



Programme Specification

Digital Media {Foundation} [Frenchay]

Version: 2026-27, v2.0, Validated

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Digital Media {Foundation} [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: No

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: G45B00

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.

The foundation year acts as a vital stepping stone into the first year of the degree, designed to support students from diverse educational backgrounds in developing the broad academic and professional fundamentals required for higher-level study. Rather than focusing narrowly on subject-specific content, it provides a wide-ranging introduction to essential skills and concepts—including computational thinking, problem solving, academic literacy, project management, and effective communication. This generalist approach ensures that all learners, regardless of prior experience, build confidence in the core principles that underpin university-level learning. Alongside these transferable skills, students are introduced to best practices relevant to their subject area, laying the groundwork for deeper, discipline-specific engagement in subsequent years.

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 either pathway must take 120 credits from the modules in Compulsory Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
UFCEUF-30-0	Introduction to Speciality 2026-27	30
UFCEUP-30-0	Computational Thinking 2026-27	30
UFCEUS-30-0	Foundation Project 2026-27	30
UFCEV3-30-0	Professional and Communication Skills 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)

The Creative Technology pathway student must take 120 credits from Compulsory Modules (Full-time and Sandwich).

The Standard pathway student must take 60 credits from Compulsory Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
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UFCFHL-30-1	Graphic & Web Design Studio 2027-28	30
UFCF8L-30-1	Introduction to Creative Coding 2027-28	30
UFCFY5-30-1	Media Studio 2027-28	30
UFCFY4-30-1	Principles of 3D Environments 2027-28	30

Year 3

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

Year 3 Compulsory Modules (Full-time and Sandwich)

The Creative Technology pathway student must take 90 credits from Compulsory Modules (Full-time and Sandwich).

The Standard pathway student must take 30 credits from Compulsory Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
UFCFLL-30-2	Creative Computing 2028-29	30
UFCFKL-30-2	Media Production 2028-29	30
UFCFH5-30-2	User Experience 2028-29	30

Year 3 Optional Modules (Full-time and Sandwich)

The Creative Technology Pathway student must take 30 credits from Optional Modules (Full-time and Sandwich).

The Standard Pathway student must take 90 credits from Optional Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
UFCFC6-30-2	Play and Games 2028-29	30
UFCFRL-30-2	Research and Practice in Creative Technology 2028-29	30
UFCFQL-30-2	Sound Design and Post Production 2028-29	30

Year 4

Full-time students must take 120 credits from the modules in Year 4.

Sandwich students must take 15 credits from the modules in Year 4.

Year 4 Compulsory Modules (Full-time)

The Creative Technology pathway student must take 90 credits from Compulsory Modules (Full-time).

Module Code	Module Title	Credit
UFCFHQ-45-3	Comprehensive Creative Technologies Project 2029-30	45
UFCE3D-45-3	Design Enterprise Studio 2029-30	45

Year 4 Compulsory Modules (Sandwich)

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

Module Code	Module Title	Credit
UFCFE6-15-3	Professional Experience 2029-30	15

Year 4 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 2029-30	30
UFCFQ5-30-3	Interaction Design 2029-30	30

Year 5

Sandwich students must take 105 credits from the modules in Year 5.

Year 5 Compulsory Modules (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 2030-31	45
UFCFKQ-30-3	Design Enterprise Studio 2030-31	30

Year 5 Optional Modules (Sandwich)

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

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

Module Code	Module Title	Credit
UFCFW3-30-3	Advanced Technologies 2030-31	30
UFCFQ5-30-3	Interaction Design 2030-31	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 either pathway must take 120 credits from the modules in Compulsory Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
UFCEUF-30-0	Introduction to Speciality 2026-27	30
UFCEUP-30-0	Computational Thinking 2026-27	30
UFCEUS-30-0	Foundation Project 2026-27	30
UFCEV3-30-0	Professional and Communication Skills 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)

The Creative Technology pathway student must take 120 credits from Compulsory Modules (Full-time and Sandwich).

The Standard pathway student must take 60 credits from Compulsory Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
UFCFHL-30-1	Graphic & Web Design Studio 2027-28	30
UFCFY5-30-1	Media Studio 2027-28	30

Year 2 Optional Modules (Full-time and Sandwich)

The Standard pathway student must take 60 credits from Optional Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
UFCFC4-30-1	Audio Engineering 2027-28	30
UFCF8L-30-1	Introduction to Creative Coding 2027-28	30

Year 3

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

Year 3 Compulsory Modules (Full-time and Sandwich)

The Creative Technology pathway student must take 90 credits from Compulsory Modules (Full-time and Sandwich).

The Standard pathway student must take 30 credits from Compulsory Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
UFCFH5-30-2	User Experience 2028-29	30

Year 3 Optional Modules (Full-time and Sandwich)

The Creative Technology Pathway student must take 30 credits from Optional Modules (Full-time and Sandwich).

The Standard Pathway student must take 90 credits from Optional Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
UFCFG4-30-2	Audio Recording 2028-29	30
UFCFLL-30-2	Creative Computing 2028-29	30
UFCFKL-30-2	Media Production 2028-29	30
UFCFC6-30-2	Play and Games 2028-29	30
UFCFRL-30-2	Research and Practice in Creative Technology 2028-29	30
UFCFQL-30-2	Sound Design and Post Production 2028-29	30

Year 4

Full-time students must take 120 credits from the modules in Year 4.

Sandwich students must take 15 credits from the modules in Year 4.

Year 4 Compulsory Modules (Sandwich)

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

Module Code	Module Title	Credit
UFCFE6-15-3	Professional Experience 2029-30	15

Year 4 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
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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

Year 5

Sandwich students must take 105 credits from the modules in Year 5.

Year 5 Optional Modules (Sandwich)

Students on the Creative Technology pathway must take 30 credits of Optional Modules (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 2030-31	30
UFCFW3-30-3	Advanced Technologies 2030-31	30
UFCFD6-30-3	Audio-Visual Production 2030-31	30
UFCFM4-30-3	Commercial Games Development 2030-31	30
UFCFHQ-45-3	Comprehensive Creative Technologies Project 2030-31	45

UFCFS4-30-3	Creative Technologies Project 2030-31	30
UFCFKQ-30-3	Design Enterprise Studio 2030-31	30
UFCFQ5-30-3	Interaction Design 2030-31	30
UFCEHM-30-3	Live Sound 2030-31	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.