ACADEMIC SERVICES

UWE Bristol | University of the West of England

MODULE SPECIFICATION

Part 1: Information			
Module Title	Contemporary Digital Practice		
Module Code	UPCNHQ-60-1	Level	1
For implementation from	Sep 2020		
UWE Credit Rating	60	ECTS Credit Rating	30
Faculty	ACE	Field	Cultural Industries
Department	Arts and Cultural Industries		
Contributes towards	BA(Hons) Media Communications (all pathways)		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description

This module provides a foundation for the creative practices, technical skills and conceptual frameworks required to produce critical media projects in video media within a digital environment. It will explore the ways in which contemporary media production, participation and consumption are shaped by their historical, technological and everyday contexts. Through their production work, and by exposure to key examples from alternative and experimental media, media arts and innovative media practices, students will be encouraged to produce work that is analytical and critical of established media conventions, and which demonstrates an awareness of their contemporary social and cultural context.

Both production project will equip students with the ability to design, plan, realise and reflect on sustained critical, creative and/or research projects independently and within teams. The development of independent and teamwork skills will help prepare students for the creative and professional environment in the cultural and media sector. Both semester's projects will help students develop skills of communication, co-creation and reflection appropriate to working individually and in groups/teams as creative professionals and to presenting ideas within relevant industry and user contexts.

A lecture series will offer a grounding in both media and cultural history and in contemporary creative media practices.

The module will be taught through weekly workshops with input from media instructors and academic staff. As well as learning media production techniques and software, students will read and discuss relevant texts, discuss visual

reference material and will be supported in their articulation of theory and practice. Individual and group production work will take place during the workshops.

Students will keep a weekly workbook in the form of a blog, assessed as part of the project. They will document

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and reflect on their ideas, reading and production work.

Part 3: Assessment

This module is assessed through two (one individual and one group) produced media projects, each supported by an individually produced essay which evaluate the projects' production, aims and outcomes, and an individually produced workbook which documents the process of research, ideas generation and production.

Assessment criteria:

Realisation: technical competence and control in a range of digital hardware and software, innovation in media form and content, critical engagement with ideas through production, editorial judgement, execution and finish (A1, A3)

Method: engagement with production and research process, theoretical enquiry, management of time, resources and (where appropriate) group work, reflection on production and research processes and outcomes (A2, A4)

Research: productive engagement with relevant theoretical and design resources, engagement with historical and contemporary media contexts, argument, clarity of expression (A2, A4)

Identify final timetabled piece of assessment (component and element)	**Component A, Element 3**	
	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. Individual production project	25%
2. Individual evaluative essay (1500 words) & workbook	15%
3. Group production project	35%
4. Individual evaluative essay (2000 words) & workbook	25%
Component B **Description of each element**	**Element weighting**
1. N/A	
Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting**
1. Extended production project	60%

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2. Individual evaluative essay (3500 words) & workbook	40%
Component B **Description of each element**	**Element weighting**
1. N/A	

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Part 4: Teaching and Learning Methods	
Learning Outcomes	On successful completion of this module students will be able to demonstrate: ● the ability to capture, edit, and manipulate digital video materials.(A1, A3) ● a creative, conceptual, and practical engagement with contemporary developments in communications, entertainment, and information media and their histories (all elements) ● knowledge of the key forms and elements of media production and the ability to draw upon them to develop their own practice projects (A1, A3) ● a familiarity with key examples of media and art practices that challenge or critique dominant media conventions (A2, A4) ● the ability to take responsibility for their individual participation in learning, including the development of time management skills (all elements) ● the ability to reflect on the processes and evaluate the results of critical media production in written work (A2, A4) ● the ability to discuss key theoretical concepts in discussion and written work (A2, A4)
Key Information Sets Information (KIS)	**Key Information Set - Module data**

Number of credits for this module   30

Hours to be learning and study hours	Scheduled learning and study hours	Independent study hours	Placement Hours	Allocated allocated teaching
600	192	408	0	600

The table below indicates as a percentage the total assessment of the module which   constitutes a;

Contact Hours   **Written Exam**: Unseen or open book written exam
Coursework: Written assignment or es say, 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 th e module:

Written exam assessment percentage	0 %
Coursework assessment percentage	100 %
Practical exam assessment percentage	0 %

100%
Total Assessment

Reading List There is no single core textbook for this module, therefore access to a range of excerpts will be provided either in print or online. All further readings and viewings listed in the module handbook are available in the library or online. Students are not required to buy any audiovisual media or books for this module.

Formal opportunities for students to develop their library and information skills are provided via a library and information skills workbook in Mediated Lives and a workshop on essay planning, writing and revising in City Modernity and Network Culture. Further opportunities are provided within the structure of this module, during coursework preparation and feedback. Additional support is available through the ACADEMIC SERVICES

	Library Services web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. Sign-up workshops are also offered by the Library
	Required reading
	Briggs, Asa & Burke, Peter (2009) *A Social History of the Media: from Gutenberg to the Internet* (2nd ed.), Cambridge: Polity Press
	Dovey Jon, (2000) *Freakshow: first person media & factual television*, London: Pluto Press
	Highmore, Ben ed. (2002) *The Everyday Life Reader*, London: Routledge Lister, Martin et al (2009) *New Media: a critical introduction* (2nd ed.), London: Routledge Manovich, Lev (2001) *The Language of New Media*, Cambridge MA: MIT Press
	Further reading
	Flanagan, Mary (2009) *Critical Play: radical game design*, Cambridge MA: MIT Press Peters, John Durham (1999) *Speaking into the Air: A History of the Idea of Communication*, Chicago: University of Chicago Press
	Mitchell, W.J., (1994) *The Reconfigured Eye: visual truth in the post-photographic era*, Cambridge Mass: MIT Press
	Modrak, Rebecca and Anthes, Bill 2011, *Reframing Photography*, London, Routledge Snickars, Pelle & Vonderau, Patrick (eds) 2009 *The YouTube Reader*, Stockholm: National Library of Sweden
	Wells, Liz ed. (2009) *Photography: a critical introduction* (4th ed.), London: Routledge

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Revision CAP Approval Date		Version	1	