



University of the
West of England

PROGRAMME SPECIFICATION

BA (Hons) Media Practice
BA (Hons) Media Practice with Animation

Faculty of Creative Arts
Nov 2009

Part One – Programme Specification

1	Basic Data	5
2	Educational aims of the programme	6
3	Learning outcomes of the programme	7
4	Programme structure	14
5	Entry requirements	20
6	Assessment Regulations	20
7	Student Learning: distinctive features and support	20
8	Reference points/bench marks	21

Programme Specification

Section 1: Basic Data

Awarding institution/body	University of the West of England, Bristol
Teaching institution	University of the West of England, Bristol
Faculty responsible for programme	Faculty of Creative Arts
Programme accredited by	Not applicable
Highest award title	BA (Hons) Media Practice BA (Hons) Media Practice with Animation
Default award title	
Interim award title	BA Media Practice BA Media Practice with Animation DipHE Media Practice Cert HE Media Practice
Modular Scheme title (if different)	Undergraduate Programme Modular Scheme
UCAS code (or other coding system if relevant)	E253 BA/TBM
Relevant QAA subject benchmarking group(s)	Art & Design
On-going/valid until* (*delete as appropriate/insert end date)	Nov 2008
Valid from (insert date if appropriate)	

Authorised by...

Date:...

Version Code

7

For coding purposes, a numerical sequence (1, 2, 3 etc.) should be used for successive programme specifications where 2 replaces 1, and where there are no concurrent specifications. A sequential decimal numbering (1.1; 1.2, 2.1; 2.2 etc) should be used where there are different and concurrent programme specifications

Section 2: Educational aims of the programme

Aims of the undergraduate modular scheme:

- to provide an opportunity to develop a creative practice within a chosen field of study;
- to provide an experience of higher education in art, media and design that offers students choice and independence in determining their own abilities and ambitions within a subject discipline;
- to equip students with the intellectual, practical, critical and creative skills necessary for them to locate themselves and their practice within professional, social, historical and cultural contexts;
- to give students the confidence to develop informed independent judgements and critical and intellectual rigour;
- to ensure that the development of key/transferable skills is an integrated part of the curriculum;
- to equip students with the necessary understanding of research techniques and appropriate methodologies;
- to sustain an environment in which individual students may realise their full potential.

Educational Aims:

The programme aims to enable students to :

- Develop knowledge, understanding and skill through an exploration of interdisciplinary practice
- Develop a creative approach to producing media content
- Understand and apply a range of media production methodologies
- Develop a flexible working practice that anticipates the changing professional demands of the media industries
- Develop the intellectual, critical, technical and key/transferable skills necessary to work in either a professional environment or to undertake further study
- Demonstrate critical reflection, evaluation and analysis in the development of their practice
- Understand their work in a professional, critical, cultural, historical and social context

Section 3: Learning outcomes of the programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:

A Knowledge and understanding of:	Teaching/learning methods and strategies:
<ul style="list-style-type: none">Understand the media industries in their past and present forms and anticipate future trends;	<p>All modules across the programme include comparative analysis of conventional media forms and consider anticipated changes. This occurs primarily through lectures and seminars and includes guest lectures from media professionals at levels 2 and 3. This knowledge and understanding is demonstrated at level 3 in all modules where preparation for professional practice is a core activity. Students at this stage are required to contextualise their work in relation to contemporary and past practice, which is evident in the evaluation presented for assessment.</p> <p>The emphasis on cross-media production that is introduced into the teaching and learning activities at level 2 relates to the developing principles of media convergence in contemporary media practice. This is delivered both through the syllabus of lectures and seminars and in learning activities that include cross-media student presentations and critiques.</p>
<ul style="list-style-type: none">Understand the nature of media audiences;	<p>The understanding of 'audience' is covered in the context of the audience for a media piece. This is introduced from the beginning of the programme with the practice of presenting and critiquing work with tutors and peers at both formative and summative assessment points. All pieces of media production require the identification of a target audience. Students learn how to research and identify these groups through lectures and related tasks at level 1 and through the continued evaluation of case studies presented at lectures and seminars at levels 2 and 3.</p> <p>Students are put in the position of presenting their work to potential employers from level 2 onwards when media practitioners are invited to specific presentations to give feedback. This is intended to prepare students for the public presentation of their work at the point of graduation through the degree show and associated events.</p>

<p>Understand the nature of cross media production and media convergence;</p>	<p>The concept is introduced through lectures and examples throughout level 1. At this stage, the module 'Audiovisual Production' plays a crucial role in synthesising the level 1 experience by offering the student the opportunity to compare production methodologies across different media platforms.</p> <p>The practice of cross-media production is established in the level 2 modules 'Production Research' and 'Representing Reality' during practical work, presentations and assessment. This is emphasised both through the range of requirements for practical project work and by the nature of lectures and presentations which operate on a cross-media basis. This activity is designed to prepare students for self-directed work at level 3 where teamwork in cross media production and practical work that includes media convergence is encouraged. Both of these issues are expected to be addressed through comparison to contemporary media practice in student's research and evaluations.</p>
<p>Understand the importance of narrative design in media production.</p>	<p>Narrative Design is included in the content of all modules. It is established at level one in the module 'Audiovisual production' where a programme of lectures and seminars support the development of short fiction and scriptwriting skills. This script is then taken into production in the second part of the module. These skills are developed incrementally through briefs and set tasks. At level 2 narrative design skills are further enhanced through factual and fictional programme making in the Representing Reality and Screen Narratives modules. Students at level 3 are therefore prepared to undertake self-directed work that contains a significant narrative structure in any of the forms of media production covered by this programme.</p>
	<p>Assessment:</p> <p>Assessment strategies across the programme require students to demonstrate knowledge and understanding through the documentation of the process of their work as well as the product. This evidence is included in production and/or research files and evaluations both of which include analysis of contextual material. Issues of cross media production, media convergence, narrative design and audience are tested through the assessment of practical work, production files and cross-media presentations to the whole cohort in a number of modules.</p>

B Intellectual Skills	Teaching/learning methods and strategies:
<p>To enable students to:</p> <ul style="list-style-type: none"> Apply the necessary conceptual skills to be able to initiate, develop and produce creative media content; 	<p>These skills are introduced at the beginning of the programme and built on throughout the three consecutive levels in both main study and Visual Culture modules. Lectures and seminars offer students examples from relevant media and cultural practice. Individual skills development and application is then supported through guided tutorials. Production files offer evidence of these skills through the recording of the process of the development of media content in every practical project.</p>
<ul style="list-style-type: none"> Apply skills of critical analysis and evaluation, relating their own work to the broader context of media production; 	<p>The development of these skills is established through the critical analysis and evaluation of examples of past and current media production offered in lectures and seminars. Students are then expected to extend this practice to the critical evaluation of their own work. This is supported through seminar presentations and ongoing tutorial and assessment feedback throughout the programme. Production files and individual written evaluations provide the evidence of these skills and are assessed elements in modules at all levels of the programme.</p>
<ul style="list-style-type: none"> Develop an understanding of ethical responsibilities in media production; 	<p>This learning outcome is introduced at levels 2 and 3. Ethical understanding is taught primarily through seminars and lectures, particularly in the context of factual programme making. Students are required to demonstrate consideration of these issues through the learning outcomes of the level 3 'Preparation for Self-Directed Study' modules, with evidence in the production file and evaluation.</p>
<ul style="list-style-type: none"> Gather, collate and synthesise research materials for media production 	<p>One module at each level concentrates specifically on research methodologies. These skills are introduced through lectures (given by tutors and visiting professionals), seminars and tutorials. They are then developed through the research and development of assignments and practical project work.</p>
	<p>Assessment</p> <p>Evidence of the student's intellectual skills and abilities is found both in the quality of production work and in the documentation supporting this. The programme requires students to demonstrate their intellectual skills specifically in the written format of visual culture essays and media production files and evaluations. The evaluation, in particular, requires a critique of research methodologies.</p>

C Subject/Professional/Practical Skills <i>- able to:</i>	Teaching/learning methods and strategies
To enable students to: <ul style="list-style-type: none"> • Demonstrate the application of media production methodologies; 	These skills are delivered incrementally throughout the programme so that students are introduced to each stage of the media production process. They are taught through lectures, seminars, workshops and tutorials and applied through practical project work. The successful application of these skills is most evident in the quality of completed media pieces and in the documentation and analysis of these methodologies presented in production files and evaluations.
<ul style="list-style-type: none"> • Demonstrate practical production skills across a range of Media Practice forms; 	Students experience and test their ideas across all relevant forms of media production on offer within the first half of the programme. These skills are taught in a staggered series of workshops and technical demonstrations. The learning of these skills then continues experientially through each piece of media production work, supported by workshops, tutorials and seminars.
<ul style="list-style-type: none"> • Work effectively in media production teams; 	The majority of production work set within the programme requires a team-based approach that reflects industry practice. This enables students to develop these skills experientially. Learning is further supported through seminars and tutorials.
<ul style="list-style-type: none"> • Understand the demands of contemporary practice in the media production industries; 	Visiting lecturers and tutors working professionally within the industry are included at every level of the programme. This offers students examples of contemporary practice, which is then tested and applied through practical project briefs that replicate a range of professional contexts at levels 1 and 2. At level 3, module learning outcomes require that student's self-initiated briefs be developed within defined parameters that relate directly to contemporary media practice.
<ul style="list-style-type: none"> • Identify an area of specialism and a future direction as creative media practitioners. 	Students experience and test their ideas across all the relevant Media Practice forms on offer within the first half of the programme. They are then given the opportunity to specialise in the second half. By level 3 students are expected to have identified their own strengths and area of specialisation through the ongoing evaluation of their work; this is supported and negotiated through the writing of individual evaluations, assessment feedback and tutorials. Self-directed modules at level 3 enable students to demonstrate their area of specialism and future direction and evaluate their achievements.

	<p>Assessment: Production skills and methodologies, teamwork and specialisation are assessed through production files, evaluation and the quality of the practical production work. Written evaluations provide evidence of students' understanding of contemporary media practice, particularly (where appropriate) in students' understanding of the principles of cross-media production.</p>
--	---

D Transferable skills and other attributes - <i>able to:</i>	Teaching/learning methods and strategies
<p>To enable students to:</p> <ul style="list-style-type: none"> Communicate effectively in a range of verbal, visual and written contexts; 	<p>Students are required to develop communication skills through all the learning and assessment activities across the programme. The development of verbal skills is encouraged through seminar and tutorial discussions with tutors and peers and through production team interaction. These skills are then formalised through pitches and presentations, some of which are assessed. Visual skills are developed both through the examination and critique of examples and through the production of practical project work. These skills are also learned and demonstrated through presentations and pitches that use a range of audio/visual techniques. Writing skills are developed through essays and seminar papers, effective scripting and pre-production documentation and the use of the written evaluation.</p>
<ul style="list-style-type: none"> Demonstrate organisational ability in a range of professional situations and academic contexts; 	<p>Students are required to develop and demonstrate organisational ability at all levels of the programme. They are supported in the development of these skills in the earlier stages of the programme by defined module briefs and project schedules; this prepares them for self-directed study at level 3. Aspects of subject-specific organisational skills such as the principles of production management are taught through lectures and seminars and developed through practical project work.</p>
<ul style="list-style-type: none"> Develop the ability to be a self-directed learner and practitioner; 	<p>These skills are developed in modules throughout the programme, culminating in the self-directed level 3 modules. These principles underpin the teaching and learning strategies of the programme where students are encouraged to initiate ideas through research and project development and critically reflect upon their progress and achievements. Development of these skills is supported through the nature of the tasks and inter-active teaching and assessment strategies such as seminar/work in progress presentations, pitches and self-initiated projects. Lectures and seminars also encourage individual practice within a media production team. The ability to reflect and analyse individual work within the context of contemporary media production is also developed and demonstrated in written evaluations.</p>

<p>Develop social and interpersonal skills appropriate to a range of professional situations.</p>	<p>These skills are learned experientially through working in production teams in all practical projects during the programme. This is further supported by the requirement to negotiate with tutors in the development of specific project briefs and the negotiation of access to sources of research and technical expertise during the execution of practical project work. Assessment methods in certain modules, which require students to present their work through a professional 'pitch' or presentation also, support the learning and development of these skills.</p>
	<p>Assessment: These skills are assessed through the written evaluation, which requires students to analyse and critique their process as well as the product. The organisation and content of the production files, the standard of verbal and visual presentations as well as the quality of completed production pieces all contribute to the assessment of these skills.</p>

Section 4: Programme structure

4.1 BA (Hons) Media Practice Interim award requirements

4.1.1 Certificate in Media Practice

Introduction to Media Practice: Integrated Media Production	40 credits
Introduction to Visual Culture: Contextualising Practice	20 credits
Representation	20 credits
Audio Visual Production	40 credits
Certificate – total credits	120 credits

4.1.2 Diploma in Media Practice

Representing Reality	40 credits
Production Research	20 credits
40 Credit Option Modules	40 credits
Contemporary Contexts	20 credits
or	
Representing Reality	40 credits
Production Research	20 credits
20 Credit Option Module	20 credits
Contemporary Contexts	40 credits
Diploma – total credits	240 credits

4.1.3 BA (Hons) Media Practice

Preparation for Self-directed Study in Media Practice: A	40 credits
Visual Culture Dissertation	20 credits
Self-directed Study in Media Practice	60 credits
or	
Preparation for Self-directed Study in Media Practice: B	20 credits
Visual Culture Extended Dissertation	40 credits
Self-directed Study in Media Practice	60 credits
BA (Hons) – total credits	360 credits

4.2. BA (Hons) Media Practice with Animation

4.2.1 Modules at Level 2

Exploring Animation	40 credits
Representing Reality	40 credits
Production Research	20 credits
Contemporary Contexts or Socrates	20 credits

4.2.2 Modules at Level 3

Pre-production for Animation: A	40 credits
Visual Culture Individual Study	20 credits
Self-directed Study in Animation Production	60 credits

or

Pre-production for Animation: B	20 credits
Visual Culture Extended Individual Study	40 credits
Self-directed Study in Animation Production	60 credits

Note: Students must take a minimum of 120 credits and a maximum of 140 credits in animation modules

4. Programme Structure

BA (Hons) Media Practice
BA (Hons) Media Practice with Animation

(Full-time route) – 3 YEARS

Level One

1 Semester One

UACAEB-40-1 Introduction to Media Practice: Integrated Media Production		
M1		40 credits

UA1A8P-20-1 Introduction to Visual Culture: Contextualising Practice		
M2		20 credits

Semester Two

UACAEA-40-1 Audio Visual Production		
M3 & M5		40 credits

UACAAT-20-1 Representation		
M4		20 credits

**Level Two
Semester One**

Option 2

M6	UACA7K-40-2 Representing Reality	40 credits
----	----------------------------------	------------

M7	UACA7H-20-2 Production Research	20 credits
----	---------------------------------	------------

Semester Two (60 credits to be selected from option modules and Visual Culture modules)

OPTION MODULES

- UA1AG8-20-2 Work Experience
- UADAED-20-2 Negotiated Projects!
- UACAG7-40-2 Narrative and Experience
- UADAGK-40-2 Exploring and Developing Practice in Animation
- UACAC3-40-2 Socrates and Developing Practice in Media
- UADA4N-40-2 Exploring Animation

**VISUAL CULTURE
1 from following modules**

UA1A8T-20-2 Contemporary Contexts 20 credits

OR
UA1A8V-40-2 Contemporary Contexts: towards self-directed research

M11 40 credits

BA (Hons) Media Practice

**Level Three
Semester One**

Option 1

UACA6M-40-3 Preparation for Self-directed Study in Media Practice: A	
M12	40 credits

UA1ABN-20-3 Visual Culture Dissertation	
M13	20 credits

Option 2

UA1ABP-40-3 Visual Culture Extended Dissertation	
M12	40 credits

UACA6L-20-3 Preparation for Self-directed Study in Media Practice: B	
M13	20 credits

Semester Two

UACA6N-60-3 Self-directed Study in Media Practice	
M14	60 credits

UACA6N-60-3 Self-directed Study in Media Practice	
M14	60 credits

BA (Hons) Media Practice with Animation

**Level Three
Semester One**

Option 1

UADA4U-40-3 Pre-production for Animation A	
M12	40 credits

UA1ABN-20-3 Visual Culture Dissertation	
M13	20 credits

Option 2

UA1ABN-40-3 Visual Culture Extended Dissertation	
M12	40 credits

UADA4T-20-3 Pre-production in Animation B	
M13	20 credits

Semester Two

UADA4V-60-3 Self-directed Study in Animation Production	
M14	60 credits

UADA4V-60-3 Self-directed Study in Animation Production	
M14	60 credits

Section 5: Entry requirements

Applicants should normally have completed one of the following:

- 2 'A' levels (one of which should be in a media related subject).
- A Foundation course of at least one year's duration.
- A BTEC certificate or Diploma or GNVQ in a media related subject or other evidence of potential to study at degree level.
- Scottish Highers - three grades Bs and one grade C
- Irish Leaving Certificate - three grade Bs and one grade C

All applicants invited for interview must produce a portfolio of work.

English Language requirements: All students will normally have a recognised English Language qualification of at least GCSE grade C or equivalent standard. If English is not your first language, test results such as IELTS 6.0, TOEFL 570 (230 if computer test), NEAB or Cambridge Proficiency grade C will be acceptable.

Section 6: Assessment Regulations

- a) **MAR** Regulations are wholly in accordance with MAR
- b) **Approved MAR variant (insert variant)**
- c) **Non MAR**

Section 7: Student learning: distinctive features and support

7.1 Structure:

The structure of the programme is designed to effectively deliver the skills and knowledge associated with a specific range of media production techniques whilst developing students who are critically reflective and capable of working creatively in an independent manner. At level 1 the three areas of media production covered by the programme, sound, video and interactive multi-media, are delivered on a carousel basis over two (1x40 and 1x20 credit) modules. This establishes skills and understanding of core production methods, forming the basis for opportunities for cross-media work in the later stages of the programme. This structure also supports the exploration of the interface between conventional media (sound, video) and new media (interactive multi-media) and the comparison of production methodologies.

At level 2, the two 40 credit modules enable students to explore narrative programme-making in factual and fictional genres and test their ideas through team-based productions.

At level 3 the structure supports the development of self-initiated projects, specialist skills and the undertaking of major media productions through 40 (or 20) credit preparatory modules followed by a 60 credit module where production ideas can be realised.

The award of BA(Hons) Media Practice with Animation is designed to reflect this approach. Students aiming for this award follow a common curriculum with BA(Hons) Media Practice until semester 2 at level 2. From this point, students take core studio modules in animation for the rest of the programme. This enables them to establish the subject-specific skills and develop a body of work to the standard that is commensurate with a named award that includes animation.

7.2 Teaching and learning methods

Students experience a range of teaching and learning methods designed both to establish understanding of the subject, develop practical and professional skills as well as the key transferable skills associated with a self-motivated, creative media practitioner. This includes the ability to work effectively as part of a media production team, in preparation for future employment within the industry.

Methods used include:

- an emphasis upon interactive group activities in seminars, tutorials and assessment
- project briefs and assignments that reflect contemporary media production issues
- the assessment of engagement with reflexive learning through production files and written evaluations
- collaborative learning through teamwork in the completion of practical projects that mirror professional contexts
- analysis and critique of case studies and examples
- direct contact with the profession through field work and visiting practitioners

7.3 Assessment

Assessment strategies within the programme reflect the philosophy of the Faculty of Art, Media and Design, that assessment is part of the learning process.

Formative and summative assessments are designed to support the monitoring of progress by both tutors and students and provide the opportunity for students to understand and reflect upon their achievements. Assessment methods include:

- Group and individual visual and verbal presentations
- Essays, seminar papers and written evaluations
- Group critiques

Apart from the Visual Culture 'Independent Study' modules at level 3, all modules include assessment activities that involve groups of students participating in the evaluation of work presented.

Section 8 Reference points/benchmarks

This programme has been developed in relation to the following reference points:

- QAA Benchmark Statement for Art and Design and History of Art, Architecture and Design
- QAA National Qualifications Framework
- UWE Vision, Mission and Strategy
- UWE Learning and Teaching Strategy
- UWE Assessment Policy
- Staff research (See Appendix 1)
- Feedback from 'feeder' institutions
- Feedback from alumni
- Feedback from employers