Module Specification

Visual Culture 3

Version: 2025-26, v6.0, 20 Mar 2024

Contents

Part 1: Information

Module title: Visual Culture 3

Module code: UA1APT-15-3

Level: Level 6

For implementation from: 2025-26

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: School for Higher and Professional Education

Field: Visual Culture

Module type: Module

Pre-requisites: None

Excluded combinations: Visual Culture 3 2025-26

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: The 30 credit module UA1AVJ-30-3 Visual Culture 3 is an excluded combination for students studying at UWE.

Educational aims: See Learning Outcomes

Outline syllabus: Students design and produce a research project that develops a specialised interest in contemporary critical debates and contexts for contemporary

creative production.

Workshops and lectures support students in developing their ideas, designing and implementing research projects, and provide guidance on independent study. Individual supervision tutorials support on-going research, critical reading and writing.

Contact Hours

Students can expect a total of 36 hours scheduled contact time for this module. This includes lectures, workshops, and tutorials

Contact time may also take a synchronous virtual form rather than face-to- face, through the use of email discussion groups, virtual learning environments (VLEs) and other technology-aided means.

Part 3: Teaching and learning methods

Teaching and learning methods: Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; work based learning; supervised time in studio/workshop.

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make.

Placement learning may include a practice placement, other placement, year abroad.

Workshops and lectures support students in designing and conducting their research project and provide guidance in research methods and in identifying and using appropriate research materials.

Students are expected to actively engage in peer-to-peer discussion, student-led research tasks and small and large group discussion in response to the materials presented, and those developed through individual study. Participation in these learning experiences (face to face and/or virtually) is core to the ethos of, and assessment strategy for the module.

Tutorials help students structure their independent learning and provide subject specific advice and guidance.

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

MO1 The ability to design and develop an independent research project

MO2 A coherent and detailed critical knowledge about a chosen topic of study in creative practice and its cultural, historical and industrial contexts;

MO3 The ability to select, justify, apply and interpret appropriate research methods and sources;

MO4 The ability to analyse an object of study in relation to relevant critical and theoretical debates;

MO5 The ability to develop a coherent argument or analysis supported by research

MO6 The ability to present research in an appropriate academic format.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/ua1apt-15-3.html

Part 4: Assessment

Assessment strategy: Assessment strategies within the programme that this module contributes to reflect the School of Arts' philosophy which considers assessment to be part of the learning process.

Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements and to support the monitoring of progress by tutors and students.

Assessment methods used are varied, are relevant in demonstrating

achievement to both academic and industry stakeholders, and form a

coherent programme of assessment which is designed to offer students the maximum opportunity to demonstrate the skills, knowledge and experience that they have gained through the course of study, as well as to support ongoing and continuous improvement in their individual creative practice and development as practitioner-researchers.

The principle of 'learning through making' is core to learning strategies in the School of Arts – these learning activities are then expanded into and through an exploration of contemporary practice in relevant and related subject areas.

At assessment, therefore, students are expected to present evidence of work which demonstrates engagement with the minimum number of learning hours for the module (contact and independent study hours).

Forms of assessment used as part of the overall programme include:

Presentation and participation in studio-critique

Poster presentation

Group and individual visual presentations

Group and individual verbal presentations

Written Assignments – forms of writing relevant to the creative industries, including academic/essay and industry focused/report writing

Group critiques

Peer and self-assessment

Evaluative and reflective outcomes, including visual, verbal and written

Formative and summative assessment activities that involve students participating in the evaluation of presented work (their own and others') take place throughout the programme. Participation in and attendance at these sessions forms part of the assessed content of the module as a result of this.

Feedback (verbal and/or in writing) at regular points throughout the module provides students with a clear understanding of their progress and advice about how this can be improved.

Assessment tasks:

Final Project (First Sit)
Description: Independent research project (3,500 words or equivalent) and presentation
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Final Project (Resit)

Description: Independent research project (3,500 words or equivalent) and presentation

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Interior Design [SHAPE] BA (Hons) 2025-26

Interior Design {Foundation} [Bower] BA (Hons) 2022-23

Interior Design [Bower] BA (Hons) 2022-23

Illustration [Sep][PT][Bower][6yrs] BA (Hons) 2021-22

Interior Design {Foundation} [Sep][SW][Bower][5yrs] BA (Hons) 2021-22

Interior Design [Sep][PT][Bower][6yrs] BA (Hons) 2021-22

Fine Art [Bower] BA (Hons) 2023-24

Illustration [Bower] BA (Hons) 2023-24

Graphic Design [Arnolfini] BA (Hons) 2023-24

Fashion Textiles [Bower] BA (Hons) 2023-24

Interior Design [Bower] BA (Hons) 2023-24

Fashion Communication [Bower] BA (Hons) 2023-24

Art and Writing [Bower] BA (Hons) 2023-24

Fashion Communication: Branding and Marketing [Bower] BA (Hons) 2023-24

Fashion Textiles {Foundation} [Bower] BA (Hons) 2022-23

Illustration {Foundation}[Bower] BA (Hons) 2022-23

Fine Art (International) {Foundation} [Bower] BA (Hons) 2022-23

Drawing and Print {Foundation} [Sep][FT][Bower][4yrs] - Not Running BA (Hons) 2022-23

Fashion Textiles [Bower] BA (Hons) 2022-23

Fine Art {Foundation}[Bower] BA (Hons) 2022-23

Fashion Communication {Foundation} [Bower] BA (Hons) 2022-23

Graphic Design {Foundation} [Arnolfini] BA (Hons) 2022-23

Art and Writing {Foundation}[Bower] BA (Hons) 2022-23

Fashion Communication [Sep][PT][Bower][6yrs] BA (Hons) 2021-22

Drawing and Print [Sep][PT][Bower][6yrs] - Not Running BA (Hons) 2021-22

Graphic Design [Sep][PT][Arnolfini][6yrs] BA (Hons) 2021-22

Fine Art [Sep][PT][Bower][6yrs] BA (Hons) 2021-22

Art and Writing [Sep][PT][Bower][6yrs] BA (Hons) 2021-22

Fashion Textiles [Sep][PT][Bower][6yrs] BA (Hons) 2020-21