

**MODULE SPECIFICATION**

Part 1: Information			
Module Title	Media and Design Contexts		
Module Code	UPCP43-30-1	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
<p>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.</p> <p>It introduces and analyses these key aspects (including: 'creative Industries, digital capitalism, peer to peer networking and open source) through a variety of perspectives and approaches from communication theory, design history, media arts and new media studies.</p> <p>The module situates media production within the field of design and technology history, exploring, for example: the relationship between design and industrialisation, the impact of digital networks on culture.</p> <p>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.</p> <p>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.</p>

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Part 3: Assessment						
<p>In semester one, students will prepare an individual research analysis and also work in a group to produce a substantial collaborative presentation. Both individual analysis and group presentation will expand on an aspect of digital culture explored in the lectures and seminars, and should demonstrate basic research methods, analysis and reflection</p> <p>In semester two students develop a case study that focuses on (ideally a local) creative media production, small start up or media artist and links their business / practice to one or more of the texts, debates and topics explored in the semester</p>						
Identify final timetabled piece of assessment (component and element)						
Component A2						
% weighting between components A and B (Standard modules only)		<table border="1"> <tr> <td style="text-align: center;">A:</td> <td style="text-align: center;">B:</td> </tr> <tr> <td style="text-align: center;">100%</td> <td></td> </tr> </table>	A:	B:	100%	
A:	B:					
100%						
First Sit						
Component A (controlled conditions) Description of each element		Element weighting (as % of component)				
1. Group research presentation (10 minutes) and individual analysis (1000 words)		35%				
2. Individual report and individual presentation (2000 Words) (final assessment)		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 analysis (1000 words) including individual video presentation (5 minutes)		35%				
2. Research report individual video presentation (3 minutes) (2000 Words)		65%				
Component B Description of each element		Element weighting (as % of component)				
N/A						
Part 4: Teaching and Learning Methods						
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate the use of a range of research methods, including qualitative approaches to empirical research, the interpretation of cultural-historical evidence. (A1, A2) 2. Learn, understand and evaluate a range of complex creative, business and communication strategies. (A2) 3. Analyse key aspects of contemporary media theory, economy and digital culture. (A1, A2) 4. Demonstrate an understanding of design history and its relation to media 					

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	<p>production. (A2)</p> <ol style="list-style-type: none"> 5. Undertake detailed analysis of complex creative and business practices within a variety of contemporary settings. (A2) 6. Present ideas and findings clearly in written form. (A1, A2) 7. Demonstrate knowledge and understanding of a wide range of creative and business policies and procedures. (A2) 8. Negotiate a variety of theoretical and practical models and relate them to existent practices. (A1, A2) 9. Work in a small group and manage time and production schedules. (A1) <p>The module is taught through scheduled learning including seminars, tutorials, project supervision, practical classes and workshops; supervised time in studio/workshop.</p> <p>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.</p>																														
<p>Key Information Sets Information (KIS)</p> <p>Contact Hours</p> <p>Total Assessment</p>	<table border="1" data-bbox="518 853 1430 1240"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td>30</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td>300</td> <td>72</td> <td>228</td> <td>0</td> <td>300</td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>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)</p> <table border="1" data-bbox="628 1581 1323 1816"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>65%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>35%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	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 of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	65%	Practical exam assessment percentage	35%		100%
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<p>Reading List</p>	<p>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.</p> <p>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</p>																														

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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

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.

Flew, T. (2005) *New media*. South Melbourne, Vic.: Oxford University Press.

Miller, V. (2011) *Understanding digital culture*. London: SAGE Publications.

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