



Module Specification

Contemporary Digital Practice

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Part 1: Information

Module title: Contemporary Digital Practice

Module code: UABB65-30-1

Level: Level 4

For implementation from: 2024-25

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

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 provides a foundation for the creative practices, technical skills and conceptual frameworks required to produce critical media projects using audio and visual media within a digital environment.

Features: Not applicable

Educational aims: Provide a foundation for the creative practices, technical skills and conceptual frameworks required to produce critical media projects utilising

video, photo and online media within a contemporary digital environment.

Equip students with the ability to design, plan, realise and reflect on critical and creative research projects—both independently and within groups.

Offer a grounding in both media and cultural history, and in contemporary creative media practices.

Introduce a range of materials on key ideas within our contemporary digital world. These will include: public participation, network culture, digital media, remix culture, 'private' and 'public' media spaces.

Students will explore the ways in which contemporary media production, participation and consumption are shaped by their historical, technological and 'everyday' contexts.

Students will be encouraged to produce work that is analytical and critical of established media conventions, and which demonstrates an awareness of the contemporary social and cultural milieu.

Outline syllabus: The module will explore the ways in which contemporary media production, participation and consumption are shaped by their historical, technological and everyday contexts. Through their production work, and by exposure to key examples from alternative and experimental media, media arts and innovative media practices, students will be encouraged to produce work that is analytical and critical of established media conventions, and which demonstrates an awareness of their contemporary social and cultural context.

A group production project will equip students with the ability to design, plan, realise and reflect on sustained critical, creative and/or research projects. The development of independent and teamwork skills will help prepare students for the creative and professional environment in the cultural and media sector. The project will help students develop skills of communication, co-creation and reflection appropriate to working in groups/teams as creative professionals and to presenting ideas within

relevant industry and user contexts.

A series of lectures and seminars across the module will offer a grounding in key socio-cultural and political contexts as well as in contemporary creative media practices.

Part 3: Teaching and learning methods

Teaching and learning methods: As well as lectures and seminars, the module will be taught through creative practice sessions plus workshops providing training in a range of technical skills with input from media instructors and academic staff. In addition to learning media production techniques and software, students will read and discuss relevant texts and visual reference material and will be supported in their articulation of theoretical ideas where comment and challenge is encouraged.

The taught sessions will provide students with the opportunity to develop both individual and group working skills as they move towards the process of completing a group project for their term two assignment.

Students will keep a weekly workbook in the form of a journal, which will be assessed. They will document and reflect on their ideas, reading and production work.

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

MO1 Capture, edit, and manipulate digital image media and draw upon key forms and elements of media production to develop practice-based projects.

MO2 Engage creatively, conceptually and practically with key examples of media and art practices that challenge or critique dominant media conventions, as well as contemporary developments in communications, entertainment, and information media and their histories.

MO3 Play an active role in the planning, ideas generation, realisation and evaluation of your group work; understanding the importance of effective group working, time management and communication skills.

MO4 Present and discuss key theoretical concepts, reflect on processes, and discuss the processes of media production in verbal and written work.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 204 hours

Face-to-face learning = 96 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/679C46A9-29A8-271E-29EF-62F3BEE89149.html?lang=en-GB) via the following link <https://rl.talis.com/3/uwe/lists/679C46A9-29A8-271E-29EF-62F3BEE89149.html?lang=en-GB>

Part 4: Assessment

Assessment strategy: This module is assessed through an individually produced workbook which documents the process of research and ideas generation, and a group produced media project.

Realisation: technical competence and control in a range of digital hardware and software, innovation in media form and content, critical engagement with ideas through production, editorial judgement, execution and finish (A2)

Method: engagement with production and research process, theoretical enquiry, management of time, resources and (where appropriate) group work, reflection on production and research processes and outcomes (A1, A2)

Research: productive engagement with relevant theoretical and design resources, engagement with historical and contemporary media contexts, argument, clarity of expression (A1)

Students will have several opportunities for feedback on their project design and intention, as well as the development of their individual theoretical understanding. This will include feedback within Term 1 on their individual workbook, and feedback at the end of Term 1 on a group presentation pitching their Term 2 group project idea. Students will work towards this group presentation pitch in Term 1 and deliver the presentation in class at the end of term.

Assessment tasks:**Portfolio (First Sit)**

Description: Individual workbook and group project

Weighting: 100 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Individual workbook and group project

Weighting: 100 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Communications [Frenchay] BA (Hons) 2024-25