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| **Faculty of Faculty of Arts,**  **Creative Industries and Education**  **Department of Arts and Design** |

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# Pervasive Media 2

**Module Code: UPCP45-30-2**

**Module Leader: Becca Rose Glowacki**

**Module Handbook 2016-2017**

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# Introduction

Module team contact information

Becca Rose Glowacki [becca.glowacki@uwe.ac.uk](mailto:becca.glowacki@uwe.ac.uk) (Module Leader) Office 2s513

Andy Channelle [andy@channelle.co.uk](mailto:andy@channelle.co.uk) (Instructor) Office 2S513

Introduction and module aims

This handbook contains all the basic information for the module, but the module intranet site on Blackboard has full lecture and workshop details. These details, along with handouts, lecture materials, full reading and references will be added each week. Check blackboard every week for updates, information and suggestions.

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.

We will also be asking you to bring your own experiences to bear in this creative space; your own insights are key to your success on this module, particularly for the larger group project in the second term.

**We do not want you to reproduce conventional ways of making media or to reproduce the conventional ways of seeing the world; your own independent perceptions should lead to the production of experimental and creative pieces of work.**

Module aims

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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

Organisation of the Module

## Teaching and Learning Methods

Pervasive Media 2 is taught through practical workshops including seminars, tutorials, field research, project supervision, practical classes and technical workshops.

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.

**Workshops**

supervised time in studio/workshop and introductions to all the required software and hardware, building on coding skills, and interface design acquired in Pervasive Media 1.

Lecture/seminar

This is supported by a series of seminars that explore key debates and concepts in the field of locative and context sensitive media.

Blackboard

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.’

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.

Tutorials

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Reading

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.

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.

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.

In addition we suggest you read:

ADD FROM HARD DRIVE

The purpose of further reading is to introduce various opinions expressed by a number of authors. This does not mean that just because a book is not listed here that it may not be relevant to the course. **We would encourage you from the outset to explore the wide variety of material contained in our library, which can be equally useful when researching your project and writing your evaluative essay. You will inevitably all embark on different projects about differing subjects that will demand different resources.**

Group work

Students will work in groups of 2 or 3 to research and present a proposal for a larger group project. The group project will use an iterative and incremental development process, generating tests and prototypes for each component before they are amalgamated into a final submission.

**The module rule is that you must reply to a communication from a group member within 24hrs.**

Hopefully your experience of collective work will be an enjoyable and productive one, however problems may arise. If at all possible tackle these through dialogue within the group, but if necessary speak to your workshop tutor / module leader as soon as possible.

Technical Support

Technical support is available by arrangement outside your workshop times. If you have used any advanced techniques not covered we will do our best to assist you, however part of the learning on the module involves mastering solving technical problems and troubleshooting yourself using online resources.

Nevertheless we want you to be AMBITIOUS, so we will try wherever possible to facilitate advanced use of a variety of software.

The University gives you a log-in / membership to the excellent online technical learning resource [**http://www.lynda.com/**](http://www.lynda.com/)where you have access to the thousands of online courses in every version of every piece of software (and much more).

# Week by week

# Curriculum Summary

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| **20 JANUARY - WEEK 13** | |
| **Lecture / Seminar** | Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. |
| **Workshop** | Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. |
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| **27 JANUARY - WEEK 14** | |
| **Lecture / Seminar** | Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. |
| **Workshop** | Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. |
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| **3 FEBRUARY - WEEK 15** | |
| **Lecture / Seminar** | Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. |
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| **10 FEBRUARY - WEEK 16** | |
| **Lecture / Seminar** | Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.software environments, vr and oculus rift, Interface Culture) |
| **Workshop** | Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. |
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| **17 FEBRUARY - WEEK 17** | |
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| **Workshop** | Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. |
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| **24 FEBRUARY - WEEK 18** | |
| **SELF DIRECTED STUDY** **– NO TEACHING** | |
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| **3 MARCH - WEEK 19** | |
| **Lecture / Seminar** | Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.) |
| **Workshop** | Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. |
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| **10 MARCH - WEEK 20** | |
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| **17 MARCH - WEEK 21** | |
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| **24 MARCH - WEEK 22** | |
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| **31 MARCH - WEEK 23** | |
| **Assessment** | Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. |
| **Lecture / Seminar** | Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. |
| **Workshop** | Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. |
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| **7 APRIL - WEEK 24** | |
| **Assessment** | Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. |
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| **STUDENT HOLIDAY** | |
| **28 APRIL - WEEK 25** | |
| **Workshop** | Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. |
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| **5 MAY - WEEK 25** | |
| **Assessment** | Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. |

# Assessments

# Dates, briefs and assessment criteria

Assessment Summary

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Hand in Dates

There are assignments each term (or semester) Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor.

Below are the key submission dates that you need to know:

Date 2pm (individual work, %) Description

Date 2pm (group work, %) Description

Assessment Details

Assignment briefs

Below are the basic briefs for the assignments. Substantial technical and theoretical resources and suggestions to help you with these assignments will be provided both in the workshops and on blackboard as the term progresses.

Your assessment title (individual / group work) Submit online

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Your assessment title (individual / group work) Submit online

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Assessment: Group work

Group assessments

We recognise that group work is always tricky. But working with people that you do not always agree with is one of the core skills in any media production environment.

When you finally submit your project you should include a log of your practical contributions to the project. What you did, what date and with which group members.

We think it is crucial that you are marked on the work you produced (as part of a group) so we may mark your individually according to your log or we may, in exceptional circumstances, ask you to undertake a viva (oral exam) for the group assignments where we have information that suggests students have not done an equal amount of work on the project. **If we deem it necessary we will award individuals different marks for a group project to ensure that you are marked fairly for the actual work you have done.**

## Referral (What happens if you fail)

If you fail the module as whole you will be referred for a second assessment.

This referral will comprise of two components:

Creating a new practical project and a new portfolio. You will need to resubmit all parts of the module, substantially reworking the elements that failed.

**Description of each element Element weighting**

Details from Module spec

Assessment Criteria

The assignments will be assessed on the effectiveness of you / your group's attempts to do the following:

Digital portfolio

Details from Module spec

Group project and workbook

Details from Module spec

# Core Reading

# Books, articles and texts that are key to the module

Core Reading

Essential reading will be provided throughout the year via Blackboard and or your reader. The books listed below are indicative, and useful starting points for further research:

Further Reading: Books

Your bibliography – Harvard UWE style (see <http://www.citethisforme.com>

For a Harvard UWE generator)