



## SECTION 1: KEY PROGRAMME DETAILS

This section provides students with key details about their programme.

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

<b>PROGRAMME INFORMATION - BA (Hons) Media Production with Foundation Year</b>	
<b>Programme Codes</b>	ISIS: P31G JACS/HECOS: 100443

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

## 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 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

**PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES**

graduate attributes. The teaching methods are designed to engage students and develop their core skills and confidence.

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)****Programme (Learning) Outcomes (POs)**

<b>No.</b>	<b>PO Text</b>
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

<b>Programme Outcomes:</b>	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 0**

**Applies to:**

**BA (Hons) Media Production**

**BA (Hons) Media Production (Journalism)**

**BA (Hons) Media Production (Creative Content)**

*All modules need to be successfully completed to allow progression to Level 1.*

**Compulsory modules**

Module Code	Module Title	Level	Credit
UPCNA7-30-0	Academic Skills for Arts and Humanities	0	30
UPCNA8-30-0	Bristol, Arts and Culture	0	30
UPCNA9-30-0	Thoughts, Ideas and Myths: Past, Present and Future	0	30
UPCNC9-30-0	The Power of Words	0	30

**Year 1**

**Applies to:**

**BA (Hons) Media Production**

**BA (Hons) Media Production (Journalism)**

**BA (Hons) Media Production (Creative Content)**

**Interim award:** *CerHe 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.

<b>Compulsory modules</b>			
<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credit</b>
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
<b>Optional modules</b>			
Students pick TWO of the following modules			
<b>Module Code</b>	<b>Module title</b>	<b>Level</b>	<b>Credit</b>
UABB4U-30-2	Factual Media: Video and TV	2	30
UABB4V-30-2	Online and Social Media	2	30
UABB4Y-30-2	Screen Language	2	30
UABB4W-30-2	Participatory Media	2	30

<b>Year 2</b>			
<b>Applies to:</b>			
<b>BA (Hons) Media Production (Creative Content)</b>			
<b>Interim award:</b> <i>DipHe Media Production</i> requires 240 <i>credits</i> at the appropriate level. Please refer to UWE Academic Regulations for details.			
<b>Compulsory modules</b>			
<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credit</b>
UABB4X-30-2	Practical Research Methods	2	30
UABB4S-30-2	Creative Industries and Cultural Value	2	30
UABB4Y-30-2	Screen Language	2	30
UABB4W-30-2	Participatory Media	2	30

<b>Year 2</b>			
<b>Applies to:</b>			
<b>BA (Hons) Media Production (Journalism)</b>			
<b>Interim award:</b> <i>DipHe Media Production</i> requires 240 <i>credits</i> at the appropriate level. Please refer to UWE Academic Regulations for details.			
<b>Compulsory modules</b>			
<b>Module Code</b>	<b>Module Title</b>	<b>Level</b>	<b>Credit</b>
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

<b>Optional Placement Year</b>			
<b>Applies to:</b>			



**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

The Foundation year is delivered full time and students can have an option to then switch to part time delivery for the rest of the programme

#### **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 Language  
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 Language  
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)

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### **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](#)