Module Definition Form (MDF)

Module code: MOD008645	**Version:** 3 **Date Amended:** 04/Sep/2026

1. Module Title
InterMEDIAcy

2a. Module Leader
Jennifer Nightingale

2b. School
Cambridge School of Art

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
4

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	BA (Hons) Film and Media		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

In this module you'll explore media content and culture from the role of the interdisciplinary practitioner. You'll look at you own role as a user of technology through projects that explore contemporary digital phenomena and its relevant media (e.g., memes, data) and specific media contexts including a focus on, for example, the 3D object, image making, and audio production to explore making for a variety of audiences. After being introduced to Adobe Creative Cloud software as well as analogue methods of production you will use these skills to respond creatively to briefs. You'll consider how broader communication practices and contexts (music, subculture, experimental, artistic) inform industry and how you to establish your own voice and the beginning of an individual media production practice.

6b. Outline Content

- Defining user and content creator in digital media practices and cultures
- Discussion on contemporary publishing platforms, spaces, and interfaces
- Tutor presentations on historic and seminal practitioners and works from both industry and experimental contexts
- Discussion on relevant digital media theories and texts applicable to practice
- Bi-weekly production projects in key visual communication digital practices
- Industry focused brief led projects
- Critical presentation forums of work produced
- Technical inductions into Adobe Creative Cloud applications
- Production of journal

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

- Creative Cloud software
- Computer lab

7. Learning Outcomes (threshold standards)		
No.	**Type**	**On successful completion of this module the student will be expected to be able to:**
1	Knowledge and Understanding	Demonstrate awareness of modes, approaches and applications relevant to contemporary digital cultures and content creation, within the area of digital media as a creative practitioner
2	Knowledge and Understanding	Evidence understanding as to the definitions of User and Creator within digital media practice and digital online spaces
3	Knowledge and Understanding	Address with research and reflection the conventions and experimental practices of Digital Media production and make appropriately informed decisions in publishing content
4	Intellectual, practical, affective and transferrable skills	Creatively engage with the platforms and networks of digital media culture as a creative user
5	Intellectual, practical, affective and transferrable skills	Produce digital media works appropriate to the digital creative industries as a content creator
6	Intellectual, practical, affective and transferrable skills	Evidence technical competence in digital media software spanning visual communication practices

8a. Module Occurrence to which this MDF Refers				
Year	**Occurrence**	**Period**	**Location**	**Mode of Delivery**
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	**Hours**	**Learning Outcomes**	**Details of Duration, frequency and other comments**
Lectures	0	None	None
Other teacher managed learning	48	1-6	2-hour workshop weekly
Student managed learning	252	1-6	Independent learning. Research, preproduction work, production of work and production of journal
TOTAL:	300		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	50 (%)	Fine Grade	30 (%)
Reflective Multi-media Journal (equivalent to 2500 words)					

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-6	50 (%)	Fine Grade	30 (%)
Portfolio of work (equivalent to 2500 words)					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]