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SECTION 1: KEY PROGRAMME DETAILS

This section provides students with key details about their programme.

PROGRAMME INFORMATION - BA (Hons) Media Production	
Final Award Title	BA (Hons) Media Production BA (Hons) Media Production (Journalism) BA (Hons) Media Production (Creative Content)
Default Award Title (Exit Award)	N/A
Interim Award Titles (Exit Awards)	BA Media Production BA Media Production (Journalism) BA Media Production (Creative Content) DipHE Media Production CertHE Media Production
Awarding Institution	UWE BRISTOL
Teaching Institutions	UWE BRISTOL
Partner Institutions	N/A
Delivery Locations	UWE, City Campus
Study Abroad / Exchange / Credit Recognition	N/A
Faculty Responsible For Programme	Faculty of Arts, Creative Industries and Education
Department Responsible For Programme	Film and Journalism Arts and Cultural Industries
Professional Statutory or Regulatory Body (PSRB) Links	N/A
Apprenticeship	N/A
Mode of Delivery	FT (attendance), PT (attendance), Optional Sandwich year
Entry Requirements	The University's Standard Entry Requirements apply Tariff points as appropriate for the year of entry - up to date requirements are available through the courses database .
For Implementation From	Sep 2020

PROGRAMME INFORMATION - BA (Hons) Media Production	
Programme Codes	ISIS: P31G JACS/HECOS: 100443

PART B: FOR STUDENT AND ACADEMIC SERVICES COMPLETION ONLY	
First UVP Approval Date	24 March 2020
Date of Last Revalidation (through Programme Enhancement Review)	N/A
Next Programme Enhancement Review Date	2026

SECTION 2: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

This section provides students with an overview of the programme, its aims and its learning outcomes. It sets out what prospective and registered students can expect to know, understand and be able to do on successful completion of the programme.

Please write this section in the first person, addressing your prospective students.

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

1. (Programme) Overview (c. 400 words)

Media Production and its pathways will enable the students to develop skills, knowledge and understanding in media production and journalism across all media platforms as well as digital media production skills. It will give them a broad understanding and engagement of the dynamics of the creative economy and the role of media in society and the economy at a global level, to prepare students to create pathways towards employment as creative professionals and in entry level journalism roles in a range of contexts from digital media production companies to online journalism and storytelling.

Students acquire skills in photography, video, audio and web design to equip them to work on and develop a range of factual media and experimental and socially engaged projects. They also develop skills in writing and research to develop innovative and appropriately framed creative media content and storytelling across multi-platforms. These are supplemented by a training in the use of software used within the industry, and an ability to respond to new developments as the industry innovates. Production skills and thinking are underpinned by an understanding of the impact of media in its cultural and historical context and the way viewers respond to media forms and practices. Students are provided with a rigorous academic training in research methods and skills in analysis, academic writing and presentation.

Students can choose after year 1 to specialize in either Creative Content further developing their research and experimentation with media OR Journalism further developing their storytelling, studio skills and ability to work across varied news outputs.

2. Educational Aims (c. 4-6 aims)

- To develop knowledge and understanding of a range of media forms, industries and processes and their role within contemporary culture and society.
- To introduce students to a range of concepts, debates, theories and approaches appropriate to the study of media, production and society.
- To develop skills in research, critical analysis and communication.
- To develop media design, writing and production skills within a digital technical environment.
- To enable acquisition of personal and transferable skills that will enhance students' readiness for graduate employment.

Level 0 consists of four year-long 30 credit modules in which the main focus is on the acquisition both of appropriate academic skills and of an awareness of the relevance to their future pathway in English Literature, English Literature with Writing, English and History, English Language and Literature, History, English Language and Linguistics, Creative and Professional Writing, Media Production, Media Communication, Film Studies, Film Studies and Literature, Liberal Arts, Broadcast Journalism.

Academic Skills in Arts and Humanities (UPCNA7-30-0) will act as a "spine" to the year, supporting the other three modules through a variety of assessment methods. Students will be encouraged to develop as reflective learners and to understand the importance of the UWE graduate attributes. The teaching methods are designed to engage students and develop their core skills and confidence.

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

For further guidance, please see:

- [A Guide to Writing Programme, Stage and Module Level Aims and Learning Outcomes](#)

3. Programme Learning Outcomes (c. 6-8 outcomes)

On completion of this programme students will be able to

Programme (Learning) Outcomes (POs)

No.	PO Text
PO1	Critically interpret the impact of the historical formation of contemporary forms of media and journalism.
PO2	Critically evaluate and apply theoretical and interpretative frameworks for the study of media and journalism in rigorous, systematic and imaginative ways.
PO3	Employ approaches and methodologies for analysing and interpreting media texts in relation to diverse professional contexts and audiences.
PO4	Develop skills in media and journalism practice including cross-media forms of writing and production, within a practical and critical and exploratory context
PO5	Develop skills in digital photography, video, audio, interactive and online media production at a level suitable to working as a creative professional in the digital and media sector.
PO6	Demonstrate critical, creative and analytical thinking through the execution of research exercises/projects, and practice-based work to interrogate social, media and journalism processes and practices.
PO7	Develop an awareness of ethical issues and an ability to conceive, design and execute projects which are shaped in ways that take account of issues relating to difference, diversity and inequality.

4. Programme (Learning) Outcomes (POs) Mapping																				
Programme Outcomes:	UABB4P-30-1 Introduction to Contemporary Digital Media	UABB4Q-30-1 Media Networks	UABB4N-30-1 Audio and Storytelling	UABB4R-30-1 Writing for Production	UABB4X-30-2 Practical Research Methods	UABB4T-30-2 Ethics the Law and You	UABB4U-30-2 Factual Media: Video and TV	UABB4V-30-2 Online and Social Media	UABB4S-30-2 Creative Industries and Cultural Value	UABB4Y-30-2 Screen Language	UABB4W-30-2 Participatory Media	UABB4L-30-3 Professional Practice in media	UABB4H-30-3 Media Production Project	UABB4F-30-3 Dissertation	UABB4J-30-3 Newsroom Journalism practice	UABB4E-30-3 Advanced journalistic writing	UABB49-30-3 Activism and Media	UABB4G-30-3 Locative Media and situated storytelling	UABB4K-30-3 Photography and Visual Culture	UABB4M-30-3 Sound, Image, Space
PO1: Critically interpret the impact of the historical formation of contemporary forms of media and journalism.	✓	✓			✓	✓	✓	✓	✓	✓	✓	✓		✓	✓		✓		✓	✓
PO2 Critically evaluate and apply theoretical and interpretative frameworks for the study of media and journalism in rigorous, systematic and imaginative ways.	✓	✓			✓	✓			✓	✓	✓			✓			✓		✓	✓
PO3: Employ approaches and methodologies for analysing and interpreting media texts in relation to diverse professional contexts and audiences.	✓	✓	✓	✓	✓	✓			✓	✓	✓			✓			✓		✓	✓
PO4: Develop skills in media and journalism practice including cross-media forms of writing and production, within a practical and critical and exploratory context.			✓	✓	✓	✓	✓	✓	✓				✓			✓	✓	✓		
PO5: Develop skills in digital photography, video, audio, interactive and online media production at a level suitable to working as a creative professional in the digital and media sector.		✓	✓				✓	✓			✓	✓	✓		✓	✓		✓		
PO6: Demonstrate critical, creative and analytical thinking through the execution of research exercises/projects, and practice-	ü	✓	✓		✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

4. Programme (Learning) Outcomes (POs) Mapping																		
based work to interrogate social, media and journalism processes and practices.																		
PO7: Develop an awareness of ethical issues and an ability to conceive, design and execute projects which are shaped in ways that take account of issues relating to difference, diversity and inequality.	✓		✓	✓	✓	✓	✓	✓		✓		✓	✓	✓	✓	✓	✓	✓
PO8:																		

PART B: PROGRAMME STRUCTURE**1. Structure (Full-time)**

This structure diagram demonstrates the student journey from entry through to Graduation for a typical **full time student** including:

- level and credit requirements
- interim award titles
- compulsory and optional modules

Year 1

Applies to:

BA (Hons) Media Production

BA (Hons) Media Production (Journalism)

BA (Hons) Media Production (Creative Content)

Interim award: *CertHe Media Production* requires 120 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UABB4P-30-1	Introduction to Contemporary Digital Media	1	30
UABB4Q-30-1	Media Networks	1	30
UABB4N-30-1	Audio and Storytelling	1	30
UABB4R-30-1	Writing for Production	1	30

Year 2

Applies to:

BA (Hons) Media Production

Interim award: *DipHe Media Production* requires 240 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UABB4X-30-2	Practical Research Methods	2	30
UABB4S-30-2	Creative Industries and Cultural Value OR	2	30
UABB4T-30-2	Ethics the Law and You	2	30

Optional modules

Students pick TWO of the following modules

Module Code	Module title	Level	Credit
UABB4U-30-2	Factual Media: Video and TV	2	30
UABB4V-30-2	Online and Social Media	2	30
UABB4Y-30-2	Screen Languages	2	30

UABB4W-30-2	Participatory Media	2	30
	Factual Media: Video and TV	2	30

Year 2**Applies to:****BA (Hons) Media Production (Creative Content)**

Interim award: *DipHe Media Production* requires 240 *credits* at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UABB4X-30-2	Practical Research Methods	2	30
UABB4S-30-2	Creative Industries and Cultural Value	2	30
UABB4Y-30-2	Screen Languages	2	30
UABB4W-30-2	Participatory Media	2	30

Year 2**Applies to:****BA (Hons) Media Production (Journalism)**

Interim award: *DipHe Media Production* requires 240 *credits* at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UABB4X-30-2	Practical Research Methods	2	30
UABB4T-30-2	Ethics the Law and You	2	30
UABB4U-30-2	Factual Media: Video and TV	2	30
UABB4V-30-2	Online and Social Media	2	30

Optional Placement Year**Applies to:****BA (Hons) Media Production****BA (Hons) Media Production (Journalism)****BA (Hons) Media Production (Creative Content)****Placement Year**

Students on the sandwich route (SW) must undertake and pass a work placement:.

During this time students must complete the 30 credit level 3 module, Professional Development on Placement UPNNA5-30-3

This module assesses the student's personal development, from the experience of placement and their ability to identify issues relevant to their Placement's organisational context and to then frame, scale and position a critical work-based enquiry relevant to the specialism of the degree.

This provides a rich process in which student can make links between theory and practice, reassess themselves and confront the challenges of carrying out a role in a new organisation whilst knowing that they will have the opportunity to be supported if there is a problem and that they will be

returning to the programme for a further period of reflection and learning after the placement is completed.

To be eligible for Placement students would normally be expected to have passed a minimum of 210 credits

Compulsory modules

Module Code	Module Title	Level	Credit
UPNNA5-30-3	Professional Development on Placement	3	30

Year 3

Applies to:

BA (Hons) Media Production

Interim award: *BA Media Production* requires 300 *credits* at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UABB4L-30-3	Professional Practice in Media OR	3	30
UPNNA5-30-3	Professional Development on Placement	3	30
UABB4H-30-3	Media Production Project OR	3	30
UABB4F-30-3	Dissertation	3	30

Optional modules

Students pick TWO of the following modules

Module Code	Module title	Level	Credit
UABB4G-30-3	Locative Media and Situated Storytelling	3	30
UABB4K-30-3	Photography and Visual Culture	3	30
UABB4M-30-3	Sound, Image, Space	3	30
UABB4J-30-3	Newsroom Journalism Practice	3	30
UABB4E-30-3	Advanced journalistic writing	3	30
UABB49-30-3	Activism and Media	3	30

Year 3

Applies to:

BA (Hons) Media Production (Creative Content)

Interim award: *BA Media Production (Creative Content)* requires 300 *credits* at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UABB4L-30-3	Professional Practice in Media OR	3	30
UPNNA5-30-3	Professional Development on Placement	3	30
UABB4H-30-3	Media Production Project OR	3	30

UABB4F-30-3	Dissertation	3	30
Optional modules Students pick TWO of the following modules			
Module Code	Module title	Level	Credit
UABB4G-30-3	Locative Media and Situated Storytelling	3	30
UABB4K-30-3	Photography and Visual Culture	3	30
UABB4M-30-3	Sound, Image, Space	3	30

Year 3**Applies to:****BA (Hons) Media Production (Journalism)**

Interim award: *BA Media Production (Journalism)* requires *300 credits* at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UABB4L-30-3	Professional Practice in Media OR	3	30
UPNNA5-30-3	Professional Development on Placement	3	30
UABB4H-30-3	Media Production Project OR	3	30
UABB4F-30-3	Dissertation	3	30

Optional modules

Students pick TWO of the following modules

Module Code	Module title	Level	Credit
UABB4J-30-3	Newsroom Journalism Practice	3	30
UABB4E-30-3	Advanced journalistic writing	3	30
UABB49-30-3	Activism and Media	3	30

2. Structure (part-time)

This structure diagram demonstrates the student journey from entry through to Graduation for a typical **part-time student** including:

- level and credit requirements
- interim award titles
- compulsory and optional modules

Year 1 (all pathways)**Compulsory:**

UABB4P-30-1 Introduction to Contemporary Digital Media

UABB4Q-30-1 Media Networks

Year 2 (all pathways)**Compulsory:**

UABB4N-30-1 Audio and Storytelling

UABB4R-30-1 Writing for Production

Interim Award: Credit requirements 120 – Cert HE Media Production

Year 3- BA (Hons) Media Production

Compulsory:

UABB4X-30-2 Practical Research Methods

AND

UABB4S-30-2 Creative Industries and Cultural Value

OR

UABB4T-30-2 Ethics the Law and You

Year 3- BA (Hons) Media Production (Journalism)

Compulsory:

UABB4X-30-2 Practical Research Methods

UABB4T-30-2 Ethics the Law and You

Year 3- BA (Hons) Media Production (Creative Content)

Comulsory:

UABB4X-30-2 Practical Research Methods

UABB4S-30-2 Creative Industries and Cultural Value

Year 4- BA (Hons) Media Production

Optional (any two modules from):

UABB4U-30-2 Factual Media: Video and TV

UABB4V-30-2 Online and Social Media

UABB4Y-30-2 Screen Languages

UABB4W-30-2 Participatory Media

Interim Award:

Credit requirements 240 – Dip HE Media Production

Year 4- BA (Hons) Media Production (Journalism)

Compulsory:

UABB4U-30-2 Factual Media: Video and TV

UABB4V-30-2 Online and Social Media

Interim Award:

Credit requirements 240 – Dip HE Media Production

Year 4- BA (Hons) Media Production (Creative Content)

Compulsory:

UABB4Y-30-2 Screen Languages

UABB4W-30-2 Participatory Media

Interim Awards:

Credit requirements 240 – Dip HE Media Production

Year 5 (all pathways)

Compulsory:

UABB4L-30-3 Professional Practice in Media

OR

UPNNA5-30-3 Professional Development on Placement

AND

UABB4H-30-3 Media Production Project

OR

UABB4F-30-3 Dissertation

Year 6- BA (Hons) Media Production

Optional (any two modules from):

UABB4G-30-3 Locative Media and Situated Storytelling
 UABB4K-30-3 Photography and Visual Culture
 UABB4M-30-3 Sound, Image, Space
 UABB4J-30-3 Newsroom Journalism Practice
 UABB4E-30-3 Advanced journalistic writing
 UABB49-30-3 Activism and Media

Interim Award: Credit requirements– 300 –
 BA Media Production

Highest Target - Credit requirements– 360 –
 BA (Hons) Media Production

Year 6- Media Production (Journalism)**Optional (any two modules from):**

UABB4J-30-3 Newsroom Journalism Practice
 UABB4E-30-3 Advanced journalistic writing
 UABB49-30-3 Activism and Media

Interim Award: Credit requirements– 300 –
 BA Media Production (Journalism)

Highest Target - Credit requirements– 360 –
 BA (Hons) Media Production (Journalism)

Year 6- Media Production (Creative Content)**Optional (any two modules from):**

UABB4G-30-3 Locative Media and Situated Storytelling
 UABB4K-30-3 Photography and Visual Culture
 UABB4M-30-3 Sound, Image, Space

Interim Award: Credit requirements– 300 –
 BA Media Production (Creative Content)

Highest Target - Credit requirements– 360 –
 BA (Hons) Media Production (Creative Content)

PART C: HIGHER EDUCATION ACHIEVEMENT RECORD (HEAR) SYNOPSIS

Graduates will be self-reliant and connected by developing their practice to professional level by studying with staff, guests and leading figures from relevant industries. This will allow them to develop their abilities to network and forge their own creative identity, enhancing employability in media and journalism industries.

They will respond proactively to ethical considerations becoming globally responsible in their working life and have the acumen to make considered decisions on how their practice engages with a diverse range of communities. This graduate will be future-facing, digitally proficient, confident to adapt and respond to new developments in the ever-changing creative industries

PART D: EXTERNAL REFERENCE POINTS AND BENCHMARKS

No subject specific benchmark statements for media but the Communication, Media, Film and Cultural Studies statement was consulted and sections 2 and 3, 4.4 and 7 have informed the design of this programme

- QAA Framework for Higher Education Qualifications:
<http://www.qaa.ac.uk/academicinfrastructure/FHEQ/EWNI/default.asp>
- [National Qualifications Framework:](#)
- [Subject benchmarks:](#)
- [Higher Education Academy Personal Development Planning:](#)
- [University Learning 2020 strategy:](#)
- [Strategy 2020](#)
- [SEEC level descriptors](#)
- [University policies](#)

PART E: REGULATIONS

Delete one of the following statements as appropriate:

A: Approved to [University Regulations and Procedures](#)