



## **Module Specification**

### **Advanced Digital Media**

Version: 2023-24, v2.0, 20 Dec 2022

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## Part 1: Information

**Module title:** Advanced Digital Media

**Module code:** UABN65-30-2

**Level:** Level 5

**For implementation from:** 2023-24

**UWE credit rating:** 30

**ECTS credit rating:** 15

**Faculty:** Faculty of Arts Creative Industries & Education

**Department:** ACE Dept of Creative & Cultural Industries

**Partner institutions:** None

**Delivery locations:** Not in use for Modules

**Field:** Broadcast and Journalism

**Module type:** Module

**Pre-requisites:** Introduction to Digital Media 2023-24

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** Advanced Digital Media explores recent and contemporary digital media trends, developments and innovations.

**Features:** Not applicable

**Educational aims:** Students will build on their digital media production skills as well as their critical awareness issues around media production and consumption to explore the field.

**Outline syllabus:** See Educational Aims and Teaching and Learning Methods.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** Scheduled learning includes lectures, seminars, practical classes and workshops; supervised time in workshop.

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

Contact hours on the module will be scheduled in line with current UWE policy on contact hour requirements. 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.

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

**MO1** The ability to use advanced tools and techniques to capture, edit, and manipulate digital media materials, including photographs, video, and web pages

**MO2** The ability to critically reflect on and engage in contemporary developments in communications, entertainment, and information media and their histories

**MO3** The ability to analyse the processes and evaluate the results of critical media production in written work

**MO4** The ability to synthesise their own value position by drawing on key theoretical concepts in discussion and written work

**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/uabn65-30-2.html) via the following link <https://uwe.rl.talis.com/modules/uabn65-30-2.html>

## **Part 4: Assessment**

**Assessment strategy:** Strategy:

The assessment strategy prepares students for the in-depth and independent production and critical reflection on digital media required at level 3. It also provides students with the opportunity to explore their strength and preferences in these areas and facilitates their making of informed decisions about their focus at level 3.

Students will be asked to produce a Portfolio and Critical Appraisal (Assessment 1) over the course of the module. Initially students will be provided with specific, advanced briefs to complete and include in their portfolio, to develop their confidence and skills. At later stages students will develop a portfolio project, within a looser framework brief. The critical appraisal aspect of Assessment 1 will give them to reflect on their practice work and draw explicit connections between their own practice and theory with the aim of deepening their ability to understand contemporary and emerging digital media as well as innovation processes. The latter is further supported by the Essay (Assessment 2) with the emphasis shifting from a consideration of their personal practice to an evaluation of industry practices in relation to digital media production, consumption and critiques.

The Assessment:

The specifications of Assessment 1, Portfolio and Critical Appraisal will be reviewed

on a regular basis to take recent developments in digital media into account. Substantive amounts of portfolio work will be conducted and reviewed in class.

Assessment 2, Essay, will have a maximum word count of 2000 words. See the university word count policy.

**Assessment components:****Portfolio (First Sit)**

Description: Portfolio and Critical Appraisal

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Written Assignment (First Sit)**

Description: Essay (2000 words)

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4

**Portfolio (Resit)**

Description: Portfolio and Critical Appraisal

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Written Assignment (Resit)**

Description: Essay (2000 words)

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Media and Journalism {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

Media and Journalism {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2022-23

Media and Journalism {Dual} [Taylors] BA (Hons) 2022-23

Media and Journalism [Sep][PT][Bower][6yrs] - Not Running BA (Hons) 2020-21

Media and Journalism {Dual} [Aug][PT][Taylors][6yrs] BA (Hons) 2020-21

Media and Journalism {Dual} [Mar][PT][Taylors][6yrs] BA (Hons) 2020-21