Module Specification

Engaging Audiences

Version: 2023-24, v3.0, 23 May 2023

Contents

Part 1: Information

Module title: Engaging Audiences

Module code: UPCNHX-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: This module develops ideas and skills learned at Level 1. Students will focus on the photographic and screen image, representation, structures of power, circulation and values of images today. This could include, and question, documentary practices, the impact of mediated images and flows and the indexical.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: This module will also offer students opportunities to respond to set briefs and to enhance their present skills adapted for specific audiences.

Students will present and pitch ideas and projects, and critique and defend their own work. This will strengthen both their abilities to present orally in addition to developing their understanding of the importance of engaging with audiences.

The contextual and theoretical grounding of the approaches explored will frame the written and production outputs of this module and be drawn from a range of visual materials. Students will develop and apply skills in the field of media and cultural research.

Part 3: Teaching and learning methods

Teaching and learning methods: The module will be delivered through lectures, seminars and workshops. Case studies and a range of workshop activities will support students to develop ideas and confidences in visual

Students will be required to maintain reflective Workbooks and will be asked periodically to share and comment on each other's' entries. Reading and research outside of scheduled hours is an essential component to the successful completion of the assigned work. Reading may include journal and conference papers, books and wider digital media and visual texts.

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

> **MO1** The ability to address conceive, pitch and realise a visual project to an identified audience.

> **MO2** The technical and conceptual understanding of specific media in communication to audiences.

> **MO3** An understanding and articulation of key theoretical debates which address issues in contemporary image making and circulation.

MO4 An understanding of ethical issues central to the production and distribution of images.

MO5 A high degree of autonomy as an independent media producer able to initiate a project, solve technical and logistical problems and produce work to deadlines.

MO6 An awareness of technically and conceptually appropriate design decisions and research for a specific creative project.

Hours to be allocated: 300

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 via the following link https://uwe.rl.talis.com/index.html

Part 4: Assessment

Assessment strategy: Individual Presentation 25%
Individual Portfolio 75%

A mix of individual, peer-to-peer and group tutorials where feedback will be given for example during group discussions, individual tutorials or comments added to students' research Workbooks.

The resit coursework submission is a rework of the Portfolio brief. The resit presentation is a new topic set by the module teaching staff.

Assessment tasks:

Portfolio (First Sit)
Description: Individual Portfolio

Weighting: 75 %

Final assessment: No

Group work: No

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

Presentation (First Sit)

Description: Individual Presentation

Weighting: 25 %

Final assessment: Yes

Group work: No

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

Portfolio (Resit)

Description: Individual Portfolio

Weighting: 75 %

Final assessment: No

Group work: No

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

Presentation (Resit)

Description: Pre-recorded and submitted presentation.

10 mins.

Weighting: 25 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

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

Media Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Media Communications {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Media Communications [Sep][PT][Frenchay][6yrs] BA (Hons) 2020-21