



## **Programme Specification**

### **Media Production (Creative Content) [Sep][SW][Bower Ashton][4yrs]**

Version: 2020-21, v1.1, 20 Jan 2023

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## Section 1: Key Programme Details

### Part A: Programme Information

**Programme title:** Media Production (Creative Content) [Sep][SW][Bower Ashton][4yrs]

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

**Interim award:** BA Media Production (Creative Content)

**Interim award:** DipHE Media Production (Creative Content)

**Interim award:** CertHE Media Production (Creative Content)

**Awarding institution:** UWE Bristol

**Affiliated institutions:** Not applicable

**Teaching institutions:** UWE Bristol

**Study abroad:** No

**Year abroad:** No

**Sandwich year:** Yes

**Credit recognition:** No

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

**Contributing departments:** ACE Dept of Arts & Cultural Industries

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

**Apprenticeship:** Not applicable

**Mode of delivery:** Sandwich

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

**For implementation from:** 01 September 2020

**Programme code:** P31J-SEP-FT-BA-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 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

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

Module Code	Module Title	Credit
UABB4S-30-2	Creative Industries and Cultural Value 2021-22	30
UABB4W-30-2	Participatory Media 2021-22	30
UABB4X-30-2	Practical Research Methods 2021-22	30
UABB4Y-30-2	Screen Language 2021-22	30

### Year 3

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

**Year 3 Compulsory modules**

The student must take 30 credits from the modules in Compulsory Modules.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UPGNA5-30-3	Professional Development on Placement 2022-23	30

**Year 4**

The student must take 90 credits from the modules in Year 4.

**Year 4 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 2023-24	30
UABB4H-30-3	Media Production Project 2023-24	30

**Year 4 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 2023-24	30
UABB5V-30-3	Digital Marketing and Content Production 2023-24	30
UABB4K-30-3	Photography and Visual Culture 2023-24	30
UABB4M-30-3	Sound, Image, Space 2023-24	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/academicinfrastructure/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.

#### **Part E: Regulations**

Approved to University Regulations and Procedures.