



MODULE SPECIFICATION

Part 1: Information			
Module Title	Image Cultures		
Module Code	UPCNK3-30-3	Level	3
For implementation from	Sep 2020		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	Arts and Cultural Industries		
Contributes towards	BA (Hons) Media Communications (optional)		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>In this module we consider theories of the image, both still and moving. We consider representation, the results of technologies of experimentation and surveillance/classification and in addition to the way visual codes allow us to analyse images.</p> <p>Key themes include: the relation of the iconic and the indexical in image-based forms of representation; how different modes of perception and perspective deriving from other kinds of image-based representation are adopted, as well as those specific to photography and film; technology and visual apparatuses; time and the imaginary; spatialization and touch; memory and memorialization; and new theoretical approaches exploring materiality and lively matter, liquidity and flow; wonder and enchantment; the everyday, the overlooked and the detail.</p> <p>We consider the argument that images are formed in the space of encounter – that between a camera and its object, a photographer and its subject, and a viewer and an image - examining how the codes and technologies of representation organize and enliven that encounter in different ways. This and the module themes offer the basis of students developing their own reflexive and critical theoretical writing.</p>
Part 3: Assessment

For the exam, presentation and written submission, students will be asked to make use of theoretical ideas relating to image culture, and to demonstrate an understanding of key factors in the production, circulation and reception of images.

In the exam, students will be expected to define concepts and outline arguments studied during the first semester, identify and discuss the work of relevant photographers in relation to module themes, concepts and approaches, and analyse composition, codification and material traces.

For the research presentation and written submission students should demonstrate their ability to identify and address historical, social and cultural uses of the image, to understand the way in which images address social and cultural issues, within the context of a history of visual and material culture via module themes and theoretical frameworks.

Students will have to demonstrate that the topic they are investigating is appropriate and well-chosen, showing evidence of sufficient reading and research to indicate a good understanding of key theories and issues, and the conclusions will have to be carefully developed from the analysis.

Student-led design and research conducted and tested in discussion with the module leader, as well as an outline of research design, research question and process as part of the written submission, will limit the opportunity for plagiarism.

Identify final timetabled piece of assessment (component and element)	B2	
% weighting between components A and B (Standard modules only)	A:	B:
	50	50
First Sit		
Component A (controlled conditions) Description of each element	Element weighting	
1. Exam (2hrs)	100%	
Component B Description of each element	Element weighting	
1. Research Project: written submission 4000 words.	100%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting	
1. Exam (2hrs)	100%	
Component B Description of each element	Element weighting	
1. Research Project: written submission 4000 words.	100%	
Part 4: Learning Outcomes & KIS Data		
Learning Outcomes	On successful completion of this module students will be able to:	

	<ol style="list-style-type: none"> 1. identify and discuss historical, social and cultural uses of photography (assessed through all components) 2. discuss and apply key theories about image and moving image representation (assessed through Components A and B) 3. understand the contribution of technological, aesthetic, and social factors to the production and reception of images (assessed through Components A and B) 4. design and write a research project that is historically and conceptually informed and relevant to module themes, reflecting on process throughout (A2 and B1) 5. utilise, synthesise and apply theoretical frameworks to own research and outcomes (assessed through Components A and B) 																									
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="border: 2px solid black;">15</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>300</td> <td>72</td> <td>228</td> <td>0</td> <td>300</td> </tr> </tbody> </table>	Key Information Set - Module data					<i>Number of credits for this module</i>									15	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>																										
				15																						
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours																						
300	72	228	0	300																						
Contact Hours	<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>																									
Total Assessment	<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>50%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>50%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	50%	Coursework assessment percentage	50%	Practical exam assessment percentage	0%		100%															
Total assessment of the module:																										
Written exam assessment percentage	50%																									
Coursework assessment percentage	50%																									
Practical exam assessment percentage	0%																									
	100%																									
Reading List	TBC																									

FOR OFFICE USE ONLY

First Approval Date (and panel type)	24 March 2020 UVP		
Revision ASQC Approval Date	Version	1	