Programme Specification

Digital Media {Foundation} [Frenchay]

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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: 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: G45B00

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.

The focus of the foundation year (level 0) is on the acquisition both of appropriate academic skills and relevant subject knowledge to allow students to develop and progress through levels 1, 2 and 3 in relation to knowledge and understanding, cognitive, subject specific and study skills.

Features of the programme: The foundation year is common with a number of other Computer Science and Creative Technology programmes.

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

Module Code	Module Title	Credit
UFCFQN-30-0	Computational Thinking and Practice 2022-23	30
UFCFRN-30-0	Creative Technology Studies 2022-23	30
UFCFPN-30-0	Information Practitioner Foundations 2022-23	30

UFCFTN-30-0	Web Foundations 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)
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 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 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 and Physical Computing 2024-25	30
UFCFKL-30-2	Media Production 2024-25	30
UFCFH5-30-2	User Experience 2024-25	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 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 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 2025-26	45
UFCE3D-45-3	Design Enterprise Studio 2025-26	45

Year 4 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 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 2025-26	30
UFCFQ5-30-3	Interaction Design 2025-26	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 2026-27	45
UFCFKQ-30-3	Design Enterprise Studio 2026-27	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 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 either pathway must take 120 credits from the modules in Compulsory Modules (Full-time and Sandwich).

Module Code	Module Title	Credit
UFCFQN-30-0	Computational Thinking and Practice 2022-23	30
UFCFRN-30-0	Creative Technology Studies 2022-23	30
UFCFPN-30-0	Information Practitioner Foundations 2022-23	30
UFCFTN-30-0	Web Foundations 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)
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 2023-24	30
UFCFY5-30-1	Media Studio 2023-24	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 2023-24	30

UFCFBL-30-1	Design Contexts 2023-24	30
UFCF8L-30-1	Introduction to Creative Coding 2023-24	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 2024-25	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 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 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
UFCFWJ-15-3	International Experience 2025-26	15
UFCFE6-15-3	Professional Experience 2025-26	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
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 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 2026-27	30
UFCFW3-30-3	Advanced Technologies 2026-27	30
UFCFR5-15-3	Advanced Topics in Web Development 2 2026-27	15
UFCFSN-15-3	Artificial Intelligence for Creative Technologies 2026-27	15
UFCFD6-30-3	Audio-Visual Production 2026-27	30
UFCFMR-15-3	Audio-Visual Studio 2026-27	15
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
UFCF7H-15-3	Mobile Applications 2026-27	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.