



## **Programme Specification**

### **Digital Media {Top Up} [GlosColl]**

Version: 2024-25, v1.0, 03 Jun 2024

#### **Contents**

<b>Programme Specification.....</b>	<b>1</b>
<b>Section 1: Key Programme Details.....</b>	<b>2</b>
Part A: Programme Information .....	2
<b>Section 2: Programme Overview, Aims and Learning Outcomes .....</b>	<b>2</b>
Part A: Programme Overview, Aims and Learning Outcomes .....	2
Part B: Programme Structure.....	6
Part C: Higher Education Achievement Record (HEAR) Synopsis .....	7
Part D: External Reference Points and Benchmarks .....	8
Part E: Regulations .....	9

## **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:** Gloucestershire College

**Teaching institutions:** Gloucestershire College

**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 2024

**Programme code:** G45C13

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

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

**Overview:** The BSc (Hons) Digital Media has the following general aims:

To enable students to embark upon professional careers by developing problem-solving and other transferable skills.

To enable students to work effectively and productively as a member of a team.

To develop study skills that will enable students to become independent, lifelong learners.

To prepare students for progressing to study for higher degrees in computing and digital media.

To encourage the discerning use of reference material from a variety of sources.

**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.

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.

**Educational Aims:** The BSc (Hons) Digital Media has the following specific aims:

To provide skills in the design and implementation of digital media and computer

games, including an understanding of the mathematical and technological principles required, as well as an exploration of the creative potential presented within the development of media for web platforms, and the cultural and technological contexts out of which they arise.

To provide practical skills in web development, interaction design, and deployment of rich interactive media.

To develop the students' ability to make efficient, innovative and robust contributions to companies engaged in the development of products for web platforms and related interactive digital media.

To develop the students' understanding of the importance and mechanisms of project management, and associated tools, within computing, with particular reference to the development of interactive digital media and the web.

### **Programme Learning Outcomes:**

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

#### **Knowledge and Understanding**

- A1. Historical and cultural perspectives of digital media and the web
- A2. Key visual and information design principles
- A3. Interaction design concepts, markup and programming languages, presentation technologies, formats and deployment technologies as applicable in modern digital media development
- A4. The design development process, the use of personas, information architecture, functional analysis and testing in user centered design
- A5. Hardware architecture and supporting software technologies, and the network environment required for the production and deployment of contemporary digital media products
- A6. Professional, ethical and sustainability issues affecting the development and deployment of digital media within an international market place

**Intellectual Skills**

- B1. Apply appropriate design and problem-solving techniques to digital media requirements or issues
- B2. Critically compare and evaluate digital media products and their designs
- B3. Research and conduct an in-depth investigation relating to the requirements and/or relevant background information for the development of a digital media product
- B4. Undertake a substantial study involving the design and/or development of a digital media product using appropriate tools and methodologies

**Subject/Professional Practice Skills**

- C1. Create low and high fidelity designs and appropriate technical solutions corresponding to stated requirements
- C2. Interpret digital media designs to form technical requirements and design code/software that meets them
- C3. Write programming code in an appropriate language that fulfills a given design
- C4. Utilise standard tools and professional design practices throughout the development process, to design, deploy, debug, test, and critically evaluate finished projects
- C5. Apply a range of techniques from key areas to digital media development

**Transferable Skills and other attributes**

- D1. Demonstrate personal and time management skills appropriate to professional conduct in the field of digital media
- D2. Report and communicate ideas and results effectively using media and style appropriate to an intended audience
- D3. Work effectively as part of a group
- D4. Manage a project effectively, from inception to completion
- D5. Learn independently, reflect on their learning needs and achievements
- D6. Reflect on the process of development of a digital media product

**Assessment strategy:** The assessment strategy has been designed to test the programme learning outcomes.

**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 2024-25	45
UFCE3D-45-3	Design Enterprise Studio 2024-25	45

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

Graduates will be able to demonstrate knowledge and understanding of the concepts, contexts and processes that inform the combination of textual and graphical forms of information in communication. They will be able to communicate effectively by appropriately expressing, interpreting and ordering information. They will also be able to design and implement simple OO programs using class diagrams and algorithm designs.

Graduates will have shown during their degree, that they are able to use Unix/Linux and Internet tools to build systems. They will be able to employ system descriptive notations and use a variety of multimedia technologies to create and edit images and sound recordings. They will be able to generate and edit MIDI; sample and edit audio and integrate MIDI and audio. They will also be able to write Java programs to capture, store, process and output audio data and MIDI commands.

Graduates will be able to use the appropriate tools and methods for critical evaluation of application case materials. They will have shown that they are able to design information content for documents and the world wide web.

Upon graduation, they will be able to present data in a variety of forms and implement data models in RDBMS and XML. They will be able to plan, design and implement multimedia application content to resolve issues, such as; database connectivity and import of media resources. They will also be able to specify the requirements for a multimedia-focused application and undertake its design and implementation. As well as this, they will demonstrate knowledge of data structures, including operations performed on them and languages for modelling them.

Graduates will be able to construct and document moving image sequences using digital video production equipment and editing software. They will have shown they understand the principles of animation and the creation of 3D characters. This will

have included appropriate lighting principles, shading algorithms and rendering techniques. They will be able to create lip-synched 3D animations using appropriate animation techniques, motion capture principles, shading algorithms and rendering methods.

These graduates will be able to show that they are critical thinkers who are able to analyse, evaluate and solve problems. They will be able to synthesise different types of information, balance conflicting objectives and express problems in appropriate notations. They will also be able to communicate orally and in writing, to manage their time and to work with others - having gained insights into the problems of team-based software development.

In addition, these graduates will be able to learn independently and to use literature sources to support learning. They will be able to undertake a literature review of a specialist area, including the writing of a critical review of the subject.

They will be able to use software tools in the context of application development and understand basic techniques for structuring and accessing information. They will also be able to undertake analysis and interpretation of information in the context of Artificial Intelligence.

Furthermore, graduates will be able to understand ethical issues and apply principles of ethical practice to the development of appropriate policies in an IT context. They will also be able to apply user-centred design and undertake usability analysis.

#### **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.