



## **Programme Specification**

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

Version: 2022-23, v2.0, 14 Jun 2024

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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:** Yes

**Year abroad:** Yes

**Sandwich year:** Yes

**Credit recognition:** No

**School responsible for the programme:** FET Dept of Computer Sci & Creative Tech, Faculty of Environment & Technology

**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 2020

**Programme code:** G45100

## 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:** Many modules involve significant practical work. The programme introduces level one studio modules in designated studio spaces encouraging cohort ownership and identity and engagement. Therefore a substantial proportion of the student's contact time for those and other modules is spent in the computer studios.

**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:** Academic Support:

Academic advice and support is the responsibility of the staff delivering the module in question. Staff are expected to be available outside normal timetabled hours,

either by appointment or during published "surgery" hours, in order to offer advice and guidance on matters relating to the material being taught and on its assessment.

#### Pastoral Care:

Pastoral care is divided between academic personal tutors who look after the academic well-being of students and student advisors who provide comprehensive, full-time student support on a range of issues including funding, academic regulations, personal and health issues.

## 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
UFCFBL-30-1	Design Contexts 2022-23	30
UFCFHL-30-1	Graphic & Web Design Studio 2022-23	30
UFCF8L-30-1	Introduction to Creative Coding 2022-23	30
UFCFY5-30-1	Media Studio 2022-23	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).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UFCFLL-30-2	Creative and Physical Computing 2023-24	30
UFCFKL-30-2	Media Production 2023-24	30
UFCFH5-30-2	User Experience 2023-24	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>
UFCFB4-30-2	Intelligent Systems 2023-24	30
UFCFC6-30-2	Play and Games 2023-24	30
UFCFRL-30-2	Research and Practice in Creative Technology 2023-24	30
UFCFQL-30-2	Sound Design and Post Production 2023-24	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.

For the award of the sandwich title students must choose one of the following options:

**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 3 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.

**Study Year Abroad:** During this time students must complete and pass the 15 credit level 3 module, International Experience UFCFWJ-15-3. This module assesses the student's professional and personal development and to reflect critically on a substantial period of study abroad that has involved an approved programme of study complementing their home programme and related to their discipline and their personal or professional goals.

To be eligible for either Placement or SYA 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 105 credits of Compulsory Modules (Full Time).

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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UFCFHQ-45-3	Comprehensive Creative Technologies Project 2024-25	45
UFCFKQ-30-3	Design Enterprise Studio 2024-25	30
UFCFQ5-30-3	Interaction Design 2024-25	30

**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>
UFCFWJ-15-3	International Experience 2024-25	15
UFCFE6-15-3	Professional Experience 2024-25	15

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

Full time students on the Creative Technology pathway must take 15 credits of Optional Modules (Full Time).

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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UFCFR5-15-3	Advanced Topics in Web Development 2 2024-25	15
UFCFSN-15-3	Artificial Intelligence for Creative Technologies 2024-25	15
UFCFMR-15-3	Audio-Visual Studio 2024-25	15
UFCF7H-15-3	Mobile Applications 2024-25	15
UFCFVJ-15-3	Professional Development 2024-25	15

### **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).

Sandwich students on the Standard pathway must take 30 credits of Compulsory Modules (Sandwich).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UFCFHQ-45-3	Comprehensive Creative Technologies Project 2025-26	45

UFCFQ5-30-3	Interaction Design 2025-26	30
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#### **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 75 credits of Optional Modules (Sandwich).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UFCFR5-15-3	Advanced Topics in Web Development 2 2025-26	15
UFCFSN-15-3	Artificial Intelligence for Creative Technologies 2025-26	15
UFCFMR-15-3	Audio-Visual Studio 2025-26	15
UFCFKQ-30-3	Design Enterprise Studio 2025-26	30
UFCF7H-15-3	Mobile Applications 2025-26	15

#### **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).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UFCFHL-30-1	Graphic & Web Design Studio 2022-23	30
UFCFY5-30-1	Media Studio 2022-23	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).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UFCFC4-30-1	Audio Engineering 2022-23	30
UFCFBL-30-1	Design Contexts 2022-23	30
UFCF8L-30-1	Introduction to Creative Coding 2022-23	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).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UFCFH5-30-2	User Experience 2023-24	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>
UFCFA4-30-2	Applied Audio Systems 2023-24	30
UFCFG4-30-2	Audio Recording 2023-24	30
UFCFLL-30-2	Creative and Physical Computing 2023-24	30
UFCFB4-30-2	Intelligent Systems 2023-24	30

UFCFKL-30-2	Media Production 2023-24	30
UFCFC6-30-2	Play and Games 2023-24	30
UFCFRL-30-2	Research and Practice in Creative Technology 2023-24	30
UFCFQL-30-2	Sound Design and Post Production 2023-24	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.

For the award of the sandwich title students must choose one of the following options:

**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 3 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.

**Study Year Abroad:** During this time students must complete and pass the 15 credit level 3 module, International Experience UFCFWJ-15-3. This module assesses the student's professional and personal development and to reflect critically on a substantial period of study abroad that has involved an approved programme of study complementing their home programme and related to their discipline and their personal or professional goals.

To be eligible for either Placement or SYA 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 105 credits of Compulsory Modules (Full Time).

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

Module Code	Module Title	Credit
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UFCFQ5-30-3	Interaction Design 2024-25	30
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### Year 3 Compulsory Modules (Sandwich)

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

Module Code	Module Title	Credit
UFCFWJ-15-3	International Experience 2024-25	15
UFCFE6-15-3	Professional Experience 2024-25	15

### Year 3 Optional Modules (Full Time)

Full time students on the Creative Technology pathway must take 15 credits of Optional Modules (Full Time).

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

Module Code	Module Title	Credit
UFCFEC-30-3	3d Modelling and Animation 2024-25	30
UFCFR5-15-3	Advanced Topics in Web Development 2 2024-25	15
UFCFSN-15-3	Artificial Intelligence for Creative Technologies 2024-25	15
UFCFD6-30-3	Audio-Visual Production 2024-25	30
UFCFMR-15-3	Audio-Visual Studio 2024-25	15
UFCFM4-30-3	Commercial Games Development 2024-25	30
UFCFHQ-45-3	Comprehensive Creative Technologies Project 2024-25	45
UFCFS4-30-3	Creative Technologies Project 2024-25	30
UFCFKQ-30-3	Design Enterprise Studio 2024-25	30

UFCEHM-30-3	Live Sound 2024-25	30
UFCF7H-15-3	Mobile Applications 2024-25	15
UFCFVJ-15-3	Professional Development 2024-25	15

**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).

Sandwich students on the Standard pathway must take 30 credits of Compulsory Modules (Sandwich).

Module Code	Module Title	Credit
UFCFQ5-30-3	Interaction Design 2025-26	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 75 credits of Optional Modules (Sandwich).

Module Code	Module Title	Credit
UFCFEC-30-3	3d Modelling and Animation 2025-26	30
UFCFR5-15-3	Advanced Topics in Web Development 2 2025-26	15
UFCFSN-15-3	Artificial Intelligence for Creative Technologies 2025-26	15
UFCFD6-30-3	Audio-Visual Production 2025-26	30
UFCFMR-15-3	Audio-Visual Studio 2025-26	15
UFCFM4-30-3	Commercial Games Development 2025-26	30

UFCFHQ-45-3	Comprehensive Creative Technologies Project 2025-26	45
UFCFS4-30-3	Creative Technologies Project 2025-26	30
UFCFKQ-30-3	Design Enterprise Studio 2025-26	30
UFCEHM-30-3	Live Sound 2025-26	30
UFCF7H-15-3	Mobile Applications 2025-26	15

### **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.