University of the West of Scotland

Module Descriptor

Session: 2024/25

Title of Module: **Production Design**			
Code:	**SCQF Level: 9 (Scottish Credit and Qualifications Framework)**	**Credit Points: 20**	**ECTS: 10 (European Credit Transfer Scheme)**
School:	School of Business and Creative Industries		
Module Co-ordinator:	Chris Mackenzie		

Summary of Module

Production design is the art of creating a film, television show, play or performance's aesthetic through its set - and production designers are the architects of this setting.

In this module students will examine the roles of the production designer and how collaborative working with directors and writers, actors and other members of a production are critical to its success.

Students will embark on creating the production design for a specific brief, generating the style and tone of the production, researching the context, sketching, making models, creating mood boards, and referencing other media that will determine the imagined final product.

This may include concept art, location photography, prop making, referencing fashion/costumes, interiors etc. This may also include collaboration with specialist creatives, e.g., sculptors, costume designers, joiners/carpenters, prop makers, decorators and set dressers.

This will culminate in the submission of a comprehensive portfolio of research, development, and finished production artworks.

Topics explored:

Researching genre types

Key practitioners and their work

Scouting locations

Concept art

Creating Blueprints and prototypes

Traditional and Digital (Virtual) Production methods

Module Delivery Method					
Face-To-Face	**Blended**	**Fully Online**	**HybridC**	**Hybrid 0**	**Work-Based Learning**
☒	☐	☐	☐	☐	☐
See Guidance Note for details.					

Campus(es) for Module Delivery
The module will **normally** be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit) (tick as appropriate)

Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
☐	☒	☐	☐	☐	☐	Add name

Term(s) for Module Delivery
(Provided viable student numbers permit).

Term 1	☐	Term 2	☒	Term 3	☐

Learning Outcomes: (maximum of 5 statements) These should take cognisance of the SCQF level descriptors and be at the appropriate level for the module. At the end of this module the student will be able to:	
L1	Demonstrate knowledge and understanding of the practices, tasks and responsibilities of the production designer, citing key historical and contemporary practitioners and their work in the field of production design.
L2	Evidence research and development of appropriate design solutions in response to a production design brief.
L3	Apply creative and technical skills to a professional standard in the undertaking of a finished production design portfolio for a specified brief.
L4	Produce a detailed, reflective written account of development process and design to submission of final portfolio of work.
L5	Click or tap here to enter text.

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF Level **9** Demonstrate and/or work with: An understanding of the scope and defining features of production design, and an integrated knowledge of its main areas and practices. A capacity to critically appraise both traditional and current approaches to Production Design to select the most appropriate design solution.
Practice: Applied Knowledge and Understanding	SCQF Level **9** Apply knowledge, skills and understanding: In using a range of the principal professional skills, techniques, practices and/or materials associated with the process of production design. An understanding of methods, materials, processes and technologies appropriate to production design.
Generic Cognitive skills	SCQF Level **9** Click or tap here to enter text.
Communication, ICT and Numeracy Skills	SCQF Level **9** Communicate ideas both systematically and creatively. Make sound judgements and impart conclusions clearly to specialist and non-specialist audiences. Collect, evaluate, and present data in suitable formats.
Autonomy, Accountability and Working with others	SCQF Level **9** Engage with a community of peers including reflection on their own and others practice. Demonstrate self-direction and originality in tackling and solving problems. Exercise autonomy and initiative in some activities at a professional level in production design practice.
Pre-requisites:	Before undertaking this module the student should have undertaken the following:

	Module Code:	**Module Title:**
	Other:	
Co-requisites	**Module Code:**	**Module Title:**

*Indicates that module descriptor is not published.

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture/Core Content Delivery	12
Laboratory/Practical Demonstration/Workshop	24
Independent Study	164
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
	Hours Total 200
**Indicative Resources: (eg. Core text, journals, internet access)	

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

Barnwell, J. (2022) *Production Design for screen: Visual storytelling in film and television*. London: Bloomsbury Academic.

Juracek, J.A. (2003) *Surfaces: Visual research for artists, architects, and Designers*. London: Thames and Hudson.

Shorter, G. (2019) *Designing for screen production design and art direction explained*. Marlborough: The Crowood Press.

Please ensure the list is kept short and current. Essential resources should be included, broader resources should be kept for module handbooks / Aula VLE.

Resources should be listed in Right Harvard referencing style or agreed professional body deviation and in alphabetical order.

(**N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements

In line with the Student Attendance and Engagement Procedure: Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time.

For the purposes of this module, academic engagement equates to the following:

Students are required to attend all scheduled classes and participate with all delivered elements of the module as part of their engagement with their programme of study.

Consideration will be given to students who have protection under the appropriate equality law. Please refer to UWS Regulations 5.3.6 – 5.3.8., available at the following link: http://www.uws.ac.uk/current-students/rights-and-regulations/regulatory- framework/

Equality and Diversity

The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.

Please ensure any specific requirements are detailed in this section. Module Co-ordinators should consider the accessibility of their module for groups with protected characteristics..

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	Arts and Media
Assessment Results (Pass/Fail)	Yes ☐No ☐
School Assessment Board	Art, Music and Performance
Moderator	Dr Blane Savage
External Examiner	TBC
Accreditation Details	e.g. ACCA Click or tap here to enter text.
Changes/Version Number	

Assessment: (also refer to Assessment Outcomes Grids below)
Assessment 1 40%: Production of a workbook/sketchbook showing research and development of production designs.
Assessment 2 50%: Portfolio of finished production designs to a professional standard.
Assessment 3 10% Written reflective account of development process and design to submission of final portfolio of work. Essay - 1,000 words.
(N.B. (i) **Assessment Outcomes Grids** for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An **indicative schedule** listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Assessment Outcome Grids (See Guidance Note)

Component 1							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Workbook/ Journal	x	x				40	1.5

Component 2							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Portfolio			x			50	1.5

Component 3							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Essay				x		10	1
Combined Total for All Components						**100%**	**4 hours**

Change Control:

What	When	Who
Further guidance on aggregate regulation and application when completing template	16/01/2020	H McLean
Updated contact hours	14/09/21	H McLean
Updated Student Attendance and Engagement Procedure	19/10/2023	C Winter
Updated UWS Equality, Diversity and Human Rights Code	19/10/2023	C Winter
Guidance Note 23-24 provided	12/12/23	D Taylor
General housekeeping to text across sections. .	12/12/23	D Taylor

Version Number: 0.1 (2024-25)