



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

| Part 1: Basic Data | | | | | |
|-----------------------|--------------------------------|--------------------|---------------------------|-------------|----|
| Module Title | Convergent Media | | | | |
| Module Code | UPCP3X-30-1 | Level | 1 | Version | 1 |
| UWE Credit Rating | 30 | ECTS Credit Rating | 15 | WBL module? | No |
| Owning Faculty | ACE | Field | Cultural Industries | | |
| Department | Arts & Cultural Industries | Module Type | Project | | |
| Contributes towards | BA(Hons) Creative Media Design | | | | |
| Pre-requisites | None | | Co- requisites | None | |
| Excluded Combinations | None | | Module Entry requirements | N/A | |
| Valid From | | Valid to | | | |

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| CAP Approval Date | |
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| Part 2: Learning and Teaching | |
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| Learning Outcomes | <p>On successful completion of this module students will be able to demonstrate:</p> <ol style="list-style-type: none"> 1. The ability to use appropriate online tools for creative media production 2. The ability to use cameras and audio hardware to produce material for online creative media production 3. An understanding of the multiplatform and transmedia environment for contemporary media production 4. An understanding of critical concepts and debates around digital and convergent media culture 5. The ability to select appropriate media and tools to realise a concept 6. An exploratory, experimental and artistic approach to media production 7. An ability to work in a small group and manage time and production schedules |
| Syllabus Outline | <p>This module introduces students to creative production in contemporary online, convergent, and transmedia environments. It emphasises the integration of lens-based media and online platforms through an introduction to online tools, creative camera techniques, and audio production</p> <p>The module is taught through practical workshops that introduce all the required software and hardware, which will include photo and video editing software, digital cameras and audio recording, and blogging software</p> |

alongside an introduction to experience design, narrative and visual Information. A series of seminars that explore key sources and concepts for understanding the development, syntax and cultural impact of converged media.

Students produce a digital portfolio of small experimental submissions themed around various aspects of convergent media practice, leading to a transmedia project using at least two media forms and developed across at least two platforms.

The project brief encourages an experimental approach to the project.

Contact Hours The contact hours for a student on this module will be 72 hours of scheduled learning. 70 hours of this will be group contact, including theoretical and practical workshops, field visits and talks. The remaining 2 hours will be for individual tutorials, either in person or synchronous online. The student will be expected to conduct 228 hours of independent learning.

Teaching and Learning Methods

The module is taught through **scheduled learning** including seminars, tutorials, project supervision, practical classes and workshops; supervised time in studio/workshop.

Students are expected to pursue **independent learning**, including 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.

Key Information Sets Information Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.

| 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 |

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

- Written Exam:** Unseen written exam, open book written exam, In-class test
- Coursework:** Written assignment or essay, report, dissertation, portfolio, project
- Practical Exam:** Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

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|--------------------------------------|--|---------------------------------|------|--|--|------------------------------------|--|----|--|----------------------------------|--|------|--|--------------------------------------|--|----|--|--|--|--|------|
| | <table border="1"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td>0%</td> <td></td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td>100%</td> <td></td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td>0%</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td>100%</td> </tr> </table> | Total assessment of the module: | | | | Written exam assessment percentage | | 0% | | Coursework assessment percentage | | 100% | | Practical exam assessment percentage | | 0% | | | | | 100% |
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| Written exam assessment percentage | | 0% | | | | | | | | | | | | | | | | | | | |
| Coursework assessment percentage | | 100% | | | | | | | | | | | | | | | | | | | |
| Practical exam assessment percentage | | 0% | | | | | | | | | | | | | | | | | | | |
| | | | 100% | | | | | | | | | | | | | | | | | | |
| Reading Strategy | <p>All students will be encouraged to make full use of the print and electronic resources available to them and through systems such as UWE online.</p> <p>All essential reading will be accessible through online sources and will be indicated clearly in the module handbook. Instructions on how to access all readings for the course will be available on Blackboard. Further online texts and forums for debate will be clearly identified for research and discussion. Training in the identification and evaluation of online research resources will be provided in taught sessions.</p> <p>Given the cross disciplinary of this module no single suitable text exists would fully support the module content.</p> <p>A prepared reading pack will be available at the start of the module.</p> <p>The currency of information may wane during the lifetime of the specification, consequently current advice on readings will be available through more frequently updated mechanisms such as the handbook and intranet, and these will be revised annually.</p> <p>Some relevant materials will be made available in reading packs or on Blackboard where applicable, within the limits of what is permissible under the terms of the university's Copyright Licensing Agency license.</p> | | | | | | | | | | | | | | | | | | | | |
| Indicative Reading List | <p>Core reading</p> <p>Giddings, S. (2011) ed. <i>The New Media & Technocultures Reader</i>. London: Routledge.</p> <p>Jenkins, H. (2008). <i>Convergence Culture: where old and new media collide</i>. New York: New York University Press.</p> <p>Jenkins, H. (2013). <i>Spreadable Media: creating value and meaning in a networked culture</i>. New York: New York University Press.</p> <p>Lovejoy, M. (2004). <i>Digital Currents: art in the electronic age</i>. New York: Routledge.</p> <p>Snickars, P. & Vonderau, P. (2009) eds. <i>The YouTube Reader</i>. Stockholm: National Library of Sweden.</p> | | | | | | | | | | | | | | | | | | | | |

| Part 3: Assessment | | | | |
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| Assessment Strategy | <p>Students produce a small portfolio of individual projects that demonstrate the interrelationship between key practice techniques, key technical methods and the theoretical topics explored in the module. The project briefs will address different aspects of transmedia and convergent media production.</p> <p>The group project brief will encourage students to develop the small scale projects into a larger, more ambitious project, working in teams of 3 and 4. The project brief will emphasise that the project incorporate two different media forms across two different platforms.</p> | | | |
| | Criteria | <table border="1"> <tr> <td>Relates to learning outcomes</td> <td>Source of evidence</td> </tr> </table> | Relates to learning outcomes | Source of evidence |
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|--|---|------------------|--------|
| | 1. research Engagement with relevant theoretical and design resources, engagement with contemporary media contexts, initiative in finding appropriate resources | 1, 3, 5 | A1, A2 |
| | 2. method engagement with individual and group production and research processes, management of time and resources, reflection on research and production processes and outcomes | 1, 3, 4, 5, 6, 7 | A1, A2 |
| | 3. technical realisation technical competence and control in a range of digital hardware and software, | 1, 2, 3, 5 | A1, A2 |
| | 4. creative realisation innovation in media form and content, application of critical ideas through production, editorial judgement, and execution | 2, 3, 4, 5, 6, 7 | A1, A2 |

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| Identify final assessment component and element | | |
| % weighting between components A and B (Standard modules only) | A: | B: |
| | 100% | |
| First Sit | | |
| Component A (controlled conditions) Description of each element | Element weighting | |
| 1. Portfolio of practical assignments | 35% | |
| 2. Group project in convergent media, including development log (final assessment) | 65% | |

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| Resit (further attendance at taught classes is not required) | | |
| Component A (controlled conditions) Description of each element | Element weighting | |
| 1. Portfolio of practical assignment | 35% | |
| 2. Project in convergent media, including development log | 65% | |

If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.

