University of the West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Media and Design Contexts					
Module Code	UPCP43-30-1		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:

1. Demonstrate the use of a range of research methods, including qualitative approaches to empirical research, the interpretation of cultural-historical evidence.

2. Learn, understand and evaluate a range of complex creative, business and communication strategies.

3. Analyse key aspects of contemporary media theory, economy and digital culture.

4. Demonstrate an understanding of design history and its relation to media production.

5. Undertake detailed analysis of complex creative and business practices within a variety of contemporary settings.

6. Present ideas and findings clearly in written form.

7. Demonstrate knowledge and understanding of a wide range of creative and business policies and procedures.

8. Negotiate a variety of theoretical and practical models and relate them to existent practices.

9. Work in a small group and manage time and production schedules.

Syllabus Outline	This module addresses the wide range of issues raised in the context of

	contemporary media production and introduces some of the most discussed aspects of digital culture today alongside an introduction to the history of design and media arts.
	It introduces and analyses these key aspects (including: 'creative citizens', digital capitalism, peer to peer file sharing, open source software and so called 'horizontal media') through a variety of perspectives and approaches from communication theory, design history, media arts and new media studies.
	The module situates media production within the field of design history, exploring, for example: the relationship between photography and modernism, the emergence of interface design through the convergence of graphic arts and screen based media.
	The Module consists of both lectures and seminars. Semester one introduces ideas through key readings and contemporary settings and environments. In semester two students develop a case study focussing on local examples of creative media production; local startups, small companies and media artists, students will conduct detailed case studies that analyse independent companies and creative practices. In so doing they will investigate the specific economic and historical contexts of such practices; analyse company or practice objectives, and scrutinise their relationships within the broader cultural context.
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				65%
Practical exam assessment percentage				35%
				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** Fisher, M. (2009). *Capitalist Realism. Is there really no alternative*. Hampshire: Zero Books. Boltanski,L.& Chiapello, E. (2007). *The New Spirit of Capitalism*, London & New York: Verso. Lees-Maffei, G., Houze, R., & Art, T. V. (2010). *The design history reader*. Berg Publishers. Eskilson, S. (2007). *Graphic Design: A New History*. London: Laurence King. Bony, A. (2005). *Design*. Edinburgh: Chambers.

Part 3: Assessment

Assessment Strategy	
	In semester one students work in a group to produce a substantial presentation that explores and expands an aspect of digital culture or history of design explored in the lectures and seminars. The presentation is supported by a series of (individual) blog posts on a group blog. The blog posts should demonstrate both basic research methods and analysis and reflection. In semester two students develop a case study that focuses on (ideally a local) creative media production: a small start up or media artist and links the business / practice to one or more of the debates and topics explored in semester one.

Criteria	Relates to learning outcomes	Source of evidence
1. research Engagement with relevant theoretical and other resources, engagement with contemporary media contexts, initiative in finding appropriate resources	1, 2, 3, 4, 8	A1, A2
2. Synthesis / argument the organisation and structuring of research material into a coherent argument or enquiry	2, 3, 5, 6, 7, 8	A1, A2
3. Method engagement with group research process and individual writing, management of time and resources, reflection on research and written case study	1, 2, 3, 4, 8, 9	A1, A2
4. Presentation: the presentation of ideas and findings clearly and appropriately in oral, and written form.	6, 7, 8, 9	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. Group research blog and presentation (10 minutes)	35%
2. Individual report (2000 Words, final assessment)	65%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting**
1. Research blog including video presentation	35%
2. Research report (2000 Words)	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.	