



PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	UWE
Teaching Institution	UWE
Delivery Location	UWE, City Campus
Study abroad / Exchange / Credit recognition	N/A
Faculty responsible for programme	ACE
Department responsible for programme	Film and Journalism
Professional Statutory or Regulatory Body Links	
Highest Award Title	MA Virtual Reality
Default Award Title	PG Dip Virtual Reality
Interim Award Titles	PG Cert Virtual Reality
UWE Progression Route	N/A
Mode of Delivery	FT
ISIS code/s	17102
For implementation from	September 2018

Part 2: Description

The programme fuses critical and professional approaches, enabling students to explore the dynamic creative and commercial forces shaping contemporary Virtual Reality, Augmented Reality, and Mixed Reality and its accompanying culture.

The intention of this course is to develop in students the following:

- A broad understanding of storytelling and experience design across media formats, *with a specific focus on learning through making to create new forms of immersive storytelling.*
- A platform for experimenting with new forms of immersive storytelling using emerging technologies like Virtual Reality, Augmented Reality, and Mixed Reality [VR/AR/MR]
- A technical competence in both hardware and software for VR/AR/MR
- A professional and experimental groundwork to become creative leaders and thought leaders in these emerging media forms

More specifically, this programme will:

- Shape the nascent field of immersive storytelling in virtual, augmented, and mixed reality by providing a content creation-driven curriculum supported by a broad understanding of the technical skills required to be a VR/AR/MR creative leader rather than a technical-based programme
- Define new genres of immersive storytelling and experiences through research and experimentation at graduate level
- Educate a new generation of storytellers from interdisciplinary backgrounds who will become leaders in immersive storytelling and emerging media platforms

Though Virtual Reality has been a field of research and development in laboratories for the past three decades, new technologies that are smaller, faster, and cheaper have made Virtual and Augmented Reality a practical and commercially viable technology.

To become leaders and content creators in this field, students will come away with the vocabulary and skills necessary to build project teams, direct, produce, and provide a strong creative vision for their project. Due to the evolving nature of this field of research and creative practice, the aim is to attract students from different disciplines and backgrounds, technical and creative, to participate in a curriculum focused on learning through making. This includes recruiting students with backgrounds in: filmmaking, theatre, sound design, game design, experience design, animation, software development, studio/media arts, writing, and journalism.

The course explores the complex forces shaping VR/AR/MR, immersive storytelling, combining professional, critical and cultural approaches. Students gain in-depth understanding of the industry's organisation of distribution, exhibition and production, from regional, national and international perspectives. Successful completion depends upon self-directed learning, creative problem-solving, and the ability to develop innovative projects in specialist areas. Graduates have advanced professional and academic research skills and the ability to communicate complex ideas effectively to diverse audiences, through diverse media.

These are the programme's **main educational aims**:

- To provide a flexible curricular framework in which students can develop specialist areas of knowledge, research and professional practice through practice based research.
- To equip students with the research and planning skills necessary to undertake independent, innovative and sustainable projects.
- To integrate 'academic' and 'professional' research as mutually-beneficial interdisciplinary practices, equipping students with the requisite skills for careers in multiple sectors.
- To respond to complex issues and debates within the VR/AR/MR industries, including the impact of emerging technology, ensuring students are well-informed and well-equipped for future careers.
- To engage with the community functions of storytelling, developing students' understanding of diversity, social equity and citizenship.
- To provide an inclusive local and global approach to VR/AR/MR, combining regional, national and international perspectives.

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- To support and enhance the region's creative economy through knowledge exchange, student engagement and volunteering.
- To develop students' high level intellectual skills, including critical evaluation, conceptual thinking, problem-solving and self-directed learning.
- To use flexible and diverse modes of assessment, enabling students to develop specialist skills (professional and/or academic) as well as ensuring inclusivity.
- To develop students' high level communication skills across diverse media (written, oral, web, audiovisual, VR/AR/MR) and for diverse audiences (academic, professional, specialist, non-specialist).

Special Features

The MA course is practical and production-based: students will conceive of, research, plan, implement and deliver a series of projects, which will introduce and develop key understandings and frameworks, practices and skills. It combines research, practice and industrial relevance in a group and individual project orientated structure. Engagement with external communities of researchers and practitioners as well as a range of academic and student support makes this programme stand out as a vehicle for post graduate learners to engage and refine their skills and practice in a real world context.

Teaching includes lectures, seminars and practical workshops. In addition, students engage in a range of activities, such as local and regional network events, festivals, research activities, live briefs, presentations to industry partners, the creation of a range appropriate self-promotion material including either a portfolio or and website. This enables students to be more globally aware and be able to access and engage in the international community networks. The course is assessed via portfolios, verbal presentations, writing for different audiences and group projects.

Students are prepared for professional careers through a syllabus that offers a unique mixture of editorial, creative, technical and transferable skills that can be immediately applied in this rapidly expanding, cutting-edge industry. On graduation, students will be prepared to enter into professional Virtual Reality development for media companies or evolving media platforms; develop an art practice that explores Virtual Reality within the context of installation art, immersive or emerging forms of theatre; or to continue cutting edge research at the PhD level.

Students have full access to comprehensive computer labs, open workshops, specialist audio and video facilities. In addition there will be a range of additional technologies and equipment available ranging from audio and video equipment to experimental digital hardware. Students also have access to the full learning resources from the Library. Individual modules provide teaching materials as appropriate including online and printed texts, reading lists, example code and design materials, video recordings and presentations in addition to online resources.

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

This innovative Masters programme enables postgraduate students to apply intellectual, critical, editorial, technical and key transferable skills necessary to work in interactive and immersive content creation and design. Students will develop particular expertise across Virtual Reality, Augmented Reality, and Mixed Reality through practice-based project work developed in a research and industry context. A successful graduate will be highly analytical and strategic with advanced communications skills enabling them to articulate their knowledge in the context of new media technology and storytelling. On completion, graduates will be effective, independent life-long learners with a collaborative approach that makes them an active and productive creative team member.

Regulations

A: Approved to [University Regulations and Procedures](#)

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Part 3: Learning Outcomes of the Programme				
Learning Outcomes:	UALAWG-30-M Practical Experiments in Interactivity and Immersion	UALAWH-30-M Historical and Emerging Concepts in Storytelling	UALAWJ-60-M Virtual Reality Story lab	UALAWK-60-M Virtual Reality Collaborative Project
A) Knowledge and understanding of:				
Theoretical frameworks and historical and contemporary context relevant for their VR/AR/MR practice;	X	X		
A range of research, information literacy and interpretative and analytical sources and methods appropriate to the study and practice of VR/AR/MR;	X	X		
Historical and contemporary practices in VR/AR/MR and wider media production;		X		
Key creative processes and practices employed in the development and production of VR/AR/MR;	X		X	
Key methodologies for disseminating VR/AR/MR work, including the devising, execution and evaluation of commissions, exhibitions and other means of distribution including online platforms;			X	X
Contemporary VR/AR/MR business, roles and requirements in professional practice, including editorial, production and technical skills relevant to the medium;			X	X
The role and potential of new technological, social and cultural developments in disseminating media practices;	X	X	X	
Fields of interdisciplinary practice related to subject specific knowledge and understanding.	X	X	X	
(B) Intellectual Skills				
Critically assess, evaluate and contextualize their own and others' practice, demonstrating awareness of appropriate specialist and advanced technical, professional and/or research skills;			X	X
Demonstrate through clear, fluent writing and verbal presentation, how subject knowledge and understanding has informed the approach, development and formulation of projects;		X	X	X
Identify and contextualize key questions, issues and theoretical debates in relation to practice;	X	X	X	X
Critically analyse and develop frameworks for understanding and responding to ever changing situations and contexts in practice of VR/AR/MR media;	X	X	X	X

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Demonstrate innovative skills that enable enhancement of a practice-led VR/AR/MR project, including the ability to identify and review relevant texts and resources and to organize, consolidate, critically evaluate and synthesis a range of information, knowledge and evidence;	X	X	X	X
(ESD) Evaluate the cultural value of media production in promoting change for good and social justice.	X	X	X	X
(C) Subject/Professional/Practical Skills				
Research and develop innovative VR/AR/MR projects that demonstrate clarity of intention, rigor and inventiveness;			X	X
Design and create VR/AR/MR projects demonstrating acquisition of appropriate technical skills, skillful execution and visual impact;	X		X	X
Present VR/AR/MR projects through appropriate modes of dissemination, demonstrating a critically informed understanding of audience and context;			X	X
Work both autonomously and as part of a team in the production and dissemination of VR/AR/MR projects;			X	X
Production skills, methods and processes that relate to industry production practice;	X		X	X
Access and utilize a wide range of resources and facilities necessary for the successful completion of project work.			X	X
(D) Transferable skills and other attributes				
Ability to research topics of interest, making use of a wide range of academic and non-academic resources across a range of disciplines;	X	X	X	X
Engage confidently in debate and discussion with peers, stakeholders, clients and potential employers, and negotiate and network effectively;	X	X	X	X
Work effectively and collaboratively with peers on student-initiated tasks and demonstrate innovative approaches to production and problem-solving within a team;			X	X
Manage time and work effectively within given, agreed and self-developed limits;			X	X
Flexible and adaptable skills to deal with challenging and unpredictable situations, demonstrating problem solving, ingenuity and resourcefulness;	X		X	X
The ability to reflect upon and offer criticism in a professional context;	X	X	X	
The ability to develop and implement strategies for personal and professional progression;	X	X	X	X
The use and development of appropriate hardware, software, IT skills and new technologies;	X		X	X
Increased autonomy and self-motivation with regard to academic study and professional practice, and improved ability to organize, self-direct and sustain the management of projects;			X	X
(ESD) Awareness of concepts and over-arching concerns of sustainable development, including global citizenship, environmental stewardship, social justice and equality, ecological and economic factors, a future facing outlook on consequences of actions and ensuring sustainable futures in systems and societies.	X	X	X	X

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Part 4: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time undergraduate student** including:

- level and credit requirements
- interim award requirements
- module diet, including compulsory and optional modules

ENTRY		Compulsory Modules	Optional Modules	Awards
Year 1 Teaching Block 1		UALAWG-30-M Practical Experiments in Interactivity and Immersion	None	Interim award: PG Cert Virtual Reality (60 credits)
		UALAWH-30-M Historical and Emerging Concepts in Storytelling		

		Compulsory Modules	Optional Modules	Interim Awards
Year 1 Teaching Block 2		UALAWJ-60-M Virtual Reality Story lab	None	Interim award: PG Dip Virtual Reality (120 credits)

		Compulsory Modules	Optional Modules	Interim Awards
Year 1 Teaching Block 3		UALAWK-60-M Virtual Reality Collaborative Project	None	HIGHEST AWARD: MA Virtual Reality (180 credits)

GRADUATION

Part 5: Entry Requirements

The University's Standard Entry Requirements apply with the following additions:

Candidates should normally have a relevant good honours degree from a British or overseas university, but applicants with substantial relevant professional experience, significant filmmaking or multi-media experience and who can demonstrate a commitment to reflecting on their practice are also eligible.

Due to the evolving nature of this field of research and creative practice, we anticipate attracting students from different disciplines and backgrounds, technical and creative. This includes recruiting students with

Part 5: Entry Requirements

backgrounds in: filmmaking, theatre, sound design, game design, experience design, animation, software development, studio/media arts, writing, and journalism.

International students are very welcome as we have a commitment to global film education. If your first language is not English, you normally need a minimum score of 7.0 in IELTS (including 7.0 in the written element) or equivalent.

All candidates invited for interview must be able to demonstrate their story development flair and experience via a practical portfolio.

Part 6: Reference Points and Benchmarks

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

[QAA UK Quality Code for HE](#)

- Framework for higher education qualifications (FHEQ)
- Subject benchmark statements: QAA Art and Design and Communication 2008, QAA Media, Film and Cultural Studies 2016
- Qualification characteristics for [Foundation degrees](#) and [Master's degrees](#)
- SEEC Southern England Consortium for Credit Accumulation and Transfer Credit - Level Descriptors www.seec.org.uk/.../seec-credit-level-descriptors-2010-revised-2004

[Strategy 2020](#)

[University policies](#)

Staff industry practice and research projects, such as those generated through the Faculty's Research Centres and Groups

Creative Skillset National Occupational Standards

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First CAP Approval Date	31/05/2017			
Revision CAP Approval Date		Version	1	Link to MIA 10660
Next Periodic Curriculum Review due date				
Date of last Periodic Curriculum Review				