

Programme Title	MFA/MA Craft Editing
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 (draft 6)
Course Leader	Greg Loftin

Distinctiveness

The Masters in Craft Editing is a creative e-learning course designed to fast-track your career as a professional editor. Grounded in practice and factual storytelling, you will 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 Masters, 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 for tutor and peer-to-peer review.

From the get-go you'll be expected to demonstrate your editing experience and familiarity with industry standard editing software such as Adobe Premiere or Avid Media Composer. While the clear emphasis of this programme is about the craft rather than the tools, you'll nevertheless be encouraged to further develop your software skills using your free LinkedIn Learning account (formerly Lynda.com).

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 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, and enter into dialogue with an industry mentor relevant to your chosen genre.

Job prospects for craft 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 You can undertake this e-learning course anywhere in the world and at times that suit you.
- 2 This Masters is built around an industry recognised resource *Inside the Edit*, the world's only craft editing course.
- 3 Ravensbourne University London has been delivering vocational 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 an industry editor/mentor to help you develop your chosen genre.
- 7 Though there is an emphasis on factual storytelling, you will nevertheless be cutting high quality rushes across all genres from documentary to drama, and from adverts to music videos.
- 8 You will receive the full Adobe Creative Cloud for free.
- 9 As a Ravensbourne student you will enjoy the same status and services as all on-

campus students.

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

Programme aims

This Masters 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 with clients to deliver to tight deadlines.
- To encourage you to research the media markets and employment opportunities for craft editors.

Distance Learning and You

You will come to this Masters 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, job-embedded, collegial, interactive, integrative, practical, and results-oriented.

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

- *Job-embedded* – Aula allows the rehearsal of specific skills that you'll need to master in order to further develop and improve their capacity in job-related areas. 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.
- *Integrative* – 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.
- *Practical* – Assessment tools such as My assignments and Handin offer accurate assessment strategies. Data from this allows the co-construction of learning experiences to ensure learning is useful and relevant to the needs of the students.
- *Results-oriented* – Aula's assessment tools and analytics allow learning to be research-based, data-driven, and evaluated to determine student academic growth.

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
<p>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.</p> <p>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 every unit.</p>	<p>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, logs, and your contribution to the community of practice.</p>

These teaching and learning methods will help prepare you for the demands of the editing profession.

Learning Journey (full-time)

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. *Your Profession* maps the territory of editing, and introduces you to the client relationship.

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 *Short Form* unit, you will take on a variety of client-driven assignments, and experience something of the demanding deadline-driven culture you will be entering.

Term 3: you will ramp up your craft skills to a professional level as you tackle 'difficult footage', 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 live commission: 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
 can work in a team and with people with different skills
 has shown confidence with IT

Career aspirations

understands the relevance of the course to her/his career ambitions
 understands current debates within industry

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>

Assessment Regulations

<http://intranet.rave.ac.uk/display/RA/Assessment+-+UG+and+PG>

PROGRAMME LOs mapped to UNIT LOs	MCE01 Assembly	MCE02 Your Profession	MCE03 Rough Cut	MCE04 Drama	MCE05 Fine Cut	MCE06 Portfolio
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, mentors and peers. Whether you're cutting documentary, drama, 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 Masters, 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.

From the get-go you'll be expected to demonstrate your editing experience and familiarity with industry standard editing software such as Adobe Premiere or Avid Media Composer.

While the clear emphasis of this programme is about the craft rather than the tools, you'll nevertheless be encouraged to further develop your software skills using your free LinkedIn Learning account (formerly Lynda.com).

The course will feature workshops, one-to-one tuition, online chat rooms, peer-to-peer feedback, client relationships, and master class webinars. For your Final Major Project you may include your own live commissions, and you will be assigned an industry mentor relevant to your chosen specialist genre.

Craft 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

Full time delivery of the Masters 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 Uncredited		
180 Credits	MCE01 Assembly 30 credits	MCE03 Rough cut 30 credits	MCE05 Fine Cut 30 credits
	MCE02 Your Profession 30 credits	MCE04 Drama 30 credits	MCE06 Portfolio 30 credits



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Course Diagram: Part-Time Mode – 84 weeks

Year 1 (42 weeks)

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

Year 2 (42 weeks)

Level 7	Term1	Term2	Term 3
90 Credits	MCE02 Your Profession 30 credits	MCE04 Drama 30 credits	MCE06 Portfolio 30 credits