Module Specification

Developing Practice and Audiences

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Contents

Part 1: Information

Module title: Developing Practice and Audiences

Module code: UAAAS7-30-M

Level: Level 7

For implementation from: 2021-22

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Art & Design

Partner institutions: None

Delivery locations: Arnolfini

Field: Art

Module type: Project

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Developing curatorial practice towards addressing and engaging audiences and publics.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: This module develops students' understanding of the issues facing creative and cultural institutions (including museums, galleries, libraries, archives, festivals and other cultural organisations) in relation to audiences, and supports and develops their own curatorial practice.

It draws on theoretical / critical studies of audiences and publics from cultural studies, film studies, heritage and museum studies, visual and performing arts, and contemporary curatorial practice.

Concepts addressed may include participation, interactivity, the public sphere, popularity and populism, cultural value, crowd-sourcing, attention and experience economy. Some research techniques will be discussed and exemplified, including ethnographic techniques.

Students look at contemporary cross-platform marketing and market research techniques, as well as analysing the ways in which different institutions and practices address audiences. Students will be introduced to a range of qualitative research techniques.

Students put theoretical understanding of audiences and market into practice through short projects. These require students to map historical contexts and contemporary curatorial practices of engaging audiences and publics, both generally and in relation to the institutions within which the students are working and to their audiences.

Group Speculative Project
The group project requires students to work together to produce a proposal for a public event: a talk, discussion, screening, performance, workshop or other event, assessed via a written proposal and presentation. The group may research a small group or organisation whose work could be brought to new audiences and suggest ways to achieve this goal.

Part 3: Teaching and learning methods

Teaching and learning methods: This module will be delivered through lectures, seminars and group tutorials, as well as online materials via Blackboard / MyUWE. Lectures and presentations by partners or guest speakers will be used to present case studies of audience and marketing issues, as well as an overview of key concepts, and legislative and ethical issues and together with the set reading will suggest the range of perspectives and methods that the students can use. The group project requires students to work collaboratively on a speculative project, and they reflect on and document that process and the results.

Scheduled learning includes lectures, seminars, tutorials, project supervision, fieldwork, external visits, group work and peer assisted learning. = 48 hours

Independent learning includes hours engaged with reading, research, case study preparation, assignment preparation and completion etc. = up to 240 hours

Work-based learning: throughout the MA/MFA Curating each student will be placed with a partner institution, with a mentor allocated to them. The learning and assessment on this module will involve their engagement with this partner.

Students will have 36 hours scheduled contact time; including lectures, seminars or tutorials, or workshops, online contact time and field trips. In addition, students on the MA/MFA in Curating are required to spend some of their time working with a partner organisation.

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

> **MO1** Demonstrate familiarity with existing studies of audiences in this field, and knowledge of key methods for studying and monitoring audiences

> **MO2** Analyse the changing nature of audiences, and to differentiate between audiences for different contexts

> **MO3** Research groups and organisations that may be worked with to attract new audiences

MO4 Demonstrate an understanding of key aspects of contemporary marketing relevant to the field

MO5 Demonstrate a critical understanding of current theories and debates relating to audience engagement, participation, interaction and address

MO6 Work collaboratively to initiate and carry out a project

MO7 Demonstrate awareness of the social, political, economic and institutional relationships and policies structuring and shaping the cultural and creative industries throughout a portfolio of work

MO8 Identify key literature, resources and precedents and appropriate research methods for studying contemporary curatorial issues in relation to audiences and contemporary practice

MO9 Apply a focussed understanding of the contemporary context for curating, programming, and audience engagement

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 240 hours

Placement = 12 hours

Face-to-face learning = 48 hours

Total = 300

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/modules/uaaas7-30-m.html

Part 4: Assessment

Assessment strategy: All module assessment is summative but students receive formative feedback through individual and group tutorials.

Component A, element 1: Speculative Group Project (70%)

Component A, element 2: Individual Critical Reflection (30%)

The Speculative Group Project is assessed via a written event proposal and oral presentation.

The Critical Reflection contextualises the group project in relation to contemporary curatorial practices of addressing and engaging audiences and publics. It reflects upon the process of the project: the group's research and development, the projects aims and how successfully these came across in the presentation, and the individual's contribution to these elements.

Assessment Criteria:
Students will be assessed on the following

Ability to work collaboratively with one another to negotiate any conflicts that arise, to produce a timely and well organised event proposal and presentation (component A, element 1) - relates to learning outcome 6.

Evidence of informed critical reflection on practice (component A, elements 1 and 2) - relates to learning outcome 2.

Ability to innovate and be creative with regard to attracting and engaging audiences (component A, elements 1 and 2) - relates to learning outcomes 3, 9.

Evidence of understanding of key aspects of contemporary marketing and audience studies relevant to the project (component A, elements 1 and 2) relates to learning outcomes 1, 4, 5, 8, 9.

Demonstrate familiarity with policy and legislation relating to audiences in the sector (component A, elements 1 and 2) - relates to learning outcomes 7, 8.

Assessment components:

Reflective Piece - Component A (First Sit)

Description: Individual Critical Reflection

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Project - Component A (First Sit)

Description: Speculative Group Project involving an event proposal and presentation

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8, MO9

Reflective Piece - Component A (Resit)

Description: Individual Critical Reflection

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Project - Component A (Resit)

Description: Speculative Group Project involving an event proposal and presentation

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Curating [Jan][FT][Arnolfini][1yr] MA 2021-22

Curating [Jan][PT][Arnolfini][2yrs] MFA 2021-22

Curating [Jan][FT][Arnolfini][1yr] MFA 2021-22

Curating [Jan][PT][Arnolfini][2yrs] MA 2021-22