



Programme Specification

Creative Technology [Sep][FT][Frenchay][1yr]

Version: 2021-22, v1.1, 03 Mar 2021

Contents

| | |
|--|----------|
| Programme Specification | 1 |
| Section 1: Key Programme Details | 2 |
| Part A: Programme Information | 2 |
| Section 2: Programme Overview, Aims and Learning Outcomes | 3 |
| Part A: Programme Overview, Aims and Learning Outcomes | 3 |
| Part B: Programme Structure..... | 5 |
| Part C: Higher Education Achievement Record (HEAR) Synopsis | 6 |
| Part D: External Reference Points and Benchmarks | 7 |
| Part E: Regulations | 8 |

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Creative Technology [Sep][FT][Frenchay][1yr]

Highest award: MSc Creative Technology

Interim award: PGCert Creative Technology

Interim award: PGDip Creative Technology

Awarding institution: UWE Bristol

Affiliated institutions: Not applicable

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

Department responsible for the programme: FET Dept of Computer Sci & Creative Tech, Faculty of Environment & Technology

Contributing departments: Not applicable

Professional, statutory or regulatory bodies: Not applicable

Apprenticeship: Not applicable

Mode of delivery: Full-time

Entry requirements: For the current entry requirements see the UWE public website

For implementation from: 01 September 2018

Programme code: I9W912-SEP-FT-FR-I9W912

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: The programme enables postgraduate students to apply intellectual, critical, technical and key transferable skills necessary to work in an area related to creative technology.

Educational Aims: The broad educational aims of the programme are to:

Provide an intellectual experience and advanced study for creative technologists, underpinned by staff expertise, cutting-edge research, industrial links and experience

Develop deep and broad theoretical knowledge with practical and analytical abilities within a stimulating and challenging academic environment, informed by creative technologies research and enterprise

Develop the necessary reflective and evaluative skills required to undertake independent research and continuing professional development

Enhance written and verbal communication skills to engage confidently and fluently within academic and professional creative technologies contexts

Enhance technical and creative practice and the ability to work with stakeholders to formulate solutions and deliver projects to deadlines.

Further, specific aims of the programme are to:

Provide a grounding in salient theories and technologies of the creative technologies

Provide up-to-date exposure to contemporary tools and methods

Balance the emphasis between core sector competencies and generic skills enabling

the successful development, evaluation and communication of creative technologies

Involving practitioners and subject-matter experts in teaching and assessment

Linking computer science and technology with creative process and practice

Exposure to a range of career options afforded by the specialization

Expose students to the processes of both formal academic research and industrial practice within the creative technologies arena

Programme Learning Outcomes:

Knowledge and Understanding

- A1. Issues, trends and developments within this rapidly emerging and evolving domain
- A2. The role, function, implementation and integration of a broad range of creative technology systems, including audio and visual methods and their coalescence in games and digital media
- A3. Creative technology systems design development and evaluation including hardware, software, testing, profiling, debugging and optimisation across multiple platforms
- A4. Personal and collaborative, project management including interdisciplinary stakeholder engagement and deployment process
- A5. User-centred approaches to interaction design

Intellectual Skills

- B1. Interdisciplinary and collaborative engagement skills including user requirements analysis and capture
- B2. Development of qualitative and quantitative research and data analysis methods
- B3. Communication in academic and industrial contexts to engage with and promote scholarship

- B4. Finding, analysing, synthesising, evaluating, abstracting and summarising information
- B5. Appreciating problem contexts and balancing conflicting objectives
- B6. Creativity and innovation

Subject/Professional Practice Skills

- C1. Pragmatic approaches to software, design, development and prototyping
- C2. The ability to evaluate, compare, apply and creative audio, visual and web based technologies to a brief
- C3. Experience of Interdisciplinary, academic and industrial liaison between stakeholders in creative technology projects
- C4. Creative technologies project lifecycle

Transferable Skills and other attributes

- D1. Self-, project-, time-, expectation-management
- D2. Written and verbal communication with sympathetic awareness of diverse audiences
- D3. Leadership and team working including, negotiation, exercising initiative, responsibility and decision-making
- D4. ICT, communication and people-networking skills
- D5. Continuing professional development and independent learning

Part B: Programme Structure

Year 1

Year 1 Compulsory Modules

| Module Code | Module Title | Credit |
|--------------------|---|---------------|
| UFCFKK-30-M | Creative Technologies Research and Practice 2021-22 | 30 |

| | | |
|-------------|--|----|
| UFCFLK-60-M | Creative Technology Dissertation 2021-22 | 60 |
| UFCFNK-15-M | Digital Innovation 2021-22 | 15 |
| UFCFJQ-15-M | Generative Systems for Art and Design 2021-22 | 15 |

Year 1 Optional Modules

The student must take 60 credits from the modules in Optional Modules.
this can be as either;

A) UFCFFM-30-M Music Technologies Toolkit and UFCFJK-30-M Creative
Technology Toolkit

OR

b) UFCFBK-60-M Commercial Games Studio

| Module Code | Module Title | Credit |
|-------------|---------------------------------------|--------|
| UFCFBK-60-M | Commercial Games Studio 2021-22 | 60 |
| UFCFJK-30-M | Creative Technologies Toolkit 2021-22 | 30 |
| UFCFFM-30-M | Music Technologies Toolkit 2021-22 | 30 |

Part C: Higher Education Achievement Record (HEAR) Synopsis

The programme enables postgraduate students to apply intellectual, critical, technical and key transferable skills necessary to work in an area related to creative technology. 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. On completion, graduates will be effective, independent life-long learners with a collaborative approach that makes them an active and productive team member.

Part D: External Reference Points and Benchmarks

QAA UK Quality Code for HE

National qualification framework

Subject benchmark statements

Qualification characteristics for Foundation degrees and Master's degrees (if applicable).

University strategies and policies

Staff research projects

Any relevant PSRB requirements

Any occupational standards

Reference should be made to the graduate outcomes identified in the QAA-HEA

Guidance

In designing this programme, the following external reference points and benchmarks have been used:

QAA UK Quality Code for HE:

National qualification framework

Subject benchmark statement - Master's in Computing

QAA Master's degree characteristics

University strategies and policies

Industry consultation and external academic advice

Academic services:

Careers / library

The design of this programme, and its associated module specifications, aims to address skills shortages in the creative technologies industry in the UK and, in particular, the South West tech corridor. This shortage has been identified as a significant barrier to growth within industry reports (NESTA, Skillset, TechCity), PSRB educational advisor / external academics, and range of industry professionals

and collaborators. The MSc will be closely allied with the CSCT enterprise studios PlayWest and Impulse, hosting commercial creative technologies development projects, as well as innovative cross-disciplinary research and development work, to break new ground in UWEs postgraduate provision and to ensure that the curriculum and syllabus is informed by industry demands.

The programme structure and design is informed by QAA recommendations incorporating a range of learning, teaching and assessment methods to prepare students for immediate entry to further study or employment. Aims and learning outcomes of the programme and modules have been explicitly designed to align with Master's level study as defined within the FHEQ / SEEC descriptors and the QAA qualification characteristics for Master's degrees, matching vocabulary where possible to make these links particularly clear. While no subject specific benchmark exists for Creative Technology, strong correlation has been ensured with aspects of the SBS for Master's degrees in Computing. The ambitions of the programme closely matches those of the wider University; particularly in providing outstanding and innovative learning opportunities to breed ready and able graduates; in establishing new avenues for Creative Technologies research.

What methods have been used in the development of this programme to evaluate and improve the quality and standards of learning? This could include consideration of stakeholder feedback from, for example current students, graduates and employers:

Employer / industry input / academic research community / feedback

Current student / alumni consultation

External academic / PSRB input / feedback

Part E: Regulations

Approved to University Regulations and Procedures