



MODULE SPECIFICATION

Part 1: Information			
Module Title	Introduction to Contemporary Digital Media		
Module Code	UABB4P-30-1	Level	Level 4
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Arts Creative Industries & Education	Field	Broadcast and Journalism
Department	ACE Dept of Creative & Cultural Industries		
Module Type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

STUDENT AND ACADEMIC SERVICES

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.

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.

Teaching and Learning Methods: See Learning Outcomes.

Part 3: Assessment

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.

First Sit Components	Final Assessment	Element weighting	Description
Group work - Component A		15 %	Presentation of group project.
Group work - Component A		25 %	Group project.
Group work - Component A	✓	35 %	Group work
Report - Component A		25 %	Critical evaluation.
Resit Components	Final Assessment	Element weighting	Description
In-class test - Component A		15 %	In-class test on group project.
Project - Component A		65 %	Project
Report - Component A		20 %	Critical evaluation.

Part 4: Teaching and Learning Methods																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th>Module Learning Outcomes</th> <th>Reference</th> </tr> </thead> <tbody> <tr> <td>The ability to individually and collaboratively produce, capture, edit, and manipulate digital media forms in an innovative and professional manner.</td> <td>MO1</td> </tr> <tr> <td>A creative, conceptual, and practical engagement with contemporary developments in communications, entertainment, socially-driven and information media and their histories.</td> <td>MO2</td> </tr> <tr> <td>An understanding of the ethical, political and social challenges that are revealed by digital media authorship.</td> <td>MO3</td> </tr> <tr> <td>A familiarity with key examples of media practices that challenge or critique dominant media conventions.</td> <td>MO4</td> </tr> <tr> <td>The ability to reflect on the processes and evaluate the results of critical media production.</td> <td>MO5</td> </tr> <tr> <td>The ability to discuss and analyse key theoretical concepts (assessed through.</td> <td>MO6</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	The ability to individually and collaboratively produce, capture, edit, and manipulate digital media forms in an innovative and professional manner.	MO1	A creative, conceptual, and practical engagement with contemporary developments in communications, entertainment, socially-driven and information media and their histories.	MO2	An understanding of the ethical, political and social challenges that are revealed by digital media authorship.	MO3	A familiarity with key examples of media practices that challenge or critique dominant media conventions.	MO4	The ability to reflect on the processes and evaluate the results of critical media production.	MO5	The ability to discuss and analyse key theoretical concepts (assessed through.	MO6		
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://uwe.rl.talis.com/index.html</p>																

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Media Production [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2020-21

Media Production (Journalism)[Sep][PT][Bower Ashton][6yrs] BA (Hons) 2020-21

Media Production [Sep][PT][Bower Ashton][6yrs] BA (Hons) 2020-21

Media Production (Journalism)[Sep][FT][Bower Ashton][3yrs] BA (Hons) 2020-21

Media Production (Creative Content) [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2020-21

Media Production (Creative Content) [Sep][PT][Bower Ashton][6yrs] BA (Hons) 2020-21

Media Production [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production (Journalism)[Sep][SW][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production (Creative Content) [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2020-21