



## MODULE SPECIFICATION

Part 1: Information			
<b>Module Title</b>	Communication Practice		
<b>Module Code</b>	UPCNHU-30-2	<b>Level</b>	2
<b>For implementation from</b>	September 2021		
<b>UWE Credit Rating</b>	30	<b>ECTS Credit Rating</b>	15
<b>Faculty</b>	ACE	<b>Field</b>	Cultural Industries
<b>Department</b>	Department of Creative and Cultural Industries		
<b>Contributes towards</b>	BA (Hons) Media Communication (all pathways)		
<b>Module type:</b>	Project		
<b>Pre-requisites</b>	Contemporary Digital Practice		
<b>Excluded Combinations</b>	NONE		
<b>Co- requisites</b>	NONE		
<b>Module Entry requirements</b>	N/A		

Part 2: Description
<p>This module will introduce you to theoretical and practical training in communications practices. You will learn how to design a communications project, develop it in ways that best communicates its purpose to its audience, and then to finally realise your project. In lectures you will explore the cultural contexts of a range of communications methods including art projects and online methods. You will develop methods for describing, analysing and criticising a diverse range of media forms and practices. Communications media are central to the ongoing transformation of digital culture and this module explores its global, ethical and transcultural dimensions. In workshops you will learn various media practice software and procedures to advance your technical competence from those gained at level. This will provide a platform for your further development of these skills in level 3 and/or through enabling you to maintain the currency of your skills. Through taught classes and assessed work you will inquire into the relationships between theory and practice media communications. Assessments will also involve you in individual and group-based production projects to develop the range of project management and teamwork skills required for effective employment in different industry contexts.</p>
Part 3: Assessment
<p>Assessments will enable students to undertake independent practical research project as a critical and analytical process, and provide key employability skills and establish professional conduct befitting a creative media practitioner within the creative industries.</p>

Continuous feedback will be provided through the project's guided-development by both peers and academic supervisors.

Plagiarism will be designed out by means of the continuous feedback process within the weekly project development sessions, and with online assessment submission tools where appropriate.

Identify final timetabled piece of assessment (component and element)			<b>A4</b>	
% weighting between components A and B (Standard modules only)			<b>A:</b>	<b>B:</b>
			<b>100%</b>	
<b>First Sit</b>				
<b>Component A (controlled conditions)</b>			<b>Element weighting</b>	
<b>Description of each element</b>				
1. Individual Portfolio			25%	
2. Group Presentation (10 mins)			10%	
3. Group project and Project Blog			50%	
4. Evaluative essay			15%	
<b>Component B</b>			<b>Element weighting</b>	
<b>Description of each element</b>				
1.N/A				
<b>Resit (further attendance at taught classes is not required)</b>				
<b>Component A (controlled conditions)</b>			<b>Element weighting</b>	
<b>Description of each element</b>				
1.Individual Portfolio comprising individual project; project blog (85%); evaluative essay (15%)			100%	
<b>Component B</b>			<b>Element weighting</b>	
<b>Description of each element</b>				
1.N/A				
<b>Part 4: Learning Outcomes &amp; KIS Data</b>				
<b>Learning Outcomes</b>	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Employ professional technical skills in the production of online media projects effectively and creatively (A1, A2, A3);</li> <li>• Evaluate and apply key concepts and theories of communications media, critically, ethically and imaginatively, through individual research and analysis, and through individual and group production projects (A1, A3, A4);</li> <li>• A critical awareness of the diverse contemporary and emergent professional and cultural contexts of communications production and consumption (A1, A2, A3, A4);</li> </ul>			

	<ul style="list-style-type: none"> <li>effective co-creative teamwork, project design and management, and time management (A2, A3, A4);</li> </ul>																									
<b>Key Information Sets Information (KIS)</b>																										
<b>Contact Hours</b>	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td colspan="4"></td> <td style="text-align: center;">30</td> </tr> <tr> <td>Hours to be allocated</td> <td>Scheduled learning and teaching study hours</td> <td>Independent study hours</td> <td>Placement study hours</td> <td>Allocated Hours</td> </tr> <tr> <td style="text-align: center;">300</td> <td style="text-align: center;">72</td> <td style="text-align: center;">228</td> <td style="text-align: center;">0</td> <td style="text-align: center;">300</td> </tr> </tbody> </table>	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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<b>Total Assessment</b>	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p><b>Written Exam:</b> Unseen or open book written exam  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p> <table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">90%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">10%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	90%	Practical exam assessment percentage	10%		100%															
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<b>Reading List</b>	<p>Indicative Reading at  <a href="https://rl.talis.com/3/uwe/lists/88B6E8DB-AAAB-1FF8-22C7-E07EF5BF2E5E.html?draft=1&amp;lang=en-GB&amp;login=1">https://rl.talis.com/3/uwe/lists/88B6E8DB-AAAB-1FF8-22C7-E07EF5BF2E5E.html?draft=1&amp;lang=en-GB&amp;login=1</a></p>																									

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<b>First Approval Date (and panel type)</b>	24 March 2020 UVP		
<b>Revision ASQC Approval Date</b>	<b>Version</b>	1	