



## **Module Specification**

### **Participatory and Interactive Media**

Version: 2023-24, v4.0, 16 May 2023

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## Part 1: Information

**Module title:** Participatory and Interactive Media

**Module code:** UABB4W-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

**Field:** Broadcast and Journalism

**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:** This module will ask big questions about how we think about the role and experience of the user, in the media we make. In classic usability theory related to the history of the world-wide web, a division was drawn between “lean back” passive, consumptive media and “lean forward” interactive media. But is this distinction still tenable? Shifts such as that from live TV to broadcast on-demand, streaming on tablets and scrolling through content on smartphones reveal that even for basic media consumption, a huge number of interactions and user inputs are now

necessary.

Indeed, are interactive media still even limited to the screen? This module will also explore how “participatory media” take the basic feature of interaction and emancipate it entirely from screens, clicks, taps, giving users an active role in substantially influencing the structure and content of media, and of their own experience. These include, but are not limited to, iDocs, social media campaigns, alternate reality games, spatial interactions, dating apps, virtual and augmented reality, chatbots and virtual beings.

**Features:** Not applicable

**Educational aims:** See Learning Outcomes.

**Outline syllabus:** This module will provide students with a historical and theoretical introduction as well as a practical training in participatory and interactive media production and significance. In lectures students 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.

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

**Teaching and learning methods:** Through taught classes and assessed work you will inquire into the relationships between theory and practice in participatory and interactive 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.

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

**MO1** Employ professional technical skills in the production of participatory and/or interactive media projects effectively and creatively.

**MO2** Evaluate and apply key concepts and theories of participatory and interactive media, critically, ethically and imaginatively, through individual

research and analysis, and through the production of participatory and/or interactive media projects.

**MO3** A critical awareness of the diverse contemporary and emergent professional and cultural contexts of participatory and interactive media production and consumption.

**MO4** Effective co-creative teamwork, project design and management, and time management.

**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:** Portfolio

This module assesses students learning of the main principles and tools of interactive digital media in the first term through a portfolio, which provides a greater opportunity for breadth and diversity of tasks. Indicative tasks might include: web/app design, chatbots, iDocs, UX/UI design, critical reflection on work through design thinking, user research and testing.

Group Project

In the second half of the module the focus is on participatory media, and to the ways that participatory media are distinct from bare interactivity. A group project will foster

discussion and collaboration as students work together on a project that clearly demonstrates a grasp of this key conceptual distinction.

**Assessment tasks:****Group work (First Sit)**

Description: Group Project and Project Workbook

Weighting: 50 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

**Portfolio (First Sit)**

Description: A portfolio demonstrating a variety of interactive media techniques, including a critical reflection of individual work.

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

**Group work (Resit)**

Description: group participatory media project

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Portfolio (Resit)**

Description: A portfolio demonstrating a variety of interactive media techniques

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

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

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

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

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

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

Media Production [HKUSpace] BA (Hons) 2023-24

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

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

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

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