University of the West of England
BRISTOL

MODULE SPECIFICATION

Code: UACPAR-30-2 **Title:** Web Media **Version:** 6
Level: 2 **UWE credit rating:** 30 **ECTS credit rating: 15**
Module type: project
Owning Faculty: Creative Arts **Field:** Culture & Media Studies **Field Leader:** J Arthurs
Faculty Committee approval: CAC (Chairs Action|) Date: November 2011
Valid from: Sept 2012 **Discontinued from:**
Contributes towards: Awards up to BA (Hons) Media Culture and Practice, Joint Awards up to BA (Hons) Media and Journalism and BA (Hons) Journalism and Public Relations, and the UWE/TU Dual Award Framework.
Pre-requisites: UACPAD-30-1 Introduction to Digital Media
Co-requisites: None
Excluded combinations: None

Learning outcomes:

By the end of the module students should be able to demonstrate:

- critical understanding of the conventions and possibilities of interactive and Internet media, demonstrated through the effective and creative employment and analysis of technical skills, conventions and processes in the production of projects with web software (assessed through Elements 1, 2, 3 and 4 of Component A of assessment);

- the effective application and investigation of theories of new media, critically and imaginatively, through the individual and group production of web media projects (assessed through Elements 1 and 3 of Component A of assessment)

- an awareness of the historical and cultural contexts of web media production and consumption (assessed through Elements 1, 2, 3 and 4 of Component A of assessment);

- teamwork, project management, time management (assessed through Elements 2 and 3 of Component A of assessment);

- clear and effective oral and written presentation (assessed through Elements 1, 2 and 4 of Component A of assessment);

Syllabus outline:

1. Historical and theoretical introduction to the field of new media studies, to explore the technocultural contexts of interactive, Internet and web media production and to introduce methods for describing, analysing and criticising a diverse range of interactive media forms and practices.

2. Enquiry into the relationships between theory and practice in interactive media production.

3. Production of web media projects that critically explore and develop the ideas and methods introduced in 1. and 2. above.

Teaching and learning methods:
The course is taught through lectures, workshops and tutorials. Lectures cover topics in both practice and

theory illustrated by an appropriate selection of short films and extracts. Workshops and tutorials are conducted in groups. A media instructor assists the lecturer in the workshops.

Reading Strategy

All essential readings will be made available to each student through the Internet or Blackboard. Further readings will also be suggested in lectures and workshops and will be listed on Blackboard, but students will also be expected to find their own further reading, particularly in relation to the group project and individual essay assessments (elements 3 and 4). Not all further reading will be available online. Advice on finding sources will be provided on Blackboard and in seminars and tutorials. Blackboard will also provide links to further digital readings and e-resources. All further recommended readings will be available via the library, and held on appropriate loan periods.

Indicative Reading List: (see guidance notes)
The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.

Aarseth, Espen,	*Cybertext: Perspectives on Ergodic Literature*, (Baltimore: John Hopkins University Press 2000).
Bell, David	*An Introduction to Cybercultures,* (London: Routledge, 2001)
Bolter, Jay David & Grusin, Richard	*Remediation: understanding new media,* (Cambridge MA: MIT Press, 2000)
Dovey, Jon & Kennedy, Helen W.	*Game Cultures: computer games as new media*, (Open University Press, 2007)
Lister, Dovey, Giddings, Grant & Kelly	*New Media: a critical introduction,*2nd edition (London: Routledge, 2009)
Manovich, Lev	*The Language of New Media,* (Cambridge, MA: MIT, 2002)
Murray, Janet	*Hamlet on the Holodeck,* (Cambridge, MA: MIT,Press 1998)
Rieser, Martin & Zapp, Andrea	*New Screen Media: cinema/art/narrative,* (London: BFI, 2002)

Assessment

ATTEMPT 1

First Assessment Opportunity
Component A

Description of each element	Element weighting
1 **individual portfolio**	**25%**
2 **group presentation**	**10%**
3 **group project & workbook**	**50%**
4 **evaluative essay (2000 words)**	**15%**

Second Assessment Opportunity (further attendance at taught classes is/is not required)
Component A

Description of each element	Element weighting
1 **portfolio**	**25%**
2 **project and workbook**	**60%**
3 **evaluative essay (2,000 words)**	**15%**

Exceptional Retake: Attendance at taught classes is required.

Specification confirmed by Jane Arthurs Date 3rd October 2011 HoD and Field Leader (Associate Dean/Programme Director)