



Module Specification

Co-Creativity: Audiences and Participation

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Part 1: Information

Module title: Co-Creativity: Audiences and Participation

Module code: UPCA8-30-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Field: Cultural Studies

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: This module will explore theories of audience and media research methodologies. It will 1) examine methods of evaluating audience engagement with media artefacts, 2) identify techniques used to target audiences by media producers,

building an understanding of where these methods remain appropriate in the context of contemporary media forms and networks. Recognising new modes of participatory media offer new routes to civic engagement, it will go on to 3) examine the way contemporary user-centred models of mediated communication have utilised co-production models and democratic design processes.

Part 3: Teaching and learning methods

Teaching and learning methods: The model requires that students develop an individual project which will design, test, iterate and evaluate an audience-centred media artefact, demonstrating their understanding of different media forms and contexts, interactive user and co-production methodologies. Input from media makers and industry representatives throughout the module will inform research briefs and project design.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate a critical understanding of audience research methodologies, and their uses and effectiveness for analysing audience engagement with different media forms and in different cultural contexts and settings

MO2 Test research approaches to understanding the role of audiences/users in participatory media design

MO3 Design, test and iterate an audience-centred participatory media artefact

MO4 Apply their understanding of interactivity, co-production and civic engagement to the design of co-creative audience-centred media artefacts

MO5 Critically evaluate and contextualise their design process and approach, in the light of relevant conceptual and theoretical frameworks

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/upcaw8-30-2.html) via the following link <https://uwe.rl.talis.com/modules/upcaw8-30-2.html>

Part 4: Assessment

Assessment strategy: In Semester 1, students will complete a short essay on a particular audience methodology, evaluating its merits and its weaknesses, reflecting on the way in which specific models of audience are mobilised in different cultural contexts and settings. At the end of this Semester, they will begin to develop an audience research case study focusing on a contemporary media experience in a specific cultural industry setting, which tests an approach to understanding the role of audiences/users in participatory media design. Their final project will be to design and evaluate a co-creative audience-centred media artefact which will demonstrate an ability to apply their understanding of interactivity, co-production and civic engagement. There will be an opportunity for a practice-based submission equivalent to a written essay subject to agreement by the module leader.

Assessment tasks:

Case Study (First Sit)

Description: Case study (2000 words)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Project (First Sit)

Description: Research project (3000 words or equivalent)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Case Study (Resit)

Description: Case study (2000 words)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Project (Resit)

Description: Research project (3000 words or equivalent)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Culture and Communication [Sep][FT][Frenchay][3yrs] - Not Running BA (Hons) 2022-23

Media Culture and Communication [Sep][SW][Frenchay][4yrs] - Not Running BA (Hons) 2022-23

Media Culture and Communication {Foundation}[Sep][FT][Frenchay][4yrs] - Not Running BA (Hons) 2021-22

Media Culture and Communication {Foundation}[Sep][SW][Frenchay][5yrs] - Not Running BA (Hons) 2021-22