Screen Sense
 - Tell a Story: Craft Skills

Semester 2: Change Hearts: Social Impact filmmaking

- Use the power of storytelling to trigger an emotive response or 'change of heart' from the audience through social impact filmmaking.
- Learn to create documentary and factual content, to work with subjects, people, clients and to observe, capture, and edit the material, and to use the emotional power of storytelling to change attitude and behaviour.
- Your challenge: Show a demonstrable change in opinion with a piece of content.
- Modules:
 - Change Hearts: Production
 - Change Hearts: Screen Sense
 - Change Hearts: Craft Skills

Year Two

Semester 3: Entertain Me: developing fictional content

- Develop the core concepts of fiction storytelling and appreciate the audience's relationship with film and television through the production of a short film, TV pilot or feature film trailer.
- Learn the audience and market dynamics of the film and television industries, and how to write, produce, direct, shoot, and edit in the world of fiction.
- Your challenge: Create an excerpt or pilot for a feature film, a television pilot episode or a short film.
- Modules:
 - Entertain Me: Production
 - Entertain Me: Screen Sense
 - Entertain Me: Craft Skills

Semester 4: Change Minds: Branded Content

- Inspire your audience to make a choice or change behavior through a piece of advertising or branded content in response to an industry client brief.
- Learn how to use data and analytics to grow audience engagement and create content that will affect opinion, build brands, and change behaviour, and learn how to write, direct, shoot and edit for relevant formats.
- Your challenge: Deliver a piece of branded content against a real-life brief from Microsoft.
- Modules:
 - Change Minds: Production
 - Change Minds: ScreenSense
 - Change Minds: Craft SkillsSkills

Year Three**Semester 5: Become Influential: innovation and audience**

Employ engaging storytelling and evolving new media technologies to create an online brand that garners a loyal following.

- Learn the business dynamics involved in building a real presence in the digital space, and develop your skills in creating innovative content using gaming, VR and 360.
- Your challenge: Develop social and web series content which attracts and retains viewers.
- Modules:
 - Become Influential: Production
 - Become Influential: Screen Sense
 - Become Influential: Craft Skills

Semester 6: Be an Entrepreneur: Graduate vision and business plan

- Deliver a self-defined graduation project of any scope that develops your skills and showcases your talent in one of six specified areas: creative excellence, entrepreneurship, diversity, innovation, audience engagement or impact.
- Develop your knowledge, skills and understanding in your chosen area, research and discover new techniques or technological methods to create film or content, and learn entrepreneurship and business skills to raise funding.
- Your challenge: Deliver a project which develops your skills and showcases your talent in the direction your career is heading, whilst demonstrating entrepreneurial spirit.
- Modules:
 - Be an Entrepreneur: Production
 - Be an Entrepreneur: Screen Sense
 - Be an Entrepreneur: Screen Skills

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▶ Applying for this course

Entry Requirements

- 96 UCAS tariff points or above which equals 3 (or more) A-Level/AVCE passes at grade C or above, with at least two GCSE passes (A-C) in English and Maths.
- An Edexcel GNVQ at advanced level (or equivalent) at merit level. Alternatively, you will be considered if you have achieved 1 subject at GCE Advanced level and Foundation Diploma in Art and Design, supported by at least two GCSE passes (A-C) in English and Maths.
- Equivalent qualifications obtained through a National Diploma, Access, NVQ and a variety of other pre-University level qualifications including International and European Baccalaureate.
- Other qualifications, including overseas, may be considered.
- We also accept those with relevant professional and vocational qualifications

UK applicants need to apply through UCAS using codes:

Course code: P3W6
Institution code: W05
Campus name: ScreenSpace

A UCAS application requires applicants to complete a simple online form where they will have to supply the following information:

- Personal details
- Details of the ScreenSpace degree course applied for
- Education and employment history
- A personal statement
- A reference, and contact details of your reference

Successful applicants will have a telephone interview, or may be invited for an interview day at ScreenSpace to meet with our tutors and team.

Applicants will then be assessed on their teamwork, creative and entrepreneurial skills in a series of practical workshops.

▶ Funding

Tuition Fees are £9,250 for Year 1.

Fees may increase in line with inflation in further years.

Help with funding is available to a range of students. You may be eligible for a student loan to cover the cost of tuition fees or a maintenance loan to support you during your studies.

Additional funding is available to some types of students, such as those with dependents, disabled students and more. ScreenSpace also offer a bursary to help students in financial need. Please ask our admissions team for more information about this.

▶ Student Kit Requirements

Students must provide

- A camera or smart phone capable of recording 1080p at 25fps
- A laptop computer (PC or Mac) to a minimum spec to allow Adobe Creative Suite to run optimally
- An Adobe Creative Suite license

We estimate the total cost of this equipment to be less than £750, though some students may choose to spend more. The Adobe license will cost around £200 per year.

Further guidance can be found on our website www.screenspace.ac.uk