

Module Title:	Contemporary Photographic Cultures
Language of Instruction:	English
Credits:	10
NFQ Level:	7
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	The learning outcomes will be achieved through the following teaching methodologies: Lectures – Communication of knowledge and ideas from the lecturer to the student. Class discussion and debates - students will be encouraged to actively participate in the class debates. Reflective exercises - students will use journals to map the course of their learning with an emphasis on their growing ability to analyse contemporary photographic practices in online contexts. E-Learning – Use of VLE (Blackboard) will be used. Self-directed learning – Independent reading and research will be encouraged through the use of SETU's Learning Resource Centre, audio-visual material and reading.
Module Aim:	In the 21st century, thanks to the rise of digital technologies, the documentation of life through photographic practices has become an everyday activity. These practices are complex, weaving together new forms of commerce and technology, emerging cultural trends and issues of self-definition and belonging. This module will introduce students to the key theoretical and analytic tools necessary to understand these practices, enabling students to situate them within pre-existing photographic media trends and emergent contemporary ones. The module will provide an emphasis on photographic representation through social media platforms, exploring core issues such as representation, identity, community, networked communication, and self-branding.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Critically analyse contemporary digital photographic practices
LO2	Contextualise these practices within wider economic, social, creative and technological trends and histories.
LO3	Use key media theory to unpack the complexity of contemporary photographic practices particularly in relation to self-representation, community-making and social and political issues.
LO4	Demonstrate the ability to think analytically and with nuance about the function and place of contemporary photographic practices in everyday life.
LO5	Discuss the role of contemporary photographic practices in relation to self-narration, community-building and political movements.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

From Photography to Digital Photography

Technology - culture - affordances - uses

Our Digital Selves

Representation - identity - technological determinism - convergence culture - audiences as creators

Platform Rules

Internet culture(s) - quantification - mimetic desire - social surveillance - social media in/visibility

Fake News and Photographic Misrepresentation

Amplification - networked communication - news framing - verification of digital artefacts - ethics of sharing

Visual Political Economies

Influencer culture - censorship - commodification - self-branding - performing authenticity

Assessment Breakdown

	%
Project	70.00%
Practical	30.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Written Project	1,2,3,4,5	70.00	n/a
Project	Practical project focused on visual cultures	1,2,3,4,5	30.00	n/a

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	6.00
Independent Learning Time	Every Week	6.00
Total Hours		12.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	Bachelor of Arts (Honours) in Content Creation and Social Media	4	Mandatory