



## PROGRAMME SPECIFICATION

Part 1: Information	
<b>Awarding Institution</b>	University of the West of England, Bristol
<b>Teaching Institution</b>	University of the West of England, Bristol Hong Kong Space CIDP
<b>Delivery Location</b>	Frenchay Campus, University of the West of England, Coldharbour Lane, Bristol BS16 1QY  Hong Kong Space CIDP, 6/F, United Centre, 95 Queensway, Admiralty, Hong Kong
<b>Study abroad / Exchange / Credit recognition</b>	n/a
<b>Faculty responsible for programme</b>	Arts, Creative Industries and Education
<b>Department responsible for programme</b>	Arts and Cultural Industries
<b>Professional Statutory or Regulatory Body Links</b>	n/a
<b>Highest Award Title</b>	BA (Hons) Media and Cultural Production
<b>Default Award Title</b>	
<b>Interim Award Titles</b>	BA Media and Cultural Production - only available to students at Hong Kong Space CIDP who have studied level 2 and level 3 Cert HE Media and Cultural Production - not available to students at Hong Kong Space CIDP Dip HE Media and Cultural Production – not available to students at Hong Kong Space CIDP
<b>UWE Progression Route</b>	n/a
<b>Mode of Delivery</b>	Full time Part Time SW
<b>ISIS code/s</b>	<b>L6PG</b>
<b>For implementation from</b>	September 2018

**Part 2: Description**

Media and Cultural Production embeds cultural research and digital media production skills within a broader understanding and engagement of the dynamics of the creative economy and the role of media in society and the economy at a global level, to prepare students to create pathways towards employment as creative professionals in a range of contexts from digital media production companies, to cultural organisations such as museums, the public sector, charities, etc as well as generating media content for the corporate sector.

Students acquire skills in photography, video, sound and web design to equip them to devise experimental and socially engaged projects. They also develop skills in writing and research to develop innovative and appropriately framed creative media content. These are supplemented by a training in the use of software used within the industry, and an ability to respond to new developments as the industry innovates.

Production skills and thinking are underpinned by an understanding of the impact of media in its cultural and historical context and the way viewers respond to media forms and practices. Students are provided with a rigorous academic training in research methods and skills in analysis, academic writing and presentation.

Students also acquire an in-depth understanding of the way that media practitioners work in a fast-changing industry landscape through research exercises and projects conducted in Bristol's vibrant cultural and media sector, with work placement an option between Years 2 and 3. This engenders an awareness of the varied production contexts for media professionals, from large organisations such as the BBC and Ardman, to small scale freelance and media startups in areas such as games, music video, experience design for locative media, interactive documentary, immersive media and virtual reality.

Students also learn about the ways media are used to reach viewers and communicate ideas in a range of other industry sectors, and are equipped to research the ways interactive and participatory media forms require new competencies, and engender different forms of engagement to traditional cultural forms.

We offer research-led teaching, which means students work alongside tutors on specified research exercises, some of them deriving from industry needs and briefs, as well as designing their own projects around their chosen focus and interests. This helps them acquire the project design and research skills that are necessary to become professionals able to work independently and as part of a team, in the cultural and media industries, and as independent research project design becomes more pronounced as they proceed through the three years of their study, they are able to prepare a portfolio of written and production work relevant to their chosen professional pathway.

The Media and Cultural Production programme is embedded in the Digital Cultures Research Centre (DCRC), based at the Pervasive Media Studio (PMS), a world leading innovation lab that sits within Bristol's Watershed Media Centre. The curriculum and the students learning experience are enriched by the involvement in DCRC of core teaching staff who conduct research in collaboration with cultural organisations and industry partners, as well as by DCRC researchers based at the PMS who contribute their expertise throughout the three years by providing specialist sessions and workshops. As well as being offered opportunities for volunteering and participating in the DCRC's event and conference programme, students are given near-live briefs arising from current research projects as part of their studies, to ensure they are at the forefront of cultural innovation in the sector.

**Educational Aims**

1. To foster intellectual enquiry into digital media and cultural production; meeting the new (2016) QAA benchmark statements in the development of knowledge, understanding and discipline-specific skills in *media*;
2. To introduce students to key concepts, debates, theories and approaches to the study of media, culture and society;
3. To develop knowledge and understanding of a range of media forms, industries and practices, their historical development and their role within contemporary culture, society and communities of interest on a local and global scale;
4. To develop flexible skills in close reading and listening, analytical and intercultural insight, persuasive writing and presentation, research and digital in media production appropriate to working and innovating within a transcultural digital industry context broadly conceived;

<b>Part 2: Description</b>
<ol style="list-style-type: none"> <li>5. To develop an understanding of the use of different methodologies for researching the practices of production, diverse audiences/users, policy frameworks and social engagement relevant to the culture and the media sector and the artefacts, forms and practices that play a part in forming and informing it;</li> <li>6. To develop an understanding of the creative industry landscape and an understanding of the diverse employment pathways for media professionals within a range of industry contexts;</li> <li>7. To engage with contemporary and emerging developments in the creative economy, the media industry sector and digital and participatory forms and practices;</li> <li>8. To equip students to produce meaningful and socially-informed research and production appropriate to local, national and international media industry and user contexts;</li> <li>9. To enable students to become independent, self-aware, socially-responsive and future-facing learners with an understanding of the social and environmental impact of their professional practices;</li> <li>10. To offer students choice and independence in determining their own abilities and ambitions within a subject discipline;</li> <li>11. To enable students to become critical, creative and analytical thinkers in ideation, project development, design and management of media production, with due consideration of their diverse publics;</li> <li>12. To develop skills of communication, co-creation and reflection appropriate to working individually and in groups/teams as creative professionals and to presenting ideas within relevant industry and user contexts;</li> <li>13. To develop an awareness of ethical issues relating to research and production in the cultural and media sector, broadly conceived, including questions of difference, diversity and inequality;</li> <li>14. To develop flexible research and writings skills appropriate to both further academic study and professional work in a variety of contexts, from project analysis and design treatment, to pitching/funding application, podcast scripting and social campaigns as well as formal academic essay writing.</li> <li>15. To develop personal and transferable skills that will enhance students' readiness for graduate employment in their chosen context and enable them to contribute to society more widely.</li> </ol>
<b>Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)</b>
<p>Graduates will possess the practical, theoretical, research and professional skills and knowledge that underpin careers as creative professionals in the rapidly changing creative and media sector. They will have the ability to present material in a range of written, verbal, audio and visual forms. With practical skills in digital photography, video, sound and/or interactive design, as well as research, project design and management, graduates will be prepared for the broad field of creative careers within the contemporary and emerging participatory media landscape, graduates will have the ability to work as creative researchers, project designers and managers and creative practitioners, individually and within team, in a variety of industry contexts and for a variety of social purposes. They will be attentive to social and cultural diversity and the local and global factors which shape networked culture and its political influences. Able to critically evaluate the relationship between cultural and media forms and practices and the way diverse communities, publics and users engage with them, they will be attentive to social and cultural diversity and the local and global factors which shape networked culture and its political influences.</p>
<b>Regulations</b>
<p>Approved to <a href="#">University Regulations and Procedures</a></p>

**Part 3: Learning Outcomes of the Programme**

<i>Learning Outcomes:</i>	UPCAKG-60-1	UPCAL5-30-1	UPCAL6-30-1	UPCAFE-30-2	UPCAFF-30-2	UPCAFJ-30-2	UPCPAR-30-2	UPCA9B-30-2	UPCAGW-30-3	UPCPBQ-30-3	UPCPMN-30-3	UPCNAN-30-3	UPCNAP-30-3	UPPCU-30-3	UPCNAK-30-3	UPCNAM-30-3	UPCAGV-30-3	UPCAW9-30-3
<b>A) Knowledge and understanding of:</b>																		
The historical formation of contemporary media forms, industries and practices and their role within contemporary culture		x	x	x	x	x	x	x	x	x					x	x	x	
Key debates, concepts, theories and approaches to the study of media, culture and society conceived transculturally and globally.	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	
The ways in which media, communication and culture are produced and consumed in different professional and cultural contexts in everyday life, by diverse communities of interest and publics on a local and global scale, and the way that interactivity, participatory and pervasive media impact on these.	x	x	x	x	x	x	x	x	x	x		x	x		x	x	x	
Contemporary and emerging developments in the creative economy, the media industries and the applications of multi-platform, social, interactive, participatory and pervasive media, and the diverse employment pathways for creative professionals within a range of different industry contexts	x		x		x	x	x	x	x	x	x	x	x		x	x	x	
The impact of difference, diversity and inequality on production, consumption, interactivity and engagement in the cultural sector and practices of community and citizen enablement in the context of media research, production practices, industry and policy models and public debate.	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
<b>(B) Intellectual Skills</b>																		
Evaluation and use of significant theoretical and interpretive frameworks for the study of media and culture in rigorous, systematic and imaginative ways.	x	x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	
Flexible skills in close reading and listening, analytical and transcultural insight, persuasive writing and presentation, and digital		x	x	x	x	x	x	x	x	x		x	x	x	x	x	x	

**Part 3: Learning Outcomes of the Programme**

media production appropriate to working and innovating within a transcultural digital industry context.																			
To develop flexible research and writing skills appropriate to further academic study and professional work in a variety of contexts.		x	x	x				x	x	x	x	x	x	x	x	x	x	x	
To demonstrate the ability to select and use and reflect on different methodologies for researching the practices of production, diverse audiences/users, policy frameworks and social engagement relevant to the cultural and media sector.		x	x	x				x	x	x	x	x	x	x	x	x	x	x	
Formulate research questions and, in the light of these, design research and/or production projects which explore these in a systematic and rigorous way, presenting key findings and articulating analytical insights.						x	x	x	x	x	x	x	x	x	x	x	x	x	
The ability to present and evaluate evidence-based research and arguments including the interpretation of theoretical models, texts and industry/policy mapping		x	x	x	x				x	x	x	x	x	x	x	x	x	x	
<b>(C) Subject/Professional/Practical Skills</b>																			
The ability to design, plan, realise and reflect on sustained critical, creative and/or research projects independently and within teams.	x			x	x	x	x	x	x	x			x	x	x	x	x	x	
To develop skills in digital photography, video, sound, interactive and online media production at a level suitable to working as a creative professional in the cultural and media sector.	x					x	x						x	x					
Ability to inform production projects with theoretical, historical and critical understanding to ensure they are socially informed, engaged and meaningful in a way that is appropriate to different industry and user contexts.	x	x	x	x	x	x		x	x	x			x	x			x	x	x
To develop an awareness of ethical issues and an ability to conceive, design and plan projects which are shaped in ways that take account of issues relating to difference, diversity and inequality.	x			x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
<b>(D) Transferable skills and other attributes</b>																			
To develop the capacity for independent, self-aware, socially-responsive, future-facing risk-taking learning, through the exercise of initiative, choice and problem-solving skills.	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
To develop critical, creative and analytical thinking through the execution of research exercises and projects, and/or using practice-based work to interrogate social and cultural processes and practices.	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
To develop skills of communication, co-creation and reflection appropriate to working in groups/teams and individually as creative professionals and to presenting ideas within relevant industry and user contexts.	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**

<p>To develop an understanding of personal strengths and challenges in relation to professional opportunities, interpersonal relationships and social engagement.</p>	x			x	x	x	x	x	x	x	x	x	x	x	x	x	x	
<p>To develop a future-facing outlook, understanding concepts of global citizenship, environmental stewardship, social justice and equity, and how these relate to ecological and economic factors, and able to consider how systems and societies can be adapted to ensure sustainable futures.</p>	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	
Empty row for additional learning outcomes																		

**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
	Level 1	Network Culture UPCAL6-30-1  Mediated Lives UPCAL5-30-1  Contemporary Digital Practice UPCAKG-60-1		<b>Interim award:</b> CertHE Media and Cultural Production (120 credits)  Not available to Hong Kong Space CIDP students
	Level 2	<b>Compulsory Modules</b> Media Culture 1: Researching Media Cultures UPCAFE-30-2  Media Culture 2: Creative Cultural Research UPCAFF-30-2	<b>Optional Modules</b> Students choose two from:  Online Media Production UPCPAR-30-2  Screen Media UPCA9B-30-2  Photomedia UPCPAU-30-2  Videomedia UPCAFJ-30-2	<b>Interim Awards</b>  <b>Interim award:</b> DipHE Media and Cultural Production (240 credits)

**Placement Year**

Students on the sandwich route (SW) must undertake and pass a work placement:

During this time students must complete the 30 credit level 3 module, Professional Development on Placement UPNNA5-30-3

This module assesses the student's personal development, from the experience of placement and their ability to identify issues relevant to their Placement's organisational context and to then frame, scale and position a critical work-based enquiry relevant to the specialism of the degree.

This provides a rich process in which student can make links between theory and practice, reassess themselves and confront the challenges of carrying out a role in a new organisation whilst knowing that they will have the opportunity to be supported if there is a problem and that they will be returning to the programme for a further period of reflection and learning after the placement is completed.

<b>To be eligible for Placement students would normally be expected to have passed a minimum of 210 credits</b>				
		Compulsory Modules	Optional Modules	Interim Awards
	Level 3	Media Production Project UPCNAN-30-3	Advanced Media Production Project UPCNAP-30-3  Dissertation UPCPCU-30-3  Work Placement and Experience UPCPMN-30-3  Future Cities UPCAGV-30-3  Music Cultures UPCNAK-30-3  Photography and Visual Culture UPCPBQ-30-3  Video games and Digital Culture UPCAGW-30-3  Automatic Society UPCNAM-30-3  Creative Campaigns UPCAW9-30-3	<b>Interim award:</b> 300 credits BA Media and Cultural Production  Available to Hong Kong Space CIDP students who have completed the required number of credits at level 2 and level 3  <b>HIGHEST AWARD:</b> BA(Hons) Media and Cultural Production

**Part time:**

The following structure diagram demonstrates the student journey from Entry through to Graduation for a typical **part time student**.

**Year 1**

Network Culture UPCAL6-30-1

Mediated Lives UPCAL5-30-1

**Year 2**

Contemporary Digital Practice UPCAAG-60-1

**Interim award:** (120 credits) CertHE Media and Cultural Production

**Year 3**



Media Culture 1: Researching Media Cultures UPCAFA-30-2

Media Culture 2: Creative Cultural Research UPCAFF-30-2

**Year 4**

Two Level Two optional modules

**Interim award:** (240 credits) DipHE Media and Cultural Production

**Year 5**

Media Production Project UPCNAN-30-3

One Level 3 optional module

**Interim award:** (300 credits) BA Media and Cultural Production

**Year 6**

Two Level 3 optional modules.

**HIGHEST AWARD:** 360 credits BA(Hons) Media and Cultural Production

This structure diagram demonstrates the student journey from Entry (at level 2 or level 3) through to Graduation for a typical **full time undergraduate Hong Kong University SPACE student who has completed a HK SPACE Foundation award**, including:

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

ENTRY	Level 2	Compulsory Modules	Optional Modules	Interim Awards
		Media Culture 1: Researching Media Cultures UPCAFE-30-2	Online Media Production UPCPAR-30-2	
		Media Culture 2: Creative Cultural Research UPCAFF-30-2	Screen Media UPCA9B-30-2	
			Photomedia UPCPAU-30-2	
			Videomedia UPCAFJ-30-2	

	Level 3	Compulsory Modules	Optional Modules	Interim Awards
		Media Production Project UPCNAN-30-3	Advanced Media Production Project UPCNAP-30-3	
		Dissertation UPPCU-30-3		<b>Interim award:</b> 300 credits BA Media and Cultural Production
		Work Placement and Experience UPCPMN-30-3		
		Future Cities UPCAGV-30-3		
		Music Cultures UPCNAK-30-3		
		Photography and Visual Culture UACPBQ-30-3		
		Videogames and Digital Culture UPCAGW-30-3		<b>HIGHEST AWARD:</b> 360 credits BA(Hons) Media and Cultural Production.
		Automatic Society UPCNAM-30-3		
		Creative Campaigns UPCAW9-30-3		

**Part 5: Entry Requirements**

The University's Standard Entry Requirements apply.

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 UK Quality Code for HE](#)

-Subject benchmark statements for the development of knowledge, understanding and discipline specific skills in Communication, Media Film and Cultural Studies.

[Strategy 2020](#)

[University policies](#)

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First CAP Approval Date	21 March 2017 <a href="#">Link to MIA</a>			
Revision CAP Approval Date	27 <sup>th</sup> June 2018 24 <sup>th</sup> October 2018	Version	2 3	<a href="#">Link to RIA 12691</a> <a href="#">Link to Profile</a>
Next Periodic Curriculum Review due date	Academic year 2022/23			
Date of last Periodic Curriculum Review				