

**Course Code:**

PELC209

**Session**

2017/18

**1. Course Title:**

Digital Culture

**2. Date of production/revision:**

8 April 2013

**3. Level:**

Masters (SCQF Level 11)

**4. Credits:**

15

**5. Lead School/Board of Studies:**

Inter-School Board of Studies

**6. Course Contact:**

Inga Paterson

**7. Course Aims:**

The aim of the course is to:

Provide students with the opportunity to develop and advance understanding of languages and processes used in the production of interactive digital art and design;

Provide students with an opportunity to advance their contextual knowledge and understanding in subjects linked to connectivity, content and computation that underpin digital culture, that will extend their learning experience during the course and enable them to deal more skilfully with changing theories and techniques in their continuing careers;

Provide an opportunity to develop contextual knowledge and understanding in the main areas, and defining features, of responsive computing and develop awareness of the creative opportunities for these in art, design and architectural contexts.

**8. Intended Learning Outcomes of Course:**

After full participation in, and successful completion of the programme, students should be able to:

- Demonstrate a systematic understanding of knowledge, and a critical awareness of the impact of networked culture, the trends, issues, and key concepts relating to contemporary networked visual culture;
- Display a comprehensive understanding of the languages used to discuss art, design, and technology as they relate to interactive digital artefacts and the wider context of networked digital culture;
- Demonstrate and evaluate an in-depth understanding of defining features of responsive computational devices relevant to creative digital development and the opportunities for deploying these in art, design and architectural contexts.
- Demonstrate a comprehensive understanding of languages and processes used in the production of interactive digital art and design.

**9. Indicative Content:**

- Social networks in the 21<sup>st</sup> c global society;
- Languages of art, design and technology in the context of creative development and digital art and design practice;
- Creative digital development processes;
- Critical awareness of innovative content development in digital art and design practice.

**10. Description of Summative Assessment:**

Attendance at workshops, seminars, crits and work in progress meetings is expected and seen as being fundamental for the successful completion of the course.

For this course, students must submit:

Either a 2500 word written essay (this should include examples of visual work, where appropriate, and a bibliography);

or a practical submission (portfolio, interactive or piece created using digital techniques in process or outcome, etc) that addresses or relates to material explored throughout the course. This must be accompanied by a 500 word positioning statement.

Note: project-dependent work may alter in the light of particular project requirements.

**10.1 Please describe the Summative Assessment arrangements:**

Assessment takes place at the end of Stage 2 when students are assessed on their ability to:

Evaluate critically a topical subject in the discipline;

Communicate a critical grasp of the terminology associated with digital culture and its application to a digital art and design practice.

**11. Formative Assessment:**

Written work is formatively assessed by feedback on draft submission. Presentation is formatively assessed by interim presentation.

**11.1 Please describe the Formative Assessment arrangements:**

Formative assessment monitors progression towards the LOs for the summative assessment and will cover the critical awareness and understanding of current topics associated with the discipline of digital culture.

**12. Collaborative:**Yes No **12.1 Teaching Institutions:**

3T

**13. Requirements of Entry:**

None

**14. Co-requisites:**

Research Methods

**15. Associated Programmes:**

None

**16. When Taught:**

Term 2

**17. Timetable:**

Weekly sessions

**18. Available to Visiting Students:**Yes No **19. Distance Learning:**Yes No **20. Placement:**Yes No

<b>21. Learning and Teaching Methods:</b>		
<b>Method</b>	<b>Formal Contact Hours</b>	<b>Notional Learning Hours (Including formal contact hours)</b>
Lecture	9	27
Studio		
Seminar/Presentation		
Tutorial	3	15
Workshop		
Laboratory work		
Project work		
Professional Practice		
E-Learning / Distance Learning		
Placement		
Examination		
Essay		50
Private Study	Not Applicable	28
Other (please specify below)	3	30
<b>TOTAL</b>	<b>15</b>	<b>150</b>

<b>22. Description of "Other" Teaching and Learning Methods:</b>
Critique presentations and work in progress meetings

<b>23. Additional Relevant Information:</b>
3T

<b>24. Indicative Bibliography:</b>
<p>Drotner, K., Schroder, K.C. 2010. Digital Content Creation: Perceptions, Practices and Perceptions (New Literacies and Digital Epistemologies). Peter Lang Publishing Inc.</p> <p>Papacharissi, Z., A Networked Self: Identity, Community, and Culture on Social Network Sites. Routledge.</p> <p>Berry, D. 2014. Critical Theory and the Digital (Critical Theory and Contemporary Society). Continuum Publishing Corporation</p> <p>Castells, M., 2011. Communication Power. OUP Oxford</p> <p>Reas, C. 2010. Form and Code in Design, Art and Architecture. Princeton Architectural Press</p> <p>Rose, F. 2012. The Art of Immersion: How the Digital Generation is Remaking Hollywood, Madison Avenue, and the Way We tell Stories. W.W. Norton &amp; Co</p>