



ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Contemporary Digital Practice				
Module Code	UACAKG-60-1	Level	1	Version	1
Owning Faculty	ACE	Field	Culture and Media Studies		
Contributes towards	BA(Hons) Media Culture and Practice BA(Hons) Media and Journalism				
UWE Credit Rating	60	ECTS Credit Rating	30	Module Type	Project
Pre-requisites			Co- requisites		
Excluded Combinations			Module Entry requirements		
Valid From	September 2012				

CAP Approval Date	1 st June 2012
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to demonstrate:</p> <ul style="list-style-type: none"> • the ability to capture, edit, and manipulate digital media materials, including photographs, video, and web pages (A1, A3) • a creative, conceptual, and practical engagement with contemporary developments in communications, entertainment, and information media and their histories (all elements) • knowledge of the key forms and elements of media production and the ability to draw upon them to develop their own practice projects (A1, A3) • a familiarity with key examples of media and art practices that challenge or critique dominant media conventions (A2, A4) • the ability to take responsibility for their individual participation in learning, including the development of time management skills (all elements) • the ability to reflect on the processes and evaluate the results of critical media production in written work (A2, A4) • the ability to discuss key theoretical concepts in discussion and written work (A2, A4)
Syllabus Outline	This module provides a foundation for the creative practices, technical skills and

	<p>conceptual frameworks required to produce critical media projects in a range of media (for example, video, photography, web) in a digital environment. It 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.</p> <p>Group work will enable students to begin to develop the teamwork skills and flexibility necessary for professional media production.</p> <p>A lecture series will offer a grounding in both media and cultural history and in contemporary creative media practices.</p>
<p>Contact Hours/Scheduled Hours</p>	<p>The hours for a student on this module will be 192 hours of scheduled learning. 168 of these will be contact hours, consisting of technical tuition, group production workshops, gallery visits, lectures and seminars. The remaining 24 hours will be for directed study, comprising film screenings and formative group assignments.</p> <p>The student will be expected to conduct 408 hours of group project work and independent learning, including reading, engaging with blended learning resources and feedback, assignment production and writing.</p>
<p>Teaching and Learning Methods</p>	<p>The module will be taught through weekly workshops with input from media instructors and academic staff. As well as learning media production techniques and software, students will read and discuss relevant texts, discuss visual reference material and will be supported in their articulation of theory and practice. Group production work will take place during the workshops.</p> <p>A lecture series will introduce key concepts, approaches and historical contexts for the study and production of contemporary digital media.</p> <p>Students will keep a weekly workbook in the form of a blog, assessed as part of the project. They will document and reflect on their ideas, reading and production work.</p>
<p>Reading Strategy</p>	<p>The module will use two main books which will be available in the library and key sections will be available online. A module reader will contain all texts required for the workshops and assignments.</p>
<p>Indicative Reading List</p>	<p><i>The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.</i></p> <p>Required reading</p> <p>Briggs, Asa & Burke, Peter (2009) <i>A Social History of the Media: from Gutenberg to the Internet</i> (2nd ed.), Cambridge: Polity Press</p> <p>Dovey Jon, (2000) <i>Freakshow: first person media & factual television</i>, London: Pluto Press</p> <p>Highmore, Ben ed. (2002) <i>The Everyday Life Reader</i>, London: Routledge</p> <p>Lister, Martin et al (2009) <i>New Media: a critical introduction</i> (2nd ed.), London: Routledge</p> <p>Manovich, Lev (2001) <i>The Language of New Media</i>, Cambridge MA: MIT Press</p>

Further reading

Flanagan, Mary (2009) *Critical Play: radical game design*, Cambridge MA: MIT Press
Peters, John Durham (1999) *Speaking into the Air: A History of the Idea of Communication*, Chicago: University of Chicago Press
Mitchell, W.J., (1994) *The Reconfigured Eye: visual truth in the post-photographic era*, Cambridge Mass: MIT Press
Modrak, Rebecca and Anthes, Bill 2011, *Reframing Photography*, London, Routledge
Snickars, Pelle & Vonderau, Patrick (eds) 2009 *The YouTube Reader*, Stockholm: National Library of Sweden
Wells, Liz ed. (2009) *Photography: a critical introduction* (4th ed.), London: Routledge

Part 3: Assessment**Assessment Strategy**

This module is assessed through two group-produced media projects, each supported by an individually produced essay which evaluate the projects' production, aims and outcomes, and an individually produced workbook which documents the process of research, ideas generation and production.

Assessment criteria:

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 (A1, A3)

Method: engagement with production and research process, theoretical enquiry, management of time, resources and group work, reflection on production and research processes and outcomes (A2, A4)

Research: productive engagement with relevant theoretical and design resources, engagement with historical and contemporary media contexts, argument, clarity of expression (A2, A4)

Identify final assessment component and element	Component A, Element 3	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Group production project	25%	
2. Individual evaluative essay (1500 words) & workbook	15%	
3. Group production project	35%	
4. Individual evaluative essay (2000 words) & workbook	25%	
Component B Description of each element	Element weighting (as % of component)	
1.		
2.(etc)		

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Extended production project	60%	
2. Individual evaluative essay (3500 words) & workbook	40%	
Component B Description of each element	Element weighting (as % of component)	
1.		
2.(etc)		
If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.		