



Module Specification

Games and Animation for Cultural and Ethical Awareness

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Part 1: Information

Module title: Games and Animation for Cultural and Ethical Awareness

Module code: UPCNF5-30-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

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: Cultural Studies

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: The module provides students an opportunity to research and develop a creative response to a chosen ethical or cultural issue. In doing so

students will expand their understanding of how their skills can be applied to aid, address and bring awareness to cultural and ethical issues within society.

The module should place emphasis on student's readiness to engage with and address potentially controversial topics. This will further develop their knowledge and ability to work towards intended industry benchmarks and targets.

Part 3: Teaching and learning methods

Teaching and learning methods: See assessment strategy.

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

MO1 Use established techniques of analysis and enquiry to produce pre-production documentation addressing a chosen cultural or ethical need

MO2 Evaluate industry practice when producing a creative artefact with an ethical or cultural dimension

MO3 Produce a creative artefact to intended benchmark standards

MO4 Autonomously retrieve and negotiate critical artefact feedback to enable reflection upon personal practice

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](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: Assessment criteria on this module are aligned to the Intended Learning Outcomes. There will be both formative and summative assessment throughout. This reflects an 'assessment for learning' approach which is integral to the Learning and Teaching Strategies of UWE, Bristol and University Centre Weston (UCW).

Assessment takes an inclusive approach to meet the diverse needs of students and ensures that academic standards are maintained.

Assessment approaches and contexts provide the controlled conditions to ensure fair practice.

This module is designed to expose students to the wider professional and promotional aspects of careers within the Games and Animation industries.

Lesson structures should place emphasis on students researching industry-facing employment opportunities and consider their relevance to their professional career ambitions.

This module introduces students to cultural and ethical issues and how the industry can engage with societal issues. To this end students will be expected to deliver a creative artefact that demonstrates a strong grasp of not only chosen subjects, but the principles and benchmarks to which they are applying their skills.

Assessment:

Task 1 –Students are required to plan and outline their ideas within pre-production documentation. They must demonstrate an understanding of conceptual design theory in response to project requirements and guidelines.

Task 2 –Students are expected to use their skill-sets to best effect in order to produce a creative artefact that addresses a chosen cultural or ethical need. Industry benchmark standards should play a crucial role in providing context to this module.

Task 3 – Students are required to thoroughly analyse and critique produced work and own practice. They will be expected to reflect upon strengths and areas for improvement and demonstrate methodology used throughout the module as well as awareness of ethical and cultural issues.

This module is 100% coursework.

Assessment components:

Portfolio (First Sit)

Description: Pre-production Portfolio

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1

Practical Skills Assessment (First Sit)

Description: Ethical Portfolio Artefact

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3

Report (First Sit)

Description: Critical Review

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

Portfolio (Resit)

Description: Pre-production Portfolio

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1

Practical Skills Assessment (Resit)

Description: Ethical Portfolio Artefact

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3

Report (Resit)

Description: Critical Review

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Games and Animation Production [UCW] BA (Hons) 2022-23

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