The University Of Sheffield.

Programme Specification

A statement of the knowledge, understanding and skills that underpin a taught programme of study leading to an award from The University of Sheffield

Programme Details

1. Programme title	Cultural Data Management and Communication
2. Programme code	IPAT07
3. QAA FHEQ level	FHEQ 7
4. Faculty	Arts and Humanities
5. Department	Digital Humanities Institute
6. Other departments providing credit bearing modules for the programme	None
7. Accrediting Professional or Statutory Body	None
8. Date of production/revision	September 2021

Awards	Type of award	Duration
9. Final award	Masters	1 year (full time) or 2 years (part time)
10. Intermediate awards		

Programme Codes

11. JACS code(s) *Select between one and three codes from the HESA website.*	P110		
12. HECoS code(s) *Select between one and three codes from the HECoS vocabulary.*	100370		

Programme Delivery

13. Mode of study	Full-time and Part-time
14. Mode of delivery	Face-to-face on campus

15. Background to the programme and subject area

The MA in Cultural Data Management and Communication will develop students' understanding of the principles and methods of different approaches to managing, analysing and communicating different types of cultural data. Cultural data is digital data about human culture and society, past and present: from ancient documents, artefacts and environments to present-day social media, digital arts and virtual worlds. Cultural data draws on a similarly diverse range of digital and computational methods for its management, analysis and communication: from data standards, citizen science and web apps, to computational linguistics, machine learning and user-centred design.

The programme will deliver two team-taught core modules which present (1) an overview of cultural data types, including methods of acquisition, analysis and communication; and (2) approaches to managing cultural data projects; as well as two optional modules which explore specific methodologies in more detail: (i) language analysis, Big Data and AI in cultural data; (ii) designing cultural data products for different audiences. Students will also produce a dissertation by portfolio which runs for the duration of the programme.

The programme will give students a grounding in digital and computational approaches to cultural data. It will provide students with the transferable skills and intellectual training to prepare them for a career in the information, media and communication sectors, the creative industries, and the cultural heritage sector (including galleries, libraries, archives, and museums), as well as providing an important preparation for those wishing to pursue doctoral research. The programme does not require students to have programming or mathematical competencies; instead it is directed at students who are likely to pursue project or product management careers involving cultural data: overseeing and intersecting with clients, audiences, and design teams (programmers, artists etc).

This new programme will capitalise on over 25 years of expertise and international reputation by the Faculty of Arts' Digital Humanities Institute (DHI) in the domain of cultural data. The DHI is the UK's leading centre for digital humanities, which we refer to using its more internationally recognisable synonym 'digital culture'. The programme will involve DHI colleagues delivering modules that draw upon their knowledge, expertise, and track record. The DHI's practice-based expertise will contribute an important component of the skills, knowledge, and employability related aspects of the programme. Students will have access to the DHI's extensive portfolio of projects, data, clients, and industry partners and benefit from the interdisciplinary learning environment represented by the DHI's work within the Faculty and internationally, as well as cognate cross-faculty initiatives related to digital methods such as the Sheffield Institute for Language Analytics (SILAS). The Faculty of Arts and Humanities has strengths in languages and cultures, philosophy and ethics, linguistic, musical, historical, and archaeological disciplines and methods.

The MA is firmly located in the Digital Humanities Institute (DHI) and aligns with the Faculty of Arts' aim to further develop its reputation and excellence for research using digital methods in the arts and humanities, and in doing so demonstrate the value of human and cultural perspectives for modern society and the economy. The programme will increase diversity through its international appeal, support self-directed learning through a focus on student-led projects, and showcase the research areas of DHI and Faculty colleagues.

Students on this programme will take 180 credits:

- 60 credits in the form of a dissertation by e-portfolio.
- 60 credits from two compulsory core modules:

- Introduction to Cultural Data (30 credits)
- Managing Digital Projects (30 credits)

- 60 credits from optional modules:
  - Language Analysis, AI and Culturomics (15 credits)
  - Designing Cultural Data Products (15 credits)
  - Modules offered by the MA in Digital Culture and Communication (subject to the programme leader's approval).
  - Modules offered by FAH departments and the School of Education (subject to their approval).

Our second core module (Managing Digital Projects) will be shared as a second core module on the MA in Digital Culture.

1 credit equals approximately 10 hours of work. This includes class time such as lectures, seminars and other classes, but most of this will be independent study such as reading and research, preparing coursework, revising for examinations and so on.

16. Programme aims

MA Cultural Data Management and Communication aims to:	
A1	Give students advanced knowledge and understanding of how culture (past and present) can be represented digitally, and how cultural data can be created, analysed and communicated to audiences.
A2	Introduce students to a range of technical, research, and design methodologies for creating, analysing and communicating cultural data.
A3	Give students an understanding of the management of cultural data projects, in terms of methodologies, best practise, and issues.
A4	Optionally, give students a more detailed, hands-on understanding of a specific set of technologies, such as language analysis, Big Data and AI, and/or a specific set of methodologies, such as user-centred design, data ethics and dissemination planning.
A5	Provide students with advanced knowledge, skills and expertise necessary to make them employable in the information, media and communication sectors, the creative industries, and/or the cultural heritage sector.

17. Programme learning outcomes

Knowledge and understanding On successful completion of the programme, students will be able to demonstrate knowledge and understanding of:		
		Links to Aim(s)
K1	What cultural data is; what the different data types are; how it can be created (digitally); how it can be analysed; and how it can be communicated for different audiences.	A1, A5
K2	Appropriate methodologies for working with different types of cultural data: text, image, audio, video, and 3D; including an understanding of any issues associated with these methodologies.	A2, A5

K3	Product design and project management principles, methods, tools, and issues, specifically in relation to managing the development and delivery of a cultural data project.	A3, A5
K4	Optionally, the principles, methods and technologies used in a specific domain of cultural data: language analysis, Big Data and AI and/or user-centred design, data ethics and dissemination planning.	A4, A5
K5	Legal, ethical, IP and licensing issues relating to the creation and use of cultural data.	A1, A3, A5
Skills and other attributes On successful completion of the programme, students will be able to:		
S1	Create or acquire different types of cultural data from primary sources using appropriate methods.	A1, A5
S2	Critically dissect and evaluate cultural data.	A1, A5
S3	Use a variety of tools, software, and computer equipment relating to cultural data management, analysis and communication.	A2, A4, A5
S4	Use a variety of technical, research and design methods for creating, analysing and communicating cultural data.	A2, A4, A5
S5	Plan and make decisions with respect to the design, development and delivery of cultural data products.	A3, A5
S6	Undertake critical research into competing methods and approaches.	A1, A2, A3, A4, A5
S7	Work across different disciplines, data types, and audience requirements.	A5
S8	Analyse, reflect and learn from their own work (reflective practice).	A1, A2, A3, A4, A5
S9	Apply skills in effective time management, including the ability to work productively alone.	A5
S10	Work collaboratively within a group on a shared project or goal.	A5
S11	Communicate more effectively, both orally and written to specialist and non-specialist audiences.	A5

18. Learning and teaching methods

Modules will be taught through 11 weekly workshops (two-hour workshops for the 30 credit modules; one-hour workshops for the 15 credit modules) and will consist of a combination of lectures by the workshop leader, practical work (solo and group; often using computers), short presentations by groups of students (prepared during or in advance of each workshop), and Q&A sessions intended to encourage debate.

Independent learning will be an important aspect of the programme, requiring both solo and group-based work. Workshops will have assigned reading and group tasks as preparatory work. Group tasks will often be presented at each workshop for discussion and feedback. Whereas the first core module ‘Introduction to Cultural Data’ will include both solo and group-based work, the second core module ‘Managing a Cultural Data Project’ will have more emphasis on group working, as reflected in its assessment (see below). Our optional modules, ‘Language Analysis, AI and Culturomics’ and

‘Designing Cultural Data Products’ will involve a mix of solo and group-based work, preparatory reading and tasks, and assessment. The 60-credit dissertation-by-portfolio module, ‘Digital Culture and Cultural Data e-Portfolio’, will focus on independent, self-directed learning.

Staff will offer one hour per week per module for individual, private consultation with students who wish to discuss their work, presentations and general progress. Additionally, the DHI teaching team will use Slack (https://slack.com/intl/en-gb/) for group consultation with the students; e.g. a project group might have questions in which the answers are relevant to everyone in the group, or an individual student might have a question which is relevant to the entire cohort. Slack is a cloud-based instant messaging platform used in distributed team-based projects, so it also introduces students to a key type of project management tool.

19. Assessment and feedback methods

Assessment of the core module **Introduction to Cultural Data** will be in the form of continuously formatively assessed blog posts of 800 words. The DHI will set up a blog (visible only to the staff and students) and each student will be required to write a blog post after each workshop. The blog post will need to be a critical reflection on what the student has learned during the seminar. Each blog post will be read by a programme teacher who will then post a comment. The comment is intended to provide feedback on the blog post, but also ask a specific question about the blog post’s topic. The student is then required to respond to the comment with a further comment on his or her blog post. At the end of the module, students will be asked to submit a number of their preferred blog posts, with comments, for summative assessment (final marking). A clear assessment rubric will be shared with students, and summative assessment will focus on demonstration of critical thinking skills, including knowledge and comprehension of core material; and demonstrated ability to apply, analyse, synthesise, and evaluate material.

Assessment of the core module **Managing Digital Projects** will be in the form of a continuously assessed Project Plan. For this module, students will work in groups over the period of the teaching, developing a product idea (based on what they have learnt from the first module, Introduction to Cultural Data), and designing a detailed plan for its execution and delivery (based on what they learn during the current module). Project Plans at their different stages will be presented during each seminar for feedback. Individual sections of Project Plans will be assessed over the period of the module. At the end of the module, the student groups will be asked to submit their finished Project Plans for final assessment.

Assessment of the optional module **Designing Cultural Data Products** will be in the form of a continuously assessed portfolio of interface designs and a dissemination plan for a new cultural data product. The cultural data products will be invented by the students themselves. For this module students will work in groups over the period of the teaching, and feedback and assessment will be the same as is described for the module Managing Digital Projects above.

Assessment of the optional module **Language Analysis, AI and Culturomics** will be in two forms:

1) Students will write approximately 150 words each week in the online module forum. After each session, questions or topics will be presented for discussion on the forum. Students may also post their own questions and reply to the questions or comments of others - as long as they produce a minimum of one 150-word entry each week. Assessment of this portion of the module is pass/fail: a ‘pass’ is worth 70 points, and a fail is worth 0. This assessment will constitute 10% of the final mark.

2) Students will be required to write a text analytics project plan of 1,000 words. A first draft will be submitted in week 5 for formative assessment and feedback, and the final essay will be submitted at the end of week 8.

The dissertation-by-portfolio module **Digital Culture and Cultural Data e-Portfolio** will consist of both formative and summative assessments, throughout the year. Formative assessments will include self-assessment and instructor assessment, on the development of the portfolio, which will not contribute to the final mark for the module, but will constitute learning milestones. Such formative assessments are particularly important for an international cohort who will not be familiar with systems

of assessment in the UK - but are important even for home students, who will need to adapt from undergraduate to postgraduate study. Summative assessments of the entire portfolio will contribute to the final mark.

20. Programme structure and student development

To achieve the award of MA in Cultural Data Management and Communication, students must complete the two core modules, 'Introduction to Cultural Data' (30 credits, Autumn semester) and 'Managing Cultural Data Projects' (30 credits, Spring semester), and a further 60 credits from a list of available optional modules (Autumn and Spring semesters). The list of optional modules will include two 15-credit modules offered by the DHI which relate directly to the subject area of the programme: 'Language Analysis, AI and Culturomics' and 'Designing Cultural Data Products' (15 credits each, Spring semester). Students must also complete a dissertation by portfolio (60 credits).

The MA will run for 12 months for full-time students, with:

-- 60 credits of taught modules in the Autumn semester (Introduction to Cultural Data and one or two optional modules)

-- 60 credits of taught modules in the Spring semester (Managing Cultural Data Projects and one or two optional modules).

Students will need to take at least one of the optional modules taught through the DHI, to develop depth of understanding required by practitioners.

The dissertation will be by portfolio and run for the full 12 months.

Part-time students will take:

-- a 30 credit taught module in Year 1, Autumn semester (Introduction to Cultural Data)

-- a 30 credit or two 15 credit taught modules in Year 1, Spring semester (their optional module(s))

-- a 30 credit or two 15 credit taught modules in Year 2, Autumn semester (their second optional module(s))

-- a 30 credit taught module in Year 2, Spring semester (Managing Cultural Data Projects).

The dissertation by portfolio will be undertaken over the full 24 months of registration.

The core module 'Introduction to Cultural Data' will give students an understanding of the principles, methods and issues of different approaches to creating, analysing and communicating different types of cultural data for different audiences. The second core module 'Managing Cultural Data Projects' will give students an understanding of project management, including product design and delivery, within the context of cultural data. Students will develop knowledge and critical understanding through the taught sections of both modules; independent thinking and collaboration during the study sections; and research and reflection through the assessed coursework. The coursework for the first module 'Introduction to Cultural Data' will be independent work in the form of continually assessed, critically reflective blog posts. The coursework for the second module 'Managing Cultural Data Projects' will be group work in the form of a continually assessed project plan. The module 'Introduction to Cultural Data' will give students an opportunity to get 'hands on' with technology, but expert knowledge (e.g. programming aptitude) will not be required; whilst the module 'Managing Cultural Data Projects' will give students an opportunity to get 'hands on' with a range of tools for management and product design.

Students will be required to choose at least one of the 15-credit modules offered by the DHI. The DHI's optional modules, 'Language Analysis, AI and Culturomics' and 'Designing Cultural Data Products', are designed to complement the programme's two core modules by giving students the opportunity to study an aspect of cultural data in more detail. One module, 'Language Analysis, AI and Culturomics', is designed for students who have more technical interests and capabilities. The other module, 'Designing Cultural Data Products', is intended for students who are more interested in user-led design methods, data ethics, and dissemination planning.

Additional credits will be taken from optional modules that will be free to choose from a list.

Students will be encouraged to develop their own dissertation-by-portfolio on a topic of their own choice which explores the design and use of a digital product, service, performance, installation or artefact which uses cultural data. This approach is especially important for international students, given that their cultural knowledge and interests are likely to be quite different to the programme teachers.

The core 60-credit module 'Digital Culture and Cultural Data e-Portfolio' uses a 'dissertation by portfolio' approach whereby the student is required to undertake independent learning and reflection to address all aspects of the design and use of a digital product, service, performance, installation or artefact which uses cultural data. The aim is for the student to compile a portfolio that evidences their critical and reflective journey at each stage of the process (such as showing why they consider some techniques to be appropriate and others not), articulates their rationale by drawing on appropriate theoretical and practitioner contexts, and demonstrates application of their learning outcomes from the core and optional modules they have studied. In this respect, reflecting on 'dead ends' in the student's research is just as important as articulating their successes.

The portfolio is expected to include written pieces, drawings, designs, plans, example data, and practical execution of any aspects of the project which are within the student's capabilities (e.g. coding data, composing a musical piece, or writing some software code). The portfolio will follow a general structure which is intended to guide the student through the journey and align with learning outcomes from the different taught modules.

The portfolio approach is designed to appeal to students who might be daunted by the traditional dissertation, do not have English as their native language, and/or prefer more creative practices. It is designed to accommodate students from both PGT programmes, and a wide range of their personal interests, from data analytics to digital art.

Detailed information about the structure of programmes, regulations concerning assessment and progression and descriptions of individual modules are published in the University Calendar available online at http://www.sheffield.ac.uk/calendar/.

21. Criteria for admission to the programme

Detailed information regarding admission to programmes is available from the University's On-Line Prospectus at http://www.shef.ac.uk/courses/.

IELTS requirements - overall IELTS score of 6.5 with a minimum of 6.0 in each component or equivalent.

22. Reference points

The learning outcomes have been developed to reflect the following points of reference:

Subject Benchmark Statements
https://www.qaa.ac.uk/quality-code/subject-benchmark-statements

Framework for Higher Education Qualifications (2014)
https://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf

University Strategic Plan
http://www.sheffield.ac.uk/strategicplan

Learning and Teaching Strategy (2016-21)
https://www.sheffield.ac.uk/polopoly_fs/1.661828!/file/FinalStrategy.pdf

23. Additional information

This specification represents a concise statement about the main features of the programme and should be considered alongside other sources of information provided by the teaching department(s) and the University. In addition to programme specific information, further information about studying at The University of Sheffield can be accessed via our Student Services web site at http://www.shef.ac.uk/ssid.