UWE Bristol | University of the West of England

MODULE SPECIFICATION

Part 1: Information			
Module Title	Online Media Production		
Module Code	UPCPAR-30-2	Level	2
For implementation from	2018		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	DACI		
Contributes towards	BA (Hons) Media Culture and Communication; BA (Hons) Media and Cultural Production (optional for both)		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
This module will provide you with a historical and theoretical introduction as well as a practical training in online media production and significance. 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: Assessment

Criteria	Relates to learning outcomes	Source of evidence
Engagement with relevant concepts and debates	1, 2, 3	A1, A2, A3, A4
Technical competence in executing online media project work according to assignment briefs	1, 2, 4	A1, A3
Realisation of	1, 2, 3, 4, 5	A1, A3

innovative and/or imaginative design ideas in response to assignment briefs		
Structure, clarity and presentation of written work and oral presentation	4, 5	A2, A4

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

Identify final timetabled piece of assessment (component and element)	**A3**	

	A:	**B**:
% weighting between components A and B (Standard modules only)	**100%**	

First Sit

Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Individual Portfolio	25%
2. Group Presentation (in class) 10 mins	10%
3. Group Project and Project Blog	50%
4. Evaluative Essay (2000 wds)	15%
Component B **Description of each element**	**Element weighting** (as % of component)
N/A	

Resit (further attendance at taught classes is not required)

Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Individual Portfolio	25%
2. Individual Project and Project Blog	60%
3. Evaluative Essay (2000 wds)	15%
Component B **Description of each element**	**Element weighting** (as % of component)
N/A	

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will be able to: 1. Employ professional technical skills in the production of online media projects effectively and creatively (A1, A2, A3); 2. 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 (A1, A3, A4); 3. A critical awareness of the diverse contemporary and emergent professional and cultural contexts of web media production and consumption (A1, A2, A3, A4); 4. effective co-creative teamwork, project design and management, and time management (A2, A3, A4);

	5. clear and effective oral and written communication and presentation (A1, A2, A4)

Key Information Sets Information (KIS)	**Key Information Set - Module data**

	Number of credits for this module 30

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
300	72	228	0	300

Contact Hours

The table below indicates as a percentage the total assessment of the module which constitutes a;

Written Exam: Unseen or open book written exam
Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total Assessment

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	90%
Practical exam assessment percentage	10%
	100%

Reading List

Reading Strategy.
There is no single core textbook for this module, therefore access to a range of excerpts will be provided either in print or online. All further readings and viewings listed in the module handbook are available in the library or online. Students are not required to buy any audiovisual media or books for this module.

This module offers an opportunity to further develop information skills introduced at Level 1. Students are expected to be able to identify and retrieve reading as appropriate. Students will be given the opportunity to attend sessions on selection of relevant databases and search skills. Additional support is available through the library web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. Sign-up workshops are also offered by the Library.

Titles below added to online facility:

Bolter, Jay David & Richard Grusin. 2000. *Remediation: Understanding new media*. Cambridge MA: MIT Press.

Couldry, Nick. 2012. *Media, Society, World: Social Theory and Digital Media Practice*. Oxford: Polity Press.

Dovey, Jon & Helen W. Kennedy. 2007. *Game Cultures: Computer games as new media.* London: Open University Press.

Frissen, Valerie, Sybille Lammes, Michel de Lange, Jos de Mul and Joost Raessens (eds). 2015. *Playful Identities: The Ludification of Digital Media Cultures*. Amsterdam: Amsterdam University Press.

Grusin, Richard. 2010. *Premediation: Affect and Mediality after 9/11*. Basingstoke: Palgrave Macmillan.

Hudson, Dale and Zimmerman, Patricia. 2015. *Thinking Through Digital Media: Transnational Environments and Locative Places*. London: Palgrave Macmillan.

Lister, Martin, Jonathon Dovey, Seth Giddings, Ian Grant and Kieran Kelly. 2009. *New Media: a critical introduction, 2nd edition.* London: Routledge.

Manovich, Lev. 2002. *The Language of New Media.* Cambridge, MA: MIT.

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First CAP Approval Date	November 2011			
Revision CAP Approval Date	21 March 2017	Version	7	Link to MIA 10639