

## Image and Identity

Module Code:	FAM7006-B
Academic Year:	2017-18
Credit Rating:	20
School:	School of Media, Design and Technology
Subject Area:	Film and Media
FHEQ Level:	FHEQ Level 7 (Masters)
Module Leader:	Dr Patrick Allen

Additional Tutors:

Pre-requisites:

Co-requisites:

## Contact Hours

Type	Hours
Tutorials	48
Directed Study	152

## Availability Periods

Occurrence Code	Location/Period
BDA	University of Bradford / Semester 2 (Feb - May)

## Module Aims

To gain advanced interdisciplinary framework for the production and evaluation of identities from the perspective of the individual; communities and corporations; global institutions. To produce and submit artwork of a professional standard for a public exhibition.

## Outline Syllabus

Contemporary Public Communications in Context: from personal to global messages  
 Screen Dreams: Image, Text and Identity in Contemporary Communication  
 Augmented Public Spaces: new spaces for creativity.  
 Analysing Media Texts: creativity and critique  
 AdWorlds and Adbusters: Branding and Identity in contemporary media  
 No Logo: the decline of the corporate message?  
 Framing Global Identities: the boundaries of global messages

## Module Learning Outcomes

*On successful completion of this module, students will be able to...*

- 1 demonstrate the creative and practical processes required for the production of artwork for display in a public space. You will be able to analyse your work from the perspective of the individual; communities and corporations.
- 2 apply production goals and production lifecycles in digital arts and media content production to public communication tasks in the real world.  
apply the output and presentation techniques required to realize a public communications project.
- 3 to manage the production of work for submission to a public gallery or other space.  
present a clear message that is sensitive to its context.  
critically analysis the output from a variety of perspectives.

## Learning, Teaching and Assessment Strategy

Production techniques delivered through Workshops and Master classes. Theoretical strategies delivered via seminars. Preparation and submission to a public exhibition. Production of an on-going journal. Supplementary assessment to repair deficiency in original submission.

## Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess't
Summative	Coursework	Project: Artwork/Integrated Design/Media Product	0 hours	40%	No
Summative	Coursework	Report and Journal: Reflective Analysis of Project (1500 words). A Journal/Blog	0 hours	60%	Yes

## Legacy Code (if applicable)

EM-4039D

## Reading List

To view Reading List, please go to [rebus:list](#).