



## **Module Specification**

### **Introduction to Contemporary Digital Media**

Version: 2021-22, v4.0, 22 Jul 2021

#### **Contents**

<b>Module Specification .....</b>	<b>1</b>
<b>Part 1: Information .....</b>	<b>2</b>
<b>Part 2: Description .....</b>	<b>2</b>
<b>Part 3: Teaching and learning methods .....</b>	<b>3</b>
<b>Part 4: Assessment.....</b>	<b>4</b>
<b>Part 5: Contributes towards .....</b>	<b>6</b>

## Part 1: Information

**Module title:** Introduction to Contemporary Digital Media

**Module code:** UABB4P-30-1

**Level:** Level 4

**For implementation from:** 2021-22

**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:** Bower Ashton Campus

**Field:** Broadcast and Journalism

**Module type:** Standard

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** Understanding the production of media always occurs within a broader cultural conversation. This module introduces students, many of whom are already digital natives, to the contextual and critical elements of digital media that are essential for contemporary media practice, both in creative and informative contexts.

**Features:** Not applicable

**Educational aims:** See Learning Outcomes.

**Outline syllabus:** The module will equip you with the ability to design, plan, realise and reflect on sustained critical, creative projects independently and within groups. The development of independent and group skills will help prepare you for the creative and professional environment in the cultural and media sector.

Rather than emphasising specific technologies, this module will help students to be adaptive and responsive by foregrounding the broader structural and conceptual trajectories of media forms, past, present and future. Finally, research into the needs and characteristics of media audiences will be integrated into planning and production of media work.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** See Learning Outcomes.

**Module Learning outcomes:**

**MO1** The ability to individually and collaboratively produce, capture, edit, and manipulate digital media forms in an innovative and professional manner.

**MO2** A creative, conceptual, and practical engagement with contemporary developments in communications, entertainment, socially-driven and information media and their histories.

**MO3** An understanding of the ethical, political and social challenges that are revealed by digital media authorship.

**MO4** A familiarity with key examples of media practices that challenge or critique dominant media conventions.

**MO5** The ability to reflect on the processes and evaluate the results of critical media production.

**MO6** The ability to discuss and analyse key theoretical concepts (assessed through).

**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:** The assessment strategy prepares students for the more independent production and critical reflection on digital media required at level 2. It also provides students with the opportunity to develop a grounding these areas.

This module is assessed through two media production projects - one collaborative and one individual. The group project will be supported by a group presentation, and the individual supported by an individual evaluative essay, the second supported by an individual evaluative presentation, which evaluates the project's production and aims and outcomes.

**Assessment components:****Project - Component A (First Sit)**

Description: Individual project

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO4

**Presentation - Component A (First Sit)**

Description: Presentation of group project.

Weighting: 15 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO2, MO6

**Report - Component B (First Sit)**

Description: Critical evaluation.

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO4

**Group work - Component B (First Sit)**

Description: Group work

Weighting: 35 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO4

**Poster - Component A (Resit)**

Description: In-class test on group project.

Weighting: 15 %

Final assessment: No

Group work: No

Learning outcomes tested:

**Project - Component A (Resit)**

Description: Project

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested:

**Report - Component B (Resit)**

Description: Critical evaluation.

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested:

**Project - Component B (Resit)**

Description: Second term project resit

Weighting: 35 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Media Production {Foundation Year}[Sep][FT][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production (Journalism) {Foundation Year} [Sep][FT][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production (Creative Content) {Foundation Year}[Sep][FT][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production (Journalism){Foundation Year}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2020-21

Media Production {Foundation Year}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2020-21

Media Production (Creative Content){Foundation Year}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2020-21