MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Dissemination in Professional Contexts				
Module Code	UALN6Y-60-M	Level	M	Version	1
UWE Credit Rating	60	ECTS Credit Rating	30	WBL module?	No
Owning Faculty	ACE	Field	Lens and Moving Image		
Department	Lens and Moving Image	Module Type	Dissertation		
Contributes towards	MA Photography				
Pre-requisites	None	Co- requisites	None		
Excluded Combinations	None	Module Entry requirements	None		
First CAP Approval Date	02/06/20156	Valid from	September 2016		
Revision CAP Approval Date		Revised with effect from			

Review Date	01/09/2022

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: 1. develop and refine their contextual understanding in relation to practice (component A, elements 1 & 2); 2. analyse and articulate factors for consideration in a professional environment (component A, elements 1 & 2); 3. develop a sophisticated understanding of audience engagement in relation to specific modes of dissemination (component A, elements 1 & 2); 4. design and create an output/s in one or a range of formats that promote work in an appropriate and professional manner. (component A, elements 1 & 2); 5. apply a knowledge of professional practice within a context appropriate to the development of their personal creative identity (component A, elements 1 & 2); 6. deploy and apply skills to meet the demands of a range of dynamic situations (component A, elements 1 & 2); 7. demonstrate a continual development of research and synthesize the new information into their practice (component A; elements 1 & 2); 8. critically analyse and evaluate their professional experience in the development of practice (component A, elements 1 & 2) 9. work effectively and collaboratively with peers and/or professional bodies (component A, elements 1 & 2)

Syllabus Outline	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.
Contact Hours	The module allows for 150 hours scheduled contact time.
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.
Key Information Sets Information	**Key Information Set - Module data** *Number of credits for this module* 60

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
600	150	450	0	600	✅

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

Total assessment of the module:

Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%

Reading Strategy	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. Any essential reading is available in the Bower Ashton Library and will be indicated clearly in the module brief. The currency of information may wane during the life span of the specification, consequently current advice on readings will be available through more frequently updated mechanisms such as the handbook and intranet, these will be revised annually. Further reading **-** Students are expected to identify all other reading relevant to their chosen research topic for themselves. They will be 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. Under the university's Copyright Licensing Agency (CLA) permit, reading packs with relevant chapters or excerpts from books will be given to students where applicable, supplied at the beginning of the module. Text excerpts from books published in the UK may also be available via UWE Online Digital Collections, where permissible, during the module period. In terms of access and skills, library sessions are offered to support the development

	of literature and moving image and other media searching. Students will be presented with further opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify appropriate resources effectively. Additional support is available through the Library Services web pages, including interactive tutorials on finding books and journals, evaluating information and referencing.
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. However, as indicated above, CURRENT advice on readings will be available via the module guide or Blackboard pages.* Pritchard, L. (2011) *Setting Up a Successful Photography Business.* London: Bloomsbury. Thomas, G. and Ibbotson, J. (2003) *Beyond the Lens.* London: Association of Photographers Scott, G. (2014) *Professional Photography: The New Global Landscape.* London: Focal Press. Bodman, S. (2010) *Artists' Books Creative Production and Marketing*. Bristol: Impact Press, UWE Bristol. Free download from: http://www.bookarts.uwe.ac.uk/surv10.htm Ruston, A. (2005) *The artist's guide to selling work*. London: A & C Black. Bayley, S. (2008) *Life's a pitch: how to sell yourself and your brilliant ideas*. Corgie. Howkins, J. (2007) *The Creative Economy: How People Make Money from Ideas*. 2nd edition. London: Penguin. Burns, P. (2007) *Entrepreneurship and Small Business*. 2nd edition. London: Palgrave Macmillan. Chapin, K. (2010) *The Handmade Marketplace: How to Sell Your Crafts Locally, Globally, and Online*. North Adams, Massachusetts: Storey Publishing LLC.

Part 3: 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. Component A, Element 1: Dissemination Folder (70%) Component A, Element 2: Evaluation Report (30%)

Assessment Criteria: Students will be assessed on the following	

Assessment Crtieria	Relating to Learning Outcomes
the level of clarity and rigour evident in the objectives proposed in defining a suitable output/s for individual career/research aspirations;	1, 2, 3, 4, 5
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;	1, 2, 3, 4, 5, 6, 8
the level of analysis and reflection between the relationship of professional context and emergent creative possibilities demonstrated through evaluation;	2, 3, 5, 6, 7, 8
the level of knowledge and understanding of key concepts and issues related to professional practice in photography;	1, 2, 3, 5, 7, 8
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;	1, 2, 5, 7, 8, 9
the level of professionalism demonstrated in the finished production of the output/s and mode or modes of dissemination utilised;	3, 4, 5, 6, 9

Identify final assessment component and element	Component A, Element 2: Evaluation Report	

	A:	B:
% weighting between components A and B (Standard modules only)	**100**	

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Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. A portfolio of work, with associated initial dissemination proposal, completed outputs and documentary evidence of dissemination and audience engagement	70
2. Evaluation Report	30
Component B **Description of each element**	**Element weighting** **(as % of component)**
1.	
2.(etc)	

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions)	**Element weighting**

Description of each element	(as % of component)
1. A portfolio of work, with associated initial dissemination proposal, completed outputs and documentary evidence of dissemination and audience engagement	70
2. Evaluation Report	30
Component B **Description of each element**	**Element weighting** (as % of component)
1.	
2.(etc)	

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.