



Module Specification

Communication Practice

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Part 1: Information

Module title: Communication Practice

Module code: UPCNHU-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: Contemporary Digital Practice 2021-22

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: 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.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: 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.

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

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

MO1 Employ professional technical skills in the production of media projects effectively and creatively.

MO2 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.

MO3 A critical awareness of the diverse contemporary and emergent professional and cultural contexts of communications production and consumption.

MO4 Effective co-creative teamwork, project design and management, in addition to time management.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

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: 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.

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.

Assessment tasks:**Presentation (First Sit)**

Description: Group Presentation Pitch (10 minutes)

Weighting: 10 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO3, MO4

Project (First Sit)

Description: Group project

Weighting: 50 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (First Sit)

Description: Individual Portfolio

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Presentation (Resit)

Description: Individual presentation

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4

Project (Resit)

Description: Individual project

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Individual portfolio

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

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

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

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

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

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

Media Communications (Campaigns) [Sep][PT][Frenchay][6yrs] BA (Hons) 2021-22

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

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

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

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

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

Media Communications (Public Relations) [Sep][PT][Frenchay][6yrs] BA (Hons) 2021-22

Media Communications (Advertising) [Sep][PT][Frenchay][6yrs] BA (Hons) 2021-22

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

Media Communications [Sep][PT][Frenchay][6yrs] BA (Hons) 2021-22

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