**CDA4 Programme Design Template**

**Module specification (with KIS) 2014-15**



**CORPORATE AND ACADEMIC SERVICES**

**MODULE SPECIFICATION**

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| **Part 1: Basic Data** | | | | | | | | | | |
| Module Title | Pervasive Media 2 | | | | | | | | | |
| Module Code | UPCP45-30-2 | | | | Level | | 2 | Version | | 1 |
| UWE Credit Rating | 30 | | ECTS Credit Rating | | 15 | | WBL module? | | No | |
| Owning Faculty | ACE | | | | Field | | Cultural Industries | | | |
| Department | Arts & Cultural Industries | | | | Module Type | | Project | | | |
| Contributes towards | BA(Hons) Creative Media Design | | | | | | | | | |
| Pre-requisites | Pervasive Media 1 | | | | Co- requisites | | None | | | |
| Excluded Combinations | None | | | | Module Entry requirements | | N/A | | | |
| Valid From |  | | | | Valid to | |  | | | |
|  | |  | | | |  | | | | |
| **CAP Approval Date** |  | | |  | | | | | | |

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| **Part 2: Learning and Teaching** | |
| Learning Outcomes | On successful completion of this module students will be able to:   1. Demonstrate the ability to use appropriate online tools for mobile based media production 2. Demonstrate the ability to use appropriate software and coding for mobile based media production 3. Demonstrate developed understanding of pervasive and locative media methods and practices 4. Demonstrate knowledge of critical concepts and debates around mobile web media. 5. Demonstrate the ability to select appropriate tools and coding environments to realise a concept 6. Draw and design web based interfaces 7. Conceive of a user and user experience through prototyping and iterative development. 8. Demonstrate an exploratory, experimental and artistic approach to media production 9. Demonstrate an ability to work in a small group and manage time and production schedules 10. Demonstrate familiarity with key concepts underlying the multi-modal character and necessity of media in contemporary life 11. Demonstrate knowledge of pervasive media as a prism by which to understand broader issues in contemporary society |
| Syllabus Outline | This module develops an understanding of contemporary media systems, techniques and practices of mediation in the newly established field of ‘pervasive media’. In exploring how we live not ‘with’ but ‘in’ media, it extends Marshall McLuhan’s argument that media are much more pervasive than are commonly perceived, it investigates the all-encompassing presence of media in our lives and the abstract and tangible social relations that are concurrently produced. It deals with important issues that arise in relation to mass participation in digital life and considers the ways in which technical systems are embedded in social forces, affecting all aspects of life and culture.  It builds on techniques and knowledge gained in Pervasive Media 1 with the introduction of mobile web development (and hybrid apps) and server side technologies using available toolkits and platforms. The module will also introduce the use of game mechanics and their use in a variety of contexts and applications.  It will acquaint students with key issues in mobile technologies, including the growth and use of apps, the notion of the ‘playable city’ and the ways that locative media intersects social processes and networked experience.  Students will acquire a good working knowledge of the most pivotal concepts, practices and techniques gain a thorough understanding of the forces at play in the extension of digital communication and the blurring of traditional boundaries of territorial fixity that were thought to anchor social and personal experience.  Students produce a group project with assessment points for production workflow, prototyping and iterative development. |
| Contact Hours | The contact hours for a student on this module will be 72 hours of scheduled learning. 70 hours of this will be group contact, including theoretical and practical workshops, field visits and talks. The remaining 2 hours will be for individual tutorials, either in person or synchronous online. The student will be expected to conduct 228 hours of independent learning. |
| Teaching and Learning Methods | The module is taught through practical workshops including seminars, tutorials, project supervision, practical classes and workshops; supervised time in studio/workshop and introduces all the required software and hardware, building on coding skills, and interface design acquired in Pervasive Media 1. This is supported by a series of seminars that explore key debates and concepts in the field of locative and context sensitive media.  Students are expected to pursue **independent learning**, including 228 hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make. |
| Key Information Sets Information | Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.    The table below indicates as a percentage the total assessment of the module which constitutes a -  **Written Exam**: Unseen written exam, open book written exam, In-class test  **Coursework**: Written assignment or essay, report, dissertation, portfolio, project  **Practical Exam**: Oral Assessment and/or presentation, practical skills assessment, practical exam  Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description: |
| Reading Strategy | All students will be encouraged to make full use of the print and electronic resources available to them and through systems such as UWE online.  All essential reading will be accessible through online sources and will be indicated clearly in the module handbook. Instructions on how to access all readings for the course will be available on Blackboard. Further online texts and forums for debate will be clearly identified for research and discussion. Training in the identification and evaluation of online research resources will be provided in taught sessions.  Given the module deals with new practice that have yet to be established no single text exists which address all the issues raised in the module.  A prepared reading pack will be available at the start of the module.  The currency of information may wane during the lifetime of the specification, consequently current advice on readings will be available through more frequently updated mechanisms such as the handbook and intranet, and these will be revised annually.  Some relevant materials will be made available in reading packs or on Blackboard where applicable, within the limits of what is permissible under the terms of the university’s Copyright Licensing Agency license.’ |
| Indicative Reading List | **Core reading**  Fuller, M., & Goffey, A. (2012). *Evil media*. MIT Press.  Deuze, M. (2012). *Media life*. Polity.  Mackenzie, A. (2006). *Cutting code: Software and sociality* (Vol. 30). Peter Lang.  Papacharissi, Z. (Ed.). (2010). *A networked self: Identity, community, and culture on social network sites*. Routledge.  Alexander R. Galloway, & Eugene Thacker. (2007). *The exploit: A theory of networks* (Vol. 21). U of Minnesota Press. |

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| **Part 3: Assessment** | |
| Assessment Strategy | In semester one students will produce a series of small prototypes that explore the iterative development and implementation of an idea and appropriate technical methods. The brief will require students to amalgamate two of the prototypes into a final piece.  Toward the end of semester one and through semester two students form groups of 2 or 3 research and present a proposal for a larger group project. The group project will use the same iterative and incremental development process, generating tests and prototypes for each component before they are amalgamated into a final submission.  All project briefs focus on the investigation and manipulation of different types of pervasive media emphasising an exploratory and experimental approach.   |  |  |  | | --- | --- | --- | | ***Criteria*** | ***Relates to learning outcomes*** | ***Source of evidence*** | | 1. research   Engagement with relevant theoretical and design resources, engagement with contemporary media contexts, initiative in finding appropriate resources | 3, 4, 7, 8, 10, 11 | A1, A2 | | 1. method   engagement with individual and group production and research processes, management of time and resources, iterative development, prototyping, reflection on research and production processes and outcomes | 5, 7, 8, 9, 10, 11 | A1, A2 | | 1. technical realisation   technical competence and control in a range of digital hardware and software, platforms and coding environments. | 1, 2, 3, 5, 6, 7, | A1, A2 | | 1. creative realisation   innovation in media form and content, application of critical ideas through production, editorial judgement, and execution | 2, 3, 4, 5, 6, 7, 8 | A1, A2 | |

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| Identify final assessment component and element |  | | |
| **% weighting between components A and B** (Standard modules only) | | **A:** | **B**: |
| **100%** |  |
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| **First Sit** | | | |
| **Component A** (controlled conditions)  **Description of each element** | | **Element weighting** | |
| 1. Portfolio of Individual prototypes | | 25% | |
| 1. Group pervasive media project, development log and presentation | | 75% | |
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| **Resit (further attendance at taught classes is not required)** | | | |
| **Component A** (controlled conditions)  **Description of each element** | | **Element weighting** | |
| 1. Portfolio of Individual prototypes | | 25% | |
| 1. Group pervasive media project, development log and presentation | | 75% | |
| 1. Pervasive media project, development log | | 100% | |
| If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences. | | | |