



## **Programme Specification**

### **Digital Media [Frenchay]**

Version: 2026-27, v2.0, Validated

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## **Section 1: Key Programme Details**

### **Part A: Programme Information**

**Programme title:** Digital Media [Frenchay]

**Highest award:** BSc (Hons) Digital Media

**Interim award:** BSc Digital Media

**Interim award:** DipHE Digital Media

**Interim award:** CertHE Digital Media

**Awarding institution:** UWE Bristol

**Teaching institutions:** UWE Bristol

**Study abroad:** No

**Year abroad:** Yes

**Sandwich year:** Yes

**Credit recognition:** No

**School responsible for the programme:** CATE School of Computing and Creative Technologies, College of Arts, Technology and Environment

**Professional, statutory or regulatory bodies:** Not applicable

**Modes of delivery:** Full-time, Sandwich

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

**For implementation from:** 01 September 2026

**Programme code:** G45100

## **Section 2: Programme Overview, Aims and Learning Outcomes**

**Part A: Programme Overview, Aims and Learning Outcomes**

**Overview:** This award is designed to prepare students for professional practice in digital media by developing strong problem-solving skills and a broad range of transferable skills. The programme emphasises the integration of creative and technical approaches, enabling students to design, develop, and critically evaluate digital media artefacts, systems, and user experiences, while working effectively both independently and as part of a team. It also fosters critical thinking, reflective practice, and the rigorous use of information from a variety of sources, supporting the development of independent, lifelong learning. The programme will enable graduates to pursue careers in the digital media sector or to progress to postgraduate study in digital media and related disciplines.

**Features of the programme:** Distinctive Features of the BSc (Hons) Digital Media Programme:

**Project-Based Learning and Portfolio Development**

A strong emphasis on project-based learning, enabling the development of a professional portfolio aligned with current digital media industry practices.

**Industry Engagement and Real-World Challenges**

Opportunities to engage with industry-informed projects and contemporary digital media challenges.

**Engagement with Emerging Technologies**

Exposure to emerging technologies, including the integration and application of artificial intelligence within digital media contexts, reflecting current and evolving industry practices.

**Interdisciplinary Curriculum Design**

An interdisciplinary structure that integrates creative, technical, and critical approaches across the programme.

**Placement Year Opportunity**

A placement year is optional, nonetheless, students are strongly encouraged to take up this opportunity. The University and the School provide support in preparation for the placement in a number of ways. For example, the School may arrange a series of talks from former placement students and industrialists, aimed at illustrating the benefits of the placement year. Support in applying for placements is also provided through CV workshops, advertising of placement vacancies and more general information on careers and employability. Students who elect not to do a year-long placement are encouraged to gain work experience in other ways, for example through volunteering, summer internships, and entrepreneurial schemes.

**Educational Aims:** The BSc (Hons) Digital Media programme aims to:

Provide an integrated education in digital media that combines creative practice with technical expertise, enabling students to design, develop, and evaluate interactive digital media artefacts and experiences.

Develop students' knowledge and skills in key areas of digital media, including web development, interaction design, and the creation of rich interactive content.

Foster strong analytical, problem-solving, and critical thinking abilities, alongside transferable skills, enabling students to respond effectively to evolving technologies and industry practices.

Prepare graduates to make effective, innovative, and professional contributions within the digital media and creative industries.

Develop students' understanding of project management principles and collaborative practices, supporting the successful delivery of digital media projects.

Encourage awareness of the cultural, technological, and professional contexts in which digital media is produced and applied, supporting lifelong learning and progression to postgraduate study or continued professional development.

**Programme Learning Outcomes:**

On successful completion of this programme graduates will achieve the following learning outcomes.

**Programme Learning Outcomes**

- PO1. Demonstrate understanding of key principles, concepts, technologies and methodologies in digital media and design, including historical and cultural perspectives.
- PO2. Apply knowledge of technologies, environments, and broader considerations related to digital media, including professional, ethical, and sustainability issues in a global context.
- PO3. Analyse digital media requirements and design effective solutions using appropriate techniques, tools and software.
- PO4. Evaluate digital media products and their designs using appropriate techniques and methodologies.
- PO5. Design and develop digital media products using appropriate tools and practices.
- PO6. Critically appraise and use a variety of professional and academic literature sources to support independent research and enquiry.
- PO7. Demonstrate effective soft skills, showcasing the ability to independently and collaboratively manage tasks from inception to completion and reflect on tasks professionally.
- PO8. Communicate ideas, arguments and knowledge in an effective manner to appropriate stakeholders using contemporary media.

**Assessment strategy:** The Digital Media programme adopts a varied and programmatic assessment strategy that reflects the creative, technical, and critical learning outcomes of the discipline. A range of assessment methods is used, including media productions, design projects, portfolios, presentations, written work, and reflective evaluations. These approaches are aligned with the programme's learning outcomes by enabling students to demonstrate practical skills, creative thinking, critical analysis, and professional communication. They also support inclusive practice by accommodating different learning styles and ways of demonstrating achievement.

At Levels 4 and 5, students engage with diverse assessment types in a structured progression, supporting a programmatic approach to assessment. This allows students to build and apply knowledge incrementally, developing confidence and competence before undertaking more independent, self-directed work in the final year. This progression aligns with enquiry-based learning, encouraging students to explore, experiment, and refine their ideas through practice.

Assessment tasks are designed to reflect disciplinary and industry-oriented practices within digital media. Students complete both individual and collaborative projects, responding to briefs such as client-led commissions, industry simulations, and open-ended creative challenges. These approaches have been chosen to ensure authenticity, enabling students to apply their learning in realistic contexts while developing key professional skills such as communication, collaboration, research, and project management.

The chosen assessment strategy captures programme achievement by evaluating both process and outcome. Practical outputs are supported by reflective and critical components, ensuring that students demonstrate not only technical competence but also conceptual understanding and the ability to evaluate their own work. Formative feedback is embedded throughout the programme, with regular opportunities for tutor and peer input, supporting iterative development and continuous improvement.

**Student support:** Academic Support:

Academic support is provided by the teaching teams responsible for each module, offering guidance across the creative, technical, and critical dimensions of digital media. Staff are available beyond timetabled sessions through appointments and scheduled drop-in hours, enabling students to seek advice on module content, assessment, and the development of their work. This is supported by programme-level provision, including access to academic skills development in areas such as research, critical thinking, and digital practice.

Online and Technical Support:

Comprehensive online and technical support is available through the University's digital platforms. The e-library provides access to academic journals, e-books, and study skills resources relevant to digital media, alongside industry-focused content. The Virtual Learning Environment (VLE) supports module delivery through access to learning materials, recorded sessions, assessment submission, and feedback. Students can also access timetables, results, and other programme information, supporting flexible and inclusive engagement with their studies.

#### Careers and Employability Support:

Careers support is integrated within the programme and supported by the University's careers service. Students are supported in developing employability skills and professional awareness relevant to the digital media sector. This includes guidance on portfolio development, CV preparation, and interview skills, alongside access to careers advice, workshops, and employer engagement opportunities. These activities support students in articulating their creative and technical capabilities and preparing for professional practice or further study.

#### Pastoral and Wellbeing Support:

Pastoral support is provided through a combination of academic personal tutors and the University's professional services. Personal tutors support academic progress and student development, while professional services provide advice on wellbeing, financial matters, academic regulations, and personal circumstances. These services are accessible through appointments and drop-in sessions, forming part of a coordinated support network that promotes student wellbeing and enables timely access to appropriate support.

## **Part B: Programme Structure**

### **Creative Technology pathway**

#### **Year 1**

Full time and sandwich students must take 120 credits from the modules in Year 1.

**Year 1 Compulsory Modules (Full Time and Sandwich)**

Full time and sandwich students on the Creative Technology pathway must take 120 credits of Compulsory Modules (Full Time and Sandwich).

Full time and sandwich students on the Standard pathway must take 60 credits of Compulsory Modules (Full Time and Sandwich).

| Module Code | Module Title                            | Credit |
|-------------|-----------------------------------------|--------|
| UFCFHL-30-1 | Graphic & Web Design Studio 2026-27     | 30     |
| UFCF8L-30-1 | Introduction to Creative Coding 2026-27 | 30     |
| UFCFY5-30-1 | Media Studio 2026-27                    | 30     |
| UFCFY4-30-1 | Principles of 3D Environments 2026-27   | 30     |

**Year 2**

Full time and sandwich students must take 120 credits from the modules in Year 2.

**Year 2 Compulsory Modules (Full Time and Sandwich)**

Full time and sandwich students on the Creative Technology pathway must take 90 credits of Compulsory Modules (Full Time and Sandwich).

Full time and sandwich students on the Standard pathway must take 30 credits of Compulsory Modules (Full Time and Sandwich).

| Module Code | Module Title               | Credit |
|-------------|----------------------------|--------|
| UFCFLL-30-2 | Creative Computing 2027-28 | 30     |
| UFCFKL-30-2 | Media Production 2027-28   | 30     |
| UFCFH5-30-2 | User Experience 2027-28    | 30     |

**Year 2 Optional Modules (Full Time and Sandwich)**

Full time and sandwich students on the Creative Technology pathway must take 30 credits of Optional Modules (Full Time and Sandwich).

Full time and sandwich students on the Standard pathway must take 90 credits of Optional Modules (Full Time and Sandwich).

| <b>Module Code</b> | <b>Module Title</b>                                  | <b>Credit</b> |
|--------------------|------------------------------------------------------|---------------|
| UFCFC6-30-2        | Play and Games 2027-28                               | 30            |
| UFCFRL-30-2        | Research and Practice in Creative Technology 2027-28 | 30            |
| UFCFQL-30-2        | Sound Design and Post Production 2027-28             | 30            |

### **Year 3**

Full time students must take 120 credits from the modules in Year 3.

Sandwich students must take 15 credits from the modules in Year 3.

Placement: a substantial period of supervised work experience, relevant to the academic programme of study, in a professional environment. During this time students must complete and pass the 15 credit level 6 module, Professional Experience UFCFE6-15-3. This module assesses the student's professional and personal development in working to the employer's brief, and to reflect critically on the placement in relation to their academic programme.

To be eligible for Placement students must have passed a minimum of 210 credits, including at least 90 at level 2.

### **Year 3 Compulsory Modules (Full Time)**

Full time students on the Creative Technology pathway must take 90 credits of Compulsory Modules (Full Time).

| <b>Module Code</b> | <b>Module Title</b>                                 | <b>Credit</b> |
|--------------------|-----------------------------------------------------|---------------|
| UFCFHQ-45-3        | Comprehensive Creative Technologies Project 2028-29 | 45            |
| UFCE3D-45-3        | Design Enterprise Studio 2028-29                    | 45            |

### **Year 3 Compulsory Modules (Sandwich)**

Sandwich students must take 15 credits from the modules in Compulsory Modules (Sandwich).

| <b>Module Code</b> | <b>Module Title</b>             | <b>Credit</b> |
|--------------------|---------------------------------|---------------|
| UFCFE6-15-3        | Professional Experience 2028-29 | 15            |

**Year 3 Optional Modules (Full Time)**

Full time students on the Creative Technology pathway must take 30 credits of Optional Modules (Full Time).

Full time students on the Standard pathway must take 120 credits of Optional Modules (Full Time).

| Module Code | Module Title                  | Credit |
|-------------|-------------------------------|--------|
| UFCFW3-30-3 | Advanced Technologies 2028-29 | 30     |
| UFCFQ5-30-3 | Interaction Design 2028-29    | 30     |

**Year 4**

Sandwich students must take 105 credits from the modules in Year 4.

**Year 4 Compulsory Modules (Sandwich)**

Sandwich students on the Creative Technology pathway must take 75 credits of Compulsory Modules (Sandwich).

| Module Code | Module Title                                        | Credit |
|-------------|-----------------------------------------------------|--------|
| UFCFHQ-45-3 | Comprehensive Creative Technologies Project 2029-30 | 45     |
| UFCFKQ-30-3 | Design Enterprise Studio 2029-30                    | 30     |

**Year 4 Optional Modules (Sandwich)**

Sandwich students on the Creative Technology pathway must take 30 credits of Optional Modules (Sandwich).

Sandwich students on the Standard pathway must take 105 credits of Optional Modules (Sandwich).

| Module Code | Module Title                  | Credit |
|-------------|-------------------------------|--------|
| UFCFW3-30-3 | Advanced Technologies 2029-30 | 30     |
| UFCFQ5-30-3 | Interaction Design 2029-30    | 30     |

**Standard pathway**

**Year 1**

Full time and sandwich students must take 120 credits from the modules in Year 1.

**Year 1 Compulsory Modules (Full Time and Sandwich)**

Full time and sandwich students on the Creative Technology pathway must take 120 credits of Compulsory Modules (Full Time and Sandwich).

Full time and sandwich students on the Standard pathway must take 60 credits of Compulsory Modules (Full Time and Sandwich).

| Module Code | Module Title                        | Credit |
|-------------|-------------------------------------|--------|
| UFCFHL-30-1 | Graphic & Web Design Studio 2026-27 | 30     |
| UFCFY5-30-1 | Media Studio 2026-27                | 30     |

**Year 1 Optional Modules (Full Time and Sandwich)**

Full time and sandwich students on the Standard pathway must take 60 credits from Optional Modules (Full Time and Sandwich).

| Module Code | Module Title                            | Credit |
|-------------|-----------------------------------------|--------|
| UFCFC4-30-1 | Audio Engineering 2026-27               | 30     |
| UFCF8L-30-1 | Introduction to Creative Coding 2026-27 | 30     |
| UFCFY4-30-1 | Principles of 3D Environments 2026-27   | 30     |

**Year 2**

Full time and sandwich students must take 120 credits from the modules in Year 2.

**Year 2 Compulsory Modules (Full Time and Sandwich)**

Full time and sandwich students on the Creative Technology pathway must take 90 credits of Compulsory Modules (Full Time and Sandwich).

Full time and sandwich students on the Standard pathway must take 30 credits of Compulsory Modules (Full Time and Sandwich).

| Module Code | Module Title            | Credit |
|-------------|-------------------------|--------|
| UFCFH5-30-2 | User Experience 2027-28 | 30     |

**Year 2 Optional Modules (Full Time and Sandwich)**

Full time and sandwich students on the Creative Technology pathway must take 30 credits of Optional Modules (Full Time and Sandwich).

Full time and sandwich students on the Standard pathway must take 90 credits of Optional Modules (Full Time and Sandwich).

| <b>Module Code</b> | <b>Module Title</b>                                  | <b>Credit</b> |
|--------------------|------------------------------------------------------|---------------|
| UFCFG4-30-2        | Audio Recording 2027-28                              | 30            |
| UFCFLL-30-2        | Creative Computing 2027-28                           | 30            |
| UFCFKL-30-2        | Media Production 2027-28                             | 30            |
| UFCFC6-30-2        | Play and Games 2027-28                               | 30            |
| UFCFRL-30-2        | Research and Practice in Creative Technology 2027-28 | 30            |
| UFCFQL-30-2        | Sound Design and Post Production 2027-28             | 30            |

**Year 3**

Full time students must take 120 credits from the modules in Year 3.

Sandwich students must take 15 credits from the modules in Year 3.

Placement: a substantial period of supervised work experience, relevant to the academic programme of study, in a professional environment. During this time students must complete and pass the 15 credit level 6 module, Professional Experience UFCFE6-15-3. This module assesses the student's professional and personal development in working to the employer's brief, and to reflect critically on the placement in relation to their academic programme.

To be eligible for Placement students must have passed a minimum of 210 credits, including at least 90 at level 2.

**Year 3 Compulsory Modules (Sandwich)**

Sandwich students must take 15 credits from the modules in Compulsory Modules (Sandwich).

| <b>Module Code</b> | <b>Module Title</b> | <b>Credit</b> |
|--------------------|---------------------|---------------|
|--------------------|---------------------|---------------|

|             |                                 |    |
|-------------|---------------------------------|----|
| UFCFE6-15-3 | Professional Experience 2028-29 | 15 |
|-------------|---------------------------------|----|

### Year 3 Optional Modules (Full Time)

Full time students on the Creative Technology pathway must take 30 credits of Optional Modules (Full Time).

Full time students on the Standard pathway must take 120 credits of Optional Modules (Full Time).

| Module Code | Module Title                                        | Credit |
|-------------|-----------------------------------------------------|--------|
| UFCFEC-30-3 | 3d Modelling and Animation 2028-29                  | 30     |
| UFCFW3-30-3 | Advanced Technologies 2028-29                       | 30     |
| UFCFD6-30-3 | Audio-Visual Production 2028-29                     | 30     |
| UFCFM4-30-3 | Commercial Games Development 2028-29                | 30     |
| UFCFHQ-45-3 | Comprehensive Creative Technologies Project 2028-29 | 45     |
| UFCFS4-30-3 | Creative Technologies Project 2028-29               | 30     |
| UFCFKQ-30-3 | Design Enterprise Studio 2028-29                    | 30     |
| UFCFQ5-30-3 | Interaction Design 2028-29                          | 30     |
| UFCEHM-30-3 | Live Sound 2028-29                                  | 30     |

### Year 4

Sandwich students must take 105 credits from the modules in Year 4.

### Year 4 Optional Modules (Sandwich)

Sandwich students on the Creative Technology pathway must take 30 credits of Optional Modules (Sandwich).

Sandwich students on the Standard pathway must take 105 credits of Optional Modules (Sandwich).

| Module Code | Module Title | Credit |
|-------------|--------------|--------|
|-------------|--------------|--------|

|             |                                                     |    |
|-------------|-----------------------------------------------------|----|
| UFCFEC-30-3 | 3d Modelling and Animation 2029-30                  | 30 |
| UFCFW3-30-3 | Advanced Technologies 2029-30                       | 30 |
| UFCFD6-30-3 | Audio-Visual Production 2029-30                     | 30 |
| UFCFM4-30-3 | Commercial Games Development 2029-30                | 30 |
| UFCFHQ-45-3 | Comprehensive Creative Technologies Project 2029-30 | 45 |
| UFCFS4-30-3 | Creative Technologies Project 2029-30               | 30 |
| UFCFKQ-30-3 | Design Enterprise Studio 2029-30                    | 30 |
| UFCFQ5-30-3 | Interaction Design 2029-30                          | 30 |
| UFCEHM-30-3 | Live Sound 2029-30                                  | 30 |

### **Part C: Higher Education Achievement Record (HEAR) Synopsis**

Graduates will demonstrate understanding of the concepts, contexts, and processes underpinning graphical communication, and communicate effectively using appropriate multimedia technologies. They will apply suitable tools and methods to critically evaluate case materials and design information content for documents and the web.

They will show strong critical thinking by analysing, evaluating, and solving problems, synthesising information, balancing objectives, and expressing ideas clearly. Graduates will manage time, collaborate in teams, learn independently, use literature to support learning, and apply software tools while understanding key techniques for structuring and interpreting information.

### **Part D: External Reference Points and Benchmarks**

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'.

### **Part E: Regulations**

The programme will be operated in accordance with UWE Academic Regulations and Procedures.