University of the West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Research Practice					
Module Code	UA1AFR-30-M		Level	M	Version	3.2
Owning Faculty	ACE		Field	Visual Culture		
Contributes towards	MA Media, Culture and Practice; MA by Project, MA Multidisciplinary Printmaking, MA Graphic Arts, MA Animation, MA Fine Art, MA by Research (Culture), MA Design					
UWE Credit Rating	30	ECTS Credit Rating	15	Module Type	Project	
Pre-requisites			Co- requisites			
Excluded Combinations			Module Entry requirements			
Valid From	September 2014		Valid to	September 2018		

CAP Approval Date	06th February 2013; 18 November 2014

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: undertake sustained, innovative and creative scholarship and research (assessed through component A element 1 & 2) demonstrate coherent and detailed critical knowledge of a chosen topic of study in creative practice (assessed through component A element 2) formulate a professional research or enterprise proposal (assessed through component A element 1 & 2) provide a coherent rationale for choosing between different research methods and approaches in the development of their proposal (assessed through component A element 1 & 2) employ a rigorous, critical and creative approach to contextual analysis and critique (assessed through component A element 2) employ a high level of critical and creative independence throughout the development of the proposal (assessed through component A element 1 and

	2)
	present their work at a professional level, visually, verbally, and in writing. (assessed through component A element 1 and 2)
Syllabus Outline	This module is designed to develop the independent research skills required for writing Research, Practice or Enterprise proposals at Masters level. It is intended to foster greater critical and creative independence amongst the cohort. The module will offer 3 distinct projects that students may choose from in accordance with their professional ambitions: Research for Practice, Research for Further Research and Research for Enterprise in the Creative Industries.
	For each project key methods and approaches will be identified, for the development of research for the chosen project, and students will be expected to develop a coherent research proposal that evidences full supporting contextual research, enquiry and analysis.
	The module will emphasise rigorous engagement with reading, writing and creative research as forms of academic practice. Students will be required to present their findings through a written document and formal verbal presentation at the end of their studies.
Contact Hours	This module is delivered through a programme of lectures, seminars and tutorials, including individual project supervision. There are 26 contact hours.
Teaching and Learning Methods	This module will be taught using blended learning methods. There will be a mix of direct staff/student contact time via lectures, seminars and tutorials as well as learning at a distance via module resources on Blackboard. Students will be encouraged to share information, comment upon each other's work and reflect upon their learning both individually and through discussion in group sessions. Teaching staff will play an active role in instigating topics for discussion, moderating discussion in seminars and commenting on work being presented. Students working on all projects will be required to present their research and contribute to group discussion as part of the formative assessment process for this module.
Key Information Sets	N/a – this is a Postgraduate module.
Reading Strategy	As this module is based around the development and support of research proposals there is no fixed set of texts that will be appropriate for all students. Teaching staff will provide key texts as appropriate to the research methods and approaches for each particular pathway. These key texts will be distributed to all students, will be held in the library and wherever possible these will be made available online. The students will be working on the identification, engagement and analysis of literature relevant to their own proposals and will be actively encouraged through workshops and tutorials to make use the full range of learning resources at their disposal.
Indicative Reading List	**Indicative sources:**

	Roland Barthes	'The Rhetoric of the Image' in *Image Music Text*	(London: Fontana 1977) pp. 32-51
	Peter Burke	*Varieties of Cultural History*	(Polity Press 1997)
	Terry Eagleton	chapter on post-structuralism in *Literary Theory: An Introduction*	(London: Blackwell 1983)
	Terry Eagleton	*The Ideology of the*	(Oxford: Blackwell 1990)

		Aesthetic	
	Tim Edwards	'Conceptions of Consumption' in *Contradictions of Consumption*	(Buckingham: Open University Press 2000) pp. 9-31
	Michel Foucault	'The Eye of Power' in *Power/Knowledge: Selected Interviews and Other Writings 1972-1977*	(Brighton: Harvester Press 1980)
	Hans-Geog Gadamer	'Aesthetics and Hermeneutics' in Clive Cazeaux (ed.) *The Continental Aesthetics Reader*	(London: Routledge 2000)
	Paul de Man	'The Resistance to Theory' in Clive Cazeaux (ed.) *The Continental Aesthetics Reader*	(London: Routledge 2000)
	Arthur Marwick	*The Nature of History*	(Macmillan 1989) pp. 193-235
	Keith Negus and Michael Pickering	'Creativity and Cultural Production' *Cultural Policy* vol. 6 no. 2	(2000) pp. 259-82
	Roy Porter	*The Enlightenment*	(Macmillan Education 1990) chapters 1& 2
	Raymond Williams	*Keywords*	(London: Fontana 1976)
	Raymond Williams	'Base and Superstructure in Marxist Cultural Theory' in *Problems in Materialism and Culture*	(London: New Left Books 1980)

Part 3: Assessment	
Assessment Strategy	The forms of assessment have been selected to give students maximum opportunity to demonstrate the learning that they have achieved, particular to their chosen pathway and relevant to the professional skills that they are expected to demonstrate in industrial contexts.

The presentation/pitch assesses the student's ability to formulate a proposal and to test ideas with their peers through communicating verbally and using visual material.

The written submission assesses the thoroughness of the student's knowledge, the implementation of the proposal, and the development of critical and analytical skills. |

Identify final assessment component and element		A1	
% weighting between components A and B (Standard modules only)		**A:** **n/a**	**B:**

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting (as % of component)**
1. Presentation/Pitch (15 -20 mins)	20%
2. Independent Research Project (4,000 words or equivalent)	80%
Component B **Description of each element**	**Element weighting (as % of component)**
1.	
2.(etc)	

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting (as % of component)**
1. Presentation/Pitch (15 – 20 mins)	20%
2. Independent Research Project (4,000 words or equivalent)	80%
Component B **Description of each element**	**Element weighting (as % of component)**
1.	
2.(etc)	

If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.