



STUDENT AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Cultural Value Networks				
Module Code	UPCN6S-30-M	Level	M	Version	1
UWE Credit Rating	30	ECTS Credit Rating	15	WBL module?	No
Owning Faculty	ACE	Field	Cultural Industries		
Department	Arts and Cultural Industries	Module Type	Standard,		
Contributes towards	MA/MFA CREATIVE PRODUCING				
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	None	

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate an understanding for the wider institutional and economic context of cross disciplinary cultural innovation A1 B1</li> <li>2. Demonstrate an understanding of the role that cultural production may have in place making, community, development and sustainability. A1 B1</li> <li>3. Demonstrate an understanding of the wide range of investment and funding sources for cross disciplinary cultural innovation A1 B1</li> <li>4. Demonstrate an understanding of the way network analysis can be applied to the creative economy A1 B1</li> <li>5. Demonstrate an advanced understanding of the strategic role of producing in creative economy networks A1 B1</li> </ol>
Syllabus Outline	<p>This module gives an advanced overview of the contemporary cultural landscape for innovation in cross disciplinary cultural innovation across the creative economy. It will introduce current debates around cultural value, techniques for evaluation and the model of cultural ecosystems. It will also investigate the current political economy of cultural innovation afforded by creative technology including cultural, technological, research investment in both commercial and social enterprise. Forms of organisation (limited company, CIC, trusts) and working approaches (label, studio, brand, and network) for a career in production will also will also be considered in this module.</p>
Contact Hours	<p>Students will have 38 hours scheduled contact time, including lectures, master classes, seminars, tutorials, or workshops, online contact time and field trips.</p>
Teaching and Learning Methods	<p>This module will be delivered through lectures, group tutorials or seminars and one to one tutorials, as well as publically available online materials as well as via Blackboard / MyUWE. Lectures will be used to frame the history of the role of the</p>

producer and will also use visiting speakers to offer specific examples of contemporary practice. Tutorials and seminars will be used to discuss set reading, to present work in progress, and to develop theoretical and empirical methods.

Scheduled learning includes lectures, seminars, tutorials, project supervision, fieldwork. = 38 hours

Independent learning includes hours engaged with reading, research, case study preparation, assignment preparation and completion etc. = up to 262 hours

**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.

Further detail on Key Information Sets and how the University is implementing its requirements can be found at <https://share.uwe.ac.uk/sites/ar/kis/KIS%20Background%20Information/Forms/AllItems.aspx> This also contains further guidance on how to complete the information requested below.

A KIS is required for every undergraduate programme (including integrated Masters and foundation degrees) so please fill this section if this module will contribute to an undergraduate programme.

*Double click in the table and type over the number of hours – the table will total automatically. Please ensure that it totals correctly.*

<b>Key Information Set - Module data</b>				
<i>Number of credits for this module</i>				
				30
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
300	38	262	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:

*Double click in the table and type over the percentages – the table will total automatically.*

Please ensure that it amounts to 100%

Total assessment of the module:			
Written exam assessment percentage		0%	
Coursework assessment percentage		60%	
Practical exam assessment percentage		40%	
		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 publically online. Students will have to make use of range of contemporary online and social media resources to map the contemporary field of practice. 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.  
Under the university's Copyright Licensing Agency (CLA) permit, reading packs with relevant chapters or excerpts from books may 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.

Indicative Reading List

Arvidsson, A. and E. Colleoni (2012) 'Value in Informational Capitalism and on the Internet'. *The Information Society*, 28,135-50.

Bachmann G Dovey J Monaco J & Sharpe B 'Cultural Value Networks' 2012. Available <http://www.dcrc.org.uk/research/cultural-value-networks-research-findings/> accessed 3.06.14

Bristol & Bath By Design Report 2016 Parraman et al <http://www.bristolbathdesign.org/>

Cebr (2013) The contribution of the arts and culture to the national economy. London: Centre for Economics and Business Research. Accessible at: [www.artscouncil.org.uk/media/uploads/pdf/CEBR\\_economic\\_report\\_web\\_version\\_0513.pdf](http://www.artscouncil.org.uk/media/uploads/pdf/CEBR_economic_report_web_version_0513.pdf)

Hasan Bakshi, Ian Hargreaves, Juan Mateos-Garcia 2013 Manifesto for the Creative Economy NESTA

Hargreaves I Hartley J (2016) eds. *The Creative Citizen Unbound* Policy Press Bristol.

Holden John (2015) The Cultural Ecosystem AHRC <http://www.ahrc.ac.uk/documents/project-reports-and-reviews/the-ecology-of-culture/>

Hewison, R., 2014. *Cultural Capital: the rise and fall of creative Britain*. London: Verso.

Howkins, J. (2001) *The Creative Economy: How People Make Money from Ideas*. London: Penguin (new edn, 2013).

Neelands, Belfiore et al (2015) *Enriching Britain: Culture Creativity and Growth* The Warwick Commission on the Future of Cultural Value. [http://www2.warwick.ac.uk/research/warwickcommission/futureculture/finalreport/warwick\\_commission\\_report\\_2015.pdf](http://www2.warwick.ac.uk/research/warwickcommission/futureculture/finalreport/warwick_commission_report_2015.pdf)

O'Brien, D. (2010) 'Measuring the value of culture: a report to the Department for Culture, Media and Sport', London: DCMS.

Sapsed Jonathan and Paul Nightingale 2013 *The Brighton Fuse Report*

	<p>Sharpe, B. 2010 <i>Economies of Life: Patterns of Health and Wealth</i>, International Futures Forum (download), <a href="http://www.internationalfuturesforum.com">www.internationalfuturesforum.com</a></p> <p>UNESCO Creative Economy Report 2013 <a href="http://www.unesco.org/culture/pdf/creative-economy-report-2013-en.pdf">http://www.unesco.org/culture/pdf/creative-economy-report-2013-en.pdf</a></p>
--	---

<b>Part 3: Assessment</b>	
<b>Assessment Strategy</b>	<p><b>COMPONENT A</b></p> <p>Element 1</p> <p>In class presentation on the context and values of one cross disciplinary, project, or creative technology innovation 10 minutes. Students to hand in presentation materials. 40% (1-5)</p> <p>Assessment Criteria e.g.</p> <p>Ability to articulate the networks that support cultural innovation            Ability to show understanding of the value systems that underpins the case study production.            Ability to present complex information in accessible form within time constraints.            Ability to use imaginative presentation methods.</p> <p><b>COMPONENT B</b></p> <p>Element 1 Final Assessment</p> <p>Production study. Written analysis of one cross disciplinary cultural innovation project in the cultural industries illustrating the funding paths, cultural values and impacts of the project. Indicative projects are e.g. an event, a site, an artist's work, an artefact, a studio, brand or venue. 3000 words 60% (1-5)</p> <p>Assessment Criteria e.g.</p> <p>Demonstrate an understanding of network theory as it applies to cultural production.            Demonstrate an understanding of the funding and investment environment for innovative creative technologies.            Demonstrate an understanding of the behaviours of the producer in the case study.</p>

Identify final assessment component and element	<b>Final Assessment B1</b>	
	<b>A:</b>	<b>B:</b>
	<b>40</b>	<b>60</b>
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b> (as % of component)	
1. In Class presentation on the context and cultural values of one cross disciplinary, project, or creative technology innovation – including submission of presentation materials 20 minutes (1-5)	100	

2.	
<b>Component B</b> Final Assessment <b>Description of each element</b>	<b>Element weighting (as % of component)</b>
1. Production study. Written analysis of one creative technology innovation in the cultural industries illustrating the funding paths, value systems and networked impacts of the project. 3000 words (1-4)	100
2.(etc)	

<b>Resit (further attendance at taught classes is not required)</b>	
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting (as % of component)</b>
1. Documentation of presentation on the cultural ecosystem of one cross disciplinary, project, or creative technology innovation 10 minutes 40% (1-5)	100
2.(etc)	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting (as % of component)</b>
1. Production study. Written analysis of one creative technology innovation in the cultural industries illustrating the funding paths, cultural value and networked impacts of the project. 3000 words 60% (1-4)	100
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.	

First CAP Approval Date	21 March 2017			
Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i>		Version	1	<a href="#">Link to MIA 10584</a>