



Module Specification

Participatory and Interactive Media

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Part 1: Information

Module title: Participatory and Interactive Media

Module code: UABB9H-30-2

Level: Level 5

For implementation from: 2026-27

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 will ask big questions about how we think about the role and experience of the user in the media we make and encourage students to consider media making from a more interactive and participatory perspective. Students will also consider the ongoing role of AI and the cultural and ethical dimensions of its use in media production.

Features: Not applicable

Educational aims: This module will provide students with a historical and theoretical introduction as well as a practical training in participatory and interactive media production.

Outline syllabus: Students will explore the cultural contexts of interactive media production and develop methods for describing, analysing and criticising a diverse range of participatory and interactive media forms and practices. This may include but not be limited to:

User experience design (Website/Apps/Chatbots)

Virtual, augmented and alternative reality

Spatial interactions, immersive media and installations

Artificial intelligence.

Part 3: Teaching and learning methods

Teaching and learning methods: A mix of lectures and practical workshops exploring the relationships between theory and practice in participatory and interactive media production and use.

Opportunities for formative feedback will be gained through continued engagement with practical workshops, peer and tutor feedback.

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

MO1 Further develop proficiency in using tools, technologies, and techniques, applying them to projects.

MO2 Demonstrate effective project management skills, including teamwork and iterative design.

MO3 Develop a critical awareness of contemporary debates around participatory and interactive media and the ethical dimensions of its use in media production.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/E3755D94-4CF5-9F80-2BE1-B3A63AAA8833.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/E3755D94-4CF5-9F80-2BE1-B3A63AAA8833.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: This module assesses students' understanding of the main principles and tools of participatory and interactive digital media through a group project of the students' own devising, complete with an individual critical reflection.

Opportunities for formative feedback will be gained through continued engagement with practical workshops, peer and tutor feedback.

The resit assessment will be comparable to the first sit. For practical reasons it is not feasible for students to complete a group project, and they will instead submit an individual project (reduced in scope) and be encouraged to reflect on how they might scale the project in future, with particular reference to collaboration with others.

Assessment tasks:

Portfolio (First Sit)

Description: A group project of the students own devising complete with an individual critical reflection. Indicative project themes include: UX Design (Website/Apps/Chatbots), VR, AR, Spatial interactions, immersive media, installations and AI

Weighting: 100 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3

Portfolio (Resit)

Description: A project of the students own devising complete with an individual critical reflection. Indicative project themes include: UX Design (Website/Apps/Chatbots), VR, AR, Spatial interactions, immersive media, installations and AI.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Production [Bower] BA (Hons) 2025-26