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CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Pervasive Media 1					
Module Code	UPCP44-30-1		Level	1	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	None		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. The ability to use appropriate online tools for web based media production   2. The ability to use appropriate software and coding for web based media production   3. An understanding of pervasive and locative media methods and practices   4. An understanding of critical concepts and debates around context sensitive media and mobile web media   5. The ability to select appropriate media and tools to realise a concept   6. The ability to be able to draw and design web based interfaces   7. The ability to conceive of a user and user experience.   8. An exploratory, experimental and artistic approach to media production   9. An ability to work in a small group and manage time and production schedules
Syllabus Outline
This module introduces students to creative web environments. The module introduces a variety of online platforms and tools including an introduction to mobile media that is context sensitive and develops their understanding in web based media via appropriate software and and an introduction to basic coding.   The module focuses around an exploration of the virtual and the local and the

	project briefs encourage students to interact with the city environment to both make and document experiences.
	The module is taught through practical workshops and introduces all the required software and hardware, including ideation, problem solving, basic coding skills, layout, typefaces, drawing and designing web based interfaces. This is supported by a series of seminars that explore key debates and concepts in the field of locative and context sensitive media.
	The project brief encourages an experimental approach to the project.
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 **scheduled learning** including seminars, tutorials, project supervision, practical classes and workshops; supervised time in studio/workshop. 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. |
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| Indicative Reading List | **Core reading**

(This is the same list as Convergent Media)

Miller, Vincent.. (2011). Understanding digital culture . London: Sage.

Morozov, Evgeny. (2011). The net delusion : the dark side of Internet freedom. New York: PublicAffairs.

Shirky, Clay. (2008). Here Comes Everybody: The Power of Organizing Without Organizations. New York: Penguin Books.

Kitchin, R., & Dodge, M. (2011). Code/space: Software and everyday life. MIT Press. |

Part 3: Assessment

| Assessment Strategy | Students produce a digital portfolio of small experimental submissions themed around various aspects of pervasive and mobile media practice, leading to a locative project using online tools and mobile media.

The project briefs will address different aspects of pervasive and mobile media production.

The group project brief will encourage students to develop the small scale projects into a larger, more ambitious project, working in teams of 3 and 4. The project brief will emphasise that the project target mobile platforms and explore aspects of the city, both making and documenting material and virtual |
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experiences within it.

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, 3, 4	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	1, 3, 4, 5, 8, 9	A1, A2
3. technical realisation technical competence and control in a range of digital hardware and software,	1, 2, 3, 5. 6, 7, 8	A1, A2
4. creative realisation innovation in media form and content, application of critical ideas through production, editorial judgement, and execution	2, 3, 4, 6, 7, 8	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. Portfolio of practical assignments	35%
2. Group project in convergent media, including development log	65%

Resit (further attendance at taught classes is not required)

Component A (controlled conditions) **Description of each element**	**Element weighting**
1. Portfolio of practical assignment	35%
2. Project in convergent media, including development log	65%

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.