



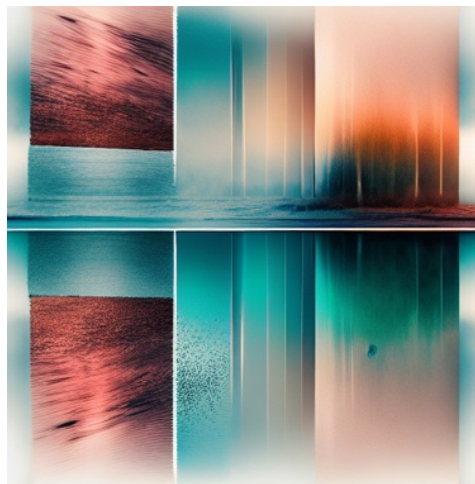
Module Name: Professional Discourses

Module Code: ADAD7017

Module Tutor: Timi O'Neill (timi.oneill@uwtsd.ac.uk) and Kylie Boon (kylie.boon@uwtsd.ac.uk)

Days of class: Wednesday 10:00-1:00. Friday 9:30-12:00 and 1:00-4:00

Venue: Alex Building AAG06 and Fforwm building/ IQ Building (SA1 campus) FF003/FF006/IQ108

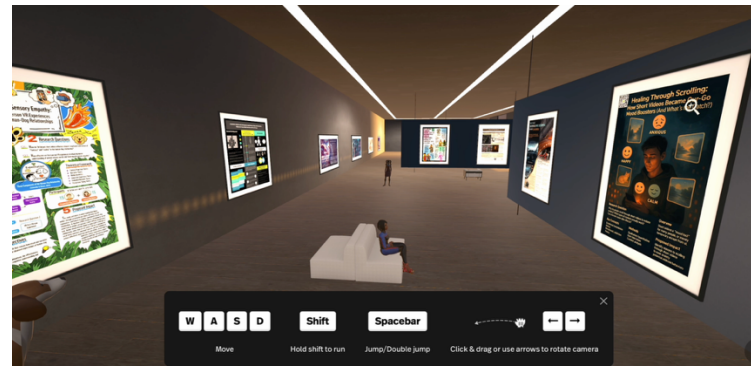


Overview

This module focuses on professional communication, collaborative dialogues and creative innovation. Through a combination of partnerships and individual contributions you will take part in ***‘UWTSD Residuum Conference’***. A platform for testing, discussing and disseminating your projects to specialist and non-specialist audiences. You will create materials that communicate your developing projects, situating your work and voice within a wider community of scholarly practitioners, and contributing to innovative academic and creative discussions.

The module will assist you in project development

- Asking humanities questions
- Making meaningful connections
- Identifying emerging discussions at the forefront of your field
- Investigating Your Area of Interest
- Exploring data collection methods
- Understanding relevant methodologies



Teaching approach / structure

- Sessions combine lectures, seminars, workshops, and one-to-ones. Lectures provide foundational guidance on project proposal strategies, while seminars and one-to-ones facilitate discussion, critique, and personalised feedback aligned with readings and tasks.
- This course adopts a humanities-based approach to art and design with the goal of cultivating you as a scholarly practitioner. You will be encouraged to translate your thinking into practice/research.
- In this module, you will explore various methods and methodologies, focusing on designing an investigative approach and understanding the role of data in humanities-based art and design research. This will enhance both your creative practice and academic argumentation, strengthening your ability to engage in creative problem-solving

We kindly request that you...

- Complete self-directed tasks to stay on track with assignments.
- Pre-read materials and prepare questions for seminars to enable active participation.
- Regularly check student emails, Moodle, and Teams for updates on schedules, resources, and announcements.

LEARNING OUTCOMES

Module Learning Outcomes (from module syllabus)
• critically analyze the process of innovation in others and be able to negotiate complex partnerships; • take responsibility for planning and developing an innovative approach within a partnership or collaborative team environment. • systematically and creatively evolve a concept through each stage of a project and effectively communicate the conclusions of this process to specialist and non- specialist audiences.

Module Structure

Week	Timi (class focus/details) AAGO6 Reading Room	Kylie (class focus/details)
1	28th January – <i>A cage went in search of a bird</i> (Kafta)– Can you free your mind enough to be unique thinker?	30 Jan. IQ SA1 IQ108. Introduction Friday Sessions. 2025 Conference and 2026 Conference. Module expectations.
2	4th Feb - <i>The presence of the absurd in Samuel Beckett theatre & Prose</i>	6 Feb. IQ SA1 IQ108. Research poster and immersive presentation: practical approaches.
3	11th Feb – <i>How did German New Cinema reveal the loss of German National Identity?</i>	13 Feb. IQ SA1 IQ108. VR class. Liminal spaces and the imagination. How to integrate technology into phenomenological research, reevaluating your data collection strategy.
4	18th February – <i>Did America colonise our unconscious?</i>	20 Feb. Fforwm SA1 FF003/FF006 (Morning). Traditional practice as data collection. Ethnographic practice. Innovating your research approach. (group 1) 20 Feb. Fforwm SA1 FF003/FF006 (Afternoon). Traditional practice as data collection. Ethnographic practice. Innovating your research approach. (group 2)
5	25th February – <i>What does Raymond Williams tell us about culture?</i>	27 Feb. Fforwm SA1 FF003/FF006 (Morning). Immersive spatial design. Rhythm analysis and psychogeography, physical and virtual application. (group 2) 27 Feb. Fforwm SA1 FF003/FF006 (Afternoon). Immersive spatial design. Rhythm analysis and psychogeography, physical and virtual application. (group 1)
6	4th Match - <i>Bernard Stiegler – a Visionary or miserable French guy?</i>	6 Mar. IQ SA1 IQ108. Presentation content development. Co-collaborating and integrating AI into your assignment work. AI's connection to alien phenomenology. Hybrid ethnography/netnography use in your presentation/poster.
7	11th March – Writing seminar	13 Mar. IQ SA1 IQ108. Module recap and reminded focus. Work session on immersive presentation and poster, in preparation for assignment update.
8	18th Match - Writing seminar	20 Mar. Fforwm SA1 FF003/FF006 (Morning). Approaching your research as a storyteller, Narrative Inquiry and autoethnography. Revisiting your poster and presentation with narrative in mind.(group 1) 20 Mar. Fforwm SA1 FF003/FF006 (Afternoon). Approaching your research as a storyteller, Narrative Inquiry and autoethnography. Revisiting your poster and presentation with narrative in mind.(group 2)
9	25th March April Tutorials	27 Mar. Fforwm SA1 FF003/FF006 (Morning). Assignment update (group 2) 27 Mar. Fforwm SA1 FF003/FF006 (Afternoon). Assignment update (group 1)
10	22nd April Tutorials	24 Apr. Fforwm SA1 FF003/FF006 (Morning). Tutorials and testing immersive presentation (group 1) 24 Apr. Fforwm SA1 FF003/FF006 (Afternoon) Tutorials and testing immersive presentation (group 2)
11	28 Apr. Fforwm SA1 FF003/FF006 Pre-assessments and conference rehearsals 1 May. IQ SA1 IQ108. Presentation and poster troubleshooting session.	
12	5-8 May. Fforwm SA1 FF003/FF006. Residuum Conference week	

What do I Submit

You will submit a portfolio of **THREE** elements. Each one will form the basis of your submission:



1. 10-minute Immersive Presentation: This talk must communicate your core ideas and outline your project in an engaging accessible manner. You should consider both specialist and non-specialist audiences in your delivery. This presentation should demonstrate clarity, critical insight, originality and a strong visual/performative communication strategy. Your aim is to generate interest and discussion in your topic, opening avenues for discourse around your developing projects.



2. Proposed Research Poster: The poster should serve as a concise visual summary of your proposed project and effectively communicate the core aspects of your study. It must be designed to provoke interest in your talk at the Residium Conference.

3. Reflective Evidence. Choose ONE of the following:

- 5-minute video
- 4 blog entries (250 words each)

This must evidence your individual contribution to the development and delivery of the 'Residuum Conference' and reflect on your collaborations with others. Your reflective evidence should be honest, constructive, and critically engaged. It is not a space for criticism of others, rather it needs to document your professional engagement, teamwork, and reflexivity in a creative academic context.

DEADLINE: 5th May 2026 (23:59).

PRE-REHERSAL/PRE-ASSESED IMMERSIVE PRESENTATION: 28th April (timeslots provided)

Tips and Advice for the Assignment:

Plan for Contingencies: Innovation often comes with challenges. Be ready to adapt to technical, interpersonal, or creative changes both as an individual and as a team.

Know the Field: Research recent and upcoming conferences. What themes are emerging? What formats are being used? What kinds of discourse are gaining traction?

Be Future-Focused: The *Residuum Conference* is not about replicating past formats or clinging to tradition. Use it as a space to challenge, question, and innovate, show how your work is relevant to the future of your field.

Immersive Presentation

- **Test Early, Test Often:** Make full use of testing sessions in the Immersive Room to experiment with spatial, and visual elements of your immersive design. This not only improves the technical delivery of your presentation but demonstrates professionalism, and planning.
- **Think Visually and Spatially:** Consider how your presentation can make use of the immersive environment. Use the space to draw your audience into your project and its ideas, think about atmosphere, movement, image, sound, and interaction in your immersive design.
- **Be Audience-Aware:** Your presentation should be engaging for both specialist and non-specialist audiences. Avoid excessive jargon, long written sections, or overly academic delivery. Focus on communicating ideas clearly, with impact.
- **Don't Over-Rely on Notes:** Practice your talk to ensure smooth delivery. Over-reliance on reading can break the immersive flow and weaken audience connection.
- **Make It Memorable:** Reflect the ethos of the *Residuum Conference*, ensure your work is forward-thinking, provocative, break with tradition and be distinctive. Take creative risks, but make them meaningful.

Research Poster

- **Clarity and Focus:** Your poster should present the *essence* of your work. Use clear headings, concise language, and strong visuals. Think of it as a way to start a conversation, not explain everything.
- **Design with Intent:** A visually effective poster stands out. Use layout, colour, etc. to guide the viewer's attention. Use visuals with purpose, avoid generic images or overloading it with text.

Reflective Contribution

- **Be Constructive and Honest:** Whether you choose a video or blog posts, use this space to reflect critically on your contribution and collaborative experiences. Focus on how you worked, what you learned, and how you grew, not on assessing others.
- **Highlight Professional Skills:** Reflect on how you communicated, adapted, solved problems, or initiated ideas. This is an opportunity to demonstrate leadership, professionalism, and critical self-awareness.
- **Use Collaboration Theories in Practice:** Engage with literature around teamwork, creative partnerships, and transdisciplinary collaboration. Apply these ideas thoughtfully to your project group or conference role.
- **Foster Positive Partnerships:** Take initiative to build inclusive, respectful working relationships. Good collaboration takes effort, actively listen, compromise when needed, and support others.

Residuum Conference

All Assignment Work Will Be Directed Towards the Residuum Conference

- You will be expected to help **organise and run** the conference.
- You will be **presenting your work** at the conference.

Comment from previous student who took part:

“Based on my experience, the Residuum Conference has proven to be of immense assistance to me. It presents an exceptional opportunity for both in - depth self - reflection in a longitudinal context and dynamic interaction with the academic community from a horizontal perspective. ”

Taking part in this conference assisted the individual in gaining a promotion at work.

Press release links:

<https://www.uwtsd.ac.uk/news/residuum-international-conference-2025-breaks-boundaries-immersive-format-and-global-dialogue>

<https://www.uwtsd.ac.uk/news/residuum-international-conference-2025>

Conference Vision 2026

Conference Dates: 5th – 8th May	Conference Categories
Conference Schedule (To be confirmed) • Day 1: Launch Day. English language external guest speakers, pre-recorded and live presentations. • Day 2: Mandarin language day, external guest speakers, pre-recorded and live presentations. Launch VR poster presentations in anticipation of day 4 and 5. • Day 4 & Day 5: Live-streamed student talks from the immersive room. VR poster presentations showcase. Advertise Meta Journal. Vision & Purpose • Foster interdisciplinary discussions across art, design, and culture. • Enable participants to share research, insights, and practices with a wider audience. • Encourage creative dialogues, challenge paradigms, and explore new horizons in art and design. • Generate ground-breaking ideas that shape the future of these fields. Target Audience 🎓 Research students & those considering further study 🎨 Art & design enthusiasts 📖 Individuals interested in humanities 🏛️ Academics	• Nostalgia: Lost Past or Lost Future • Immersive Imaginations • AI: Revolution and future perspectives • Understanding Heritage as a Symbol of the Future • Communications in a Contemporary World • Innovative Methodologies • Defining Your Practice as Leading Change • The Future of Chinese Creative Industries

Frequently Asked Questions (FAQ) Related to the Assessment Brief

This FAQ addresses common inquiries based on the Level 7 assessment specification for the module "Professional Discourses" (ADAD7017). It provides clarity on assignments, submissions, and guidelines. For unresolved questions, consult the lecturer.

1. What are the submission requirements and deadlines?

- Portfolio. 3 elements:
 1. 10-minute Immersive Presentation.
 2. 1 Proposal Research Poster.
 3. Reflective Evidence in the form of a 5-minute video OR 4 blog entries each 250 words.

Submit via Turnitin (written elements) or Teams by 5th May 2026 (23:59). IMPORTANT on the 28th April you will have a pre-rehearsal and pre-assessment of your 10-minute Immersive Presentation.

- Provisional marks and feedback: 3rd June 2026.
- Late submissions: Capped at 50% if up to one week late; non-submission if later, unless extenuating circumstances approved.

2. What should be the focus of the immersive presentation?

To showcase your proposed innovative research project. Describe your research project's objectives, methodologies, timeline, and expected outcomes. Discuss how you plan to address challenges and ensure successful execution.

3. Can Generative AI be used for this assessment, and if so, how?

- Yes for research, structure, proofreading, creative materials (e.g., imagery); no for writing text.

RESEARCH	For this assessment, you can use Generative AI to support you in research and data analysis.	Yes X No ☐
STRUCTURE	For this assessment, you can use Generative AI to support you in structuring your submission, including creating a draft argument structure, identifying parts and headings, etc.	Yes X No ☐

PROOFREADING	For this assessment, you can use Generative AI to check your own text/creation for grammatical and syntactical mistakes, including getting suggestions to rephrase your work.	Yes X No ☐
WRITING	For this assessment, you can use Generative AI to create text for submission.	Yes ☐ No X
CREATIVE	For this assessment, you can use Generative AI to create creative materials, such as images.	Yes X No ☐
PROGRAMING	For this assessment, you can use Generative AI to create and check code.	Yes X No ☐
NONE	For this assessment, you are not allowed to use any type of Generative AI support. This includes research support, structure support, writing/proofreading support and creative support.	Yes ☐ No ☐

Please watch the videos in specific AI guidance in the Teams folder.

Academic misconduct:

<https://www.youtube.com/watch?v=gZ0lbvTsvnI>

<https://www.youtube.com/watch?v=PgG6tINads8>

4. What referencing and academic honesty guidelines must be followed?

- Use Harvard referencing with in-text citations and reference list. Credit all sources; plagiarism detected via Turnitin. Prioritise credible, recent sources relevant to practice.

5. What assessment criteria are used, and how are they weighted?

Criteria include Knowledge and Understanding, Practical Application Skills, and Transferable Skills for Life and Professional Practice. Please refer to the brief for full details. Feedback addresses these; marks provisional until Exam Board.

This FAQ is derived directly from the assessment brief. Students should refer to the original document for full details and contact module staff for personalised guidance.

Feedback

Feedback Date: 20 days after the date of assessment (provisional marks by 3rd June 2026).

Feedback supports growth by highlighting strengths and areas for improvement. It may be informal (e.g., class discussions) or formal (e.g., written comments on submissions). Engage in dialogues with lecturers via emails, Moodle, or one-to-ones. You will have opportunities to discuss feedback with your tutor to refine your practice and research.

During your studies you will therefore receive feedback in many ways, including the following:

- Dialogue between lecturers and students in formal classes.
- Direct questions and responses from teachers inside and outside formal classes.
- Email correspondence between teachers and students.
- Interactions between students and teachers using the module message board on Moodle.
- Informal comments and responses to pitches and presentations in classes.
- Comments and annotations added to written submissions, such as essays and reflective journals.
- Formal written feedback in response to assignments recorded on the summative
- Assessment module feedback forms.
- You will have an opportunity to discuss your feedback with your tutor.
- Feedback will be returned on assessed work within 20 working days of submission.

SEMESTER TIMETABLE

Your taught sessions will include a combination of lectures, seminars, and one-on-one meetings. Lectures will provide essential information related to the module and your assignments. Seminars will allow for discussion and the development of your work, based on mandatory readings and tasks. One-on-one meetings will track your progress and provide feedback on your work.

You should maximize your productivity and self-directed study time this semester. Make full use of facilities, workshops, and the library to complete your assignments during times when you don't have scheduled lessons.

Please note that this timetable is a general outline for the semester and may change based on class activities. Changes could include adjustments to location, time, or attendance requirements. To stay informed, regularly check your UWTSD student email and Teams platform for updates.

Semester 2 timetable ProfDoc students	9am	10am	11am	12pm	1pm	2pm	3pm	4pm	5pm
Monday						Time: 2:00 – 5:00 Location: Alex Building Room: AAG06 Alex Reading Room Module: ADAD7016 Tutor: Jillian			
Tuesday						Time: 2:00 – 5:00 Location: Alex Building Room: AAG06 Alex Reading Room Module: ADAD7016 Tutor: Jillian			
Wednesday		Time: 10:00 – 1:00 Location: Alex Building Room: AAG06 Alex Reading Room Module: ADAD7017 Tutor: Timi							
Thursday									
Friday		Time: 9:30 – 12:00				Time: 1:00 – 4:00 Location: Fforwm Building (SA1)			

		Location: IQ Building (SA1) OR Fforwm Building (SA1) Room: IQ108 OR FF003/FF006 Dates: 30/1: IQ108 6/2: IQ108 13/2: IQ108 20/2: FF003/FF006 27/2: FF003/FF006 6/3: IQ108 13/3: IQ108 20/3: FF003/FF006 27/3: FF003/FF006 24/4: FF003/FF006 1/5: IQ108 8/5: FF003/FF006 Module: ADAD7017 Tutor: Kylie		Room: FF003/FF006 Dates: 20/2: FF003/FF006 27/2: FF003/FF006 20/3: FF003/FF006 27/3: FF003/FF006 24/4: FF003/FF006 8/5: FF003/FF006 Module: ADAD7017 Tutor: Kylie		
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IMPORTANT DATES!

- Pre-assessments and conference rehearsals 28/4 (ADAD7017)
- Conference week 5-8th May
- Assignment deadline (ADAD7016 and ADAD7017): 5th May (23:59)

Module Evaluation

At the end of this module, you will be asked to complete a module evaluation form. Please refer to the anticipated learning outcomes when making your evaluation.

Study Time Allocation

The study time for the module is divided as follows:

Activity type	Hours	Percentage
Scheduled learning	70	23%
Independent learning	230	77%
Placement learning	0	0%
TOTAL	300	100%

Suggested List

Classification	Reading List
Essential	Hickman, C. (2023) <i>Hyper-reality: The Art of Designing Impossible Experiences</i> . Independently Published.
Essential	Biggam, J. (2021). <i>Succeeding with your master's dissertation: a step-by-step handbook</i> (Fifth edition.). Open University Press, McGraw Hill. (Chapter 4 the Literature review)
Further	Gröppel-Wegener, A. and Kidd, J. (2021) <i>Critical encounters with immersive storytelling</i> . New York: Routledge.
Further	Kerrison, M.C. (2022) <i>Immersive story telling for real and Imagined worlds: A writer's guide</i> . Studio City, CA: Michael Wiese Productions.
Further	Bucher, J.K. (2018) <i>Storytelling for virtual reality methods and principles for crafting immersive narratives</i> . New York; London: Routledge, Taylor & Francis Group.
Further	Jemielniak, D. (2020). <i>Thick Big Data: Doing Digital Social Sciences</i> . United Kingdom: Oxford University Press.
Further	Pink, S. (2023) <i>Emerging technologies: Life at the edge of the future</i> . London: Routledge.

Useful links:

Library: <https://www.uwtsd.ac.uk/library>

Learning support: <https://www.uwtsd.ac.uk/experience-facilities/student-support-wellbeing/learning-support>

Extenuating circumstances:

<https://www.uwtsdunion.co.uk/extenuating-circumstances>

https://mytsd.uwtsd.ac.uk/tsd_docs/ext_circs/MyTSD_Form_Extenuating_Circumstances_STU_Guide_1.0.pdf

Wellbeing support: <https://www.uwtsd.ac.uk/experience-facilities/student-support-wellbeing/wellbeing-support>

Support needs enquiry form: [https://forms.office.com/pages/responsepage.aspx?id=-](https://forms.office.com/pages/responsepage.aspx?id=-REPTm4EBUWcuNshUjEeIZFljH3poBFHmYiX168iEcJUMTZSUjBENUVISVdBVlkyQ0lPUiVUMjlHNiQlQCN0PWcu)

[REPTm4EBUWcuNshUjEeIZFljH3poBFHmYiX168iEcJUMTZSUjBENUVISVdBVlkyQ0lPUiVUMjlHNiQlQCN0PWcu](https://forms.office.com/pages/responsepage.aspx?id=-REPTm4EBUWcuNshUjEeIZFljH3poBFHmYiX168iEcJUMTZSUjBENUVISVdBVlkyQ0lPUiVUMjlHNiQlQCN0PWcu)