

Module Details	
Module Title	Reading the Screen
Module Code	FAM4016-B
Academic Year	2022/3
Credits	20
School	Department of Media Design and Technology
FHEQ Level	FHEQ Level 4

Contact Hours	
Type	Hours
Directed Study	176
Lectures	15
Practical Classes or Workshops	10
Tutorials	1
Seminars	6

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
The aims of the module are to introduce students to a variety of approaches applicable to reading various screens, and explore how meanings are generated via an understanding of visual literacy.

Outline Syllabus
Semiotics; structural analysis; film and ideology; writing about the screen; photographic influences; relationship between still and moving images; iconic photographic images in the cinema; key research skills and working in groups. Indicative Reading List: Barthes, R. (2013) Mythologies: The Complete New Edition. Hill and Wang Etherington-Wright, C. and Doughty, R. (2011) Understanding Film Theory. Palgrave Macmillan Fiske, J. (2010) Introduction to Communication Studies 3rd edition. Routledge Heiferman, M. and Foresta, M. (2012) Photography Changes Everything. Aperature

Learning Outcomes	
Outcome Number	Description
LO1	Working as a group, identify an appropriate theoretical approach from which to analyse a chosen area of visual study.
LO2	Working as a group plan, prepare and deliver a presentation analysing a chosen area of visual study.
LO3	Communicate your understanding(s) orally.

Learning, Teaching and Assessment Strategy
Learning is provided through a programme of lectures and directed readings. Achievement is assessed through working as a group to plan, prepare and deliver an oral presentation on a chosen area of visual study. Supplementary assessment, if required, is an individual project.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Presentation	Group presentation of 20 minutes. SUPPLEMENTARY if required: Individual presentation of 10 minutes	100%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.