University of the
West of England
BRISTOL

MODULE SPECIFICATION

Part 1: Information			
Module Title	Pervasive Media 1		
Module Code	UPCP44-30-1	Level	1
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	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
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 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 briefs encourage an experimental approach to all projects.   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
Students produce a digital portfolio of small experimental submissions themed around various aspects of pervasive and mobile media practice, leading to a pervasive media project using online tools and mobile media. The briefs will address different aspects of pervasive and mobile media production. The pervasive media individual project will encourage students to develop the small scale projects into a larger, more ambitious project. The project brief will emphasise the use of mobile platforms and will ask students to explore either material or virtual aspects of the city.

Identify final timetabled piece of assessment (component and element)	Component A2	

	A:	**B**:
% weighting between components A and B (Standard modules only)	**100%**	

First Sit

Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Portfolio of practical assignments	35%
2. Individual project in pervasive media, including development log	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. Portfolio of practical assignment	35%
2. Project in pervasive media, including development log	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. The ability to use appropriate online tools for web based media production (A1, A2) 2. The ability to use appropriate software and coding for web based media production (A1, A2) 3. An understanding of pervasive and locative media methods and practices (A1, A2) 4. An understanding of critical concepts and debates around context sensitive media and mobile web media (A1, A2) 5. The ability to select appropriate media and tools to realise a concept (A1, A2) 6. The ability to be able to draw and design web based interfaces (A1, A2) 7. The ability to conceive of a user and user experience. (A2) 8. An exploratory, experimental and artistic approach to media production (A1, A2)

	9. An ability to manage time and production schedules (A1, A2)
	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 (KIS) Contact Hours Total Assessment 	**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	✅

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) | Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	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 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

(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

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