ACADEMIC SERVICES

University of the West of England
BRISTOL

MODULE SPECIFICATION

Part 1: Information			
Module Title	Data Worlds		
Module Code	UPCP48-30-2	Level	2
For implementation from	September 2017		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	Department of Arts & Cultural Industries		
Contributes towards	BA(Hons) Creative Media Design		
Module type:	Project		
Pre-requisites	Convergent Media, Pervasive Media 1		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description

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.

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.

Part 3: Assessment		
In semester one students will produce a small digital folio that explore different ways of working with data with a variety of graphic and technical methods. In semester two students work on research and produce design work for a larger project which they present to a guest speaker. They then form small groups to implement some of the designs using an 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.		
Identify final timetabled piece of assessment (component and element)	Component A2	
% weighting between components A and B (Standard modules only)	**A:** **100%**	**B**:
First Sit		
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**	
1. Individual prototypes	35%	
2. Group data media project, development log and presentation	65%	
Component B **Description of each element**	**Element weighting** **(as % of component)**	
N/A		
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**	
1. Individual prototypes	35%	
2. Group data media project, development log and video presentation	65%	
Component B **Description of each element**	**Element weighting** **(as % of component)**	
N/A		
Part 4: Teaching and Learning Methods		
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 (A1) 2. An understanding of critical concepts and debates around data and computational culture. (A1, A2) 3. The ability to use appropriate multi media software and coding to realise a concept (A1, A2) 4. An exploratory, experimental and artistic approach to media production. (A1, A2) 5. An ability to work in a small group and manage time and production schedules (A2) 6. The ability to conceive of a user and user experience through prototyping and	

iterative development. (A2)

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 (KIS)

Contact Hours

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

Total Assessment

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

Written Exam: Unseen or open book written exam
Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	90%
Practical exam assessment percentage	10%
	100%

Reading List

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 print or 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. **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.

ACADEMIC SERVICES

FOR OFFICE USE ONLY

First CAP Approval Date	4 June 2015			
Revision CAP Approval Date *Update this row each time a change goes to CAP*	21 March 2017	Version	*2*	link to RIA