



Module Specification

Image Cultures

Version: 2023-24, v4.0, 23 May 2023

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Part 1: Information

Module title: Image Cultures

Module code: UPCNK3-30-3

Level: Level 6

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: Cultural Studies

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: 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.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: 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.

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.

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 Identify and discuss historical, social and cultural uses of photography.

MO2 Discuss and apply key theories about image and moving image representation.

MO3 Understand the contribution of technological, aesthetic, and social factors to the production and reception of images.

MO4 Design and write a research project that is historically and conceptually informed and relevant to module themes, reflecting on process throughout.

MO5 Utilise, synthesise and apply theoretical frameworks to own research and outcomes.

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: For the essay, presentation and project, 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 essay, 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 project 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.

Assessment tasks:

Written Assignment (First Sit)

Description: 2000 word essay

Weighting: 20 %

Final assessment: No

Group work: No

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

Presentation (First Sit)

Description: Presentation

Weighting: 30 %

Final assessment: No

Group work: No

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

Project (First Sit)

Description: Practice project and essay

Weighting: 50 %

Final assessment: Yes

Group work: No

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

Written Assignment (Resit)

Description: 2000 word essay

Weighting: 20 %

Final assessment: No

Group work: No

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

Presentation (Resit)

Description: Presentation

Weighting: 30 %

Final assessment: No

Group work: No

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

Project (Resit)

Description: Practice project and essay

Weighting: 50 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Communications [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Media Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

Media Communications [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21