



Programme Specification

Digital Media {Top-Up} [GlosColl]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Digital Media {Top-Up} [GlosColl]

Highest award: BSc (Hons) Digital Media

Interim award: BSc Digital Media

Awarding institution: UWE Bristol

Affiliated institutions: GC

Teaching institutions: GC

Study abroad: No

Year abroad: No

Sandwich year: No

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

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

For implementation from: 01 September 2026

Programme code: G45C13

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: The Digital Media BSc year 4 and 5 (or equivalent subject coverage via named HND) covers principles of design, technology, media production and coding that underpin their learning within this diverse subject area. Skills and learning from L4 are further developed at L5 where more complex challenges are introduced.

At L6 (top-up year) students develop their graduate specialisms and professionalism within the framework of three project modules. These modules have been designed to allow students the flexibility to find their own route into the industry via a professional skills module, an independent project and a user interaction design module.

Overall, the modules have a strong practice-based focus. To encourage cohort identity and engagement, a substantial proportion of the student's contact time should be spent in either computer or design studios on campus.

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.

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: Students on this programme will have access to the full support facilities at both Gloucestershire College and UWE. Both institutions provide a student support service to help students make the most of their study time. Student services are able to answer questions about the courses, the facilities and to signpost to other specialist support for health and well-being. Student services also offer financial advice and provide access to financial assistance.

Academic advice and support is the responsibility of the staff delivering the module in question. Members of the academic team are available during published office

hours and during teaching time to provide direct support with specific academic issues and to offer advice and guidance on matters relating to the material being taught and on its assessment.

A UWE link tutor is also available to liaise between the University and College to ensure that the students have an integrated educational experience.

Part B: Programme Structure

Year 1

The students must take 120 credits from the modules in Year 1.

Year 1 Compulsory Modules

The student must take 120 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UFCFHQ-45-3	Comprehensive Creative Technologies Project 2026-27	45
UFCE3D-45-3	Design Enterprise Studio 2026-27	45
UFCFQ5-30-3	Interaction Design 2026-27	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.