



Module Specification

Contemporary Digital Practice

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Part 1: Information

Module title: Contemporary Digital Practice

Module code: UPCNHQ-60-1

Level: Level 4

For implementation from: 2023-24

UWE credit rating: 60

ECTS credit rating: 30

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Field: CULTURAL INDUSTRIES

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 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.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: The module 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.

Part 3: Teaching and learning methods

Teaching and learning methods: 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 and reflect on their ideas, reading and production work.

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

MO1 The ability to capture, edit, and manipulate digital video materials.

MO2 A creative, conceptual, and practical engagement with contemporary developments in communications, entertainment, and information media and their histories.

MO3 Knowledge of the key forms and elements of media production and the ability to draw upon them to develop their own practice projects.

MO4 A familiarity with key examples of media and art practices that challenge or critique dominant media conventions.

MO5 The ability to take responsibility for their individual participation in learning, including the development of time management skills.

MO6 The ability to reflect on the processes and evaluate the results of critical media production in written work.

MO7 The ability to discuss key theoretical concepts in discussion and written work.

Hours to be allocated: 600

Contact hours:

Independent study/self-guided study = 408 hours

Face-to-face learning = 192 hours

Total = 600

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

Part 4: Assessment

Assessment strategy: 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.

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)

Assessment tasks:

Project (First Sit)

Description: Individual production project.

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Written Assignment (First Sit)

Description: Individual evaluative essay (2000 words) & workbook.

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO4, MO5, MO6, MO7

Group work (First Sit)

Description: Group production project.

Weighting: 35 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Project (Resit)

Description: Individual production project.

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Written Assignment (Resit)

Description: Individual evaluative essay (2000 words) & workbook.

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO4, MO5, MO6, MO7

Group work (Resit)

Description: Group production project.

Weighting: 35 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Communications [Frenchay] BA (Hons) 2023-24

Media Communications (Advertising) [Frenchay] Not Running BA (Hons) 2023-24

Media Communications (Public Relations) [Frenchay] BA (Hons) 2023-24

Media Communications (Campaigns) [Frenchay] BA (Hons) 2023-24

Media Communications (Campaigns) {Foundation} [Frenchay] BA (Hons) 2022-23

Media Communications (Public Relations) [Frenchay] BA (Hons) 2022-23

Media Communications (Campaigns) [Frenchay] BA (Hons) 2022-23

Media Communications (Public Relations) {Foundation} [Frenchay] BA (Hons) 2022-23

Media Communications (Advertising) {Foundation} [Frenchay] Not Running BA (Hons) 2022-23

Media Communications (Advertising) [Frenchay] Not Running BA (Hons) 2022-23

Media Communications {Foundation} [Frenchay] BA (Hons) 2022-23

Media Communications [Frenchay] BA (Hons) 2022-23