PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	University of the West of England, Bristol
Teaching Institution	Global College of Engineering and Technology
Delivery Location	GCET, Muscat Oman
Study abroad / Exchange / Credit recognition	
Faculty responsible for programme	Faculty of Environment and Technology
Department responsible for programme	Computer Science and Creative Technologies
Professional Statutory or Regulatory Body Links	N/A
Highest Award Title	BSc(Hons) Multimedia Technology
Default Award Title	
Interim Award Titles	BSc Multimedia Technology DipHE Multimedia Technology CertHE Multimedia Technology
UWE Progression Route	
Mode of Delivery	FT / PT
ISIS code/s	**I151**
For implementation from	October 2020

Part 2: Description

The BSc(Hons) Multimedia Technology has the following general aims:

o To enable students to embark upon professional careers by developing problem-solving and other transferable skills.
o To enable students to work effectively and productively as a member of a team.
o To develop study skills that will enable students to become independent, lifelong learners.
o To prepare students for progressing to study for higher degrees in computing and multimedia technology.
o To encourage the discerning use of reference material from a variety of sources.

The BSc(Hons) Multimedia Technology has the following specific aims:

o To provide skills in the design and implementation of multimedia technologies 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.
o To provide practical skills in web development, interaction design, and deployment of rich interactive media,
o 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 multimedia.
o 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 multimedia and the web.

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

Graduates will have a sound knowledge of the design contexts and development opportunities in use and on the horizon for multimedia creation and delivery. Graduates will have acquired the fundamentals of development - from programming, web technologies and design and visualisation techniques, to rich media creation, multi-platform deployment, physical-computing, testing and project management. Graduates will have gained a strong grounding in industry standard processes, technologies and their application. 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.

Regulations

Approved to University Regulations and Procedures

It is the Award Board's responsibility to determine whether the student's attainment at level 0 is sufficient to progress to level 1.

Part 3: Learning Outcomes of the Programme

A. Knowledge and Understanding of:
1. Historical and cultural perspectives of digital media and the web
2. Key visual and information design principles
3. Interaction design concepts, markup and programming languages, presentation technologies, formats and deployment technologies as applicable in modern digital media development
4. The design development process, the use of personas, information architecture, functional analysis and testing in user centered design
5. Hardware architecture and supporting software technologies, and the network environment required for the production and deployment of contemporary digital media products
6. Professional, ethical and sustainability issues affecting the development and deployment of digital media within an international market

B. Intellectual Skills
1. Apply appropriate design and problem-solving techniques to digital media requirements or issues.
2. Critically compare and evaluate digital media products and their design.
3. Research and conduct an in-depth investigation relating to the requirements and/or relevant background information for the development of a digital media product.
4. Undertake a substantial study involving the design and/or development of a digital media product using appropriate tools and methodologies.

C. Subject/Professional/Practical Skills
1. Create low and high fidelity designs and appropriate technical solutions corresponding to stated requirements.
2. Interpret digital media designs to form technical requirements and design code/software that meets them.
3. Write programming code in an appropriate language that fulfills a given design.
4. Utilise standard tools and professional design practices throughout the development process, to design, deploy, debug, test, and critically evaluate finished projects.
5. Apply a range of techniques from key areas to digital media development.

D. Transferable Skills and other attributes
1. Demonstrate personal and time management skills appropriate to professional conduct in the field of digital media..
2. Report and communicate ideas and results effectively using media and style appropriate to an intended audience.
3. Work effectively as part of a group
4. Manage a project effectively, from inception to completion.
5. Learn independently, reflect on their learning needs and achievements.
6. Reflect on the process of development of a digital media product.

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.

Part 3: Learning Outcomes of the Programme

Learning Outcomes:	UFCF8L-30-1	UFCFY5-30-1	UFCFT6-30-1	UBLFU8-15-1	UFCF7L-15-1	UFCFH5-30-2	UFCFS3-30-2	UFCFV4-30-2	UFCFAL-30-2	UFCFS4-30-3	UFCFQ5-30-3	UFCFEC-30-3	UFCFD6-30-3	UFCF7H-15-3	UFCFX3-15-3	UFCF95-15-3
A) Knowledge and understanding of:																
Historical and cultural perspectives of digital media and the web.	x						x		x	x					x	
Key visual and information design principles.		x	x	x	x	x			x	x		x	x	x	x	
Interaction design concepts, markup and programming languages, presentation technologies, formats and deployment technologies as applicable in modern digital media development.	x	x	x	x		x	x		x		x			x		
The design development process, the use of personas, information architecture, functional analysis and testing in user centered design.			x	x		x		x	x	x	x		x	x	x	
Hardware architecture and supporting software technologies, and the network environment required for the production and deployment of contemporary digital media products.	x	x	x			x	x		x			x	x	x	x	
Professional, ethical and sustainability issues affecting the development and deployment of digital media within an international market.						x					x		x			
(B) Intellectual Skills																
Apply appropriate design and problem-solving techniques to digital media requirements or issues.	x	x				x	x	x	x		x	x	x	x	x	
Critically compare and evaluate digital media products and their design.	x	x	x		x	x			x		x		x		x	

Part 3: Learning Outcomes of the Programme

Learning Outcome	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Research and conduct an in-depth investigation relating to the requirements and/or relevant background information for the development of a digital media product.			x	x	x			x	x	x					x	
Undertake a substantial study involving the design and/or development of a digital media product using appropriate tools and methodologies.								x					x	x	x	
(C) Subject/Professional/Practical Skills																
Create low and high fidelity designs and appropriate technical solutions corresponding to stated requirements.		x				x		x		x	x				x	
Interpret digital media designs to form technical requirements and design code/software that meets them.	x					x		x	x	x	x			x		
Write programming code in an appropriate language that fulfills a given design.	x	x	x				x	x	x			x	x	x		
Utilise standard tools and professional design practices throughout the development process, to design, deploy, debug, test, and critically evaluate finished projects.		x		x			x	x	x	x	x	x	x	x	x	
Apply a range of techniques from key areas to digital media development.		x	x	x		x	x		x	x	x	x	x	x	x	
(D) Transferable skills and other attributes																
Demonstrate personal and time management skills appropriate to professional conduct in the field of digital media.	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Report and communicate ideas and results effectively using media and style appropriate to an intended audience.	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Work effectively as part of a group.						x		x			x		x			
Manage a project effectively, from inception to completion.										x			x			
Learn independently, reflect on their learning needs and achievements.	x			x		x		x	x	x					x	
Reflect on the process of development of a digital media product.	x				x		x			x	x		x		x	

STUDENT AND ACADEMIC SERVICES

Part 4: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time undergraduate student** including: level and credit requirements; interim award requirements; module diet, including compulsory and optional modules

ENTRY	Core Modules	Optional Modules	
Year 0	UFCFTN-30-0 Web Foundations UFCEXX-30-0 Program Design and Implementation UFCFRN-30-0 Creative Technology Studies UFCFGK-30-0 Professional and Academic Skills	**None**	120 credits at Level 0 Successful completion of all level 0 modules required to permit progression to level 1.
Year 1	UFCFY5-30-1 Media Studio UFCFT6-30-1 Web Design Studio UBLFU8-15-1 Graphic Design UFCF8L-30-1 Introduction to Creative Coding UFCF7L-15-1 Design Contexts	**None**	**Interim award:** **CertHE Multimedia Technology** Credit Requirements: 240 credits At least 100 credits at level 1 or above. 120 credits at level 0
Year 2	UFCFH5-30-2 User Experience UFCFS3-30-2 3D Technologies for the Web UFCF9L-30-2 Creating with Data UFCFAL-30-2 Internet of Everything: Design Principles	**None**	**Interim award:** **DipHE Multimedia Technology** Credit requirements: 360 credits At least 100 credits at level 2 or above. At least 120 credits at level 1 or above. 120 credits at level 0.
Year 3	UFCFS4-30-3 Creative Technologies Project UFCFQ5-30-3 Interaction Design UFCF95-15-3 Entrepreneurial Skills	**Optional Modules Choose 30 credits from:** UFCFD6-30-3 Audio-Visual Production UFCFEC-30-3 3D Modelling and Animation **Optional Modules Choose 15 credits from:** UFCF7H-15-3 Mobile Applications UFCFX3-15-3	**Interim award:** **BSc Multimedia Technology** Credit requirements: 420 credits At least 60 credits at level 3 or above. At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0. **Highest award:** **BSc(Hons) Multimedia Technology**

		Advanced Topics in Web Dev. 1	Credit requirements: 480 credits At least 100 credits at level 3 or above. At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0.

Part time:
The following structure diagram demonstrates the student journey from Entry through to Graduation for a typical **part-time student.**

ENTRY ↓	Part-time Level 0.1	**Compulsory Modules** UFCFTN-30-0 Web Foundations UFCFGK-30-0 Professional and Academic Skills	120 credits at Level 0 Successful completion of all level 0 modules required to permit progression to level 1
	Part-time Level 0.2	UFCEXX-30-0 Program Design and Implementation UFCFRN-30-0 Creative Technology Studies	
	Part – time Level 1.1	UFCFY5-30-1 Media Studio UFCFT6-30-1 Web Design Studio	**Interim Award:** **CertHE Multimedia Technology** Credit Requirements: 240 credits At least 100 credits at level 1 or above. 120 credits at level 0
	Part – time Level 1.2	UBLFU8-15-1 Graphic Design UFCF8L-30-1 Introduction to Creative Coding UFCF7L-15-1 Design Contexts	
	Part – time Level 2.1	UFCFH5-30-2 User Experience UFCFS3-30-2 3D Technologies for the Web	
	Part - time Level 2.2	UFCF9L-30-2 Creating with Data UFCFAL-30-2 Internet of Everything: Design Principles	**Interim award:** **DipHE Multimedia Technology** Credit requirements: 360 credits At least 100 credits at level 2 or above. At least 120 credits at level 1 or above. 120 credits at level 0.

Part – time Level 3.1	**Core Modules** UFCFQ5-30-3 Interaction Design **Optional Modules** **Choose 30 credits from:** UFCFD6-30-3 Audio-Visual Production UFCFEC-30-3 3D Modelling and Animation		**Interim Award** **BSc Multimedia Technology** Credit requirements: 420 credits At least 60 credits at level 3 or above. At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0.
Part – time Level 3.2	**Core Modules** UFCFS4-30-3 Creative Technologies Project UFCF95-15-3 Entrepreneurial Skills **Optional Modules** **Choose 15 credits from:** UFCF7H-15-3 Mobile Applications UFCFX3-15-3 Advanced Topics in Web Dev. 1		**Highest Award** **BSc(Hons) Multimedia Technology** Credit requirements: 480 credits At least 100 credits at level 3 or above. At least 100 credits at level 2 or above. At least 140 credits at level 1 or above. 120 credits at level 0

Part 5: Entry Requirements

Applicants Applicants holding the following qualifications are eligible to apply for entry to Level 0 of the programme:

- Thanawiya amma (General Secondary School Certificate) or the one year certificate with an overall mark of 70%, or above
- Thanawiya amma (General Secondary School Certificate) with an overall mark of 65% or above PLUS a mark of over 60% in each stage of the GCET Foundation Studies Programme

PLUS

- A minimum overall score of IELTS 5.5, or equivalent

Further details of entry requirements for applicants holding the IB Diploma or A Levels can be found at http://www1.uwe.ac.uk/whatcanistudy/applyingtouwe/undergraduateapplications/entryrequirements.aspx

Applicants holding more advanced qualifications may be considered for entry to the programme with advanced standing on an individual basis.

Part 6: Reference Points and Benchmarks

QAA subject benchmark statements:
The Multimedia Technology 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:

Part 6: Reference Points and Benchmarks
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'. This programme is consistent with the University's 2020 strategy. This strategic partnership allows students on this programme to develop into graduates who will be ready and able to take on employment in this area of computing that is showing growth in Oman.

STUDENT AND ACADEMIC SERVICES

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First CAP Approval Date	17 May 2017				
Revision CAP Approval Date *Update this row each time a change goes to CAP*		Version	1	Link to APT (ID 4220)	
	6 Nov 2017		2	Link to RIA (ID 4533)	
	29 May 2018		3	Link to RIA (ID 4750)	
	28 May 2019		4	Link to RIA (ID 5100) Link to RIA (ID 5101)	
	28 May 2019		5	Link to RIA (ID 5100) Link to RIA (ID 5101)	
Next Periodic Curriculum Review due date	2023-24				
Date of last Periodic Curriculum Review					