



Module Specification

Seeing and Society: Applied Visual Sociology

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Part 1: Information

Module title: Seeing and Society: Applied Visual Sociology

Module code: UZSRUL-30-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Health & Applied Sciences

Department: HAS Dept of Social Sciences

Partner institutions: None

Field: Sociology and Criminology

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: This module provides students with a training in applied visual sociology – its media, methods, analyses and tools.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: There are 4 major teaching blocks/themes:

Understanding Images

Making Images

Analysing Images

Using Images

These are as follows:

Understanding Images: This acts as an advanced introduction to visual sociology including theories concerning still and moving images as material objects, media and forms of sociological practice.

Making Images: This is a practical and creative introduction to creating still and moving images for sociological research.

Analysing Images: A sociological and cultural introduction to the analysis of images and how these tools can be used in practical ways to produce visual sociology outputs.

Using Images: How to manipulate, edit and present visual data for sociological research and create finished outputs.

Part 3: Teaching and learning methods

Teaching and learning methods: 2 Hour Weekly Lectorial/Workshop session accompanied by 1 hour weekly seminar/tutorial sessions for 3 hours weekly contact time.

The Lectorial sessions are flexible to allow the dissemination of intellectual and practical skills/exercises – e.g., using cameras for interviewing – and watching visual sociological texts depending upon the topic. This will be accompanied by a flexible seminar session which in semester one and the early part of semester two will be largely taught sessions. These will then become practical and applied tutorial sessions to facilitate the making and trouble-shooting of the videos for the assessment (Component B).

Contact hours: 72 hours contact in the form of face to face teaching, practical skills, case study based learning and trouble-shooting tutorials.

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

A1 Demonstrate an advanced knowledge and practical understanding of visual sociology and its media/texts, tools, methods and social scientific context

A2 Demonstrate knowledge of how to create, communicate and disseminate visual sociology outputs appropriately

B1 Understanding the ethical and legal issues that impact on applied visual sociology practice

B2 Construct appropriate sociologically informed questions through visual methods

C1 Plan, create and present visual sociology outputs in the form of a storyboard and short film

C2 Translate sociological discourses into coherent and creative visual languages and vice-versa

D1 Create and present a plan of social scientific work using appropriate digital and visual technologies

D2 Create, present and disseminate significant and original visual output using appropriate AV technologies and software

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/uzsrul-30-3.html) via the following link <https://uwe.rl.talis.com/modules/uzsrul-30-3.html>

Part 4: Assessment

Assessment strategy: The strategies will produce creative and original work in visual sociology:

Assessment One is a digital storyboard which is a summative assessment which will also formatively feed into the creation of the longer visual output in the form of a short film/visual sociology essay (Assessment Two). The lectorial sessions in Semester 1 will devote time to develop and troubleshoot the individual storyboards. In Semester 2 the later seminars will be devoted specifically to helping produce the short films.

The assessment links to the faculty's TEL strategy and its practical nature is based upon visual literacy, creative social scientific thinking and important transferable skills around the use of appropriate software and digital AV technologies. These skills, coupled with enhanced communication, presentation and dissemination skills and a committed introduction to creative problem solving are part of the University's employability agenda.

The assessment hones skills in visual and digital social science and acts as a complement to other research and communication skills embedded in the current sociological curriculum and QAA sociology benchmarks.

Assessment tasks:

Set Exercise (First Sit)

Description: Ignite presentation of a storyboard for video project

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: A1, A2, B1, B2, C1, D1

Practical Skills Assessment (First Sit)

Description: 10-20 minute Practical Video Project (short “film”/video essay)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: A1, A2, B2, C1, C2, D2

Set Exercise (Resit)

Description: Ignite presentation of a storyboard for video project

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: A1, A2, B1, B2, C1, D1

Practical Skills Assessment (Resit)

Description: 10-20 minute Practical Video Project (short “film”/video essay)

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: A1, A2, B1, B2, C2, D2

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Sociology [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Sociology with Psychology [Sep][FT][Frenchay][3yrs] BSc (Hons) 2021-22

Criminology with Sociology [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Sociology with Criminology [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Criminology and Sociology [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Sociology with Psychology [Sep][SW][Frenchay][4yrs] BSc (Hons) 2020-21

Sociology with Psychology {Foundation} [Sep][FT][Frenchay][4yrs] BSc (Hons) 2020-21

Sociology [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Sociology {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Criminology with Sociology [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Criminology with Sociology {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Sociology with Criminology [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Sociology with Criminology {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Criminology and Sociology [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Criminology and Sociology {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Sociology with Psychology {Foundation} [Sep][SW][Frenchay][5yrs] BSc (Hons) 2019-20

Sociology with Psychology [Sep][PT][Frenchay][6yrs] BSc (Hons) 2019-20

Criminology and Sociology [Sep][PT][Frenchay][6yrs] BA (Hons) 2019-20

Sociology [Sep][PT][Frenchay][6yrs] BA (Hons) 2019-20

Sociology {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Criminology with Sociology {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Sociology with Criminology {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Criminology and Sociology {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2019-20

Psychology with Sociology [Sep][PT][Frenchay][6yrs] - Withdrawn BSc (Hons) 2018-19

Sociology [Sep][PT][Frenchay][6yrs] BA (Hons) 2018-19

