CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data							
Module Title	Data Worlds						
Module Code	UPCP48-30-2		Level	2	Version	1	
UWE Credit Rating	30	ECTS Credit Rating	15		WBL module?	No	
Owning Faculty	ACE		Field		Cultural Industries		
Department	Arts & Cultural Industries		Module Type		Project		
Contributes towards	BA(Hons) Creative Media Design						
Pre-requisites	Convergent Media, Pervasive Media 1		Co- requisites		None		
Excluded Combinations	None		Module Entry requirements		N/A		
Valid From			Valid to				

CAP Approval Date	

Part 2: Learning and Teaching

Learning Outcomes	On successful completion of this module students will be able to demonstrate: 1. An understanding of data formats and methods and interactive media environment for contemporary media production 2. An understanding of critical concepts and debates around data and computational culture. 3. The ability to use appropriate multi media software and coding to realise a concept 4. The ability to use cameras and audio hardware to produce and manipulate material for advanced online creative media production. 5. An exploratory, experimental and artistic approach to media production. 6. An ability to work in a small group and manage time and production schedules 7. The ability to conceive of a user and user experience through prototyping and iterative development.
Syllabus Outline	Data is being accumulated on an unprecedented scale. This module will introduce students to the dramatic growth of data that spans almost every part of our lives from consumer behaviour to our legal identities. The module will develop an understanding of data and the techniques and creative practices that can be used to collect, visualise and manipulate it,

	introducing students to techniques such as scraping and mining alongside associated software and coding tools. The module will also explore ways that data can be creatively and experimentally visualised, mapped and interacted with.
	Data will be explored as a way of accessing, presenting and manipulating a variety of audio, textual and visual media, utilising open repositories, metadata and, for example, through the emerging form of data documentaries, web and interactive documentary. Students will explore this intersection between data, digital interactive technology and multi media practice producing a group project with assessment points for production workflow, prototyping and iterative development.
	The project brief encourages an experimental approach to the project. Projects may explore a range of approaches and these might include methods in which the audience become active agents within the project, making the project unfold through their interaction and contribution. Or projects that intersect and reflect on the nature of and context of data.
	Alongside the exploration of relationships and patterns in data the module will be explore how data can tell stories and how narratives can be constructed through it.
Contact Hours	The contact hours for a student on this module will be 72 hours of scheduled learning. 70 hours of this will be group contact, including theoretical and practical workshops, field visits and talks. The remaining 2 hours will be for individual tutorials, either in person or synchronous online. The student will be expected to conduct 228 hours of independent learning.
Teaching and Learning Methods	The module is taught through practical workshops and introduces all the required software and hardware, building on coding skills, and interface design acquired in Pervasive media 1 and multimedia authoring skills acquired in Convergent Media. This is supported by a series of seminars that explore key debates and concepts around data and computational culture.
	Students are expected to pursue **independent learning**, including 228 hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make.
Key Information Sets Information	Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.

Key Information Set - Module data

Number of credits for this module				30	

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
300	72	228	0	300	0

The table below indicates as a percentage the total assessment of the module which constitutes a -

	Written Exam: Unseen written exam, open book written exam, In-class test **Coursework**: Written assignment or essay, report, dissertation, portfolio, project **Practical Exam**: Oral Assessment and/or presentation, practical skills assessment, practical exam Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:			
Written exam assessment percentage			0%
Coursework assessment percentage			100%
Practical exam assessment percentage			0%
			100%

Reading Strategy	All students will be encouraged to make full use of the print and electronic resources available to them and through systems such as UWE online. All essential reading will be accessible through online sources and will be indicated clearly in the module handbook. Instructions on how to access all readings for the course will be available on Blackboard. Further online texts and forums for debate will be clearly identified for research and discussion. Training in the identification and evaluation of online research resources will be provided in taught sessions. Given the cross disciplinary of this module no single suitable text exists would fully support the module content. A prepared reading pack will be available at the start of the module. The currency of information may wane during the lifetime of the specification, consequently current advice on readings will be available through more frequently updated mechanisms such as the handbook and intranet, and these will be revised annually. Some relevant materials will be made available in reading packs or on Blackboard where applicable, within the limits of what is permissible under the terms of the university's Copyright Licensing Agency license.
Indicative Reading List	**Core reading** Fuller, M. (2003). *Behind the blip: Essays on software culture*. New York: Autonomedia. Hayles, Katherine (1999) *How we Became Posthuman: Virtual Bodies in Cybernetics, Literature and Informatics*. Chicago: The University of Chicago Press. Galloway, A. R. (2004). *Protocol: how control exists after decentralization*. MIT press. Mackenzie, A. (2006). *Cutting code*. New York: Peter Lang. McCandless, D. (2009). *Information is beautiful*. London: Collins. Tufte, E. (1983). *The visual display of quantitative information*. Cheshire, Conn. (Box 430, Cheshire 06410): Graphics Press.

Part 3: Assessment		
Assessment Strategy	In semester one students will produce a series of small prototypes that explore the iterative development and implementation of an idea and appropriate technical methods. The brief will require students to amalgamate two of the prototypes into a final piece. Toward the end of semester one and through semester two students form groups of 2 or 3 research and present a proposal for a larger group project. The group project will use the same iterative and incremental development process, generating tests and prototypes for each component before they are amalgamated into a final submission. All project briefs focus on the investigation and manipulation of different types of data (open data, visual data) emphasising an exploratory and experimental approach.	

Criteria	*Relates to learning outcomes*	*Source of evidence*
1. research Engagement with relevant theoretical and design resources, engagement with contemporary media contexts, initiative in finding appropriate resources	1, 2	A1, A2
2. method engagement with individual and group production and research processes, management of time and resources, reflection on research and production processes and outcomes	3, 4, 5, 6, 7	A1, A2
3. technical realisation technical competence and control in a range of digital hardware and software,	3, 4, 7	A1, A2
4. creative realisation innovation in media form and content, application of critical ideas through production, editorial judgement, and execution	1, 2, 5, 7	A1, A2

Identify final assessment component and element		
	A:	**B**:
% weighting between components A and B (Standard modules only)	**100%**	

First Sit

Component A (controlled conditions) **Description of each element**	**Element weighting**
1. Individual prototypes	25%
2. Group data media project, development log and presentation	75%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting**
1. Individual prototypes	25%
3. Group data media project, development log and presentation	75%
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.	