Module Specification

Visual Culture 2

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Contents

Part 1: Information

Module title: Visual Culture 2

Module code: UA1APS-15-2

Level: Level 5

For implementation from: 2024-25

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: None

Field: Visual Culture

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: Not applicable

Features: Not applicable

Educational aims: This module asks students to locate their experience and practice in the context of debates and issues that have been articulated around contemporary art, media and design.

Outline syllabus: The module introduces students to a series of histories, intellectual frameworks and practices organised into a number of cross-disciplinary 'strands'. These might include for example, Image & Identity, Tastes & Values, Things, and Contemporary Screen Cultures. Each strand consists of a lecture programme that provides grounding in relevant literature, historical precedents, contemporary debates and possibilities for future research. The choice of strands, and lectures within them, aims to reflect the diversity of student interests and aspirations, and specifically addresses cross- disciplinary knowledges.

Students are encouraged to reflect on their own practices and interests (and those of others) in relation to the areas of study introduced on the strands. The matrix of lectures also enables students to look 'across' strands to develop their own interests. Students choose from the strands on offer and can either follow one all the way through or swap between them. They are encouraged to take ownership of their area of study in preparation for level 3 study. Students are expected to actively engage in peer-to-peer discussion, student-led research tasks and small and large group discussion in response to the materials presented and developed through individual study. Participation in these learning experiences (face to face and/or virtually) is core to the ethos of, and assessment strategy for the module.

Part 3: Teaching and learning methods

Teaching and learning methods: Students are attached to cross-disciplinary seminar groups during which they are encouraged to explore the position of their own practices (and those of others) in relation to the debates introduced on the strands. Seminars are also used to practice research skills, often in small groups. Workshops cover advice about essay preparation (research, writing and interpreting essay questions) and strand content and literature. Students also receive support with their individual essay topic via small group tutorials, before which they are asked to submit research proposals. They are also advised about their options for level 3 study.

All students are encouraged to use online support materials (on Blackboard). Each strand has an online presence including lecture outlines, audio recordings and PowerPoint's of lectures, and digitised preparatory readings. There are also online support materials about the assignment, reading strategies, timetable, advice on written work, referencing and bibliographies.

Email tutorial support is provided for off-site distance learning students. Outgoing exchange students are given additional learning materials which support them to specifically relate their exchange experience to their assignment, and a reading guide to assist with this.

Distance learning students (outgoing exchange and work placement) are expected to attend taught sessions while they are on-site and make use of online learning materials while off-site.

Email tutorial support is provided for off-site distance learning students. Outgoing exchange students are given additional learning materials which support them to specifically relate their exchange experience to their assignment, and a reading guide to assist with this.

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

MO1 Familiarity with a range of contemporary cultural, historical and industrial contexts for creative practice;

MO2 Analysis and critical evaluation of contemporary art, media or design practices in their contemporary contexts;

MO3 Awareness of critical debates and issues in contemporary art, media and design practice;

MO4 Reflection on the relationship of the student's experience and practice to contemporary debates and issues;

MO5 The development of an argument or analysis supported by appropriate research;

MO6 The ability to identify and use appropriate online and print research material

MO7 familiarity with a range of research methods and approaches to researching art, media, design and related subjects from which level 3 projects can emerge

MO8 The ability to structure and present research findings and arguments, through written work and appropriate audio-visual materials, using appropriate scholarly conventions

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link
https://uwe.rl.talis.com/modules/UA1APS-15-2.html

Part 4: Assessment

Assessment strategy: Assessment strategies within the programme that this module contributes to reflect the Faculty of Art, Creative Industries and Education's philosophy which considers assessment to be part of the learning process.

Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements and to support the monitoring of progress by tutors and students. Assessment methods used are varied, are relevant in demonstrating achievement to both academic and industry

stakeholders, and form a coherent programme of assessment which is designed to offer students the maximum opportunity to demonstrate the skills, knowledge and experience that they have gained through the course of study, as well as to support ongoing and continuous improvement in their individual creative practice and development as practitioner-researchers.

The principle of 'learning through making' is core to learning strategies in the Department of Creative Industries – these learning activities are then expanded into and through an exploration of contemporary practice in relevant and related subject areas.

At assessment, therefore, students are expected to present evidence of work which demonstrates engagement with the minimum number of learning hours for the module (contact and independent study hours).

Forms of assessment used as part of the overall programme include:

Presentation and participation in studio-critique

Poster presentation

Group and individual visual presentations

Group and individual verbal presentations

Written Assignments – forms of writing relevant to the creative industries, including

academic/essay and industry focused/report writing

Group critiques

Peer and self-assessment

Evaluative and reflective outcomes, including visual, verbal and written

Formative and summative assessment activities that involve students participating in the evaluation of presented work (their own and others') take place throughout the programme. Participation in and attendance at these sessions forms part of the assessed content of the module as a result of this.

Feedback (verbal and/or in writing) at regular points throughout the module provides students with a clear understanding of their progress and advice about how this can be improved.

Assessment tasks:

Portfolio (First Sit)
Description: Body of work including written essay or equivalent
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Portfolio (Resit)
Description: Body of work including written essay or equivalent
Weighting: 100 %
Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Fine Art [Bower] BA (Hons) 2023-24

Illustration [Bower] BA (Hons) 2023-24

Graphic Design [Arnolfini] BA (Hons) 2023-24

Fashion Textiles [Bower] BA (Hons) 2023-24

Interior Design [Bower] BA (Hons) 2023-24

Fashion Communication [Bower] BA (Hons) 2023-24

Art and Writing [Bower] BA (Hons) 2023-24

Fashion Communication: Branding and Marketing [Bower] BA (Hons) 2023-24

Illustration [Sep][PT][Bower][6yrs] BA (Hons) 2021-22

Fashion Communication [Bower] BA (Hons) 2022-23

Fashion Textiles {Foundation} [Bower] BA (Hons) 2022-23

Fashion Textiles [Bower] BA (Hons) 2022-23

Graphic Design [Arnolfini] BA (Hons) 2022-23

Interior Design [Bower] BA (Hons) 2022-23

Fine Art [Bower] BA (Hons) 2022-23

Art and Writing [Bower] BA (Hons) 2022-23

Interior Design {Foundation} [Bower] BA (Hons) 2022-23

Fine Art {Foundation}[Bower] BA (Hons) 2022-23

Fine Art (International) {Foundation} [Bower] BA (Hons) 2022-23

Illustration {Foundation}[Bower] BA (Hons) 2022-23

Graphic Design {Foundation} [Arnolfini] BA (Hons) 2022-23

Fashion Communication {Foundation} [Bower] BA (Hons) 2022-23

Art and Writing {Foundation}[Bower] BA (Hons) 2022-23