University of the West of Scotland

Module Descriptor

Session: 2024/25

Title of Module: Visual Ethnography			
Code:	**SCQF Level: 8 (Scottish Credit and Qualifications Framework)**	**Credit Points: 20**	**ECTS: 10 (European Credit Transfer Scheme)**
School:	Business and Creative Industries		
Module Co-ordinator:	Dr Aislinn White		

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					
Face-To-Face	**Blended**	**Fully Online**	**HybridC**	**Hybrid 0**	**Work-Based Learning**
☒	☐	☐	☐	☐	☐
See Guidance Note for details.					

Campus(es) for Module Delivery						
The module will **normally** be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit) (tick as appropriate)						
Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
☐	☐	☒	☐	☐	☐	D&G C delivery

Term(s) for Module Delivery					
(Provided viable student numbers permit).					
Term 1	☐	Term 2	☒	Term 3	☐

Learning Outcomes: (maximum of 5 statements) **These should take cognisance of the SCQF level descriptors and be at the appropriate level for the module.** At the end of this module the student will be able to:	
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	Click or tap here to enter text.

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 Level **8** Recognising and understanding existing theories, contexts and principles of visual ethnography.
Practice: Applied Knowledge and Understanding	SCQF Level **8** Deploying a range of creative and technical skills associated with visual ethnographic practices to produce an artefact or artwork

Generic Cognitive skills	SCQF Level **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 Level **8** Visually communicating detailed and complex information to audiences. Selecting and applying appropriate ICT applications during practiced-based research.
Autonomy, Accountability and Working with others	SCQF Level **8** Autonomously devise a creative work. Working, under guidance, with others to acquire an understanding of current professional creative practice. •

Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	**Module Title:**
	Other:	
Co-requisites	**Module Code:**	**Module Title:**

*Indicates that module descriptor is not published.

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** (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture/Core Content Delivery	36

Independent Study	164
	Hours Total 200

**Indicative Resources: (eg. Core text, journals, internet access)

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.*

Please ensure the list is kept short and current. Essential resources should be included, broader resources should be kept for module handbooks / Aula VLE.

Resources should be listed in Right Harvard referencing style or agreed professional body deviation and in alphabetical order.

(**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:

Students are required to attend all scheduled classes and participate with all delivered elements of the module as part of their engagement with their programme of study.

Consideration will be given to students who have protection under the appropriate equality law. Please refer to UWS Regulations 5.3.6 – 5.3.8., available at the following link: http://www.uws.ac.uk/current-students/rights-and-regulations/regulatory-framework/

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.

Please ensure any specific requirements are detailed in this section. Module Co-ordinators should consider the accessibility of their module for groups with protected characteristics..

(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 and Media
Assessment Results (Pass/Fail)	Yes ☐No ☒
School Assessment Board	Art, Music and Performance
Moderator	TBC
External Examiner	Format: First initial + Surname. No titles. Please only enter if examiner has been approved for this module.
Accreditation Details	e.g. ACCA Click or tap here to enter text.
Changes/Version Number	0.1

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.)

Assessment Outcome Grids (See Guidance Note)

Component 1							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Sketchbook/ Visual Journal	✓	✓	✓	✓		40	1

Component 2							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Artist's statement (500 words)	✓	✓	✓	✓		10	1

Component 3							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Portfolio/ Artefact	✓	✓	✓	✓		50	2
Combined Total for All Components						100%	4 hours

Change Control:

What	When	Who
Further guidance on aggregate regulation and application when completing template	16/01/2020	H McLean
Updated contact hours	14/09/21	H McLean
Updated Student Attendance and Engagement Procedure	19/10/2023	C Winter
Updated UWS Equality, Diversity and Human Rights Code	19/10/2023	C Winter
Guidance Note 23-24 provided	12/12/23	D Taylor
General housekeeping to text across sections. .	12/12/23	D Taylor

Version Number: 0.1 (2024-25)