# Ravensbourne University London

| Programme Title | MFA/MA Craft Editing |
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| Awarding Body | Ravensbourne University London |
| Teaching Institution | Ravensbourne University London |
| Final Award | Level 7 MFA/MA Craft Editing |
| Interim awards | PG Cert, PG Dip |
| UCAS Code | |
| Mode of study | E-learning |
| Date produced/amended | 18 June 2019 / July 2021 |
| Course Leader | Laurie Yule |

## Distinctiveness

The MFA/MA Craft Editing is a content-driven creative e-learning course designed to fast-track your career as a professional editor. Grounded in practice, the course will enable you to hone your craft through cutting a wide range of industry-relevant genres.

Editors are storytellers.  Cutting screen stories involves a complex manipulation of images and sounds, working with light and colour, creating rhythm, juxtaposition, motion and emotion. The editor's craft is rooted in a developed sense of structure; knowing how to select and sequence footage to tell the clearest, most dynamic story possible. This course shows you how.

Ravensbourne has long been a centre of excellence for editing, and runs the largest feeder course for the Post Production industry in the UK. For this MFA/MA, it has partnered with the world's only professional craft editing online course *Inside the Edit*. This industry recognised resource forms the spine of the course and delivers a highly structured programme that helps develop the students' skill level from Foundation to Intermediate to Professional. Each of these levels will be accredited on completion.

Thanks to advances in internet technology and connection speeds, we are able to offer this as a distance-learning course for students living anywhere in the world.  You'll be able to download professionally shot rushes, cut stories, and upload your work for tutor and peer-to-peer review. The course will feature workshops, one-to-one tuition, online chat rooms, peer-to-peer feedback, and master class webinars. You will develop professional behaviours, and have the opportunity to work with clients on projects that replicate the often pressured and deadline-driven culture you'll be entering. For your Final Major Project, you will have an opportunity to cut your own live commissions or bring to life your own shoot-and-edit projects.

Job prospects for editors are excellent. Thanks in part to the rapid expansion of online content, editing has grown way beyond its traditional TV and Film heartlands to virtually all parts of the commercial, public, and charity sectors. Today, when we want to engage our

clients and audiences, we tell them stories in moving pictures and sounds.

Here are ten reasons why you will want to enrol on our course:

1 Whether you choose full time or part time, you can undertake this e-learning course anywhere in the world and at times that suit you.

2 This MFA/MA is built around an industry recognised resource *Inside the Edit*, the world's only craft editing course.

3 Ravensbourne University London has been delivering courses in Editing and Post Production longer than any other university in the UK, and is recognised as a feeder institution for the industry.

4 You don't need to be an experienced editor to join this course, we particularly encourage applicants transitioning from another discipline.

5 Our course team are all practitioners with up-to-date knowledge of industry developments.

6 During your portfolio unit, you will have the opportunity

7 Though there is an emphasis on factual storytelling, you will nevertheless be cutting high quality rushes across many  genres within documentary  fiction, and  short-form.

8 You will receive the full Adobe Creative Cloud software suite for free.

9 As a Ravensbourne student you will enjoy  many of the same services as all on-campus students.

10 Your editing career comes first: this course will help you realise your ambitions.

## Programme aims

This MFA/MA positions itself at the forefront of the discipline of craft editing.
The primary aim of the programme is to provide the opportunity for you to develop and apply your editing skills to an advanced level. You will achieve this through practical, industry relevant editing assignments that span a range of genres, and through developing a knowledge and understanding of the craft. In particular, this programme aims:

•    To equip you with screen storytelling skills through practical application of editing techniques, and an advanced appreciation of structure and the grammar of editing.

- To develop your critical appreciation of how genre is inflected in the cut, and how to engage the viewer as an active contributor in the screen story.

- To equip you with independent study skills that support research and critical report writing.

- To develop your professional behaviours, edit suite protocols, engaging in the creative/critical dialogue and working with clients to deliver to tight deadlines.

- To encourage you to research the media markets and employment opportunities for editors.

## Distance Learning and You

You will come to this MFA/MA applying your own wealth of life experience and knowledge as you acquire new skills. This course is all about self-direction and independence, organising your learning around your own work-life pattern.

This course is delivered online where the learning is sustained, collaborative, collegial, interactive, integrated,

The learning platform we'll be using is called 'Aula'.

- *Sustained* – Learning on Aula adheres to a continuous and sustained model, with multiple opportunities for continued learning. Aula allows learning to be flexible, convenient and delivered at a pace that suits the needs of all learners.

- *Collaborative* – Aula allows the rehearsal of specific skills that you'll need to master in order to further develop and improve. Collaboration and conversation is at the heart of the platform (through the Feed), mimicking modern workplace technologies (such as Slack or MS Teams) but also enabling the mirroring of real-life client to editor discussions and critiques.

- *Collegial* – Aula integrates your extensive and rich background knowledge and experiences- for example, by allowing for collaboration and discussion in learning activities. Collegiality is uniquely facilitated through Professional Networks and Professional Learning Communities on Aula.

- *Interactive* – Aula allows for active learning experiences in small-groups and real-time coaching and mentoring to provide interactive learning opportunities.

- *Integrated* – Aula facilitates use of multiple media in teaching and learning; these include integrating with platforms such as Inside the Edit, Zoom, youtube etc. Multiple integrations and methodologies are used to encourage analysis, evaluation, and

application of research-based practices.[L SEP]

(note we can't use these assessment tools and analytics currently, not suitable for the course; the language is veering into high-jargon in places – let's make language accessible for students )

## Programme Learning Outcomes

**Practical Skills**

On completion of this master's degree you will be able to:

LO1 organise and manage editing workflows, process media, assemble and precisely structure genre stories to a professional standard.

LO2 skilfully apply the full panoply of editing techniques to maximise both the storytelling potential of the rushes, and the engagement of the viewer.

**Professional Skills**

On completion of this master's degree you will be able to:

LO3  appraise, review and communicate critical arguments in both verbal and written forms commensurate to level 7 study

LO4  manage professional relationships and commissions from briefing through to execution and delivery

LO5  work independently and with integrity, reflect on your own learning, be resourceful and entrepreneurial, contribute to a community of practice

**Knowledge and Understanding**

On completion of this masters degree you will have knowledge and understanding of:

LO6  approaches to conducting research, key concepts, themes, and current debates related to your discipline

LO7 media markets, industry models, genres, platforms, deliverables and professional career outcomes.

**Cognitive Skills**

On completion of this master's degree you will be able to:

LO8  interpret and assess complex narrative structures using key critical terms and concepts

LO9 conduct research and synthesise findings into coherent arguments.

| Learning and Teaching methods | Assessment Strategy |
|---|---|
| You will learn your craft through a variety of methods including project briefings, live and pre-recorded lectures, case studies, one-to-one tuition, chat room discussion, peer-to-peer feedback, practical workshops, demonstrations, master class webinars, reading seminal texts, and self-directed study.<br><br>This is a practice-driven course where much of the learning is gained through cutting stories to tight deadlines, problem-solving, engaging in a critical/creative dialogue with the tutor, and giving peer-to-peer feedback. You will also be expected to undertake self-directed research and synthesise your findings into verbal and written forms. While there is no dissertation, you will be expected to write critical and reflective reports for most units, and an essay of at least 5000 words for the MA option.<br><br>These teaching and learning methods will help prepare you for the demands of the editing profession.<br><br>**Learning Journey (full-time)**<br><br>Term 1: you will be inducted into the culture of distance learning, course expectations, study skills, and the importance of contributing to our online community of practice.  The *Assembly* unit delivers a wide range of bedrock skills from how an editor manages rushes to structuring a sync arc.  *Short Cuts* maps the territory of short form editing, and introduces you to the global marketplace for edited products.<br><br>Term 2: you will develop your screen storytelling skills with particular emphasis on pacing and timing, and techniques such as top-and-tailing scenes, and intercutting. In the (note: THIS UNIT NEVER EXISTED), *Fiction* unit you will  work with rushes from scripted material and work on specially designed rushes packages featuring professional actors. | You will provide evidence of the work and learning carried out for each unit. Knowledge, understanding and the development of your craft and professional skills will be assessed through delivery of edited videos, researched assignments, presentations, critical peer-to-peer feedback, research and critical reports , and your contribution to the community of practice. |

| | |
|---|---|
| Term 3: you will ramp up your craft skills to a professional level as you build longer form edits work with musical scores, and experiment with the poetic techniques of montage. Running in tandem, *Portfolio* is a unit driven by you where you will edit a professional body of  work: this is your calling card for industry. | |

## Entry Requirements

Students will normally be expected to possess a first of upper second honours degree (or equivalent non-UK qualification) in a relevant subject, or an equivalent professional qualification in a related subject area.

Where an applicant's first language is not English, proof of competence in English will be required. For undergraduate and postgraduate programmes, this will normally take the form of an approved English language test at B2 level in the Common European Framework of Reference. Any test for proficiency in English must have been achieved within 18 months preceding the date of entry. Individual programmes may have higher language requirements. Ravensbourne's international department will advise applicants on the language requirements for particular programmes.

### Selection Criteria

Ravensbourne will use a number of methods to assess an applicant's suitability for their course of choice. Primarily applicants are selected on the basis of:

- an applicant's prior academic achievement/qualifications and/or previous employment/life experience;
- assessment of the applicant's ability and aptitude to succeed on the course for which s/he has applied.

Students will be selected according to the generic criteria set out below:

Personal attributes

- shows commitment, enthusiasm and interest in the subject area
- initiative and problem solving
- ability to communicate

Creative process

- ☐ can generate ideas and use external sources to develop them
- ☐ ability to research an idea and follow it through to a finished product

Study skills

- ☐ can understand and organise information clearly
- ☐ can investigate and analyse information
- ☐ shows reasoning and intellectual curiosity

Professional skills

- ☐ has shown they can initiate and deliver projects

## Accreditation of Prior Learning

Applications are welcomed from those who may not possess formal entry qualifications, mature students, those with work experience or with qualifications other than those listed above. Such applicants should demonstrate sufficient aptitude and potential to complete the course successfully. Applicants will be assessed at interview in accordance with Ravensbourne's Accreditation of Prior Learning Policy and Procedure.

| **Student Support** | http://intranet.rave.ac.uk/display/SS/Student+Support |
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| **Assessment Regulations** | http://intranet.rave.ac.uk/display/RA/Assessment+-+UG+and+PG |

## Level 7

| PROGRAMME LOs mapped to UNIT LOs | MCE01 Assembly | MCE02 Short Cuts | MCE03 Rough Cut | MCE04 Fiction | MCE05 Fine Cut | MCE06 Portfolio (MFA) MCE07 Portfolio (MA) |
|---|---|---|---|---|---|---|
| PLO1 | LO1 | | LO1 | LO2 | LO1 | LO1 |
| PLO2 | LO2 | | LO2 | LO2 | LO2 | LO1 |
| PLO3 | | LO3 | | LO1 | | LO3 |
| PLO4 | | LO3 | | LO1 | | LO3 |
| PLO5 | | LO3 | | LO1 | | LO3 |
| PLO6 | LO3 | | | | | |
| PLO7 | | LO1 | | | LO3 | LO2 |
| PLO8 | LO3 | | LO3 | LO3 | | LO2 |
| PLO9 | LO3 | LO2 | LO3 | | LO3 | |

## Course Description

This is an e-learning course aimed at those with the drive and creativity to become a professional editor.

This is a practical masters where you will learn your craft through cutting a wide range of industry relevant genres, while engaged in a critical dialogue with tutors, peers. Whether

you're cutting documentary, fiction , promotions, news or corporate, at heart the editor's priority is to tell the clearest, most dynamic and engaging story from the rushes.  This course shows you how.

Ravensbourne has long been a centre of excellence for editing, and runs the largest feeder course for the Post Production industry in the UK. For this MFA/MA, they have partnered with the world's only professional craft editing online course *Inside the Edit*. This industry recognised resource forms the spine of the course and delivers a highly structured programme that helps develop the students' skill level from Foundation to Intermediate to Professional.

This is a distance-learning course.  Thanks to advances in cloud technology and connection speeds, we are able to offer this course to students anywhere in the world.  All rushes are professionally shot and packaged for the purpose of developing editing skills. The course will feature workshops, one-to-one tuition, online chat rooms, peer-to-peer feedback, client relationships, and master class webinars.  For your  term 3 Portfolio project you may include your own live commissions, or shoot-and-edit projects.

Editing is a rapidly expanding field and job prospects are excellent.  Thanks in part to the explosion of online content; editing has expanded way beyond its traditional TV and Film heartlands to virtually all parts of the commercial, public, and charity sectors. Telling stories in moving images and sounds has become our preferred way to talk to our audiences and customers.

## Academic Framework

# Ravensbourne University London

Full time delivery of the MFA/MA is over one academic year (42 weeks: 3 terms of 14 weeks each) with students completing 60 credits in each term.

Normally, part time students will complete within two academic years.

## Course Diagram: Full-Time Mode - 42 weeks

| Level 7 | Term1 | Term2 | Term 3 |
|---|---|---|---|
| | Induction<br>Uncredited | | |
| 180 Credits | MCE01 Assembly<br>30 credits | MCE03 Rough cut<br>30 credits | MCE05 Fine Cut<br>30 credits |
| | MCE02 Your Profession<br>30 credits | MCE04 Drama<br>30 credits | MCE06 Portfolio (MFA<br>OR<br>MCE07 Portfolio (MA)<br>30 credits |

## Course Diagram: Part-Time Mode – 84 weeks

### Year 1 (42 weeks)

| Level 7 | Term1 | Term2 | Term 3 |
|---|---|---|---|
| | Induction<br>Uncredited | | |
| 90 Credits | MCE01 Assembly<br>30 credits | MCE03 Rough cut<br>30 credits | MCE05 Fine Cut<br>30 credits |

### Year 2 (42 weeks)

| Level 7 | Term1 | Term2 | Term 3 |
|---|---|---|---|
| 90 Credits | MCE02 Your Profession<br>30 credits | MCE04 Drama<br>30 credits | MCE06 Portfolio (MFA)<br>OR<br>MCE07 Portfolio (MA)<br>30 credits |