Module Specification

Visual Culture 3

Version: 2025-26, v2.0, 25 May 2022

Contents

Part 1: Information

Module title: Visual Culture 3

Module code: UA1AVJ-30-3

Level: Level 6

For implementation from: 2025-26

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Art & Design

Partner institutions: None

Delivery locations: Bower Ashton Campus

Field: Visual Culture

Module type: Project

Pre-requisites: None

Excluded combinations: Visual Culture 3 2025-26

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: Students design and produce a research project that develops a specialised interest in contemporary critical debates and contexts for contemporary creative production.

Outline syllabus: See 'Teaching and Learning Methods'.

Part 3: Teaching and learning methods

Teaching and learning methods: Workshops and lectures support students in developing their ideas, designing and implementing research projects, and provide guidance on independent study. Individual supervision tutorials support on-going research, critical reading and writing.

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

> **MO1** The ability to design and develop an independent research project
>
> **MO2** A coherent and detailed critical knowledge about a chosen topic of study in creative practice and its cultural, historical and industrial contexts
>
> **MO3** The ability to select, justify, apply and interpret appropriate research methods and sources
>
> **MO4** The ability to analyse an object of study in relation to relevant critical and theoretical debates.
>
> **MO5** The ability to develop a coherent argument or analysis supported by research.
>
> **MO6** The ability to present research in an appropriate academic format.

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 via the following link
https://uwe.rl.talis.com/modules/UA1AVJ-30-3.html

Part 4: Assessment

Assessment strategy: Assessment strategies within the programme that this module contributes to reflect the Faculty of Art, Creative Industries and Education's philosophy that considers assessment to be part of the learning process.

Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements, and to support the monitoring of progress by tutors and students. Assessment methods used are varied, are relevant to demonstrating achievement to both industry and academic stakeholders, and form a coherent programme of assessment that is designed to offer students the maximum opportunity to demonstrate the skills, knowledge and experience that they have gained through the course of study, as well as to support ongoing continuous improvement in the individual creative practice and development as practitioner-researchers.

The principal of 'learning through making' is core to the learning strategies in the Department of Art and Design. These learning activities are then expanded into and through an exploration of contemporary critical practice in relevant and related subject areas. This module allows students to demonstrate their abilities in this area of study as related to the learning outcomes.

At assessment students are expected to present evidence of work that demonstrates engagement with the minimum number of learning hours for the module (contact and independent study hours).

Forms of assessment used in the programme of study overall include:

Presentation and participation in studio critique

Poster presentation

Group and individual presentation

Written assignments – forms of writing relevant to the creative industries including academic/essay and industry focused/report writing.

Group critiques

Peer and self assessment

Evaluative and reflective outcomes, including visual, verbal and written.

Formative and summative assessment activities that involve students participating in the evaluation of presented work (their own and others) take place throughout the programme. Participation in and attendance at these sessions forms part of the assessed content of the module as a result of this.

Feedback (verbal and/or in writing) at regular points throughout the module provides students with a clear understanding of their progress and advice about how this can be improved.

Plagiarism is designed out of the student writing process through the following methods:

Plagiarism issues are discussed at group seminars

Safeasign software can be accessed by students prior to submission enabling students to ensure they are not in breach of plagiarism guidelines.

The Link to Safeasign is in module handbooks which are available via Blackboard and students are briefed as to how to access this link.

The module leader is the Assessment Offences Officer for Art and Design and so up to date information is made available to students via Blackboard and via their individual tutors.

Assessment components:

Final Project - Component A (First Sit)
Description: Independent research project (6000 words or equivalent) and presentation
Weighting: 100 %
Final assessment: Yes
Group work: Yes
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Final Project - Component A (Resit)
Description: Independent research project (6000 words or equivalent) and presentation
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Interior Design {Foundation} [Bower] BA (Hons) 2022-23

Interior Design {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2022-23

Illustration [Sep][PT][Bower][6yrs] BA (Hons) 2021-22

Interior Design [Sep][PT][Bower][6yrs] BA (Hons) 2021-22

Fashion Textiles {Foundation} [Bower] BA (Hons) 2022-23

Illustration {Foundation}[Bower] BA (Hons) 2022-23

Fine Art (International) {Foundation} [Bower] BA (Hons) 2022-23

Fashion Textiles {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2022-23

Fashion Textiles [Sep][SW][Bower][4yrs] BA (Hons) 2022-23

Graphic Design {Foundation} [Sep][FT][Arnolfini][4yrs] BA (Hons) 2022-23

Illustration {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2022-23

Fine Art (International) {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2022-23

Art and Writing {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2022-23

Fine Art {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2022-23

Fashion Communication {Foundation} [Sep][FT][Bower][4yrs] BA (Hons) 2022-23

Drawing and Print {Foundation} [Sep][FT][Bower][4yrs] - Not Running BA (Hons) 2022-23

Fashion Textiles [Bower] BA (Hons) 2022-23

Fine Art {Foundation}[Bower] BA (Hons) 2022-23

Graphic Design {Foundation} [Arnolfini] BA (Hons) 2022-23

Fashion Communication {Foundation} [Bower] BA (Hons) 2022-23

Art and Writing {Foundation}[Bower] BA (Hons) 2022-23

Fashion Communication [Sep][PT][Bower][6yrs] BA (Hons) 2021-22

Drawing and Print [Sep][PT][Bower][6yrs] - Not Running BA (Hons) 2021-22

Graphic Design [Sep][PT][Arnolfini][6yrs] BA (Hons) 2021-22

Fine Art [Sep][PT][Bower][6yrs] BA (Hons) 2021-22

Art and Writing [Sep][PT][Bower][6yrs] BA (Hons) 2021-22

Fashion Textiles [Sep][PT][Bower][6yrs] BA (Hons) 2020-21