University of the West of England
BRISTOL

ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Advanced Digital Media					
Module Code	UABN65-30-2		Level	2	Version	1.0
UWE Credit Rating	30	ECTS Credit Rating	15	WBL module?	No	
Owning Faculty	ACE		Field	Broadcast and Journalism		
Department	Film and Journalism		Module Type	Standard		
Contributes towards	BA (Hons) Media and Journalism					
Pre-requisites	UACPAD-30-1 Introduction to Digital Media		Co- requisites	n/a		
Excluded Combinations	n/a		Module Entry requirements	n/a		
First CAP Approval Date	04/02/16		Valid from	September 2016		
Revision CAP Approval Date			Revised with effect from			

Review Date	February 2022

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: 1) the ability to use advanced tools and techniques to capture, edit, and manipulate digital media materials, including photographs, video, and web pages (A1) 2) the ability to critically reflect on and engage in contemporary developments in communications, entertainment, and information media and their histories (A1, B1) 3) the ability to analyse the processes and evaluate the results of critical media production in written work (A1, B1) 4) the ability to synthesise their own value position by drawing on key theoretical concepts in discussion and written work (A1, B1)
Syllabus Outline	Advanced Digital Media explores recent and contemporary digital media trends, developments and innovations. 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.
Contact Hours	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.
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 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:

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%

Reading Strategy	**Core reading:** Any core reading will be indicated clearly, along with the method for accessing it, eg students may be expected to purchase a set text, be given a study pack or be referred to texts that are available electronically, or in the Library. Module guides will also reflect the range of reading to be carried out. **Further reading:** All students are encouraged to read widely using the library search, a variety of bibliographic and full text databases and Internet resources. Many resources can be accessed remotely. Guidance to some key authors and journal titles available through the Library will be given in the module handbook and updated annually. Assignment

	reference lists are expected to reflect the range of reading carried out.
	Access and skills: Students are expected to be able to identify and retrieve appropriate reading. Additional support is available through the library web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. Sign-up workshops are also offered by the Library.
Indicative Reading List	**Indicative reading list:** The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. Current advice on additional reading will be available via the module handbook or Blackboard pages. **Reading lists will change to reflect changing interests and technological developments but an indication of core texts are below:** Aarseth, Espen, Cybertext: Perspectives on Ergodic Literature, (Baltimore: John Hopkins University Press 2000). Bell, David An Introduction to Cybercultures, (London: Routledge, 2001) Bolter, Jay David & Grusin, Richard Remediation: understanding new media, (Cambridge MA: MIT Press, 2000) Dovey, Jon & Kennedy, HelenW. Game Cultures: computer games as new media, (Open University Press, 2007) Lister, Dovey, Giddings, Grant & Kelly New Media: a critical introduction,2nd edition (London: Routledge, 2009) Manovich, Lev The Language of New Media, (Cambridge, MA: MIT, 2002) Murray, Janet Hamlet on the Holodeck, (Cambridge, MA: MIT,Press 1998) Rieser, Martin & Zapp, Andrea New Screen Media: cinema/art/narrative, (London: BFI, 2002)

Part 3: 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 (A1) 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 loser framework brief. The critical appraisal aspect of A1 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 (B1) 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 element A1, 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. • Element B1, Essay, will have a maximum word count of 2000 words. See the university word count policy.

Identify final assessment component and element	Component B1	
	A:	**B**:
% weighting between components A and B (Standard modules only)	**70**	**30**

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Portfolio & Critical Appraisal	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Essay	100%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Portfolio & Critical Appraisal	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Essay	100%

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.