



MODULE SPECIFICATION

Part 1: Information			
Module Title	Creative Industries and Cultural Value		
Module Code	UABB4S-30-2	Level	2
For implementation from	September 2020		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Broadcast and Journalism
Department	Film and Journalism		
Contributes towards	BA (Hons) Media Production BA (Hons) Media Production (Creative Content).		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	n/a		

Part 2: Description
<p>This module will develop an understanding of the landscape of the cultural and media industries, how commercial imperatives, funding agendas and policy frameworks at all levels influence its development and the factors which drive new kinds of relationships between those who contribute to the production, consumption, distribution and 'spread' of media and cultural artefacts. How do media businesses intersect with other cultural industries, such as music, fashion, design and retail, in urban cultural clusters? And how has social media become an important factor in communicating between venues, producers and publics?</p> <p>Further, we will examine those forms of media innovation which serve social purposes, exploring how co-creative practices working with organisations or communities in Bristol and beyond can allow different voices to emerge in dialogue with media producers.</p> <p>In short, this module is designed to foster the understanding and conceptual frameworks to enable students to shape and situate their work as creative professionals now and in the future, and help them develop the research skills to embark on these pathways. Indicative themes include Media Ecologies and Urban Change; Creative Enterprise; Creative Cities and Creative Clusters; Place, Creativity and Resilience; Cultural Value, Creative Citizenship, Data and Everyday Life.</p> <p>Input from researchers and media makers ensures that students are given a 'live' view of industry dynamics, career options and creative interventions. Guest sessions offer near live briefs and an understanding of industry processes and employability pathways with follow up workshops on researching aspects of the</p>

cultural and creative industries landscape to prepare students for their individually designed research project.

Part 3: Assessment

During the course of this module, students will devise and execute their own research project. For these, we will learn to think of the city and SW region as a 'culture lab' in which students will investigate their own individual research question and gather the evidence they need to address this and develop a convincing argument.

Students are assessed via written and visual material equivalent to 4,000 words. This will include material developed as research exercises submitted as a portfolio as well as an extended research project submitted as a written essay or a practice-based submission with a shorter written component explaining the methodological and theoretical basis of the work, to be approved by the tutor in advance.

In the weeks leading up to designing and planning these projects, the module will introduce a range of methodologies to ground research into contemporary media culture, leading to weekly small-scale research projects. Students will therefore use and test out this material in research fieldwork and exercises. They will report back on their findings to the rest of the group the following week. They will then select three that are the most relevant to their research project development and include these in the Research Portfolio. This assessment involves engagement with ideas, arguments and approaches – as well as findings and reflections on research fieldwork and exercises – from the weekly topics. Students will therefore also be developing an advanced competency in reading academic materials and industry reports, enabling them to engage confidently with current theories, debates and issues relevant to the way media and culture shape modern experience.

In the final part of the semester, students will be working on their own individual research project, building on and extending selected ideas and debates covered in the topic sessions of the module and formulating a multi-dimensional but focused research project drawing on relevant methodologies. Students are encouraged to find their own primary research networks, making contact with makers, curators, charities, industry bodies, community groups etc.

Project development will be conducted via workshops and tutorials. All projects must be authorised by module tutors via a proposal template. Students are also introduced to research ethics and required to provide an ethics evaluation.

Student-led design and research conducted and tested in discussion with the module leader, will limit the opportunity for plagiarism.

Identify final timetabled piece of assessment (component and element)	B2	
% weighting between components A and B (Standard modules only)	A:	B:
	25	75
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1 Research Presentation 5-10 mins	100	
2.		
Component B Description of each element	Element weighting (as % of component)	
1. Research Portfolio 1,000 words	40	

2. Research Project 2,000 words	60																																								
Resit (further attendance at taught classes is not required)																																									
Component A (controlled conditions) Description of each element	Element weighting (as % of component)																																								
1. Open Book Exam 1 hr	100																																								
2.																																									
Component B Description of each element	Element weighting (as % of component)																																								
1 Research Portfolio 1,000 words	40																																								
2. Research Project 2,000 words	60																																								
Part 4: Learning Outcomes & KIS Data																																									
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. assess the productivity of different research methodologies in primary research relating to different aspects of the creative economy and its relationship to citizens, communities, cities and public culture (assessed through component B1, A1); 2. formulate research questions that are appropriate to researching current developments and innovations in media culture, the creative economy and digital media (B2); 3. provide a rationale for choosing between different methods and approaches in the design of a research project (B2, A1); 4. argue coherently, drawing on appropriate evidence and theoretical approaches (B1, B2); 5. undertake sustained, innovative, creative independent scholarship and research (B1, B2); 6. employ a rigorous, critical and creative approach to cultural analysis (B1, B2). 																																								
Key Information Sets Information (KIS) Contact Hours Total Assessment	<table border="1" data-bbox="536 1469 1445 1856"> <thead> <tr> <th colspan="5" data-bbox="536 1469 1003 1507">Key Information Set - Module data</th> <th data-bbox="1003 1469 1166 1507"></th> <th data-bbox="1166 1469 1310 1507"></th> <th data-bbox="1310 1469 1445 1507"></th> </tr> </thead> <tbody> <tr> <td data-bbox="536 1507 671 1545"></td> <td data-bbox="671 1507 834 1545"></td> <td data-bbox="834 1507 1003 1545"></td> <td data-bbox="1003 1507 1166 1545"></td> <td data-bbox="1166 1507 1310 1545"></td> <td data-bbox="1310 1507 1445 1545"></td> <td data-bbox="1445 1507 1544 1545"></td> <td data-bbox="1544 1507 1594 1545"></td> </tr> <tr> <td data-bbox="536 1545 671 1583"></td> <td colspan="3" data-bbox="671 1545 1166 1583"><i>Number of credits for this module</i></td> <td data-bbox="1166 1545 1310 1583" style="border: 2px solid black;">30</td> <td data-bbox="1310 1545 1445 1583"></td> <td data-bbox="1445 1545 1544 1583"></td> <td data-bbox="1544 1545 1594 1583"></td> </tr> <tr> <th data-bbox="536 1583 671 1621">Hours to be allocated</th> <th data-bbox="671 1583 834 1621">Scheduled learning and teaching study hours</th> <th data-bbox="834 1583 1003 1621">Independent study hours</th> <th data-bbox="1003 1583 1166 1621">Placement study hours</th> <th data-bbox="1166 1583 1310 1621">Allocated Hours</th> <td data-bbox="1310 1583 1445 1621"></td> <td data-bbox="1445 1583 1544 1621"></td> <td data-bbox="1544 1583 1594 1621"></td> </tr> <tr> <td data-bbox="536 1621 671 1659">300</td> <td data-bbox="671 1621 834 1659">72</td> <td data-bbox="834 1621 1003 1659">228</td> <td data-bbox="1003 1621 1166 1659">0</td> <td data-bbox="1166 1621 1310 1659">300</td> <td data-bbox="1310 1621 1445 1659" style="text-align: center;">✔</td> <td data-bbox="1445 1621 1544 1659"></td> <td data-bbox="1544 1621 1594 1659"></td> </tr> </tbody> </table> <p data-bbox="432 1924 1544 1989">The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p data-bbox="432 2013 1544 2042">Written Exam: Unseen or open book written exam</p>	Key Information Set - Module data																	<i>Number of credits for this module</i>			30				Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours				300	72	228	0	300	✔		
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	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)			
	Total assessment of the module:			
	Written exam assessment percentage			0%
Coursework assessment percentage			75%	
Practical exam assessment percentage			25%	
			100%	
Reading List	The reading list for this module is available at: https://uwe.rl.talis.com/index.html			

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First Approval Date (and panel type)	24 March 2020		
Revision ASQC Approval Date		Version	1