



Module Specification

Artificial Intelligence for Creative Technologies

Version: 2023-24, v2.0, 06 Jul 2023

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	6

Part 1: Information

Module title: Artificial Intelligence for Creative Technologies

Module code: UFCFSN-15-3

Level: Level 6

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Environment & Technology

Department: FET Dept of Computer Sci & Creative Tech

Partner institutions: None

Field: Computer Science and Creative Technologies

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: This module will explore the creative applications of artificial intelligence technologies.

Features: Not applicable

Educational aims: Artificial intelligence is widespread throughout the creative industries and is constantly changing to meet new demands. Upon graduating, students will be expected to be able to respond to these trends to apply artificial

intelligence to provide suitable solutions in a range of situations. This module provides a platform for students to investigate artificial intelligence technologies in their field and produce output which will form a valuable component of their portfolio upon graduating.

Outline syllabus: Drawing inspiration from practitioners and creative industry professionals working with artificial intelligence-based methods students will be expected to develop their own creative artificial intelligence-based tools.

The culmination of the module will be each student presenting their prototype, followed by a brief Q&A session where students will be expected to discuss their implementation choices and their rationale behind it, as well as potential alternatives.

Part 3: Teaching and learning methods

Teaching and learning methods: Taught material specific to given topics will be presented through master classes, delivered by expert staff or industry professions. It is expected that learning outside of the master classes will be largely self-directed. Students will be expected to follow links provided to suggested research to further investigate topics outside of taught sessions, before planning and implementing the prototype programs which address their chosen problems.

Support will be provided throughout the module through practical studio sessions, with teaching staff overseeing the development of the prototypes and giving advice on how to address potential implementation issues

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

MO1 Assimilate and synthesise information from a range of resources, including expert staff and academic and industry research, to apply artificial intelligence to creative applications.

MO2 Employ artificial intelligence approaches within their field of study to develop prototypes demonstrating potential solutions that correspond to given specifications.

MO3 Critically evaluate the suitability of their prototypes in terms of research, methodology and implementation.

MO4 Present their prototypes, and address questions regarding the design choices and technical implementation strategies chosen.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ufcfsn-15-3.html) via the following link <https://uwe.rl.talis.com/modules/ufcfsn-15-3.html>

Part 4: Assessment

Assessment strategy: Enabling students to achieve learning outcomes:

This assessment strategy facilitates students learning through a coursework project which focuses on applying artificial intelligence to creative applications. This will address the learning outcomes by facilitating the development of skills during practical studio sessions and self directed study outside class. This will push them to develop their creative and critical thinking, as well as technical implementation.

Selection of assessment types:

These assessment types are designed to allow practical hands on knowledge and skill generation. Creative Technology programmes are practically focused, we make

things and learn through making. This module is focused on making prototypes for creative applications using artificial intelligence techniques.

An oral presentation will test their ability to communicate their ideas successfully. Plagiarism will be designed out by using this presentation to test students' knowledge.

Assessment tasks:

Presentation (First Sit)

Description: 10 minute presentation

Weighting: 20 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

Project (First Sit)

Description: Project applying artificial intelligence techniques

Weighting: 80 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Presentation (Resit)

Description: 10 minute presentation

Weighting: 20 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

Project (Resit)

Description: Project applying artificial intelligence techniques

Weighting: 80 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Digital Media [Sep][FT][Frenchay][3yrs] BSc (Hons) 2021-22

Digital Media {Foundation}[Sep][FT][Frenchay][4yrs] BSc (Hons) 2020-21

Digital Media [Sep][SW][Frenchay][4yrs] BSc (Hons) 2020-21

Digital Media {Foundation}[Sep][SW][Frenchay][5yrs] BSc (Hons) 2019-20