



Module Specification

Visual Culture 1

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Part 1: Information

Module title: Visual Culture 1

Module code: UA1APQ-15-1

Level: Level 4

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Art & Design

Partner institutions: None

Delivery locations: Arnolfini

Field: Visual Culture

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: The module explores the impact of economic, social and cultural values on creative practices and the effect that different contexts have on the production and consumption of the works of the creative industries. Its emphasis is on current practices and critical debates in the creative industries plus significant developments during the 20th and 21st centuries and specifically on the development of the students' critical understanding of their disciplines.

Throughout the module students will be required to complete a series of research tasks - involving both primary and secondary sources - that will be closely linked to the content of the lectures and workshops. These will include participation in peer to peer discussion, student-led research sessions and small and large group debates in response to the core lecture series, and additionally these tasks will necessitate students synthesising materials, ideas, and practices from their own programmes as well as those introduced by the module's lecture series and will inform their identification of subjects appropriate for study in greater depth for the written component of the module assessment.

Students will make a poster presentation outlining the development of their written submission, and will keep a learning log (in the form of a blog) detailing their completed research tasks as well as the development of their work and ideas. Students will set up their blogs in a dedicated workshop and they will be used throughout the module to encourage peer-to-peer discussion and review.

Students will be given specific teaching sessions which detail the requirements and conventions of different forms of writing for creative practice, for example how to use quotations and references. Study skills support in this form is embedded within the module. Additional study skills support is available to students through specialist learning support tutors.

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: See Teaching and Learning Methods

Part 3: Teaching and learning methods

Teaching and learning methods: Students are taught through a combination of scheduled learning, including lectures, seminars, workshops, fieldwork and tutorials; and independent learning, including preparatory reading, case study preparation, assignment preparation and completion, etc. These sessions constitute an average

time per level as indicated in the table in the following section.

A lecture series outlines the module's historical, theoretical and critical content, supported by set reading and / or audio-visual resources. Workshops are devoted to particular research tasks that relate the lecture materials to students' discipline-specific areas of creative practice and research methodologies. Students are required to work independently on research tasks as well as in small groups for the presentation and discussion of research findings.

The learning log (including completed research tasks), the poster and written assignment will all be submitted for assessment.

Students will be introduced to the library through a series of workshops that introduce the facilities and research skills in using the library database, finding and extracting visual and textual information, and using the slide and video library. Additionally, students will be introduced to resources to support a range of research methodologies, including the Research Observatory and other UWE online resources, including Blackboard.

The programme of lectures and workshops will be accompanied by supporting study skills materials designed to support research, poster and written assignment preparation and writing-up final work.

All course materials (timetables, all work briefs, reading lists, and teaching and learning materials for the module) will be available on Blackboard.

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

MO1 knowledge of some of the key critical theories and issues underlying ongoing debates around creative practices and their relationship to the workplace

MO2 awareness of aspects of the historical development of creative practices in art, media and design; and of the contexts of production and consumption for art, media and design

MO3 awareness of a range of research methods relevant to creative practices and industries

MO4 the development of analytical and critical skills

MO5 the development of research and library skills

MO6 the ability to observe, describe and contextualise

MO7 the ability to structure and present research findings and arguments, through written work and appropriate audio-visual materials

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.ac.uk/readinglists) via the following link

<https://uwe.rl.talis.com/modules/UA1APQ-15-1.html>

Part 4: Assessment

Assessment strategy: Assessment strategies within the programme that this module contributes to reflect the Faculty of Art, Creative Industries and Education's philosophy which considers assessment to be part of the learning process.

Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements, and to support the monitoring of progress by tutors and students. Assessment methods used are varied, are relevant in demonstrating achievement to both academic and industry stakeholders, and form a coherent programme of assessment which is designed to offer students the maximum opportunity to demonstrate the skills, knowledge and experience that they have gained through the course of study, as well as to support ongoing and continuous improvement in their individual creative practice and development as practitioner-researchers.

The principle of 'learning through making' is core to learning strategies in the Department of Creative Industries – these learning activities are then expanded into and through an exploration of contemporary practice in relevant and related subject areas.

At assessment, therefore, students are expected to present evidence of work which demonstrates engagement with the minimum number of learning hours for the module (contact and independent study hours).

Forms of assessment used as part of the overall programme include: Presentation and participation in studio-critique

Poster presentation

Group and individual visual presentations

Group and individual verbal presentations

Written Assignments – forms of writing relevant to the creative industries, including academic/essay and industry focused/report writing

Group critiques

Peer and self-assessment

Evaluative and reflective outcomes, including visual, verbal and written

Formative and summative assessment activities that involve students participating in the evaluation of presented work (their own and others') take place throughout the programme. Participation in and attendance at these sessions forms part of the assessed content of the module as a result of this.

Feedback (verbal and/or in writing) at regular points throughout the module provides students with a clear understanding of their progress and advice about how this can be improved.

Assessment components:

Portfolio (First Sit)

Description: Body of work (including written essay/report (1200 words) & preparatory / supporting work from poster presentation and learning log (blog)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Portfolio (Resit)

Description: Body of work (including written essay/report (1200 words) & preparatory / supporting work from poster presentation and learning log (blog)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Fine Art [Sep][PT][Bower][6yrs] BA (Hons) 2023-24

Fashion Textiles {Foundation} [Bower] BA (Hons) 2022-23

Illustration {Foundation}[Bower] BA (Hons) 2022-23

Fine Art (International) {Foundation} [Bower] BA (Hons) 2022-23

Interior Design {Foundation} [Bower] BA (Hons) 2022-23

Illustration [Bower] BA (Hons) 2022-23

Drawing and Print {Foundation} [Sep][FT][Bower][4yrs] - Not Running BA (Hons) 2022-23

Fine Art {Foundation}[Bower] BA (Hons) 2022-23

Fashion Communication {Foundation} [Bower] BA (Hons) 2022-23

Graphic Design {Foundation} [Arnolfini] BA (Hons) 2022-23

Art and Writing {Foundation}[Bower] BA (Hons) 2022-23

Fashion Textiles [Bower] BA (Hons) 2022-23