



MODULE SPECIFICATION

Part 1: Information			
Module Title	Participatory Media		
Module Code	UABB4W-30-2	Level	2
For implementation from	September 2020		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Broadcast and Journalism
Department	Film and Journalism		
Contributes towards	BA (Hons) Media Production BA (Hons) Media Production (Creative Content)		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry requirements	N/A		

Part 2: Description	
<p>Participatory media is interactive media in which users have an active role in influencing its structure or content. These include, but are not limited to, iDocs, social media campaigns, alternate reality games, dating apps, augmented reality, chatbots and virtual beings.</p> <p>This module will provide you with a historical and theoretical introduction as well as a practical training in participatory media production and significance. In lectures you will explore the cultural contexts of interactive media production and develop methods for describing, analysing and criticising a diverse range of participatory media forms and practices.</p> <p>Participatory media are central to the ongoing transformation of digital culture and this module explores their global, ethical and transcultural dimensions. In workshops you will learn various media production software and procedures to an introductory level of professional technical competence. This will provide a platform for your further development of these skills through further work in level 3 and/or through enabling you to develop and maintain the currency of your skills further by accessing online learning platforms and tutorials.</p> <p>Through taught classes and assessed work you will inquire into the relationships between theory and practice in participatory media production and use. Assessments will also involve you in individual and group-based production projects to develop the range of project management and teamwork skills required for effective media production in different industry contexts.</p>	

Part 3: Assessment

This range of assessments will allow the students to demonstrate their understanding of key concepts related to participatory media both in terms of a collaborative group practical research project and an individual piece of theoretical, evaluative analysis.

The students will engage with a broad range of assessment modes that measure both their critical awareness and their practical engagement. Importantly, because of the focus on participatory media, two of the assessments are group-based. These assessments should exemplify 'collective intelligence' in action and allow opportunities for students to experience co-creativity and professional interpersonal standards and self/team management — a key employability concern for creative media practitioners working within the creative industries.

Continuous feedback will be provided through the project's guided-development by both peers and academic supervisors.

Plagiarism will be designed out by means of the continuous feedback process within the weekly project development sessions, and with online assessment submission tools where appropriate.

Identify final timetabled piece of assessment (component and element)	B2	
% weighting between components A and B (Standard modules only)	A:	B:
	25	75
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Presentation	100	
2.		
Component B Description of each element	Element weighting (as % of component)	
1. Group Project and Project Workbook	50	
2. Evaluative Essay (2000-word)	50	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Video Presentation	100	
2.		
Component B Description of each element	Element weighting (as % of component)	
1. Individual Project and Project Workbook	50	
2. Evaluative Essay (2000-word)	50	

Part 4: Learning Outcomes & KIS Data																										
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Employ professional technical skills in the production of participatory media projects effectively and creatively (A1, B1); 2. Evaluate and apply key concepts and theories of participatory media, critically, ethically and imaginatively, through individual research and analysis, and through the production of participatory media projects (A1, B1, B2); 3. A critical awareness of the diverse contemporary and emergent professional and cultural contexts of participatory media production and consumption (A1, B1, B2); 4. Effective co-creative teamwork, project design and management, and time management (A1, B1); 																									
Key Information Sets Information (KIS)																										
Contact Hours	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> </thead> <tbody> <tr> <td colspan="4"></td> <td style="text-align: center;">30</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">300</td> <td style="text-align: center;">72</td> <td style="text-align: center;">228</td> <td style="text-align: center;">0</td> <td style="text-align: center;">300</td> </tr> </tbody> </table>	Key Information Set - Module data					<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	72	228	0	300
Key Information Set - Module data																										
<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	72	228	0	300																						
Total Assessment	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">90%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">10%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	90%	Practical exam assessment percentage	10%		100%															
Total assessment of the module:																										
Written exam assessment percentage	0%																									
Coursework assessment percentage	90%																									
Practical exam assessment percentage	10%																									
	100%																									
Reading List	<p>The reading list for this module is available at:</p> <p>https://uwe.rl.talis.com/index.html</p>																									

FOR OFFICE USE ONLY

First Approval Date (and panel type)	<i>Date of first {panel} approval</i>			
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>		Version	<i>1</i>	<i>Link to RIA</i>