Reading The Screen

Module Code: FAM4016-B
Academic Year: 2018-19
Credit Rating: 20
School: Department of Media Design and Technology
Subject Area: Film and Media
FHEQ Level: FHEQ Level 4

Pre-requisites:
Co-requisites:

Contact Hours

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Lectures</td>
<td>15</td>
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<tr>
<td>Tutorials</td>
<td>4</td>
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<tr>
<td>Laboratory</td>
<td>4</td>
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<tr>
<td>Directed Study</td>
<td>177</td>
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Availability Periods

<table>
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<tr>
<th>Occurrence</th>
<th>Location/Period</th>
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<tr>
<td>BDA</td>
<td>University of Bradford / Semester 1 (Sep - Jan)</td>
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Module Aims
The aims of the module are to introduce students to a variety of approaches applicable to reading various screens, and explore how meanings are generated via an understanding of visual literacy.

Outline Syllabus
Semiotics; structural analysis; film and ideology; writing about the screen; photographic influences; relationship between still and moving images; iconic photographic images in the cinema.
Indicative Reading List:

Module Learning Outcomes
On successful completion of this module, students will be able to...

1. Evaluate approaches to visual literacy, and identify the cultural context of a chosen (visual) example (LO1,2,3,4)

2. Analyse a still image using semiotics (LO1,2,3,4); apply visual literacy skills to a chosen example (LO1,2,3,4)

3. Communicate your understanding in oral and written form (LO2).

Learning, Teaching and Assessment Strategy
Key material will be delivered through a lecture programme, supplemented via group discussion and directed reading which will be made available on the virtual learning environment (VLE). Peer learning will be achieved through the assessed oral presentation, where you are required to perform a semiotic analysis, to the class, on an advertisement of your choice. You will be assessed on your ability to read a screen via the 2000 word essay. Supplementary Assessment is as original.

Mode of Assessment

<table>
<thead>
<tr>
<th>Type</th>
<th>Method</th>
<th>Description</th>
<th>Length</th>
<th>Weighting</th>
<th>Final Assess'</th>
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<tr>
<td>Summative</td>
<td>Presentation</td>
<td>15 minute presentation</td>
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<tr>
<td>Summative</td>
<td>Coursework</td>
<td>2000 word essay</td>
<td>-2000 words</td>
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Legacy Code (if applicable)
EM-0163D

Reading List
To view Reading List, please go to rebus:list.