

BA Anthropology, Media and Digital Practice

Programme Specification

Awarding Institution:

University of London (Interim Exit Awards made by Goldsmiths' College)

Teaching Institution: Goldsmiths, University of London

Final Award: BA (Hons)

Programme Name: Anthropology, Media and Digital Practice

Total credit value for programme: 360 credits

Name of Interim Exit Award(s):

Certificate of Higher Education in Anthropology, Media and Digital Practice.

Diploma of Higher Education in Anthropology, Media and Digital Practice.

Duration of Programme: 3 years full-time

UCAS Code(s): L6P3

HECoS Code(s) (100436) Anthropology

QAA Benchmark Group: Anthropology: Communication, Media, Film and Cultural Studies

FHEQ Level of Award: Level 6

Programme accredited by: Not applicable

Date Programme Specification last updated/approved: May 2024

Home Department: Anthropology

Department(s) which will also be involved in teaching part of the programme:

Not applicable

Programme overview

The BA Anthropology, Media and Digital Practice degree programme grew out of the department's commitment to fostering experimental and challenging new audiovisual work within anthropology. The digital skills you will acquire through the programme are becoming increasingly relevant to the media world(s) many of us now inhabit, and the discipline of anthropology as a whole has shifted towards ideas of multimodality (the combination of different audiovisual media, such as photography, film, audio recording and others, alongside text to engage with social process). Multimodality is seen as a way of engaging collaboratively with others in producing and representing research, and as a way of tackling issues like racism and beginning the processes of decolonising anthropology. The digital skills you will learn are transferrable and are increasingly relevant to many employment fields that you may pursue upon completing your degree. Examples include advocacy work, collaborations with non-profits, and commercial and independent media production. Your

ability to critically assess, as well as creatively produce, various forms of digital media content is a vital skill in many contemporary and future workplaces.

This degree covers many different social science and cultural studies approaches to digital media and combines those with different creative approaches from contemporary art practice, photojournalism, and many other kinds of media production – as well as more traditional documentary approaches. You will be trained in digital media production and encouraged to produce work that is radical and creatively innovative. In doing so you are actively encouraged to draw from your own personal experiences and positionality to produce audiovisual work that addresses issues that directly affect your own life, from racial injustices to climate-change. The aim is to enable you to creatively challenge, and develop anthropologically and socially-informed alternatives to, contemporary media representations.

Programme entry requirements

Advertised Entry Tariff - BBB or Equivalent

The Anthropology Department current advertised entry requirement is BBB (A-level and equivalent) but we approach this with some flexibility. In the last two Clearing cycles we have accepted at BCC for the BA Anthropology, Media and Digital Practice programme and bearing this in mind we have been more flexible within Confirmation where those who were made offers at BBB were also accepted at BCC. We also have admissions refer marginal cases (eg. ABU where the A and B are in more relevant subjects) with all those who do not meet our threshold being referred across to the Integrated Degree to maximise our recruitment opportunities.

Programme learning outcomes

Students who complete the first year of the programme and 120 credits will have successfully achieved a **Certificate of Higher Education in Anthropology, Media and Digital Practice** and will be able to:

Code	Learning outcome	Taught by the following module(s)
A1	Identify and present knowledge and understanding of the underlying concepts and principles key to digital, visual, and media anthropology. This includes a critical understanding of the way visual anthropology intersects with wider media histories and the development of creative	AN51004A Ethnographic Film AN51018B Introduction to Digital Research Practice AN51001B Approaches to Contemporary Anthropology

	approaches to challenging received media representations	
A2	Present awareness and understanding of the impacts of media and their geopolitical significance; identify underlying anthropological concepts key to visual, digital, and media production.	AN51018B Introduction to Digital Research Practice. AN51001B Approaches to Contemporary Anthropology AN51021A Academic Skills in Anthropology
A3	Apply practice-based visual, digital and media skills to interpret and analyse contemporary social issues.	AN51004A Ethnographic Film, AN51018B Introduction to Digital Research Practice AN51001B Approaches to Contemporary Anthropology

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Apply the ability to plan and develop individual audiovisual research projects and present them to broader audiences while recognising and overcoming representational mistakes.	AN51018B Introduction to Digital Research Practice
B2	Deduce effective and collaborative problem-solving through development and application of research to real-world situations. Communicate agility in engaging with complex social contexts	AN51018B Introduction to Digital Research Practice AN51021A Academic Skills in Anthropology
B3	Employ highly creative and innovative personal aesthetic style in the production and use of digital media	AN51018B Introduction to Digital Practice

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Develop and employ a wide range of technical digital media production skills, including those needed to produce interview-based podcasts, film essays, and web design, to explore anthropological concepts and ideas.	AN51018B Introduction to Digital Research Practice
C2	Evaluate anthropological approaches that foster an inclusive and collaborative approach to media production and representation	AN51018B Introduction to Digital Practice, AN51004A Ethnographic Film
C3	Identify key ethical issues related to the production, circulation, and distribution of media in a digital landscape.	AN51018B Introduction to Digital Research Practice AN51004A Ethnographic Film

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Demonstrate and employ transferable skills including planning, initiating, and bringing to a successful resolution a collaborative digital media-based exercises. By extension, demonstrate a critical understanding of the application and importance of anthropological research to real-world issues	AN51018B Introduction to Digital Practice AN51018B Introduction to Digital Research Practice. AN51001B Approaches to Contemporary Anthropology AN51003A Anthropological Methods
D2	Demonstrate critical knowledge of the potential roles digital and ethnographic media can play in a wide range of	AN51018B Introduction to Digital Research Practice AN51004A Ethnographic Film

	contemporary contexts, including commercial media production etc	<u>A51021A Academic Skills in Anthropology</u>
D3	Initiate and complete a collaborative portfolio of audiovisual and written work rooted in anthropological research that is directly focused on acquiring transferable skills for future employability	AN51018B Introduction to Digital Practice AN51021A Academic Skills in Anthropology

Students who complete the second year of the programme and 240 credits will have successfully achieved a **Diploma of Higher Education in Anthropology, Media and Digital Practice** and will be able to:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	<p>Demonstrate knowledge and understanding of the underlying concepts and principles key to digital, visual, and media anthropology.</p> <p>Develop a critical understanding of the way anthropology intersects with wider media histories and the development of creative approaches to challenging received media representations.</p> <p>Develop critical understanding of how visual, digital, and media anthropology intersect with other key themes in social theory.</p>	<p>AN51004A Ethnographic Film</p> <p>AN51018B Introduction to Digital Research Practice</p> <p>AN51001B Approaches to Contemporary Anthropology</p> <p>ANXXXX Digital and Image-Based Storytelling</p> <p>ANXXXX Digital Ethnographic Filmmaking</p> <p>AN52018B Thinking Through Race</p> <p>AN52005C Thinking Anthropologically</p> <p>AN52020A Anthropology and Political Economy</p> <p><u>AN52021A Critical Ecologies</u></p>

Code	Learning outcome	Taught by the following module(s)
A2	Demonstrate awareness and understanding of the ecological impacts of media and their geopolitical significance; identify underlying concepts key to a critical ecologies lens to anthropological visual, digital, and media production.	<p>AN51018B Introduction to Digital Research Practice.</p> <p>AN51001B Approaches to Contemporary Anthropology</p> <p>AN51021A Academic Skills in Anthropology</p> <p>ANXXXX Digital and Image-Based Storytelling</p> <p>AN52020A Anthropology and Political Economy</p> <p>ANXXXX Digital Ethnographic Filmmaking</p> <p>AN52021B Critical Ecologies</p>
A3	Employ practice-based visual, digital and media skills to interpret and analyse contemporary social issues.	<p>AN51004A Ethnographic Film,</p> <p>AN51018B Introduction to Digital Research Practice</p> <p>AN51001B Approaches to Contemporary Anthropology</p> <p>ANXXXX Digital and Image-Based Storytelling,</p> <p>ANXXXX Digital Ethnographic Filmmaking,</p> <p>AN52018B Thinking Through Race</p> <p>AN52005C Thinking Anthropologically</p> <p>AN52020A Anthropology and Political Economy</p> <p><u>AN52021A</u> Critical Ecologies</p>

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Demonstrate the ability to plan and develop individual audiovisual research projects and present them to broader audiences while recognising and overcoming representational mistakes	AN51018B Introduction to Digital Research Practice ANXXXX Digital and Image Based Storytelling, ANXXXX Digital Ethnographic Filmmaking,
B2	Critically assess effective and collaborative problem-solving through development and application of research to real-world situations. Critically reflect how to engage with complex social contexts through anthropologically theory and method	AN51018B Introduction to Digital Research Practice AN51021A Academic Skills in Anthropology ANXXXX Digital and Image Based Storytelling ANXXXX Digital Ethnographic Filmmaking, AN52018B Thinking Through Race AN52005C Thinking Anthropologically AN52020A Anthropology and Political Economy <u>AN52021A</u> Critical Ecologies
B3	Resolve and present projects that demonstrate a highly creative and innovative personal aesthetic style in the production and use of digital media	AN51018B Introduction to Digital Research Practice ANXXXX Digital and Image-Based Storytelling

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Deploy a wide range of technical digital media production and post-production skills to produce anthropologically informed media	AN51018B Introduction to Digital Research Practice ANxxxx Digital and Image Based Storytelling, ANxxxxx Digital Ethnographic Filmmaking
C2	Critically assess and present projects that foster an inclusive and collaborative approach to media production and representation	AN51018B Introduction to Digital Research Practice AN? Digital and Image Based Storytelling AN? Digital Ethnographic Filmmaking
C3	Identify key ethical issues related to the production, circulation, and distribution of media in a digital landscape.	AN51018B Introduction to Digital Research Practice AN51004A Ethnographic Film ANxxx Digital and Image Based Storytelling ANxxx Digital Ethnographic Filmmaking

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Demonstrate and employ transferable skills including planning, initiating, and bringing to a successful resolution a collaborative digital media-based exercises. By extension, demonstrate a critical understanding of the application and importance of anthropological research to real-world issues.	AN53074B AN51018B Introduction to Digital Research Practice AN51018B Introduction to Digital Research Practice. AN51001B Approaches to Contemporary Anthropology AN51003A Anthropological Methods ANXXXX Digital and Image Based Storytelling, ANXXXX Digital Ethnographic Filmmaking,
D2	Communicate critical knowledge of the potential roles digital media can play in a wide range of contemporary contexts, including commercial media production etc Critically assess and deploy technical skills to produce creative digital content	AN51018B Introduction to Digital Research Practice AN51004A Ethnographic Film <u>AN51021A Academic Skills in Anthropology</u> ANXXXX Digital and Image Based Storytelling, ANXXXX Digital Ethnographic Filmmaking,
D3	Initiate and complete a collaborative portfolio of audiovisual and written work rooted in anthropological research that is directly focused on acquiring transferable skills for future employability. Critically	AN51018B Introduction to Digital Practice AN51021A Academic Skills in Anthropology

Code	Learning outcome	Taught by the following module(s)
	assess how those skills can be used for completing similar projects individually.	ANXXXX Digital and Image Based Storytelling, ANXXXX Digital Ethnographic Filmmaking,

Students who complete the third year of the programme and 360 credits will have successfully achieved a **BA (Hons) Anthropology, Media and Digital Practice** and will be able to:

Code	Learning outcome	Taught by the following module(s)
A1	Demonstrate knowledge and understanding of the underlying concepts and principles key to digital, visual, and media anthropology. This includes a critical understanding of the way visual anthropology intersects with wider media histories and the development of creative approaches to challenging received media representations	
A2	Demonstrate awareness and understanding of the ecological impacts of media and their geopolitical significance; identify underlying concepts key to a critical ecologies lens to anthropological visual, digital, and media production	AN51018B Introduction to Digital Research Practice. AN51001B Approaches to Contemporary Anthropology AN51021A Academic Skills in Anthropology ANXXXX Digital and Image-Based Storytelling AN52020A Anthropology and Political Economy ANXXXX Digital Ethnographic Filmmaking AN52021B Critical Ecologies

A3	Acquire and employ practice-based visual, digital and media skills to interpret and analyse contemporary social issues	<p>AN51004A Ethnographic Film,</p> <p>AN51018B Introduction to Digital Research Practice</p> <p>AN51001B Approaches to Contemporary Anthropology</p> <p>ANXXXX Digital and Image-Based Storytelling,</p> <p>ANXXXX Digital Ethnographic Filmmaking,</p> <p>AN52018B Thinking Through Race</p> <p>AN52005C Thinking Anthropologically</p> <p>AN52020A Anthropology and Political Economy AN53074B Individual Studies with Practice</p> <p>AN53XX Extended Individual Studies with Practice</p>
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Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Demonstrate the ability to plan and develop individual audiovisual research projects and present them to broader audiences while recognising and overcoming representational mistakes	<p>AN51018B Introduction to Digital Research Practice</p> <p>ANXXXX Digital and Image Based Storytelling</p> <p>ANXXXX Digital Ethnographic Filmmaking</p> <p>AN53074B Individual Studies with Practice</p> <p>AN53XX Extended Individual Studies with Practice</p>
B2	Employ effective and collaborative problem-solving through development and application of research to real-world situations – agility in engaging with complex social contexts	<p>AN51018B Introduction to Digital Research Practice</p> <p>ANXXXX Digital and Image Based Storytelling</p> <p>ANXXXX Digital Ethnographic Filmmaking</p> <p>AN53074B Individual Studies with Practice</p> <p>AN53XXXX Extended Individual Studies with Practice</p>
B3	Initiate projects that demonstrate a highly creative and innovative personal aesthetic style in the production and use of digital media	<p>AN51018B Introduction to Digital Research Practice</p> <p>ANXXX Digital and Image Based Storytelling</p> <p>ANXXX Digital Ethnographic Filmmaking</p>

		AN53074B Individual Studies with Practice AN53XX Extended Individual Studies with Practice
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Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Deploy a wide range of technical digital media production and post-production skills to produce anthropologically informed media	AN51018B Introduction to Digital Research Practice ANXXX Digital and Image Based Storytelling ANXXX Digital Ethnographic Filmmaking AN53074B Individual Studies with Practice AN53XX Extended Individual Studies with Practice
C2	Initiate projects that foster an inclusive and collaborative approach to media production and representation	AN51018B Introduction to Digital Research Practice, ANXXX Digital and Image Based Storytelling ANXXX Digital Ethnographic Filmmaking AN53074B Individual Studies with Practice AN53XX Extended Individual Studies with Practice
C3	Systematically demonstrate understanding of key ethical issues related to the production, circulation, and distribution of media in a digital landscape.	AN51018B Introduction to Digital Research Practice AN51004A Ethnographic Film

		<p>ANXXX Digital and Image Based Storytelling</p> <p>ANXXX Digital Ethnographic Filmmaking</p> <p>AN53074B Individual Studies with Practice</p> <p>AN53XXX Extended Individual Studies with Practice</p>
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Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Demonstrate and employ transferable skills including planning, initiating, and bringing to a successful resolution a sustained research project within an evolving and complex social context. By extension, demonstrate a critical understanding of the application and importance of anthropological research to real-world issues	<p>AN53074B Individual Studies with Practice</p> <p>AN53XXXX Extended Individual Studies with Practice</p>
D2	<p>Demonstrate critical knowledge of the potential roles digital media can play in a wide range of contemporary contexts, including commercial media production etc</p> <p>Acquire and deploy technical skills to produce creative digital content</p>	<p>AN51018B Introduction to Digital Research Practice</p> <p>AN51004A Ethnographic Film</p> <p>A51021A Academic Skills in Anthropology</p> <p>ANXXXX Digital and Image Based Storytelling,</p> <p>ANXXXX Digital Ethnographic Filmmaking,</p> <p>AN53074B Individual Studies with Practice</p>

		AN53XXXX Extended Individual Studies with Practice
D3	Initiate and complete a personal portfolio of audiovisual and written work rooted in independent anthropological research that is directly focused on future employability	AN51018B Introduction to Digital Research Practice AN51021A Academic Skills in Anthropology ANXXXX Digital and Image Based Storytelling, ANXXXX Digital Ethnographic Filmmaking, AN53074B Individual Studies with Practice AN53XXXX Extended Individual Studies with Practice

Grading Criteria

Mark	Descriptor	Specific Marking Criteria
70-100%	1st: First (Excellent)	<p>70-100% First (Excellent)</p> <p>Work that reflects an excellent to outstanding (80%+) level of achievement of the appropriate learning outcomes.</p> <p>Written Assessments (Reports, Unseen and Take-home Exams, Coursework Essays)</p> <p>A First-class answer in this category should be an excellent piece of work in all respects.</p> <ul style="list-style-type: none"> • It should indicate a considered and precise grasp of the issue(s), and a broad understanding of the applicable module learning outcomes. • The response should be very well structured and coherent, and written in a highly-developed and clear style. • It should be well argued, indicating a firm grasp of relevant theoretical perspectives.

Mark	Descriptor	Specific Marking Criteria
		<ul style="list-style-type: none"> • Demonstrates a high degree of care and attention in using materials/examples. • Outstanding pieces of work (above 80%) should contain particular creativity and originality. • Referencing should be of a consistent and excellent standard, and references are appropriately chosen and thoughtfully discussed. <p>First class written assessments awarded a mark of 80 or above are considered outstanding in all the above respects.</p> <p>Presentations</p> <ul style="list-style-type: none"> • The presentation is clearly communicated with an excellent range and depth of engagement with the material. • It puts forward a consistent and accessible argument, or arguments that are supported by highly relevant and convincing evidence or examples. • It demonstrates excellent critical reflection on the subject matter and evidence of the student having developed their own creative perspective on the material. • Any presentation tools (powerpoint, videos, etc.) used are handled effectively. • The overall structure of the presentation is clear and accessible with an effective introduction, presentation of the main body of the argument, and a highly relevant conclusion or concluding comments. • Other peoples' work is appropriately attributed, in writing or verbally. <p>First class presentations awarded a mark of 80 or above are considered outstanding in all above respects.</p> <p>Practice-based assessments (Audio and/or Video)</p> <ul style="list-style-type: none"> • The work demonstrates original research and a rigorous conceptual understanding of the chosen field.

Mark	Descriptor	Specific Marking Criteria
		<ul style="list-style-type: none"> • The decisions made in the manipulation of the audio-visual material challenge conventional practice and make a significant contribution to the field of visual anthropology. • The work shows an ambitious and excellent application of knowledge and wide-ranging research. • The work shows a clear understanding of the chosen field and an excellent expression of ideas. • The work shows a coherent argument, distinctive critical reflection, and an imaginative and challenging interpretation of Visual Anthropology. <p>First class work awarded a mark over 80 are outstanding pieces of work in all above respects.</p>
60-69%	2.1: Upper Second (Very good)	<p>60-69% Upper Second (Very good)</p> <p>Work that reflects a very good standard of achievement of the appropriate learning outcomes.</p> <p>Written Assessments (Reports, Unseen and Take-home Exams, Coursework Essays)</p> <p>As relevant to the form of assessment, an upper second class paper should be a very good piece of work.</p> <p>It should show evidence of:</p> <ul style="list-style-type: none"> • understanding of the relevant module learning outcomes • extensive reading • awareness of different theoretical perspectives • the ability to develop the writer's own thoughts and have a coherent argument. • referencing of a consistent and very good standard using a range of sources. <p>Presentations</p> <p>The presentation should:</p>

Mark	Descriptor	Specific Marking Criteria
		<ul style="list-style-type: none"> • Be clearly delivered and cover a very good range and depth of material. • Be argued and structured in a coherent and accessible way. • Refer to relevant examples or evidence. • Show evidence of very good critical reflection. • Show some ability to make creative connections. • Use presentation aids effectively. <p>Practice-based assessments (Audio and/or Video)</p> <p>The work demonstrates:</p> <ul style="list-style-type: none"> • Evidence of very good critical reflection with confident manipulation of the chosen visual material. • A strong degree of imagination and an attempt to challenge the conventional practices of the field of study • A clear and coherent expression of ideas and a significant understanding of the chosen field.
50-59%	2.2: Lower Second (Good)	<p>Work that reflects a good standard of achievement of the appropriate learning outcomes.</p> <p>Written Assessments (Reports, Unseen and Take-home Exams, Coursework Essays)</p> <p>As relevant to the form of assessment, a Lower Second Class mark is given to paper that is a good piece of work but which may be too descriptive or generalised, be lacking in a clear analysis, or indicate a lack of personal engagement with the issue at hand.</p> <p>Work should show:</p> <ul style="list-style-type: none"> • That the student has understood the issues raised by the question, and the relevant module learning outcomes. • That they have covered the basic recommended readings.

Mark	Descriptor	Specific Marking Criteria
		<ul style="list-style-type: none"> • Some coherence and substance to the argument. • Referencing of a consistent and good standard using an acceptable range of sources. <p>Presentations</p> <p>Presentations will</p> <ul style="list-style-type: none"> • Be clearly delivered but not covering a convincing range of material, or not covering material in depth. • Be argued in a coherent and accessible way, but the examples or evidence referred to may not be directly relevant. • Show evidence of the student having thought through the content in a critical way, but this may be more reliant on other sources rather than the students own creative perspective. • Show effective use of presentation aids and have a clear and coherent overall structure, although the concluding comments may lack relevance. <p>Practice-based assessments (Audio and/or Video)</p> <p>Work demonstrates</p> <ul style="list-style-type: none"> • a competent understanding, coupled with good overall ability. T • evidence of imagination and applied critical reflection with sound technical competence in the manipulation of the overall visual material, but requires further sustained development. • effective application of knowledge and the capacity to express ideas through discussion, some understanding of the chosen field, but little ambition to challenge conventional practice.
40-49%	3rd: Third (Pass)	<p>Work that reflects a threshold standard of achievement of the appropriate learning outcomes.</p> <p>Written Assessments (Reports, Unseen and Take-home Exams, Coursework Essays)</p>

Mark	Descriptor	Specific Marking Criteria
		<p>As relevant to the form of assessment, a Third Class paper</p> <ul style="list-style-type: none"> • indicates some grasp of factual material but may lack coherence • May be too descriptive and show a limited understanding of the module learning outcomes, uses of evidence, or range of materials. • Will have referencing is of an adequate standard, but using a limited range of sources. <p>Presentations</p> <p>A third class presentation</p> <ul style="list-style-type: none"> • does not cover a suitable range of material or presents material that does not seem directly relevant to the overall argument. • Has arguments which show some critical thought but represent a summary of external sources with little evidence of the student's own perspective or ability to make creative connections. • Is not coherently argued and presented within an overall structure that is clear and accessible. • Uses presentation aids in ways that are not very effective and the delivery of the presentation lacks clarity. <p>Practice-based assessments (Audio and/or Video)</p> <p>Work demonstrates</p> <ul style="list-style-type: none"> • a limited understanding of the field of study. • some manipulation of the chosen visual material but indicating an unimaginative response to the practice. • Little critical reflection, little coherence and lacks an overall argument • Little evidence of ambition to challenge conventional practice.

Mark	Descriptor	Specific Marking Criteria
25-39%	Fail	<p>Work is unsatisfactory and represents an overall failure to achieve the appropriate learning outcomes.</p> <p>Written Assessments (Reports, Unseen and Take-home Exams, Coursework Essays)</p> <p>As relevant to the form of assessment, a Fail indicates little knowledge of the subject matter, and a failure to answer the question or to address the module learning outcomes. What is written may be irrelevant or incoherent. Referencing is of a poor standard, within a limited range of sources. The module must be re-taken.</p> <p>Presentations</p> <p>This is a presentation that</p> <ul style="list-style-type: none"> • Does not cover enough relevant material and presents the material in only a cursory way. • Presents arguments which show little critical thought and are entirely drawn from external sources with little evidence of the student's own critical or creative thought. • Presents sources which have little relevance to the argument and little attempt to establish links between them. • Has an overall structure that is disjointed and lacks coherence and is presented in a chaotic manner. • lacks a meaningful conclusion or concluding remarks. <p>Practice-based assessments (Audio and/or Video)</p> <p>The work shows</p> <ul style="list-style-type: none"> • scant attention to the critical and practical demands of the practice with no apparent judgement in the manipulation of the visual material. • little evidence of any understanding of the chosen field, • Little evidence of imagination or critical ability.

Mark	Descriptor	Specific Marking Criteria
		<ul style="list-style-type: none"> • incoherent expression of ideas • no evidence of any critical reflection that would allow the student to challenge conventional practice.
10-24%	Bad fail	<p>Work that represents a significant overall failure to achieve the appropriate learning outcomes.</p> <p>Written Assessments (Reports, Unseen and Take-home Exams, Coursework Essays)</p> <p>As relevant to the form of assessment, a Bad Fail mark indicates</p> <ul style="list-style-type: none"> • very little knowledge of the subject matter. • a failure to answer the question or to address the module learning outcomes. • An answer which is irrelevant or incoherent. • Little attempt at referencing and limited use of sources. <p>Presentations</p> <p>This is a presentation that:</p> <ul style="list-style-type: none"> • covers little or no relevant material and makes no attempt to link the material with the overall argument. • Produces arguments with no evidence of critical thought which are entirely drawn from external sources with no evidence of the student's own critical or creative thought. • Uses sources which are inappropriate and shows no attempt to establish links between them. • Has an overall structure which is disjointed and lacks coherence. • Lacks a conclusion or concluding remarks and is presented in an incoherent and chaotic manner. <p>Practice-based assessments (Audio and/or Video)</p>

Mark	Descriptor	Specific Marking Criteria
		<p>The work shows:</p> <ul style="list-style-type: none"> • No attempt to address the practical demands of the practice. • No judgement or exercise of critical reflection. • No evidence of any understanding of the chosen field • No evidence of imagination or critical ability • An incoherent expression of ideas • A complete lack of critical reflection that would allow the student to identify conventional practice.
1-9%	Very bad fail	<p>Work that does not even attempt to address the specified learning outcomes. Work shall be deemed a non-valid attempt and must be re-taken.</p> <p>Written Assessments (Reports, Unseen and Take-home Exams, Coursework Essays)</p> <p>As relevant to the form of assessment, a Very Bad Fail is an invalid attempt to provide an answer or complete script. It is not deemed to be a legitimate submission to pass in any way whatsoever (for example, only a few nondescript sentences).</p> <p>There may be no attempt at referencing and little use of sources.</p> <p>Presentations</p> <p>A Presentation which does not even attempt to present material or an overall argument, or to address the specified learning outcomes. The Presentation shall be deemed a non-valid attempt and must be re-taken.</p> <p>Practice-based assessments (Audio and/or Video)</p> <p>Work that does not even attempt to address the practical demands of the practice or specified learning outcomes.</p>
0%	Non submission or plagiarised	A categorical mark representing either the failure to submit an assessment or a mark assigned for plagiarised assessment.

Mode of study

Lectures: The compulsory and option modules use lectures of varying duration to summarise key concepts and developments in relevant debates. Students are required to read at least one set reading, which will be a common reference point for the lecture. They will also be required to view a wide inter-disciplinary range of relevant audiovisual material, links to which are provided via the VLE. The lecture will enable students to self-assess their comprehension, develop critical perspectives on the reading, place the reading within broader debates and the historical development of the field. The lecture will, additionally, provide a modelling of the way to summarise and critically interrogate audiovisual and ethnographic examples and other kinds of data. Each lecture will have a more extensive reading and viewing list which students are encouraged to explore, necessarily so if they choose to write their assignment in this area. Lectures will also include a wide range of excerpts/examples from relevant audiovisual material.

Seminars: Many of the compulsory and option modules employ seminars, of varying durations. Seminars provide students with practice in articulating their thoughts on audiovisual material, complex theoretical texts, and wider socio-cultural processes, and an opportunity to explore concepts in relation to examples and to test their ideas against and alongside others. Some seminars include group work and presentations.

Practice-Based Workshops: The practice-based modules on the programme are taught through a combination of weekly lectures accompanied by screenings (as above), alongside practice-based workshops where students get technical training in using equipment and professional level software packages in order to create and edit digital content. Students will have access to high level visual and audio production equipment (cameras, recorders, microphones, editing stations etc.), and the workshops will combine technical training with weekly formative practice exercises completed in the sessions by students working together in small groups. Over the course of the module students will work towards the development of a final piece of – individual or group-based - practical work which will be presented as work-in-progress in a final group tutorial session where they will receive feedback. There will be time between the last tutorial session and the actual deadline for students to make any final changes to the practical work before it is submitted for assessment.

Tutorials: The practice-based blocks end with a large group screening of students audiovisual work that is close to completion. During these sessions students get important feedback from staff and other students on any last suggestions for changes or improvements to their audiovisual work, and have time to complete these changes before handing it in for formal assessment at a slightly later date.

Reading Groups: Some option modules are accompanied by a reading group. Close textual analysis of carefully chosen works will allow students to explore in greater depth a few key readings associated with the module and to further their collaborative learning.

Student Workshops: Some optional modules run student-led workshops to further explore and develop ideas generated in seminars.

Consultation and Feedback: Students are encouraged to visit lecturers outside class time to discuss ideas from the module and to plan essays.

Seminars and conferences within the Department of Anthropology as well as in other departments of the college, will complement and help enrich the students' understanding and development of ideas.

The virtual learning environment (VLE) is used to give departmental guidance and regulations, access to academic and other articles and links to websites.

Programme structure

Full-time mode (include heading only where there is PT route)

Academic year of study 1

Module Name	Module Code	Credits	Level	Module Type	Term
Introduction to Digital Research Practices	AN51018B	30	4	Compulsory	1 and 2
Approaches to Contemporary Anthropology	AN51001B	30	4	Compulsory	1 and 2
Anthropological Methods	AN51003A	15	4	Compulsory	1 or 2
Ethnographic Film	AN51004A	15	4	Compulsory	1 or 2
Academic Skills in Anthropology	AN51021A	15	4	Compulsory	1 or 2
Anthropological Ideas Today	AN51017D	15	4	Compulsory	1 or 2

Academic year of study 2

Module Name	Module Code	Credits	Level	Module Type	Term
Digital and Image Based Storytelling	AN52	15	5	Compulsory	1
Digital Ethnographic Filmmaking	AN52	15	5	Compulsory	2
Critical Ecologies	AN52021A	15	5	Compulsory	1
Anthropology and Political Economy	AN52020A	15	5	Compulsory	2

Module Name	Module Code	Credits	Level	Module Type	Term
Thinking Anthropologically	AN52005C	15	5	Compulsory	1
Thinking Through Race	AN52018B	15	5	Compulsory	2
The Goldsmiths Elective	Various	15	5	Compulsory	1
+ ONE of the following:					
Public Anthropology / Anthro of Policy / Anthropological Voices	AN52XXXX	15	5	Optional	1
OR					
Indigenous Cosmopolitics and Global Justice	AN52XXXX	15	5	Optional	2
OR					
Anthropology of Religion	AN52009A	15	5	Optional	1
OR					
Goldsmiths' Social Change Module	TBC	15	5	Optional	2

Academic year of study 3

Module Name	Module Code	Credits	Level	Module Type	Term
EITHER Individual Studies with Practice	AN53074B	30	6	Compulsory	1 and 2
OR Extended Individual Studies with Practice	AN?	45	6	Optional	1 and 2
PLUS: Modules to the value of 75-90 credits from a list of approved options available annually from the Anthropology Department.	Various	75-90	6	Optional	1-2

Academic support

Support for learning and wellbeing is provided in a number of ways by departments and College support services who work collaboratively to ensure students get the right help to reach their best potential both academically and personally.

All students are allocated a Personal Tutor (one in each department for joint programmes) who has overall responsibility for their individual progress and welfare. Personal Tutors

meet with their student at least three a year either face-to-face, as part of a group and/or electronically. The first meeting normally takes place within the first few weeks of the autumn term. Personal Tutors are also available to students throughout the year of study. These meetings aim to discuss progress on modules, discussion of the academic discipline and reports from previous years if available (for continuing students). This provides an opportunity for progress, attendance and assessment marks to be reviewed and an informed discussion to take place about how to strengthen individual learning and success.

All students are also allocated a Senior Tutor to enable them to speak to an experienced academic member of staff about any issues which are negatively impacting their academic study and which are beyond the normal scope of issues handled by Programme Convenors and Personal Tutors.

Students are provided with information about learning resources, the [Library](#) and information available on [Learn.gold \(VLE\)](#) so that they have access to department/programme handbooks, programme information and support related information and guidance.

Taught sessions and lectures provide overviews of themes, which students are encouraged to complement with intensive reading for presentation and discussion with peers at seminars. Assessments build on lectures and seminars so students are expected to attend all taught sessions to build knowledge and their own understanding of their chosen discipline.

All assessed work is accompanied by some form of feedback to ensure that students' work is on the right track. It may come in a variety of forms ranging from written comments on a marked essay to oral and written feedback on developing projects and practice as they attend workshops.

Students may be referred to specialist student services by department staff or they may access support services independently. Information about support services is provided on the [Goldsmiths website](#) and for new students through new starter information and induction/Welcome Week. Any support recommendations that are made are agreed with the student and communicated to the department so that adjustments to learning and teaching are able to be implemented at a department level and students can be reassured that arrangements are in place. Opportunities are provided for students to review their support arrangements should their circumstances change. The [Disability](#) and [Wellbeing](#) Services maintain caseloads of students and provide on-going support.

The [Careers Service](#) provides central support for skills enhancement, running [The Gold Award](#) scheme and other co-curricular activities that are accredited via the Higher Education Achievement Report ([HEAR](#)).

The [Centre for Academic Language and Literacies](#) works with academic departments offering bespoke academic literacy sessions. It also provides a programme of academic skills workshops and one-to-one provision for students throughout the year

Placement opportunities

The Department of Anthropology works closely with the Goldsmiths Careers Service to organise events, placements, and career opportunities for students. The Department also offers an expanded placement-based module, Anthropology in Public Practice, where students work with the Goldsmiths Careers Service and academic staff to find placements that develop their research skills and expand their professional networks. The module is open to all second and third year undergraduate students in the Department, including those on joint degrees. Students taking Anthropology in Public Practice complete a ten-day work placement during the Summer term/holiday of their first or second year, then submit a research report (75%) and a presentation (25%) for assessment during the Autumn term of their second or third year. As part of the module, students attend workshops on a range of practical skills including CV Writing and Speculative Applications, and also attend one-to-one sessions with the Goldsmiths Careers Services to work on their individual CVs. The academic workshops on this module bring theory and 'real-life' practice together, and prepare students for conducting a small-scale ethnography of their placement organisation. Placements are hosted by organisations across the wide range of sectors in which anthropologists work, including advocacy, aid and development, environment, governance, business and industry, health, and the cultural sector. The placements for Summer 2022 included the Horniman Museum, Media and Communications for the NHS, and Media Co-op.

Employability and potential career opportunities

The digital skills training that is central to the programme is increasingly relevant to many employment fields that students go on to work within; from advocacy to commercial media production, the ability to critically assess as well as creatively produce various forms of digital media and content is a vital skill in many contemporary [and future] workplaces.

Many BA Anthropology, Media and Digital Practice students go on to work as visual practitioners of various kinds; creating and editing digital content in fields such as documentary filmmaking, web-based content creation, visual arts, activism and NGO work. The digital skills that are taught, and the kinds of creativity encouraged and instilled through the programme, serve as a strong foundation for students to continue to develop their own critical media practices.

The BA Anthropology, Media and Digital Practice is a unique degree programme in the UK that specifically trains students in a hands-on applied digital skill set of relevance both academically and professionally beyond the borders of disciplinary anthropology. As students produce several pieces of visual/digital creative work per term, they leave their degree with a coherent portfolio of work which demonstrates the relevance of their applied cross-disciplinary skills to potential employers, or for further postgraduate study.

The successful incorporation of digital skills through technologically enhanced learning is central to the practice-based modules of the BA Anthropology, Media and Digital Practice programme. Over the course of the programme students are taught transferrable digital skills in the following media – photography, sound, video, and multimedia (including web-based design and portfolio-management skills). The teaching also includes training in the use of industry-standard editing software such as Adobe Premiere and Audition, and Goldsmiths is an official Adobe Creative Campus. Alongside acquiring technical digital skills, students are encouraged to explore and develop their own creative and innovative ways of working.

For example, students use Padlets to assemble digital portfolio materials for assessment (assigning different information to different formats), using Wix to present audiovisual work that is potentially outward facing, and using social media platforms to present smaller written elements based on their experience of issues around race that appear in online news media on a weekly basis - engaging in real world problems.

An explicit focus on employability is part of the digital skills training and is framed as a transferrable skill. The final audiovisual project is specifically discussed in terms of potentially providing a trajectory for employment post-Goldsmiths. We place a lot of emphasis on employability and enterprise, including the introduction of in-module careers workshops in collaboration with Goldsmiths Careers Service and the ICCE (Institute for Creative and Cultural Entrepreneurship) for second and third year BAVIS students, as well as through student workshops run by media and other industry professionals.

We already run a placement module for second to third year students (Anthropology in Public Practice AN53075A - 30 credits) and are currently building on recent collaborations to develop new employability focused modules, such as: a new first year module dedicated to skill development and employability; a new second year module on policy research and development; and we are also looking into inter-departmental modules that could be pre-approved for second- and third-year students to support our focus on employability in the long-term.

Many BA Anthropology, Media and Digital Practice students go on to careers that involve some form of media production – such as working as an Archive Producer on a BBC series which has been nominated for a BAFTA; making shorts for BBC news and BBC3 and

working with Raw TV for CNN; co-founding an NGO to teach young girls coding skills; and various kinds of advocacy/activism work. The theoretical and digital skillsets students' learn support them in everything from working locally in London with migrant and homeless support services to provide digital content, to developing a feature-length documentary with support from the National Lottery, the Sundance Institute and the BFI. Acquiring transferrable digital skills within an anthropological framing is a very successful employment-focused combination.

Study abroad

Your programme includes opportunities to study abroad by spending a term at one of the overseas universities that the department holds a study abroad agreement with.

Details of study abroad opportunities and guidance can be found here -

<https://www.gold.ac.uk/students/go-abroad/study-abroad/>

Please note that study abroad applications must be approved by the anthropology department study abroad coordinator and your programme convenor to ensure that the arrangement fits with the structure of your programme.

Intercollegiate study

As a member institution of the University of London, Goldsmiths has arrangements in place with other [member institutions](#), to allow students to study modules at another University of London college.

Information about how to apply for intercollegiate options can be found here -

<https://www.gold.ac.uk/students/assessments/intercollegiate-outgoing/>

Please note that intercollegiate study applications must be approved by your programme convenor to ensure that the arrangement fits with the structure of your programme, that comparable modules are not already offered at Goldsmiths, and that modules are at the level and credit weighting appropriate to your progression within your programme.

Programme-specific requirements

Not applicable

Tuition fee costs

Information on tuition fee costs is available at: <https://www.gold.ac.uk/students/fee-support/>

Specific programme costs

In addition to the standard tuition fee costs, you will also be expected to meet some further costs which are specifically related to the BA Anthropology, Media and Digital Practice programme as listed below:

Field Trips: Some modules will include field trips to museums or sites within the greater London area. Students are expected to cover the costs of local transport for these trips. On occasion, field trips may be taken to venues which charge admission, however these are always optional.

Field Research: Students often undertake some limited field research (fieldwork) in connection with producing their own audiovisual work for the practice-based modules Introduction to Digital Research Practice, Digital and Image Based Storytelling, and Digital Ethnographic Filmmaking, and for their final audiovisual project Individual Studies with Practice or Extended Individual Studies with Practice. Students are responsible for their own travel and accommodation costs while producing this work.

Work Placements: Students undertaking a placement off-campus are responsible for their own transportation and subsistence costs while doing so.

Computer Hardware and Software: Students will have access to practice labs located in the Anthropology Department equipped with desktop Macs and appropriate software for editing and post-producing audiovisual work. If students want to have editing software installed on their own personal device/laptop this is at their own expense. Goldsmiths is an Adobe accredited Creative Campus.

Digital Storage Devices: Because of the large digital file sizes involved in producing audiovisual work, visual practice students need to have their own external hard drive. Those recommended by the Department cost between £45-£65 and should be sufficient for the duration of the programme.

Audiovisual Equipment: Students can borrow relevant audiovisual equipment from the Anthropology Technical Store as well as the University Media Equipment Centre. This includes a wide range of film, photography, and sound recording equipment and accessories, appropriate to the level of work students are expected to produce as part of their programme. Students have access to this equipment on a short-term loan basis,

subject to availability. Students are responsible for the costs of replacing or repairing any lost or damaged equipment they borrow. Students who wish to use specialist cameras or other equipment not available in the Department/University would have to cover rental/purchase costs at their own expense.