Module Specification

Media Project

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Part 1: Information

Module title: Media Project

Module code: UPCNJS-30-3

Level: Level 6

For implementation from: 2027-28

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

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: This module gives students the opportunity to undertake a practice-based media research project. It should be regarded as a culmination of the conceptual, theoretical, practical and communicative skills that have been developed throughout their degree. The module is intended to facilitate the independent production of a platform, campaign or other media artefact that innovatively utilises communications technologies.

The module builds on and represents the consolidation of the first two years of study on the Culture, Media and Creative Industries programme, and equips students with skills required by employers such as maintaining a sustained focus on a chosen topic; the ability to work proactively; to undertake research to a high degree; and to work independently.

Features: Not applicable

Educational aims: To give students the opportunity to research a topic within the field of culture, media and the creative industries that is of special interest to them, and create a significant piece of critical practice.

To guide and supervise students to carry out a piece of research and/or practice-based making independently.

To offer support and foundational grounding in the major debates, methodologies, research tools and/or practical skills and critical approaches needed to complete their project.

The module enables students to become critical, creative and analytical thinkers in ideation and project development with the ability to organise and manage supervised, self-directed projects. The module allows for investigation into areas that relate to a career in media or the creative industries and for facilitating the development of personal and transferable skills that will enhance students' readiness for graduate employment in their chosen context, and enable them to contribute to society more widely.

Students will professionally present their work through public exhibition and display, considering relevant contexts and audiences.

Outline syllabus: The content, and production methods, of student projects will be developed in consultation with module staff. Classes will support the initiation, development and realisation of student projects of appropriate scope and substance.

The module is designed to offer students choice and independence in determining their own abilities and ambitions within a subject discipline. The project will be self-

motivated and theoretically grounded. It will be informed by theoretical research and/or a knowledge of historical and contemporary media practices relevant to the project. Students will have the opportunity to identify and examine a research topic that can be further explored and, ultimately, communicated, through the production of appropriate media.

In teaching sessions, students will be guided through the planning and organising of their degree show, and will be supported to install and exhibit their work in a professional setting.

An expert supervisory team will guide and support students through a series of orientation exercises in the early stages of the module to follow their research skills and interests.

Students will work in a ‘community of practitioners', wherein students will engage in peer-learning and collaborative skills relevant to media industry contexts. Students will also support each other’s practice-based projects, providing input in the pre-production process and assisting with production as appropriate. Students will produce supporting material for their project that demonstrates their critical and methodological process and their ability to work in a sustained manner on the development of the project.

Part 3: Teaching and learning methods

Teaching and learning methods: Teaching and learning will be delivered through a combination of lecture, workshop, supported technical learning, seminar and exhibition, as appropriate. Student learning will also be supported by the university’s VLE, where teaching slides, reading lists, weekly preparation, discussion boards and lecture recordings are hosted. Students will also be able to access assessment briefs from the start of teaching and will be offered bespoke assessment advice during scheduled teaching time. In addition, students will have regular opportunities to discuss their teaching and learning with the module teaching team, both in-person or online.

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

MO1 Achieve a high level of proficiency in specialised tools, technologies and techniques, pushing creative boundaries and exploring new possibilities.

MO2 Design and execute an independent research project, demonstrating knowledge of research methods and producing novel insights and conclusions.

MO3 Produce a significant piece of unique and challenging theoretically underpinned creative media work for display and exhibition, which adds to understanding in the chosen area of critical practice and is situated within the academic fields of cultural theory and media communications.

MO4 Engage in a constructive critical evaluation and defence of the work in verbal or written form, as part of the critical and analytical process.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Staff-guided learning = 72 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/index.html

Part 4: Assessment

Assessment strategy: Assessment is a final project. Assessment has been designed to enable students to undertake an independent theoretical and practical research project as a critical and analytical process, which will provide key employability skills and establish professional conduct befitting the creative industries. Continuous feedback will be provided through the project's guided development by both peers and academic supervisors.

Students will be assessed via an individual media production project supported by presentation (display and critique). Students will undertake their innovative practical

research project in their chosen area of expertise: photography, online media, video, or via some crossover between these areas. Students are expected to produce work that is critical and analytical of existing media and/or socio-cultural concerns. Students produce unique and impactful projects that encourage people to understand the world differently, understand themselves and others differently and, as such, these projects have the capacity to be truly transformative. Students are encouraged to make work that offers different, innovative or critical perspectives on their subject, and are encouraged to develop new and different ways to use their medium and represent their subject. Students are supported to develop and deliver experimental and unique work with a distinct, informed and critical voice. Students are expected to demonstrate that they can work in an ambitious but realisable form. The rigour and robustness of these projects is assessed throughout the module via various methods such as project testing, critique and interim displays.

Students will have several opportunities for feedback on their project design and intention, including feedback at the end of Term 1 on an unassessed indicative project proposal which will include pre-production item(s) such as assets, media tests, proposal, bibliography, methods, and workbook. This assets tutorial will be an informal critique to the group and will lead to confirmation of a viable project concept by the module tutors.

Assessment tasks:

Final Project (First Sit)
Description: Final project supported by a verbal viva/critique as appropriate for practice-based work.
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4

Final Project (Resit)
Description: Final project supported by a verbal viva/critique as appropriate for practice-based work.

Weighting: 100 %

Final assessment: Yes

Group work: No

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) 2023-24

Media Communications {Foundation} [Frenchay] - Withdrawn BA (Hons) 2023-24

Media Communications (Advertising) [Frenchay] - Withdrawn BA (Hons) 2023-24

Media Communications (Advertising) {Foundation} [Frenchay] - Withdrawn BA (Hons) 2023-24

Media Communications (Public Relations) [Frenchay] BA (Hons) 2023-24

Media Communications (Public Relations) {Foundation} [Frenchay] - Withdrawn BA (Hons) 2023-24

Media Communications (Campaigns) [Frenchay] BA (Hons) 2023-24

Media Communications (Campaigns) {Foundation} [Frenchay] - Withdrawn BA (Hons) 2023-24

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

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

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

Culture, Media and Creative Industries BA (Hons) 2025-26

Media Communications [Frenchay] BA (Hons) 2023-24

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