



Module Specification

Introduction to Contemporary Digital Media

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Part 1: Information

Module title: Introduction to Contemporary Digital Media

Module code: UABB4P-30-1

Level: Level 4

For implementation from: 2022-23

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: On successful completion of this module students will achieve the following 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

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.

Indicative Portfolio A Elements: Short video production task, graphic design tasks (vector and raster), critical reflection on work

Indicative Portfolio B Elements: Group interactive media task - production of prototype app, including multimedia assets, individual critical reflection.

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

Description: A portfolio of practical items created using basic techniques covered early in the module.

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Portfolio - Component B (First Sit)

Description: A portfolio of practical items created using basic techniques covered later in the module.

Weighting: 50 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Portfolio - Component A (Resit)

Description: Portfolio

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Portfolio - Component B (Resit)

Description: Portfolio

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Production (Journalism)[Sep][PT][Bower Ashton][6yrs] BA (Hons) 2022-23

Media Production (Journalism)[Sep][SW][Bower Ashton][4yrs] BA (Hons) 2022-23

Media Production (Journalism)[Sep][FT][Bower Ashton][3yrs] BA (Hons) 2022-23

Media Production (Creative Content) [Bower Ashton] BA (Hons) 2022-23

Media Production [Bower Ashton] BA (Hons) 2022-23

Media Production (Creative Content) [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2022-23

Media Production (Creative Content) [Sep][PT][Bower Ashton][6yrs] BA (Hons)
2022-23

Media Production (Creative Content) [Sep][SW][Bower Ashton][4yrs] BA (Hons)
2022-23

Media Production [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2022-23

Media Production [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2022-23

Media Production [Sep][PT][Bower Ashton][6yrs] BA (Hons) 2022-23

Media Production (Journalism) [Bower Ashton] BA (Hons) 2022-23

Media Production (Creative Content) [Bower Ashton] BA (Hons) 2022-23

Media Production [Bower Ashton] BA (Hons) 2022-23

Media Production (Journalism) [Bower Ashton] BA (Hons) 2022-23

Media Production {Foundation}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2021-22

Media Production (Creative Content){Foundation}[Sep][SW][Bower Ashton][5yrs] BA
(Hons) 2021-22

Media Production (Creative Content) {Foundation}[Sep][FT][Bower Ashton][4yrs] BA
(Hons) 2021-22

Media Production {Foundation}[Sep][FT][Bower Ashton][4yrs] BA (Hons) 2021-22

Media Production (Journalism){Foundation}[Sep][SW][Bower Ashton][5yrs] BA
(Hons) 2021-22

Media Production (Journalism) {Foundation} [Sep][FT][Bower Ashton][4yrs] BA
(Hons) 2021-22