



## **Programme Specification**

### **Media Production (Creative Content) [Bower Ashton]**

Version: 2022-23, v0,

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## Section 1: Key Programme Details

### Part A: Programme Information

**Programme title:** Media Production (Creative Content) [Bower Ashton]

**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:** Yes

**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:** Not applicable

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

**Apprenticeship:** Not applicable

**Mode of delivery:** Full-time, Part-time, Sandwich

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

**For implementation from:** 01 September 2020

**Programme code:** P31J00

## 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

Part time students must take 60 credits from the modules in Year 1.

Full time and Sandwich students must take 120 credits from the modules in Year 1.

### Year 1 Compulsory Modules (Full Time and Sandwich)

Full time and Sandwich students must take 120 credits from the modules in Compulsory Modules (Full Time and Sandwich).

Module Code	Module Title	Credit
UABB4N-30-1	Audio and Storytelling 2022-23	30
UABB4P-30-1	Introduction to Contemporary Digital Media 2022-23	30
UABB4Q-30-1	Media Networks 2022-23	30
UABB4R-30-1	Writing for Production 2022-23	30

### Year 1 Compulsory Modules (Part Time)

Part time students must take 60 credits from the modules in Compulsory Modules (Part Time).

Module Code	Module Title	Credit
UABB4P-30-1	Introduction to Contemporary Digital Media 2022-23	30
UABB4Q-30-1	Media Networks 2022-23	30

### Year 2

Part time students must take 60 credits from the modules in Year 2.

Full time and Sandwich students must take 120 credits from the modules in Year 2.

**Year 2 Compulsory Modules (Full Time and Sandwich)**

Full time and Sandwich students must take 120 credits from the modules in Compulsory Modules (Full Time and Sandwich).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UABB4S-30-2	Creative Industries and Cultural Value 2023-24	30
UABB4W-30-2	Participatory and Interactive Media 2023-24	30
UABB4X-30-2	Practical Research Methods 2023-24	30
UABB4Y-30-2	Screen Languages 2023-24	30

**Year 2 Compulsory Modules (Part Time)**

Part time students must take 60 credits from the modules in Compulsory Modules (Part Time).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UABB4N-30-1	Audio and Storytelling 2023-24	30
UABB4R-30-1	Writing for Production 2023-24	30

**Year 3**

Part time students must take 60 credits from the modules in Year 3.

Full time students must take 120 credits from the modules in Year 3.

Sandwich students must take 30 credits from the modules in Year 3.

**Year 3 Compulsory Modules (Full Time)**

Full time students must take 60 credits from the modules in Compulsory Modules (Full Time) including either:

Media Production Project OR Dissertation

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UABB4F-30-3	Dissertation 2024-25	30
UABB4H-30-3	Media Production Project 2024-25	30

UABB4L-30-3	Professional Practice in Media 2024-25	30
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### Year 3 Compulsory Modules (Part Time)

Part time students must take 60 credits from the modules in Compulsory Modules (Part Time).

Module Code	Module Title	Credit
UABB4S-30-2	Creative Industries and Cultural Value 2024-25	30
UABB4X-30-2	Practical Research Methods 2024-25	30

### Year 3 Compulsory Modules (Sandwich)

Sandwich students must take 30 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UPGNA5-30-3	Professional Development on Placement 2024-25	30

### Year 3 Optional Modules (Full Time)

Full time students must take 60 credits from the modules in Optional Modules (Full Time).

Module Code	Module Title	Credit
UABB49-30-3	Activism and Media 2024-25	30
UABB5V-30-3	Digital Marketing and Content Production 2024-25	30
UABB4K-30-3	Photography and Visual Culture 2024-25	30
UABB4M-30-3	Sound, Image, Space 2024-25	30

### Year 4

Part time students must take 60 credits from the modules in Year 4.  
Sandwich students must take 90 credits from the modules in Year 4.

**Year 4 Compulsory Module Choice (Sandwich)**

Sandwich students must take 30 credits and must choose from:  
Media Production Project OR Dissertation

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UABB4F-30-3	Dissertation 2025-26	30
UABB4H-30-3	Media Production Project 2025-26	30

**Year 4 Compulsory Modules (Part Time)**

Part time students must take 60 credits from the modules in Compulsory Modules (Part Time).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UABB4W-30-2	Participatory and Interactive Media 2025-26	30
UABB4Y-30-2	Screen Languages 2025-26	30

**Year 4 Optional Modules (Sandwich)**

Sandwich students must take 60 credits from the modules in Optional Modules (Part Time).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UABB49-30-3	Activism and Media 2025-26	30
UABB5V-30-3	Digital Marketing and Content Production 2025-26	30
UABB4K-30-3	Photography and Visual Culture 2025-26	30
UABB4M-30-3	Sound, Image, Space 2025-26	30

**Year 5**

Part time students must take 60 credits from the modules in Year 5.

**Year 5 Compulsory modules (Part time)**

Part time students must take 60 credits and must choose either Media Production Project OR Dissertation



<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UABB4F-30-3	Dissertation 2026-27	30
UABB4H-30-3	Media Production Project 2026-27	30
UABB4L-30-3	Professional Practice in Media 2026-27	30

### **Year 6**

Part time students must take 60 credits from the modules in Year 6.

### **Year 6 Optional Modules (Part Time)**

Part time students must take 60 credits from the modules in Optional Modules (Part Time).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UABB49-30-3	Activism and Media 2027-28	30
UABB5V-30-3	Digital Marketing and Content Production 2027-28	30
UABB4K-30-3	Photography and Visual Culture 2027-28	30
UABB4M-30-3	Sound, Image, Space 2027-28	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.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**

Approved to University Regulations and Procedures.