



## **Module Specification**

### **Communication Practice**

Version: 2021-22, v2.0, 12 Jul 2021

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## Part 1: Information

**Module title:** Communication Practice

**Module code:** UPCNHU-30-2

**Level:** Level 5

**For implementation from:** 2021-22

**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

**Delivery locations:** Frenchay Campus

**Field:** Cultural Studies

**Module type:** Project

**Pre-requisites:** Contemporary Digital Practice 2019-20

**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:**

**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 components:****Portfolio - Component A (First Sit)**

Description: Individual Portfolio

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

**Presentation - Component A (First Sit)**

Description: Group Presentation Pitch (10 minutes)

Weighting: 10 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO3, MO4

**Project - Component B (First Sit)**

Description: Group project

Weighting: 50 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4

**Written Assignment - Component B (First Sit)**

Description: Evaluative essay, 1500 words and individual blog

Weighting: 15 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3, MO4

**Portfolio - Component A (Resit)**

Description: Individual portfolio

Weighting: 25 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

**Presentation - Component A (Resit)**

Description: Individual presentation

Weighting: 10 %

Final assessment: No

Group work: No

Learning outcomes tested:

**Project - Component B (Resit)**

Description: Individual

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested:

**Written Assignment - Component B (Resit)**

Description: Evaluative essay 1500 words, individual blog.

Weighting: 15 %

Final assessment: No

Group work: No

Learning outcomes tested:

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Media Communications [Sep][FT][Frenchay][3yrs] BA (Hons) 2020-21

Media Communications (Advertising) [Sep][FT][Frenchay][3yrs] BA (Hons) 2020-21

Media Communications (Campaigns) [Sep][FT][Frenchay][3yrs] BA 2020-21

Media Communications (Public Relations) [Sep][FT][Frenchay][3yrs] BA (Hons)  
2020-21

Media Communications [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Media Communications (Advertising) [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Media Communications (Campaigns) [Sep][SW][Frenchay][4yrs] BA 2020-21

Media Communications (Public Relations) [Sep][SW][Frenchay][4yrs] BA (Hons)  
2020-21