PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	University of the West of England, Bristol
Teaching Institution	University of the West of England, Bristol SHAPE, Hong Kong
Delivery Location	University of the West of England, Bristol SHAPE, Hong Kong
Study abroad / Exchange / Credit recognition	Erasmus ITU Copenhagen
Faculty responsible for programme	Faculty of Environment and Technology
Department responsible for programme	Department of Computer Science and Creative Technologies
Professional Statutory or Regulatory Body Links	N/A
Highest Award Title	BSc (Hons) Digital Media
Default Award Title	N/A
Interim Award Titles	BSc Digital Media Dip HE Digital Media Cert HE Digital Media UWE Progression Route
UWE Progression Route	Foundation
Mode of Delivery	SW / FT / PT / BL
ISIS code/s	ISIS2: G451 (G451 SW) (G45113 FT) (G45A13 SHAPE)
For implementation from	September 2019

Part 2: Description

The BSc (Hons) Digital Media has the following **general aims**:

- To enable students to embark upon professional careers by developing problem-solving and other transferable skills.
- To enable students to work effectively and productively as a member of a team.
- To develop study skills that will enable students to become independent, lifelong learners.
- To prepare students for progressing to study for higher degrees in computing and digital media.
- To encourage the discerning use of reference material from a variety of sources.

The BSc (Hons) Digital Media has the following **specific aims**:

- To provide skills in the design and implementation of digital media and computer games, including an understanding of the mathematical and technological principles required, as well as an exploration of the creative potential presented within the development of media for web platforms, and the cultural and technological contexts out of which they arise.
- To provide practical skills in web development, interaction design, and deployment of rich interactive media.
- To develop the students' ability to make efficient, innovative and robust contributions to companies engaged in the development of products for web platforms and related interactive digital media.
- To develop the students' understanding of the importance and mechanisms of project management, and associated tools, within computing, with particular reference to the development of interactive digital media and the web*.*

Description of any Distinctive Features
Many modules involve significant practical work. The programme introduces level one studio modules in designated studio spaces encouraging cohort ownership and identity and engagement. Therefore a substantial proportion of the student's contact time for those and other modules is spent in the creative technologies studios.

Student Learning and Student Support
Teaching and learning strategies to enable learning outcomes to be achieved and demonstrated
At UWE, Bristol there is a policy for a minimum average requirement of 12 hours/week contact time over the course of the full undergraduate programme. This contact time encompasses a range of face to face activities as described below. In addition a range of other learning activities will be embedded within the programme which, together with the contact time, will enable learning outcomes to be achieved and demonstrated.

On the Digital Media programme teaching is a mix of scheduled, independent and placement learning. Central to the Faculty's developing Teaching and Learning Strategy is the intention to:
- create a community of learners, where staff and students work, learn and interact together to forward their own and each other's learning
- promote deep approaches to learning and lifelong learning
- create learning experiences that produce graduates with the ability to think critically and analytically and to take responsibility for the management of their own learning.
- provide support for a diverse body of learners

These principles inform the curriculum design and underpin the wide range of teaching, learning and assessment approaches that have been adopted. The strategy emphases the value of variety in stimulating students and responding to their different preferred learning styles. Teaching teams are expected to be reflective about how chosen methods contribute to meeting the aims of the strategy.

The mode of delivery of a module is determined by its Module Leader, and typically involves a combination of one or more of the following: lectures, tutorials, 'lectorials', laboratory classes, group activities and individual and group project work.

Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops, external visits and work based learning. Scheduled sessions may vary slightly

Part 2: Description

depending on the module choices made.

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. Scheduled sessions may vary slightly depending on the module choices made.

Class Activities The mode of delivery of a module is determined by its Module Leader, and typically involves a combination of one or more of the following: lectures, tutorials, 'lectorials', laboratory classes, group activities and individual and group project work.

Academic Support Academic staff are expected to be available outside normal timetabled hours, either by appointment or during published "surgery" hours, in order to offer advice and guidance on matters relating to the material being taught and on its assessment.

Pastoral Care Pastoral care is divided between academic personal tutors who look after the academic well-being of students and student advisors who provide comprehensive, full-time student support on a range of issues including funding, academic regulations, personal and health issues.

Progression to Independent Study Many modules require students to carry out independent study, such as research for projects and assignments; a full range of facilities are available at all sites to help students with these. Guided support takes the form of timetabled lectures, tutorials, seminars and practical laboratory sessions. Students are expected to attend all sessions on their timetable; this is especially important because of the high content of practical work in the programme.

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

Graduates will be able to demonstrate practical skills and theoretical knowledge across a range of digital media areas such as: graphic design & visual communication; creative coding & prototyping; web, app & social media; 3D modeling, animation & AR; audiovisual production; user experience & interaction design. They will have learned project management, teamwork, creative problem-solving, presentation and other transferable skills. They will have been taught mathematical and technological principles required, as well as an exploration of the creative potential presented within the development of digital media, and the cultural and technological contexts out of which they arise.

Regulations

Approved to University Regulations and Procedures

It is the Award Board's responsibility to determine whether the student's attainment at level 0 is sufficient to progress to level 1.

Part 3: Learning Outcomes of the Programme

Learning Outcomes:	UFCFS5-30-1 / UFCF8L-30-1	UFCFY5-30-1	UFCFT6-30-1	UBLFU8-15-1	UBLF98-15-1 / UFCF7L-15-1	UFCFC4-30-1	UFCFH5-30-2	UFCFS3-30-2	UFCFB4-30-2	UFCFV4-30-2 / UFCF9L-30-2	UFCFS6-30-2 / UFCFAL-30-2	UFCFC6-30-2	UFCFG4-30-2	UFCFA4-30-2	UFCFS4-30-3	UFCFHQ-45-3	UFCFQ5-30-3	UFCFB5-15-3	UFCFM4-30-3	UFCFEC-30-3	UFCFD6-30-3	UFCF7H-15-3	UFCFX3-15-3	UFCFR5-15-3	UFCFE6-15-3	UFCF95-15-3	UFCFWJ-15-3	UFCFVJ-15-3	UFCFV5-15-3	UFCFV3-15-3
A) Knowledge and understanding of:																														
Historical and cultural perspectives of digital media and the web	x				x			x							x	x	x							x	x	x				
Key visual and information design principles		x	x	x	x		x			x					x	x				x	x	x	x							
Interaction design concepts, markup and programming languages, presentation technologies, formats and deployment technologies as applicable in modern digital media development	x	x	x	x			x	x		x	x	x	x				x		x			x		x						
The design development process, the use of personas, information architecture, functional analysis and testing in user-centered design			x	x			x			x	x	x		x	x	x	x		x		x	x	x			x				
Hardware architecture and supporting software technologies, and the network environment required for the production and deployment of contemporary digital media products	x	x	x			x		x	x	x		x	x		x	x		x	x	x	x	x	x	x		x			x	
ESD: Professional, ethical and sustainability issues affecting the development and deployment of digital media							*x*			*x*						*x*			*x*		*x*			*x*			*x*	*x*	*x*	*x*

Part 3: Learning Outcomes of the Programme

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
within an international market place																														
(B) Intellectual Skills																														
Apply appropriate design and problem-solving techniques to digital media requirements or issues	x	x				x	x		x		x	x		x	x		x	x		x	x	x	x	x	x	x		x	x	x
Critically compare and evaluate digital media products and their designs	x	x	x		x		x				x	x		x				x		x		x					x	x	x	x
Research and conduct an in-depth investigation relating to the requirements and/or relevant background information for the development of a digital media product				x	x		x				x	x		x	x	x	x	x								x				
Undertake a substantial study involving the design and/or development of a digital media product using appropriate tools and methodologies																	x	x					x	x	x					
(C) Subject/Professional/Practical Skills																														
Create low and high fidelity designs and appropriate technical solutions corresponding to stated requirements.		x					x				x	x		x	x	x	x				x	x			x		x			
Interpret digital media designs to form technical requirements and design code/software that meets them.	x						x				x	x		x	x	x	x		x	x		x		x					x	
Write programming code in an appropriate language that fulfills a given design	x	x	x				x		x	x	x			x	x	x					x	x	x	x						
Utilize standard tools and professional design practices throughout the development process, to design, deploy,		x		x		x	x		x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x		x	x

Part 3: Learning Outcomes of the Programme

debug, test, and critically evaluate finished projects																														
Apply a range of techniques from key areas to digital media development		x	x	x		x	x	x			x		x	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x
(D) Transferable skills and other attributes																														
Demonstrate personal and time management skills appropriate to professional conduct in the field of digital media.	x	x	x	x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Report and communicate ideas and results effectively using media and style appropriate to an intended audience.	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x		x	x		
Work effectively as part of a group						x	x		x	x		x	x				x		x		x					x	x	x	x
Manage a project effectively, from inception to completion											x				x	x			x		x							x	x
Learn independently, reflect on their learning needs and achievements	x			x			x				x			x	x	x	x						x	x	x	x	x	x	x
Reflect on the process of development of a digital media product	x				x		x		x			x	x		x	x	x		x		x			x		x	x		x

Please note: to indicate standard delivery, core and core option modules have been shaded in darker colour than option only modules.

Part 4A: Programme Structure (UWE)

Full time

The structure table below demonstrates the student journey from Entry through to Graduation for a **full time student**, including:
- level and credit requirements
- interim award requirements
- module diet, including compulsory and optional modules

Students who wish to build expertise in a specialist area are recommended to take the modules indicated in the table below (subject to viability) for which:
Std: Standard Delivery – will always run
CT: Creative Technologies

C indicates compulsory modules; **O** indicates optional modules. Modules in the specialism areas are existing modules offered on other existing CSCT programmes such as Games Technology. The programme for each full-time year of study must comprise 120 credits. Selection of modules is subject to the student having qualifications that demonstrate the pre-requisite knowledge specified in the module specifications:

ENTRY	YEAR 1	120 credits	CRED	Std	CT
	UFCFY5-30-1	Multimedia Studio (Title from Sept 2020 Media Studio)	**30**	**C**	**O**
	UFCFT6-30-1	Web Design Studio	**30**	**C**	**O**
	UFCFU8-15-1	Graphic Design	**15**	**C**	**O**
	UFCF7L-15-1	Design Contexts	**15**	**C**	**O**
	UFCF8L-30-1	Introduction to Creative Coding	**30**	**C**	**O**
	UFCFC4-30-1	Audio Engineering	**30**		**O**

Cert HE in Digital Media 120 credits, of which not less than 100 are at level 1 or above

YEAR 2	120 credits	CRED	Std	CT
UFCFH5-30-2	User Experience	**30**	**C**	**O**
UFCF9L-30-2	Creating with Data	**30**	**C**	**O**
UFCFAL-30-2	Internet of Everything: Design Principles	**30**	**C**	**O**
UFCFS3-30-2	3D Technologies for the Web	**30**	**O**	**O**
UFCFC6-30-2	Play and Games	**30**	**O**	**O**
UFCFB4-30-2	Intelligent Systems	**30**	**O**	**O**
UFCFG4-30-2	Audio Recording	**30**		**O**
UFCFA4-30-2	Applied Audio Systems	**30**		**O**

Dip HE in Digital Media 240 credits, of which not less than 100 are at level 2 or above and a further 120 are at level 1 or above

Year Out: Students on the Sandwich route complete a placement year. For students on placement, there is an opportunity to complete a professional experience or international experience module and be awarded 15 level 3 credits. The professional experience and international experience modules are shown in the option list but are actually completed during the year out.

YEAR 3	120 credits	CRED	Std	CT
UFCFS4-30-3	Creative Technologies Project	**30**	**C***	**C**
UFCFHQ-45-3	Comprehensive Creative Technologies Project	**45**	**C***	
UFCFQ5-30-3	Interaction Design	**30**	**C**	**C**
UFCFB5-15-3	Ethical and Professional Issues in Computing and Digital Media	**15**	**C***	**O**

UFCFX3-15-3	Advanced Topics in Web Development 1	**15**	**O**	**O**
UFCFR5-15-3	Advanced Topics in Web Development 2	**15**	**O**	**O**
UFCFM4-30-3	Commercial Games Development	**30**		**O**
UFCFEC-30-3	3D Modelling and Animation	**30**		**O**
UFCF7H-15-3	Mobile Applications	**15**	**O**	**O**
UFCFD6-30-3	Audio Visual Production	**30**	**O**	**O**
UFCFV5-15-3	Live Sound	**15**		**O**
UFCFV3-15-3	Advanced Performance	**15**		**O**
UFCF95-15-3	Entrepreneurial Skills	**15**	**O**	**O**
UFCFE6-15-3	Professional Experience	**15**	**O**	**O**
UFCFWJ-15-3	International Experience	**15**	**O**	**O**
UFCFVJ-15-3	Professional Development	**15**	**O**	**O**

* UFCFB5-15-3 is C if UFCFS4-30-3 is chosen; it becomes O if UFCFHQ-45-3 is chosen.

BSc Digital Media 300 credits with at least 60 credits at level 3, plus a further 100 credits at level 2 or above and a further 120 credits at level 1 or above

BSc (Hons) Digital Media 360 credits with at least 100 credits at level 3, plus a further 100 credits at level 2 or above and a further 140 credits at level 1 or above

GRADUATION

Part time

Students on the standard delivery may take modules in any order as the order of teaching of modules at the same level is not significant. In general, the Project or Dissertation would be undertaken in the final year. The structure table below demonstrates the student journey from Entry through to Graduation for a **part time student.**

ENTRY	YEAR 1	60 credits	CRED	Std	CT
	UFCFY5-30-1	Multimedia Studio (Title from Sept 2020 Media Studio)	**30**	**C**	**O**
	UFCF8L-30-1	Introduction to Creative Coding	**30**	**C**	**O**
	UFCFC4-30-1	Audio Engineering	**30**		**O**
	YEAR 2	**60 credits**	**CRED**	**Std**	**CT**
	UFCFU8-15-1	Graphic Design	**15**	**C**	**O**
	UFCF7L-15-1	Design Contexts	**15**	**C**	**O**
	UFCFT6-30-1	Web Design Studio	**30**	**C**	**O**

Cert HE in Digital Media 120 credits, of which not less than 100 are at level 1 or above

	YEAR 3	60 credits	CRED	Std	CT
	UFCFH5-30-2	User Experience	**30**	**C**	**O**
	UFCFS3-30-2	3D Technologies for the Web	**30**	**O**	**O**
	UFCFC6-30-2	Play and Games	**30**	**O**	**O**
	UFCFB4-30-2	Intelligent Systems	**30**	**O**	**O**
	UFCFG4-30-2	Audio Recording	**30**		**O**
	YEAR 4	**60 credits**	**CRED**	**Std**	**CT**
	UFCF9L-30-2	Creating with Data	**30**	**C**	**O**
	UFCFAL-30-2	Internet of Everything: Design Principles	**30**	**C**	**O**
	UFCFA4-30-2	Applied Audio Systems	**30**		**O**

Dip HE in Digital Media 240 credits, of which not less than 100 are at level 2 or above and a further 120 are at level 1 or above

Year Out: Students on the Sandwich route complete a placement year. For students on placement, there is an opportunity to complete a professional experience or international experience module and be

awarded 15 level 3 credits. The professional experience and international experience modules are shown in the option list but are actually completed during the year out.

YEAR 5	60 credits	CRED	Std	CT
UFCFQ5-30-3	Interaction Design	30	C	C
UFCFB5-15-3	Ethical and Professional Issues in Computing and Digital Media	15	C*	O
UFCFX3-15-3	Advanced Topics in Web Development 1	15	O	O
UFCF7H-15-3	Mobile Applications	15	O	O
UFCFD6-30-3	Audio Visual Production	30	O	O
UFCF95-15-3	Entrepreneurial Skills	15	O	O
UFCFE6-15-3	Professional Experience	15	O	O
UFCFWJ-15-3	International Experience	15	O	O
UFCFVJ-15-3	Professional Development	15	O	O
UFCFV5-15-3	Live Sound	15		O
UFCFV3-15-3	Advanced Performance	15		O
YEAR 6	**60 credits**	**CRED**	**Std**	**CT**
UFCFS4-30-3	Creative Technologies Project	30	C*	C
UFCFHQ-45-3	Comprehensive Creative Technologies Project	45	C*	
UFCFR5-15-3	Advanced Topics in Web Development 2	15	O	O
UFCF7H-15-3	Mobile Applications	15	O	O
UFCFD6-30-3	Audio Visual Production	30	O	O
UFCF95-15-3	Entrepreneurial Skills	15	O	O
UFCFM4-30-3	Commercial Games Development	30		O
UFCFEC-30-3	3D Modelling and Animation	30		O

* UFCFB5-15-3 is C if UFCFS4-30-3 is chosen; it becomes O if UFCFHQ-45-3 is chosen.

BSc Digital Media 300 credits with at least 60 credits at level 3, plus a further 100 credits at level 2 or above and a further 120 credits at level 1 or above

BSc (Hons) Digital Media 360 credits with at least 100 credits at level 3, plus a further 100 credits at level 2 or above and a further 140 credits at level 1 or above

GRADUATION

Part 4B: Programme Structure (SHAPE)

Full time

The final year of the programme is delivered as a top-up with the full time version being delivered over two semesters. The structure table below demonstrates the student journey from Entry through to Graduation for a **full time student** at SHAPE, including:
- level and credit requirements
- interim award requirements
- module diet, including compulsory and optional modules

The modules agreed for delivery at SHAPE are a subset of the module list from the **Creative Technologies pathway**.

C indicates compulsory modules; **O** indicates optional modules. The programme for each full-time year of study must comprise 120 credits. Selection of modules is subject to the student having qualifications that demonstrate the pre-requisite knowledge specified in the module specifications:

ENTRY	YEAR 3	120 credits	CRED	CT
	UFCFS4-30-3	Creative Technologies Project	30	C

UFCFQ5-30-3	Interaction Design	30	C
UFCFM4-30-3	Commercial Games Development	30	O
UFCFEC-30-3	3D Modelling and Animation	30	O
UFCFD6-30-3	Audio Visual Production	30	O
UFCFV5-15-3	Live Sound	15	O
UFCFV3-15-3	Advanced Performance	15	O

GRADUATION

Part time

The final year of the programme is delivered as a top-up with the full time version being delivered over four semesters. Students may take modules in any order as the order of teaching of the modules at the same level is not significant. In general, the Creative Technologies Project module would be undertaken in the final year. The structure table below demonstrates the student journey from Entry through to Graduation for a **part time student** at SHAPE, including:
- level and credit requirements
- interim award requirements
- module diet, including compulsory and optional modules

The modules agreed for delivery at SHAPE are a subset of the module list from the **Creative Technologies pathway**.

C indicates compulsory modules; **O** indicates optional modules. The programme for each full-time year of study must comprise 120 credits. Selection of modules is subject to the student having qualifications that demonstrate the pre-requisite knowledge specified in the module specifications:

ENTRY	Semesters 1 and 3	30 credits	CRED	CT
	UFCFD6-30-3	Audio Visual Production	30	O
	UFCFV5-15-3	Live Sound	15	O
	UFCFV3-15-3	Advanced Performance	15	O
	UFCFM4-30-3	Commercial Games Development	30	O
	UFCFEC-30-3	3D Modelling and Animation	30	O
	Semester 2	**30 credits**	**CRED**	**CT**
	UFCFQ5-30-3	Interaction Design	30	C
	Semester 4	**30 credits**	**CRED**	**CT**
	UFCFS4-30-3	Creative Technologies Project	30	C

GRADUATION

Part 5: Entry Requirements

Year 1: University Standard Entry Requirements

Year 2: in addition to the University's Standard Entry requirements, students should hold a qualification for which a minimum of 120 credits of Accredited Learning at Level 1 can be granted

Year 3: in addition to the University's Standard Entry requirements, students should hold a qualification for which a minimum of 240 credits of Accredited Learning at Level 1 or 2 may be granted, of which at least 120 credits must be at Level 2.

Part 5: Entry Requirements

Students entering with advanced standing must satisfy all the pre-requisite requirements for their intended programme of study.

Tariff points as appropriate for the year of entry - up to date requirements are available through the courses database.

Part 6: Reference Points and Benchmarks

Set out which reference points and benchmarks have been used in the design of the programme:

QAA subject benchmark statements
The Digital Media programme falls within the cognate area of the QAA Computing benchmark. The Computing Benchmark Statement contains (section 5) statements of the standards expected of graduates at both modal and threshold levels. Graduates of this programme will be able to meet the required standards to meet the benchmark.

University strategies and policies
The development of this programme reflects well institutional policies and is fully consistent with the University's commitment to 'make a positive difference to our students, business and society'.

FOR OFFICE USE ONLY

First ASQC Approval Date	May 2013			
Revision ASQC Approval Date	November 2014	**Version**	**1.1**	
	June 2015		1.2	
	February 2016		2	
	June 2016		2.1	
	September 2016		3	
	September 2017		4	
	January 2018		5	
	January 2019		6	Link to RIA (ID 4999)
	28 May 2019		7	Link to RIA (ID 5100)
				Link to RIA (ID 5101)
Next Periodic Enhancement Review due date				
Date of last Periodic Enhancement Review				