

Module Outline	Part 1- as validated
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1.	Title	DU1BAPHF5E / DU1BAPHP5E Workshop module 2: Web-based Media
2.	Level *	5
3.	Credits	20
4.	Indicative Student Study Hours	42 hours lectures, practical demonstrations and workshops; 158 hours independent study
5.	Core (must take and pass), Compulsory (must take) or Optional	Compulsory

* Foundation Level=3 Degree Year 1 = 4 Degree Year 2 = 5 Degree Year 3 = 6 PG (Masters) = 7

5. Brief Description of Module (purpose, principal aims and objectives)
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Background: As a professional photographer it is important to establish an online presence to ensure their work is visible and that they are accessible to prospective stakeholders. In addition, social media platforms are essential for networking and self-promotion and form part of a suite of professional materials and activities.

Purpose: The module supports the students in the acquisition and development of a range of professional skills related to the production, maintenance and application of an online presence.

Principal aims and objectives: For students to understand the need for networking and self-promotion in developing and sustaining a career; for students to have developed an online presence appropriate to their intended career path; for students to have demonstrated the application of social media linked to a website in the construction of a professional identity.

6. Learning Outcomes - On successful completion of this module a student will be able to:
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(Add more lines if required)

1.	Record a range of visual, critical, and ethical research material related to online marketing and social media.
2.	Create and prepare content for web use appropriate to a specified contextual application.
3.	Analyse web design and social media use related to arts marketing to develop and apply strategies for self-promotion to the construction of a website and social media presence.
4.	Select and use appropriate web technologies to create a cohesive internet presence connected across a range of media platforms.

7. Assessment						
Pass on aggregate or Pass all components <i>(modules can only be pass all components if this is a PSRB requirement)</i>				Aggregate		
Summary of Assessment Plan						
	Type	% Weighting	Anonymous Yes / No	Word Count/ Exam Length	Learning Outcomes Coverage	Comments
1.	Material Outcomes	80%	No	1, 2 and 4		This will be a portfolio submission based on project work produced throughout the module (see below for details).
2.	Contextual Research	20%	No	3		
Further Details of Assessment Proposals						
Give brief explanation of each assessment activity listed						
<p>Submissions for assessment will be in the form of a portfolio of work produced throughout the duration of the module, together with contextual research and written reflection. This may be incorporated in sketchbooks or as a separate document, but will most likely include both.</p> <p>Material Outcomes will be all exploratory and resolved web design and content produced for this module, together with formative and summative evaluations of progress. At this stage of the course there is scope for students to independently develop their work, and explore personally identified interests. The work submitted should be sufficient in content and volume to demonstrate that the learning outcomes have been met to the minimum standard in relation to the various practices or processes explored.</p> <p>Contextual Research includes all contextual research and written commentary produced in relation to outcomes 3. This may be incorporated in sketchbooks or as a separate document, but will most likely include both. There should be evidence of a range of practitioners, approaches and historical precedents being consulted, sufficient to demonstrate that a breadth of material has been consulted.</p>						

8. Summary of Pre and / or Co Requisite Requirements
n/a

9. For use on following programmes
ZU1BAPHF02 BA (Hons) Photography FT - Year 2 ZU1BAPHP03 BA (Hons) Photography PT - Stage 3

1.	Module Leader	tbc
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2.	Indicative Content
	<p>A practical module in which students produce an online presence for their work. Through lectures, workshops, seminars and tutorials, students design and develop a web presence (a website linked to appropriate social media).</p> <p>The module will consider the rationale for design ideas by examining historical and contemporary practices; look at the role of social media in the development of creative careers; explore associated ethical issues, and investigate the concept of online identity.</p> <p>Outcomes will be evidenced through a website, associated social media, a development blog, contextual research, and a written evaluation.</p>

3. Delivery Method *(please tick appropriate box)*

Classroom Based	Supported Open Learning	Distance Learning	E-Learning	Work Based Learning	Other (specify)
Yes	Yes				

*If the Delivery Method is **Classroom Based** please complete the following table:*

	Activity (lecture, seminar, tutorial, workshop)	Activity Duration - Hrs	Comments	Learning Outcomes
1	Lecture / Seminar.	3hrs	Module briefing: the assignment; analysis of examples; overview of legal and ethical implications.	1, 3.
2	Lecturer / seminar / workshop.	3hrs	Professional identity; costing an online presence.	1, 3.
3	Workshop.	3hrs	Website design: conceptual analysis and technical implications.	1, 3.
4	Lecturer / Workshop.	3hrs	Bloggging, social media platforms, and branding.	1, 3.
5	Workshop.	3hrs	Preparing images for web and social media use.	1, 2, 4.

6	Lecture / workshop.	3hrs	Web hosting and website builders.	1, 3, 4.
7	Workshop	3hrs	Moving image for social media.	2, 4.
8	Workshop	3hrs	Designing and building an interconnected online presence.	2, 4.
9	Workshop	3hrs	Building an interconnected online presence.	2, 4.
10	Tutorials.	3hrs	Individual progress tutorials – websites and work books.	1, 3, 4.
11	Workshop	3hrs	Launching the website and connecting the platforms.	1, 4.
12	Workshop	3hrs	Digital networking – using the constructed online presence to network.	1, 3, 4.
13	Tutorials.	3hrs	Individual progress tutorials; troubleshooting; work book review.	1, 2, 3, 4.
14	Seminar.	3hrs	Final group critique and submission preparation.	3.

Total Hours

If delivery method is *not* classroom based state lecturer hours to support delivery

4. Learning Resources

To include contextualised Reading List.

Physical Resources

Mac suite with internet access; students' own images; still and moving image capture equipment and editing software. .

Reading list

Barton, G. *Don't get a job...make a job: how to make it as a creative graduate.* (London : Laurence King, 2016).

Chaffey, D. & Ellis-Chadwick, F. *Digital marketing: Strategy, implementation and practice*, 6th edition. (Harlow : Pearson Education, 2016).

McDonald, J. *Social media marketing workbook: how to use social media for business.* (2019).
Ryan, D. *Understanding digital marketing: marketing strategies for engaging the digital generation,* 4th edition. (London : Kogan Page, 2017).
Sanchez, J. *YouTube marketing: comprehensive beginners guide to learn YouTube marketing from A to Z.* (Abir Publishing, 2018).

Websites

Building & Hosting

www.123-reg.co.uk
www.1and1.co.uk
www.carbonmade.com
www.behance.net
www.moonfruit.com

Optimisation

http://www.w3schools.com/tags/ref_colornames.asp
<https://www.favicon-generator.org/>
www.google.com/analytics

Commercial Brand Building

<https://www.moo.com/uk/>
<https://www.vistaprint.co.uk>
www.issuu.com

Networking

www.phmuseum.com
www.lensculture.com
<https://photoworks.org.uk/>
www.gommamag.com
www.foam.org

General

<https://www.creativebloq.com/computer-arts-magazine>
<https://twitter.com/>
<https://www.instagram.com/>