



Programme Specification

Digital Media [Frenchay]

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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: 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 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: The Digital Media BSc has been designed programmatically. At Level 4 students are introduced to principles of design, technology, media production and coding that will underpin their learning within this diverse subject area. Skills and learning from L4 are developed at L5 where more complex material is introduced. L6 is where students develop their specialisms and professionalism within the framework of three project modules. Project modules have been designed to allow students the flexibility to design their own route through a professional industry facing module, an independent project and a choice of technology or design specialism.

Many modules involve significant practical work. The programme introduces Level 4 studio modules in designated studio spaces encouraging cohort ownership and identity and engagement. A substantial proportion of the student's contact time is spent in either computer or design studios.

The fundamental technology module at Level 4 enables Digital Media students to collaborate with students from other programmes whilst developing skills and

learning about technologies that are common to these areas. There are opportunities for students to continue with their early collaboration throughout the duration of their time on the programme.

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
UFCFHL-30-1	Graphic & Web Design Studio 2023-24	30
UFCF8L-30-1	Introduction to Creative Coding 2023-24	30
UFCFY5-30-1	Media Studio 2023-24	30
UFCFY4-30-1	Principles of 3D Environments 2023-24	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 and Physical Computing 2024-25	30
UFCFKL-30-2	Media Production 2024-25	30
UFCFH5-30-2	User Experience 2024-25	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).

Module Code	Module Title	Credit
UFCFC6-30-2	Play and Games 2024-25	30
UFCFRL-30-2	Research and Practice in Creative Technology 2024-25	30
UFCFQL-30-2	Sound Design and Post Production 2024-25	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 90 credits of Compulsory Modules (Full Time).

Module Code	Module Title	Credit
UFCFHQ-45-3	Comprehensive Creative Technologies Project 2025-26	45

UFCE3D-45-3	Design Enterprise Studio 2025-26	45
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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 2025-26	15
UFCE6-15-3	Professional Experience 2025-26	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 2025-26	30
UFCEQ5-30-3	Interaction Design 2025-26	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
UFCEFHQ-45-3	Comprehensive Creative Technologies Project 2026-27	45
UFCEFKQ-30-3	Design Enterprise Studio 2026-27	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 2026-27	30
UFCFQ5-30-3	Interaction Design 2026-27	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 2023-24	30
UFCFY5-30-1	Media Studio 2023-24	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 2023-24	30
UFCF8L-30-1	Introduction to Creative Coding 2023-24	30
UFCFY4-30-1	Principles of 3D Environments 2023-24	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 2024-25	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).

Module Code	Module Title	Credit
UFCFG4-30-2	Audio Recording 2024-25	30
UFCFLL-30-2	Creative and Physical Computing 2024-25	30
UFCFKL-30-2	Media Production 2024-25	30
UFCFC6-30-2	Play and Games 2024-25	30
UFCFRL-30-2	Research and Practice in Creative Technology 2024-25	30
UFCFQL-30-2	Sound Design and Post Production 2024-25	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 (Sandwich)

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

Module Code	Module Title	Credit
UFCFWJ-15-3	International Experience 2025-26	15
UFCFE6-15-3	Professional Experience 2025-26	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
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UFCFEC-30-3	3d Modelling and Animation 2025-26	30
UFCFW3-30-3	Advanced Technologies 2025-26	30
UFCFD6-30-3	Audio-Visual Production 2025-26	30
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
UFCFQ5-30-3	Interaction Design 2025-26	30
UFCEHM-30-3	Live Sound 2025-26	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 2026-27	30
UFCFW3-30-3	Advanced Technologies 2026-27	30
UFCFD6-30-3	Audio-Visual Production 2026-27	30
UFCFM4-30-3	Commercial Games Development 2026-27	30
UFCFHQ-45-3	Comprehensive Creative Technologies Project 2026-27	45

UFCFS4-30-3	Creative Technologies Project 2026-27	30
UFCFKQ-30-3	Design Enterprise Studio 2026-27	30
UFCFQ5-30-3	Interaction Design 2026-27	30
UFCEHM-30-3	Live Sound 2026-27	30

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.