Module Specification

Dissemination in Professional Contexts

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Contents

Part 1: Information

Module title: Dissemination in Professional Contexts

Module code: UALN6Y-60-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 60

ECTS credit rating: 30

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: Lens and Moving Image

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: Not applicable

Features: Not applicable

Educational aims: See learning outcomes.

Outline syllabus: This module provides an opportunity for students to explore, evaluate and disseminate their practice within a professional context which

complements their particular abilities and interests via the production of one or more outputs.

At the start of this module students will put forward a final proposal that sets out their aims and objectives of disseminating their output/s in one or more professional contexts. The parameters and outcomes of this proposal are negotiated with members of academic staff. All proposals must address the following:

the relevance of the proposal to student work the expected outputs and the mode or modes to disseminate them (these could vary from an installation in an exhibition; publishing a limited edition book/zine; producing a commercial folio; portfolio presentations to industry partners) a statement of the issues that will be addressed during the module

Having agreed on the proposal, students then engage in a period of independent study in order to complete their proposed objectives. Individual tutorial and technical support is offered throughout this period although responsibility for the production and delivery of the negotiated outcomes reside wholly with the student.

In order to create a learning environment that is based on a professional context, much of the teaching delivery for this module will be via the programme's own 'collective'. Students will hold meetings regularly with their module leader and/or industry partners to discuss; individual and groups objectives that were set out in their proposals; the planning and development of each objective; further and potential modes of dissemination that could be explored.

A portfolio of work entitled the Dissemination Folder and a Reflective Evaluation will then be produced on the methods and relevant applications of the chosen output/s and the potential for further dissemination and career development. Guidance as to the contents of the Dissemination Folder is contained in the Module Handbook. Indicative content includes:

dissemination proposal (1000 words) with associated research;
completed output/s based on the original objectives of the proposal;

documentary evidence of the mode or modes of dissemination utilised to showcase the output/s in a professional context;
evidence of audience engagement.

In addition students will submit an Evaluative Report (4000 words), which critically reflects on the methods and discursive applications of the chosen output/s, and the potential for further dissemination and career development.

Part 3: Teaching and learning methods

Teaching and learning methods: In order to create a learning environment that is based on a professional context, much of the teaching delivery for this module will be via the programme's own 'collective'. Students will hold meetings regularly with their module leader and/or industry partners to discuss; individual and groups objectives that were set out in their proposals; the planning and development of each objective; further and potential modes of dissemination that could be explored.

The structure of the module is specifically designed to make students test their skills within a professional context. To achieve this they will be expected to undertake all negotiations within the collective and/or establish contact and negotiate with external professional bodies themselves. They also need to take full responsibility for the delivery of the agreed objective and outcomes (i.e exhibition, publication, obtaining commission, residency, etc). The learning that takes place during the module is recorded, evaluated and presented as part of the overall assessment strategy. In order to facilitate peer to peer and collaborative learning, students will be expected identify roles and tasks within their group, and evaluate their own and others' actions and performance within the group.

Students will also conduct presentations to the Bristol Photography Research Group, and engage with group members to receive in-depth and varied advice on dissemination method and ideas. Students will be expected to engage with industry partnerships in order to facilitate work based learning opportunities.

In addition, this module will also be delivered through lectures, seminars, group and individual tutorials, as well as online materials via Blackboard/myUWE.

Scheduled learning may include lectures, seminars, tutorials, project supervision, practical classes and workshops; external visits; work based learning; supervised time in studio/workshop; industry master classes.

Peer and Collaborative learning through engagement and participation in the programme's collective

Independent learning may include time engaged with essential reading, case study preparation, assignment preparation and completion etc.

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

MO1 Develop and refine their contextual understanding in relation to practice

MO2 Analyse and articulate factors for consideration in a professional environment

MO3 Develop a sophisticated understanding of audience engagement in relation to specific modes of dissemination

MO4 Design and create an output/s in one or a range of formats that promote work in an appropriate and professional manner

MO5 Apply a knowledge of professional practice within a context appropriate to the development of their personal creative identity

MO6 Deploy and apply skills to meet the demands of a range of dynamic situations

MO7 Demonstrate a continual development of research and synthesize the new information into their practice

MO8 Critically analyse and evaluate their professional experience in the development of practice

MO9 Work effectively and collaboratively with peers and/or professional bodies

Hours to be allocated: 600

Contact hours:

Independent study/self-guided study = 450 hours

Face-to-face learning = 150 hours

Total = 600

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/ualn6y-60-m.html

Part 4: Assessment

Assessment strategy: The work submitted for assessment will comprise of a Portfolio entitled as the Dissemination Folder, which will include the following:

dissemination proposal (1000 words) with associated research;
completed output/s based on the original objectives of the proposal;
documentary evidence of the mode or modes of dissemination utilised to showcase the output/s in a professional context;
evidence of audience engagement.

In addition students will submit an Evaluative Report (4000 words), which critically reflects on the methods and discursive applications of the chosen output/s, and the potential for further dissemination and career development.

In order to facilitate peer group assessment, students will be expected to identify roles and tasks within their group, and evaluate and assess their own and others' actions and performance within the group. This assessment should be recorded and evaluated as part of the Evaluation Report.

All module assessment is summative though students receive formative feedback through individual and group tutorials.

Assessment 1: Dissemination Folder (70%)

Assessment 2: Evaluation Report (30%)

Assessment Criteria:

Students will be assessed on the following

Assessment Critieria
the level of clarity and rigour evident in the objectives proposed in defining a suitable output/s for individual career/research aspirations

Relating to Learning Outcomes 1, 2, 3, 4, 5

Assessment Critieria
the ability to research, analyse and reflect on the professional context of the output/s in relation to the objectives set out in the proposal

Relating to Learning Outcomes 1, 2, 3, 4, 5, 6, 8

Assessment Critieria
the level of analysis and reflection between the relationship of professional context and emergent creative possibilities demonstrated through evaluation

Relating to Learning Outcomes 2, 3, 5, 6, 7, 8

Assessment Critieria
the level of knowledge and understanding of key concepts and issues related to professional practice in photography

Relating to Learning Outcomes 1, 2, 3, 5, 7, 8

Assessment Critieria

the ability to analyse and reflect on previous experiences and recent learning, and to present the findings in a professional manner to further develop students' own practice

Relating to Learning Outcomes 1, 2, 5, 7, 8, 9

Assessment Critieria

the level of professionalism demonstrated in the finished production of the output/s and mode or modes of dissemination utilised

Relating to Learning Outcomes 3, 4, 5, 6, 9

Assessment components:

Portfolio (First Sit)

Description: A portfolio of work, with associated initial dissemination proposal, completed outputs and documentary evidence of dissemination and audience engagement

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Report (First Sit)

Description: Evaluation report

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Portfolio (Resit)

Description: A portfolio of work, with associated initial dissemination proposal, completed outputs and documentary evidence of dissemination and audience engagement

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Report (Resit)

Description: Evaluation report

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Photography [Bower] MA 2022-23