



## **Programme Specification**

### **Media Production [Bower]**

Version: 2025-26, v2.0, Validated

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## Section 1: Key Programme Details

### Part A: Programme Information

**Programme title:** Media Production [Bower]

**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

**Teaching institutions:** UWE Bristol

**Study abroad:** No

**Year abroad:** No

**Sandwich year:** Yes

**Credit recognition:** No

**School responsible for the programme:** CATE School of Arts, College of Arts, Technology and Environment

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

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

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

**For implementation from:** 01 September 2025

**Programme code:** P31G00

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

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

**Overview:** Media Production will enable the students to develop skills, knowledge and understanding in media production and journalism across a range of media platforms.

This course will give student a broad understanding and engagement of the dynamics of the creative economy and the role of media in society, preparing students to work in a range of content production contexts.

Our degrees offer students the opportunity to undertake creative courses covering a wide range of perspectives, principals, and contemporary practices in an environment that supports students to proactively develop personally, professionally and academically. The School of Arts curriculum aims to challenge students to think critically, take creative risks and develop strategies to become lifelong learners.

Our programmes are practice-based, and our teaching and assessment approaches support students to develop skills in a supportive and authentic learning environment. With us, students work to solve real-world problems, learn to collaborate with each other and the wider creative community, develop confidence in their abilities and grow to understand the ways in which creative skills can be applied in a range of graduate environments.

Our assessments focus on portfolio-based submissions that support students to showcase their learning and achievement.

**Features of the programme:**

**Educational Aims:** - Provide students with high quality learning and teaching experiences that are practice-led, sustain a culture of student-centred learning and incorporate current research to ensure learning is practice-based and research-informed.

- Provide students with an in-depth knowledge and critical understanding of the

changing external environment and equip them with the skills necessary to flourish.

- Develop students' independent thinking and informed understanding of critical contemporary creative practices and theoretical debates.
- Develop students' curiosity and foster enquiring approaches to the production of works and the development of communication skills that can be effectively and appropriately employed.
- Develop students' collaborative skills, strong sense of self and life-long learning skills, including ethical, personal, and social responsibility as global citizens.
- Prepare students with the professional skills and enterprising attributes necessary to plan effectively for their chosen future and be able to undertake appropriate personal development for further study and/or a career in the creative sector.

### **Programme Learning Outcomes:**

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

### **Programme Learning Outcomes**

- PO1. Demonstrate proficiency of materials, media, techniques, methods, technologies, and tools relevant to the media and journalism while adhering to safe and ethical working practices.
- PO2. Demonstrate knowledge and understanding of the critical and contextual dimensions of media production and journalism, including relevant theories, historical and contemporary practices, and ongoing debates.
- PO3. Understand the role of the creative media practitioner within the professional context, including relationships with audiences, clients, markets, communities and the impact of intellectual property.
- PO4. Communicate effectively through a diverse range of mediums, demonstrating creative expression through practice.
- PO5. Reflect on new knowledge, understanding, and learning experiences, demonstrating critical self-awareness.

- PO6. Prepare for potential career opportunities in media, demonstrating an understanding of professional practice and relevant industry skills, including ethical considerations, safe working practices, and environmentally sustainable approaches.
- PO7. Promote inclusivity and respect for diverse perspectives within media production and journalism.
- PO8. Understand the development and cultural context of media production.

**Assessment strategy:** Student achievement is supported by a clear school level approach to assessment. We are committed to developing authentic assessments that afford students' opportunities to test out concepts in practice and reflect on their own experience of learning. Assessment should always be inclusive, appropriate and focussed on supporting students to demonstrate their learning.

The School of Arts curriculum is driven by an assessment strategy that supports development across levels of study:

Level 4 – Pass/Fail

Level 5 – Numerical Marking

Level 6 – Numerical Marking

And an ethos that indicates how students will be supported as they progress through levels of study:

Level 4 – Guiding

Level 5 – Co-Creating

Level 6 – Fostering Independence

Students are assessed against learning outcomes (a number of which are shared across the school at L4, 5 & 6) that clearly articulate progression through levels of study. Learning outcomes are assessed via school-level assessment rubrics that ensure that levels of achievement are clearly articulated and that all students are marked with parity across the student body. Our teaching facilitates the transition into, through, and beyond, Higher Education via well-structured and clear curriculum

and assessment design that supports risk-taking and develops a positive approach to learning.

**Student support:** Programme and Module leaders

Student support for overarching academic and professional concerns, is provided by Programme Leaders, all issues relating to the content, delivery and assessment of modules is provided by Module Leaders.

**Academic Personal Tutors**

The Academic Personal Tutor, is an academic member of staff who will have access to information on the performance and profile of the student, allowing them to effectively support students' personal and academic development. This embedded relational approach to student support enables wellbeing to be addressed through the curriculum, and students direct academic personal support at the individual and group level.

**Careers support**

Careers support is integrated throughout the programme and works to the UWE career framework with direct input from UWE careers team. The UWE Careers team work with programme teams to develop bespoke professional practice activities (Professional Practice Week) alongside offering support on developing the skills, experience and knowledge necessary for improving our student's employability prospects. The service provides high quality professional advice and guidance focusing on enabling students to take control of and responsibility for their own career planning and progression/development. Students can access support around finding vacancies for work experience, volunteering, part time work and internships, as well as events and workshops. UWE Careers provides recruiter facing services including advertising graduate job vacancies, work experience and volunteering opportunities, and running both undergraduate and graduate internship schemes. There are also part time jobs advertised by the Student Union JobShop. There is specialist support for international students including specific resources developed for a range of countries where students are recruited from. Students are introduced to the service during the induction to the course and are encouraged to use the

service all through their undergraduate programme and for three years after graduation.

### Study Facilities

In our specialist library and learning hub our librarians manage specialist collections to support students' research. Students can attend workshops and engage with online workshops to develop their academic skills. Students also have access to bespoke study skills sessions and Bower Ashton Campus offers spaces for silent and group study and bookable rooms they can book. Students have access to recommended books, periodicals, academic journals, special collections and industry databases.

### Student Advisors

For concerns of a personal nature, students can access help from Student Advisors. Student Advisors provide timely, accurate and confidential advice where necessary on all aspects of the provision, for example coursework and examination arrangements, personal circumstance procedures, progression counselling, as well as personal issues such as problems with studying or meeting deadlines, financial matters, ill health and so on including, when-relevant, how to access the wider support provided by the University. This service is supplemented by extensive online resources.

### School Student Experience Coach

The School Student Experience Coach provides friendly, non-judgemental support to students as they progress through the course and act as a connect point to inform students about the ecosystem of support available at UWE. Staff can coach students on many areas of their life and studies, including:

#### Academic

- Engage further with the course
- Manage deadlines and grow confidence
- Develop goals to ensure progression on the course

#### Self-development

- Grow confidence and self-esteem
- Increase motivation
- Shape skills in working with others in groups or team

#### Wellbeing and self-care

- Develop strategies to manage feelings and thoughts whilst at university
- Feel supported in understanding gender identity
- Develop a set of skills to succeed in life as a student

#### Student Union and Course Representatives

An important part of the programme is the involvement of students. Student representatives are elected to serve on the Student Representatives & Staff Forum and the Programme Management Committee meetings that are held each term to discuss issues raised by students in relation to their experience of studying at UWE and on the programme. These meetings feed directly into the governance structures at the university. The school also has a number of Lead Student Representatives who represent the student voice in the School Board of Studies.

#### Disability Services

Support for students with learning adjustments is coordinated centrally through Disability Services. This acts as a holistic service for students and applicants to the University and also supports the academic and administrative staff.

In addition to the above The University's Student Services offers a range of services to support students during their time at university and beyond:

- University Health Centre and general advice on Staying Healthy;
- Careers and employability, advice on choosing a career, and finding student and graduate vacancies;
- UWE volunteering, opportunities for students to get involved in the local community through - the Community Volunteer Programme;
- Student Advisors & Counselling for anything from exam stress to homesickness and depression;
- The Living Centre, for support with faith and spiritual matters;



- Global student support, to help international students to make the most of living and studying in the UK;
- Managing disability and dyslexia, to get help with all disability related support needs;
- Money and Visas, for financial check-ups, or help with UK visas.

## Part B: Programme Structure

### Year 1

Full-time and Sandwich students must take 120 credits from the modules in Year 1.  
Part-time students must take 60 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
UABB9E-30-1	Understanding Media 2025-26	30
UABB9D-30-1	Audio and Storytelling 2025-26	30
UABB9C-30-1	Introduction to Media Production 2025-26	30
UA1B9P-30-1	Creative Contexts 2025-26	30

### Year 1 Compulsory Modules (Part-time)

Part-time students must take 60 credits from the modules in Compulsory Modules (Part-time) in Year 1.

Introduction to Media Production  
Understanding Media

Module Code	Module Title	Credit
UABB9E-30-1	Understanding Media 2025-26	30
UABB9C-30-1	Introduction to Media Production 2025-26	30

**Year 2**

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

Part-time students must take 60 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).

Module Code	Module Title	Credit
UABB9H-30-2	Participatory and Interactive Media 2026-27	30
UABB9G-30-2	Video Production 2026-27	30
UABB9F-30-2	Media Industries 2026-27	30
UA1B9Q-30-2	Creative Futures 2026-27	30

**Year 2 Compulsory Modules (Part-time)**

Part-time students must take 60 credits from the modules in Compulsory Modules (Part-time) in Year 2.

Module Code	Module Title	Credit
UA1B9P-30-1	Creative Contexts 2026-27	30
UABB9D-30-1	Audio and Storytelling 2026-27	30

**Year 3**

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

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

Students on the sandwich route must undertake and pass a work placement and take 30 credits from the modules in Year 3.

**Year 3 Compulsory Modules (Full-time)**

Full-time students must take 90 credits from the modules in Compulsory Modules (Full-time).

Module Code	Module Title	Credit
UA1B9R-30-3	Creative Research Project 2027-28	30

UABB9J-30-3	Live Studio Production 2027-28	30
UABB9K-30-3	Specialist Media 2027-28	30

**Year 3 Compulsory Modules (Part-time)**

Part-time students must take 60 credits from the modules in Compulsory Modules (Part-time) in Year 3.

Module Code	Module Title	Credit
UABB9G-30-2	Video Production 2027-28	30
UABB9F-30-2	Media Industries 2027-28	30

**Year 3 Compulsory Modules (Sandwich)**

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

Module Code	Module Title	Credit
UPGNA5-30-3	Professional Development on Placement 2027-28	30

**Year 3 Optional Modules (Full-time)**

Full-time students must take 30 credits from the modules in Optional Modules (Full-time).

Module Code	Module Title	Credit
UABB9L-30-3	Digital Marketing and Content Production 2027-28	30
UABB9M-30-3	Sound, Image, Space 2027-28	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 Modules (Sandwich)**

Sandwich students must take 90 credits from the modules in Compulsory Modules (Sandwich) in Year 4.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UABB9K-30-3	Specialist Media 2028-29	30
UABB9J-30-3	Live Studio Production 2028-29	30
UA1B9R-30-3	Creative Research Project 2028-29	30

#### **Year 4 Compulsory Modules (Part-time)**

Part-time students must take 60 credits from the modules in Compulsory Modules (Part-time) in Year 4.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UABB9H-30-2	Participatory and Interactive Media 2028-29	30
UA1B9Q-30-2	Creative Futures 2028-29	30

#### **Year 5**

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

#### **Year 5 Optional Modules (Part-time)**

Part-time students must take 30 credits from the modules in Optional Modules (Part-time) in Year 5.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UABB9M-30-3	Sound, Image, Space 2029-30	30
UABB9L-30-3	Digital Marketing and Content Production 2029-30	30

#### **Year 5 Compulsory Modules (Part-time)**

Part-time students must take 30 credits from the modules in Compulsory Modules (Part-time) in Year 5.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UA1B9R-30-3	Creative Research Project 2029-30	30

#### **Year 6**

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

**Year 6 Compulsory Modules (Part-time)**

Part-time students must take 60 credits from the modules in Compulsory Modules (Part-time) in Year 6.

Module Code	Module Title	Credit
UABB9K-30-3	Specialist Media 2030-31	30
UABB9J-30-3	Live Studio Production 2030-31	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**

QAA Subject Benchmark Statement: Communication, Media, Film and Cultural Studies (2024)

<https://www.qaa.ac.uk/the-quality-code/subject-benchmark-statements/subject-benchmark-statement-communication-media-film-and-cultural-studies#>

**Part E: Regulations**

Approved to University Regulations and Procedures.