



Module Specification

Online Media Production

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Part 1: Information

Module title: Online Media Production

Module code: UPCPAR-30-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Field: Cultural Studies

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: This module will provide you with a historical and theoretical introduction as well as a practical training in online media production and significance.

Outline syllabus: In lectures you will explore the cultural contexts of interactive web media production and develop methods for describing, analysing and criticising a diverse range of online media forms and practices. Online media are central to the ongoing transformation of digital culture and this module explores its global, ethical and transcultural dimensions. In workshops you will learn various online media production software and procedures to an introductory level of professional technical competence. This will provide a platform for your further development of these skills through further work in level 3 and/or through enabling you to develop and maintain the currency of your skills further by accessing online learning platforms and tutorials. Through taught classes and assessed work you will inquire into the relationships between theory and practice in online media production and use. Assessments will also involve you in individual and group-based production projects to develop the range of project management and teamwork skills required for effective online media production in different industry contexts.

Part 3: Teaching and learning methods

Teaching and learning methods: See Outline Syllabus.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Employ professional technical skills in the production of online media projects effectively and creatively

MO2 Evaluate and apply key concepts and theories of online media, critically, ethically and imaginatively, through individual research and analysis, and through individual and group production of online media projects

MO3 A critical awareness of the diverse contemporary and emergent professional and cultural contexts of web media production and consumption

MO4 Effective co-creative teamwork, project design and management, and time management

MO5 Clear and effective oral and written communication and presentation

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/upcpar-30-2.html) via the following link <https://uwe.rl.talis.com/modules/upcpar-30-2.html>

Part 4: Assessment

Assessment strategy: Group presentation represents formative assessment towards Group Project and Project assignment; Plagiarism for Evaluative Essay assignment to be filtered using the available online assessment submission tools.

Assessment Criteria:

Engagement with relevant concepts and debates (Relates to learning outcomes 1, 2, 3;

Technical competence in executing online media project work according to assignment briefs (Relates to learning outcomes 1, 2, 4;

Realisation of innovative and/or imaginative design ideas in response to assignment briefs (Relates to learning outcomes 1 ,2 ,3, 4, 5;

Structure, clarity and presentation of written work and oral presentation (Relates to learning outcomes 4, 5;

Assessment tasks:

Portfolio (First Sit)

Description: Individual Portfolio

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Project (First Sit)

Description: Group Project

Weighting: 60 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (First Sit)

Description: Evaluative Essay (2000 words)

Weighting: 15 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO5

Portfolio (Resit)

Description: Individual Portfolio

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Project (Resit)

Description: Group Project

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (Resit)

Description: Evaluative Essay (2,000 words)

Weighting: 15 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media and Cultural Production [HKUSpace] Not Running BA (Hons) 2023-24

Media and Cultural Production [Sep][FT][Frenchay][3yrs] - Not Running BA (Hons) 2022-23

Media Culture and Communication [Sep][FT][Frenchay][3yrs] - Not Running BA (Hons) 2022-23

Media Culture and Communication [Sep][SW][Frenchay][4yrs] - Not Running BA (Hons) 2022-23

Media and Cultural Production [Sep][SW][Frenchay][4yrs] - Not Running BA (Hons) 2022-23

Media and Cultural Production [Sep][PT][HKUSpace][4yrs] BA (Hons) 2022-23

Media and Cultural Production {Foundation} [Sep][FT][Frenchay][4yrs] - Not Running BA (Hons) 2021-22

Media and Cultural Production {Foundation} [Sep][SW][Frenchay][5yrs] - Not Running BA (Hons) 2021-22

Media Culture and Communication {Foundation}[Sep][FT][Frenchay][4yrs] - Not Running BA (Hons) 2021-22

Media Culture and Communication {Foundation}[Sep][SW][Frenchay][5yrs] - Not Running BA (Hons) 2021-22