



## **Programme Specification**

**Media Production {Dual} [Mar][FT][Taylors][3yrs]**

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## Section 1: Key Programme Details

### Part A: Programme Information

**Programme title:** Media Production {Dual} [Mar][FT][Taylors][3yrs]

**Highest award:** BA (Hons) Media Production

**Interim award:** BA Media Production

**Interim award:** DipHE Media Production

**Interim award:** CertHE Media Production

**Awarding institution:** UWE Bristol

**Affiliated institutions:** Taylor's University

**Teaching institutions:** Taylor's University

**Study abroad:** No

**Year abroad:** No

**Sandwich year:** No

**Credit recognition:** No

**Department responsible for the programme:** ACE Dept of Creative & Cultural Industries, Faculty of Arts Creative Industries & Education

**Contributing departments:** Not applicable

**Professional, statutory or regulatory bodies:** Not applicable

**Apprenticeship:** Not applicable

**Mode of delivery:** Full-time

**Entry requirements:** For the current entry requirements see the UWE public website

**For implementation from:** 01 March 2021

**Programme code:** P31P13-MAR-FT-TU-P31G

## Section 2: Programme Overview, Aims and Learning Outcomes

### Part A: Programme Overview, Aims and Learning Outcomes

**Overview:** 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.

**Educational 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.

**Programme Learning Outcomes:**

On successful completion of this programme graduates will achieve the following learning outcomes.

**Programme Learning Outcomes**

- PO1. Critically interpret the impact of the historical formation of contemporary forms of media and journalism.
- PO2. Critically interpret the impact of the historical formation of contemporary forms of media and journalism.  
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.

## Part B: Programme Structure

### Year 1

The student must take 120 credits from the modules in Year 1.

#### Year 1 Compulsory modules

The student must take 120 credits from the modules in Compulsory Modules .

Module Code	Module Title	Credit
UABB4N-30-1	Audio and Storytelling 2020-21	30
UABB4P-30-1	Introduction to Contemporary Digital Media 2020-21	30
UABB4Q-30-1	Media Networks 2020-21	30
UABB4R-30-1	Writing for Production 2020-21	30

### Year 2

The student must take 120 credits from the modules in Year 2.

#### Year 2 Compulsory modules

Student must select Creative Industries and Cultural Value OR Ethics the Law and You.

Module Code	Module Title	Credit
UABB4S-30-2	Creative Industries and Cultural Value 2021-22	30
UABB4T-30-2	Ethics, The Law and You 2021-22	30
UABB4X-30-2	Practical Research Methods 2021-22	30

#### Year 2 Optional modules

The student must take 60 credits from the modules in Optional Modules .

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UABB4U-30-2	Factual Media: Video and TV 2021-22	30
UABB4V-30-2	Online and Social Media 2021-22	30
UABB4W-30-2	Participatory Media 2021-22	30
UABB4Y-30-2	Screen Language 2021-22	30

**Year 3**

The student must take 120 credits from the modules in Year 3.

**Year 3 Compulsory modules**

Student must choose from:

Media Production Project OR Dissertation

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UABB4F-30-3	Dissertation 2022-23	30
UABB4H-30-3	Media Production Project 2022-23	30
UABB4L-30-3	Professional Practice in Media 2022-23	30

**Year 3 Optional modules**

The student must take 60 credits from the modules in Optional Modules.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UABB49-30-3	Activism and Media 2022-23	30
UABB4E-30-3	Advanced Journalistic Writing 2022-23	30
UABB4G-30-3	Emergent Media Encounters 2022-23	30
UABB4J-30-3	Newsroom Journalism Practice 2022-23	30
UABB4K-30-3	Photography and Visual Culture 2022-23	30
UABB4M-30-3	Sound, Image, Space 2022-23	30

**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/ac.../FHEQ/EWNI/default.aspz>

National Qualifications Framework

Subject benchmarks

Higher Education Academy Personal Development Planning:

University Learning 2020 strategy

Strategy 2020

SEEC level descriptors

University policies.

Taylor's University mission and purpose statements:

The TU's 10-year mission is to be a university of 20,000 students, renowned for its teaching excellence and the distinctive qualities of its graduates.

The TU's purpose is to educate the youth of the world to take their productive place as leaders in the global community.

The concrete indicators in TU's Mission Statement are substantiated by two existing Taylor's policies:

Taylor's Graduate Capabilities; This policy substantiates the following clause in our Mission Statement: "..... the distinctive qualities of its graduates"

Taylor's University Teaching and Learning Framework; This policy substantiates the following clause in our Mission Statement ".... Renowned for its teaching excellence"

The Taylor's Graduate Capabilities and Teaching and Learning Framework both support our Mission Statement, which in turn supports our Purpose. All academic and research policies and procedures at Taylor's are to be in accordance with the focus provided by these policies.

Taylor's Graduate Capabilities and Teaching and Learning Framework;

The teaching and learning approach at Taylor's University is focused on developing the Taylor's Graduate Capabilities in its students, capabilities that encompass the knowledge, cognitive capabilities and soft skills of our graduates.

Reference Points and Benchmarks:

A Taylor's graduate has proven ability and is capable in the following areas;

Discipline-specific knowledge:

Sound understanding of foundational concepts and theories in subject area.

Cognitive capabilities:

Foundation and skills for lifelong learning;

Learns autonomously;

Able to acquire and manage information;



Ability to comprehend a wide variety of literature;  
Awareness of contemporary global issues.

Problem solving skills:

Defines issues of problems well;  
Analyses problems comprehensively;  
Allies knowledge effectively and applies theory to practice;  
Able to arrive at workable and effective solutions.

Soft Skills:

Communication skills;  
Ability to speak and write well;  
Able to organize, synthesize and present information effectively.

Interpersonal skills:

Understands team dynamics, power of teams and team work;  
Works with others in a team;  
Able to assume leadership in small and/or big groups.

Intrapersonal skills:

Ability to manage time effectively;  
Understands the role of personal image and professionalism at work;  
Works independently in context of tasks to be completed.

Cosmopolitan thinking and intercultural competence:

Forms opinions and articulates views from a global perspective;  
Awareness of and sensitivity to cross-cultural differences.

Technology savvy:

Executive keyboarding;  
Effective use of ICT and related technologies.

The learning environment at Taylor's is further geared towards nurturing the Taylor's Core Values; the personal attributes of excellence, integrity, passion for work,

interpersonal respect and care, openness in communication and a healthy balance between professional and personal life.

Through participation in various optional electives, including co-curricular activities, Taylor's students may also develop additional knowledge, cognitive capabilities and soft skills other than those listed. These, as well as the Taylor's graduate capabilities above, are recorded by students in the form of individual student portfolios and verified by Taylor's University against the set of expectations for each subject, program and co-curricular activity.

#### Statutory Requirements:

Degree qualifications offered by Malaysian private higher education institutions are required by the government to comply with the internationally benchmarked points of reference below, for the purpose of quality control. Summaries of each of the instruments' relevant requirements, contextualized for TU, are given in the Appendices to the programme specification document.

Malaysian Qualifications Framework, MQF.

Code of Practice for Programme Accreditation, COPPA.

Code of Practice for Institutional Audit, COPIA.

Requirements of Professional Bodies, where applicable.

#### International Standards:

For the purpose of international benchmarking, we integrate best practices in quality assurance in higher education from the regions from which Taylor's partner universities are drawn.

To implement the policy of compliance with the benchmark documents identified in this section, collating the information from all sources the scope of the TQM is categorized into 10 distinctive areas.

Scope: Overview and goals.

Identified from: MQF, COPPA, European Standard.

Scope: Curriculum.

Identified from: MQF, COPPA, COPIA, professional bodies requirements;.European, Australian and US Standards.

Scope: Intake.

Identified from: COPPA.

Scope: Assessment.

Identified from: COPPA, European and Australian Standards.

Scope: Faculty.

Identified from: COPPA, European, Australian and US Standards.

Scope: Resources.

Identified from: COPPA, European, Australian and US Standards.

Scope: Review.

Identified from: COPPA, COPIA, European, Australian and US Standards.

Scope: Public Transparency.

Identified from: European Standard.

Scope: External QA Mechanisms.

Identified from: COPPA, COPIA, professional bodies requirements; European, Australian and US Standards.

Scope: Improved mechanisms.

Identified from: COPPA, professional bodies requirements; European, Australian and US Standards.

Please see Programme Specification Document for further information.

**Part E: Regulations**

Approved to University Regulations and Procedures.