Module Descriptor

Title	Visual Ethnography		
Session	2026/27	**Status**	
Code	GRAM08004	**SCQF Level**	8
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	TBC		

Summary of Module

Visual ethnography is an approach to ethnography (the study of people and cultures), where drawing, photography, film, and digital techniques are commonly used to record aspects of everyday life, alongside the interrogation of visual culture.

The purpose of this module is to provide an introduction and context to the field of visual ethnography and allow students to develop an understanding of some of the implications and practical concerns of communicating anthropological themes and issues through visual and written media. Students will develop their creative practice by reflecting on examples of visual ethnography across disciplines and its contemporary uses.

This is a production-based module and is centered on the development of students' individual practical project. Through lectures, seminars, workshops and tutorials, students will meet regularly to critically engage with each other's work and participate in discussions on negotiating ethics, visibility, and representation, informed by the various stages of their ongoing practice.

Alongside practical and applied skills development, students will achieve an increased contextual understanding and critical awareness of key theories, practitioners and artworks. This will allow students to realise the future potential of their own practices as part of the wider creative landscape.

Module Delivery Method	**On-Campus[1]**	**Hybrid[2]**	**Online[3]**	**Work -Based Learning[4]**
	☒	☐	☐	☐

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Campuses for Module Delivery	☐ Ayr ☒ Dumfries		☐ Lanarkshire ☐ London ☐ Paisley		☐ Online / Distance Learning ☐ Other (specify)	
Terms for Module Delivery	Term 1	☐	Term 2	☒	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Demonstrate critical knowledge and understanding of selected historical and contemporary practices used in the area of visual ethnography.
L2	Apply a range of specialist practical skills associated with visual ethnographic modes, including consideration of ethics, visibility, and representation, through a generated studio practice.
L3	Produce a media artefact or artwork using visual ethnography with accompanying critique, which communicates and presents creative and technical choices
L4	Engage with and respond to feedback throughout the module (formally and informally), through personal tutorials and peer review.
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 8** Recognising and understanding existing theories, contexts and principles of visual ethnography.
Practice: Applied Knowledge and Understanding	**SCQF 8** Deploying a range of creative and technical skills associated with visual ethnographic practices to produce an artefact or artwork
Generic Cognitive skills	**SCQF 8** Synthesising ideas, concepts, information and issues associated with visual ethnography. Using a range of approaches to critically evaluate and respond to problems and issues common to visual ethnography.
Communication, ICT and Numeracy Skills	**SCQF 8** Visually communicating detailed and complex information to audiences. Selecting and applying appropriate ICT applications during practiced-based research.
Autonomy, Accountability	**SCQF 8**

and Working with Others	Autonomously devise a creative work. Working, under guidance, with others to acquire an understanding of current professional creative practice.

Prerequisites	**Module Code**	**Module Title**
	Other	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	12
Laboratory / Practical Demonstration / Workshop	24
Independent Study	164
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Redmon, D. (2019). Video Ethnography: Theory, Method and Ethics. (1st ed.) Routledge. * Pink, S. (2020). Doing visual ethnography. Thousands Oaks, CA: SAGE.* Wright, C., & Schneider, A. (2020). Contemporary Art and Anthropology. Taylor and Francis.*
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-

campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:**

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Arts Media**
Overall Assessment Results	☐ **Pass / Fail** ☒ **Graded**
Module Eligible for Compensation	☐ **Yes** ☐ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Art, Music amd Performance
Moderator	Dr Trent Kim
External Examiner	TBC
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☐ **No**
Changes / Version Number	1.0

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Sketch Book/Visual Journal [40%]
Assessment 2
Written Artist's Statement (200 words) [10%]
Assessment 3
Portfolio of Work/Artefact [50%]
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1

Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Sketch Book/Visual Journal	☒	☒	☒	☒	☐	40	1

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Written Artist's Statement	☒	☒	☒	☒	☐	10	0.5

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Portfolio of Work/Artefact	☒	☒	☒	☒	☐	50	1.5
Combined total for all components						100%	3 hours

Change Control

What	When	Who
Updated contact hours	10.02.2025	A. White
No changes	March 26	A White