Module Specification

Image Cultures

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Contents

Part 1: Information

Module title: Image Cultures

Module code: UPCNK3-30-3

Level: Level 6

For implementation from: 2025-26

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: In this module we consider theories of the image, both still and moving. We consider representation, the results of technologies of experimentation and in addition to the way visual codes allow us to analyse images. The module expands traditional notions of photography as fixed and still, to consider the medium as a mutable and material based.

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.

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, cultural and environmental uses and concerns in photography.

MO2 Discuss and apply key theories about image representation, generation and application.

MO3 Design and deliver a research project that is historically and conceptually informed and relevant to module themes, reflecting on process throughout.

MO4 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

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: 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 part of the module, 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 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, research and practice research to indicate a good understanding of key theories and issues, and the conclusions will have to be carefully developed from the analysis.

Assessment tasks:

Written Assignment (First Sit)
Description: 2000 word essay
Weighting: 40 %
Final assessment: No
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4

Project (First Sit)
Description: Exhibited project
Weighting: 60 %
Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Written Assignment (Resit)

Description: 2000 word essay

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Project (Resit)

Description: Practice project

Weighting: 60 %

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 [Sep][PT][Frenchay][6yrs] BA (Hons) 2020-21

Media Communications {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Media Communications [Frenchay] BA (Hons) 2022-23

Media Communications {Foundation} [Frenchay] BA (Hons) 2022-23