

Part 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

Part 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:

Learning Outcomes	Teaching, Learning and Assessment Strategies
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Part 3: Learning Outcomes of the Programme

A Knowledge and Understanding

A Knowledge and understanding of

- Understand the media industries in their past and present forms and anticipate future trends;

Teaching/learning methods and strategies:

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.

The emphasis on cross-media and multi-platform 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 and multi-platform student presentations and critiques.

- Understand the nature of media audiences;

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. 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.

- Understand the nature of cross media production and media convergence;

The concept is introduced through lectures and examples throughout level 1. At this stage, the module *Audio Visual 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.

The practice of cross-media and multi-platform production is established in the core level 2 modules *Production Research* and *Representing Reality* and in the level 2 option module *Narrative and*

Part 3: Learning Outcomes of the Programme

- Understand the importance of narrative design in media production.

Experience 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 and multi-platform basis. This activity is designed to prepare students for self-directed work at level 3 where teamwork in cross media and multi-platform 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.

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 Narrative and Experience* 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.

Assessment:

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 and multi-platform production, media convergence, narrative design and audience are tested through the assessment of practical work, production files and cross-media and multi-platform presentations to the whole cohort in a number of modules.

B Intellectual Skills

B Intellectual Skills

- Apply the necessary conceptual skills to be able to initiate, develop and produce creative media content;

Teaching/learning methods and strategies:

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

Part 3: Learning Outcomes of the Programme

<ul style="list-style-type: none"> • Apply skills of critical analysis and evaluation, relating their own work to the broader context of media production; • Develop an understanding of ethical responsibilities in media production; • Gather, collate and synthesise research materials for media production 	<p>project.</p> <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> <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 <i>Preparation for Self-Directed Study</i> modules, with evidence in the production file and evaluation.</p> <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>
<p>C Subject, Professional and Practical Skills</p>	
<p>C Subject, Professional and Practical Skills</p> <ul style="list-style-type: none"> • Demonstrate the application of media production methodologies; 	<p>Teaching/learning methods and strategies:</p> <p>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.</p>

Part 3: Learning Outcomes of the Programme

<ul style="list-style-type: none"> • Demonstrate practical production skills across a range of Media Practice forms; • Work effectively in media production teams; • Understand the demands of contemporary practice in the media production industries; • Identify an area of specialism and a future direction as creative media practitioners. 	<p>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.</p> <p>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.</p> <p>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.</p> <p>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> <p>Assessment:</p> <p>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 and multi-platform production.</p>
D Transferable Skills and other attributes	
<p>D Transferable Skills and other attributes</p> <ul style="list-style-type: none"> • Communicate effectively in a range of verbal, visual and written contexts; 	<p>Teaching/learning methods and strategies:</p> <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</p>

Part 3: Learning Outcomes of the Programme


<ul style="list-style-type: none">• Demonstrate organisational ability in a range of professional situations and academic contexts;• Develop the ability to be a self-directed learner and practitioner;• Develop social and interpersonal skills appropriate to a range of professional situations.	<p>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> <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> <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>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:</p> <p>These skills are assessed through the written evaluation, which requires students to analyse and</p>
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Part 3: Learning Outcomes of the Programme

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.

Part 4: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a **full time student**, including:
 level and credit requirements
 interim award requirements
 module diet, including compulsory and optional modules

ENTRY				
	Year 1	<p>Compulsory Modules</p> <p>UACAEB-40-1 Introduction to Media Practice: Integrated Media Level 4 - 40 credits</p> <p>UA1A8P-20-1 Introduction to Visual Culture Level 4 - 20 credits</p> <p>UACAEA-40-1 Audio Visual Production Level 4 - 40 credits</p> <p>UACAAT-20-1 Representation Level 4 - 20 credits</p>	<p>Optional Modules</p>	<p>Interim Awards</p> <p>Cert HE Filmmaking and Creative Media</p> <p>Other requirements 120 credits of level 1 or above</p>
	Year 2	<p>Compulsory Modules</p> <p>UACA7K-40-2 Representing Reality Level 5 - 40 credits</p> <p>UACA7H-20-2 Production Research Level 5 - 20 credits</p> <p>UA1A8T-20-2 Visual Culture: Contemporary Contexts Level 5 - 20 credits</p>	<p>Optional Modules</p> <p>UACAG7-40-2 Narrative and Experience Level 5 - 40 credits</p> <p>UA1AG8-20-2 Work Experience Level 5 - 20 credits</p> <p>UACAHE-20-2 Negotiated Project Level 5 - 20 credits</p> <p>UADA4N-40-2 Animation Option Level 5 - 40 credits</p> <p>UACAC3-40-2 Socrates and Developing Practice Level 5 - 40 credits</p>	<p>Interim Awards</p> <p>Dip HE Filmmaking and Creative Media</p> <p>Other requirements 240 credits at level 2</p> <p>Pre-requisites and co-requisites</p> <p>UACA7K-40-2 Representing Reality Level 5 - 40 credits Pre-requisite: UACAEA-40-1 Audio Visual Production Level 4 - 40 credits Co-requisite: UACA7H-20-2 Production Research Level 5 - 20 credits)</p> <p>UACAG7-40-2 Narrative and Experience Level 5 - 40 credits Pre-requisite: UACAEA-40-1 Audio Visual Production Level 4 - 40 credits or equivalent APL</p>

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Year 3: BA (Hons) Filmmaking and Creative Media Pathway</p>	<p>Compulsory Modules</p> <p>UACA6N-60-3 Self-directed Study in Filmmaking and Creative Media Level 6 - 60 credits</p>	<p>Optional Modules</p> <p>OPTION 1 UACA6M-40-3 Preparation for Self-directed Study in Filmmaking and Creative Media A Level 6 - 40 credits PLUS UA1ABN-20-3 Visual Culture Individual Study Level 6 - 20 credits OR UA1AGY-20-3 Enterprise for Creative Practice Level 6 - 20 credits</p> <p>OPTION 2 UACA6L-20-3 Preparation for Self-directed Study in Filmmaking and Creative Media B Level 6 - 20 credits PLUS UA1ABP-40-3 Visual Culture Extended Individual Study Level 6 - 40 credits</p>	<p>Interim Awards</p> <p>BA Filmmaking and Creative Media</p> <p>Other requirements</p> <p>Pre-requisites and co-requisites</p> <p>UACA6M-40-3 Preparation for Self-directed Study in Filmmaking and Creative Media A Level 6 - 40 credits</p> <p>AND</p> <p>UACA6L-20-3 Preparation for Self-directed Study in Filmmaking and Creative Media B Level 6 - 20 credits</p> <p>Both require the following:</p> <p>Pre-requisites: UACA7K-40-2 Representing Reality Level 5 - 40 credits</p> <p>UACA7H-20-2 Production Research Level 5 - 20 credits</p>
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Year 3: BA (Hons) Filmmaking and Creative Media with Animation Pathway		<p>OPTION 1 UA1ABN-20-3 Visual Culture Individual Study Level 6 - 20 credits OR UA1AGY-20-3 Enterprise for Creative Practice Level 6 - 20 credits PLUS UADADM-20-3 Professional Practice in Animation 3 Level 6 - 20 credits AND UADAHW-20-3 Proposal for Self-directed Study in Animation Level 6 - 20 credits AND UADAHX-60-3 Self-directed Study in Animation Production A Level 6 - 60 credits</p> <p>OPTION 2 UA1ABP-40-3 Visual Culture Extended Individual Study Level 6 - 40 credits AND UADAHW-20-3 Proposal for Self-directed Study in Animation Level 6 - 20 credits AND UADADM-20-3 Professional Practice in Animation 3 Level 6 - 20 credits AND UADAHY-40-3 Self-directed Study in Animation Production B Level 6 - 40 credits</p>	<p>BA Filmmaking and Creative Media with Animation</p> <p>Pre-requisites and co-requisites</p> <p>UADAHW-20-3 Proposal for Self-directed Study in Animation Level 6 - 20 credits</p> <p>Pre-requisites: UADA4N-40-2 Animation Option Level 5 - 40 credits</p>
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GRADUATION

NB: For part time mode of delivery provide a diagram to demonstrate the student journey from entry to graduation for a typical part time student

ENTRY



Year 1	<p>Compulsory Modules</p> <p>UACAEB-40-1 Introduction to Media Practice: Integrated Media Level 4 - 40 credits</p> <p>UA1A8P-20-1 Introduction to Visual Culture Level 4 - 20 credits</p>	Optional Modules	Interim Awards
Year 2	<p>UACAEA-40-1 Audio Visual Production Level 4 - 40 credits</p> <p>UACAAT-20-1 Representation Level 4 - 20 credits</p>		<p>Cert HE Filmmaking and Creative Media</p> <p>Other requirements 120 credits of level 1 or above</p>
Year 3	<p>Compulsory Modules</p> <p>UACA7K-40-2 Representing Reality Level 5 - 40 credits</p> <p>UACA7H-20-2 Production Research Level 5 - 20 credits</p>	Optional Modules	<p>Interim Awards</p> <p>Other requirements</p> <p>Pre-requisites and co-requisites</p> <p>UACA7K-40-2 Representing Reality Level 5 - 40 credits Pre-requisite: UACAEA-40-1 Audio Visual Production Level 4 - 40 credits Co-requisite: UACA7H-20-2 Production Research Level 5 - 20 credits)</p>

Year 4	<p>Compulsory Modules</p> <p>UA1A8T-20-2 Visual Culture: Contemporary Contexts Level 5 - 20 credits</p>	<p>Optional Modules</p> <p>UACAG7-40-2 Narrative and Experience Level 5 - 40 credits OR UADA4N-40-2 Animation Option Level 5 - 40 credits OR UACAC3-40-2 Socrates and Developing Practice in Media Level 5 - 40 credits OR UA1AG8-20-2 Work Experience Level 5 - 20 credits AND UACAHE-20-2 Negotiated Project Level 5 - 20 credits</p>	<p>Interim Awards</p> <p>Dip HE Filmmaking and Creative Media</p> <p>Other requirements 240 credits at level 2</p> <p>Pre-requisites and co-requisites</p> <p>UACAG7-40-2 Narrative and Experience Level 5 - 40 credits Pre-requisite: UACAEA-40-1 Audio Visual Production Level 4 - 40 credits or equivalent APL</p>
Year 5: BA (Hons) Filmmaking and Creative Media Pathway	<p>Compulsory Modules</p>	<p>Optional Modules</p> <p>OPTION 1 UACA6M-40-3 Preparation for Self-directed Study in Filmmaking and Creative Media A Level 6 - 40 credits PLUS UA1ABN-20-3 Visual Culture Individual Study Level 6 - 20 credits OR UA1AGY-20-3 Enterprise for Creative Practice Level 6 - 20 credits</p> <p>OPTION 2 UACA6L-20-3 Preparation for Self-directed Study in Filmmaking and Creative Media B Level 6 - 20 credits PLUS UA1ABP-40-3 Visual Culture Extended Individual Study Level 6 - 40 credits</p>	<p>Interim Awards</p> <p>Pre-requisites and co-requisites</p> <p>UACA6M-40-3 Preparation for Self-directed Study in Filmmaking and Creative Media A Level 6 - 40 credits AND UACA6L-20-3 Preparation for Self-directed Study in Filmmaking and Creative Media B Level 6 - 20 credits Both require the following: Pre-requisites: UACA7K-40-2 Representing Reality Level 5 - 40 credits</p> <p>UACA7H-20-2 Production Research Level 5 - 20 credits</p>

<p>Year 6: BA (Hons) Filmmaking and Creative Media Pathway</p>	<p>UACA6N-60-3 Self-directed Study in Media Practice Level 6 - 60 credits</p>		<p>Interim Awards</p> <p>BA Filmmaking and Creative Media</p> <p>Other requirements</p>
<p>Year 5: BA (Hons) Filmmaking and Creative Media with Animation Pathway</p>		<p>OPTION 1 UA1ABN-20-3 Visual Culture Individual Study Level 6 - 20 credits OR UA1AGY-20-3 Enterprise for Creative Practice Level 6 - 20 credits PLUS UADADM-20-3 Professional Practice in Animation 3 Level 6 - 20 credits AND UADAHW-20-3 Proposal for Self-directed Study in Animation Level 6 - 20 credits</p> <p>OPTION 2 UA1ABP-40-3 Visual Culture Extended Individual Study Level 6 - 40 credits AND UADAHW-20-3 Proposal for Self-directed Study in Animation Level 6 - 20 credits</p>	<p>Other requirements</p> <p>Pre-requisites and co-requisites</p> <p>UADAHW-20-3 Proposal for Self-directed Study in Animation Level 6 - 20 credits</p> <p>Pre-requisites: UADA4N-40-2 Animation Option Level 5 - 40 credits</p>

Year 6: BA (Hons) Filmmaking and Creative Media with Animation		<p>OPTION 1 UADAHX-60-3 Self-directed Study in Animation Production A Level 6 - 60 credits</p> <p>OPTION 2 UADADM-20-3 Professional Practice in Animation 3 Level 6 - 20 credits</p> <p>AND UADAHY-40-3 Self-directed Study in Animation Production B Level 6 - 40 credits</p>	<p>Interim Awards</p> <p>BA Filmmaking and Creative Media with Animation</p> <p>Other requirements</p>
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GRADUATION

Part 5: Entry Requirements
<p>The University's Standard Entry Requirements apply with the following additions:</p> <p><i>We are willing to consider applications from students who cannot meet the typical offer but who can demonstrate a high level of creative ability. We also welcome applications from mature students and those with non-standard qualifications. Selected students will be interviewed on application and entry is contingent on a successful interview.</i></p>

Part 6: Assessment

Delete one of the following statements as appropriate

A: Approved to University Regulations and Procedures

Assessment Map

The programme encompasses a range of **assessment methods** including; production work, production folders, critical evaluations and presentations. These are detailed in the following assessment map:

Assessment Map for BA (Hons) Filmmaking and Creative Media and BA (Hons) Filmmaking and Creative Media with Animation

		Type of Assessment*									
		Unseen Written Exam	Open Book Written Exam	In-class Written Test	Practical Exam	Practical Skills Assessment	Oral assessment and/or presentation	Written Assignment	Report / Project	Dissertation	Portfolio
<p>Instructions: Add the Component (A or B) to the appropriate column for each Module Number and add the weighting for that assessment in brackets (as per the examples given)</p> <p>Add further columns as necessary*</p>											
Compulsory Modules Level 1	Module No UACAEB-40-1 Introduction to Media Practice: Integrated Media										100% (A)
	Module No UA1A8P-20-1 Introduction to Visual Culture							100% (A)			
	Module No UACAEA-40-1 Audio Visual Production							40% (A)	60% (A)		
	Module No UACAAT-20-1 Representation							20% (A)	80% (A)		
Compulsory Modules Level 2	Module No UACA7K-40-2 Representing Reality							50% (A)			50% (A)
	Module No UACA7H-20-2 Production Research						20% (A)				80% (A)
	Module No UA1A8T-20-2 Visual Culture: Contemporary Contexts							80% (A)	20% (A)		
Compulsory Modules Level 3 FCM PATHWAY ONLY	Module No UACA6N-60-3 Preparation for Self Directed Study in Filmmaking and Creative Media							30% (A)			70% (A)
Optional Modules Level 2	Module No UACAG7-40-2 Narrative & Experience							30% (A)			70% (A)
	Module No UA1AG8-20-2 Work Experience						40% (B)		60% (A)		

Part 6: Assessment

	Module No UACAHE-20-2 Negotiated Project						20% (A)	80% (A)		
	Module No UADA4N-40-2 Animation Option							80% (A)		20% (A)
	Module No UACAC3-40-2 Socrates & Developing Practice					20% (A)		80% (A)		
Optional Modules Level 3	Module No UACA6M-40-3 Prep for Self Directed Study in FCM A						50% (A)			50% (A)
FCM	Module No UA1ABN-20-3 Visual Culture Individual Study								100% (A)	
AND	Module No UA1AGY-20-3 Enterprise for Creative Practice							100% (A)		
FCM WITH ANIMATION PATHWAY	Module No UACA6L-20-3 Prep for Self Directed Study in Filmmaking and CM B						50% (A)			50% (A)
	Module No UA1ABP-40-3 Visual Culture Extended Individual Study								100% (A)	
	Module No UADADM-20-3 Professional Practice in Animation 3					40% (A)				60% (A)
	Module No UADAHW-20-3 Proposal for Self Directed Study in Animation					40% (A)				60% (A)
	Module No UADAHX-60-3 Self Directed Study in Animation A							80% (A)		20% (A)
	Module No UADAHY-40-3 Self Directed Study in Animation B							80% (A)		20% (A)

*Assessment should be shown in terms of either **Written Exams**, **Practical exams**, or **Coursework** as indicated by the colour coding above.

Part 7: Student Learning

Teaching, learning and assessment strategies to enable learning outcomes to be achieved and demonstrated

At UWE, Bristol there is a policy for a minimum average requirement of 12 hours/week contact time over the course of the full undergraduate programme. This contact time encompasses a range of face:face activities as described below. In addition a range of other learning activities will be embedded within the programme which, together with the contact time, will enable learning outcomes to be achieved and demonstrated.

Part 7: Student Learning

On the BA (Hons) Filmmaking and Creative Media programme teaching is a mix of schedule and independent learning. The average contact time across the programme is 12 -15 hours / week.

Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; supervised time in studio/workshop. Scheduled sessions may vary slightly depending on the module choices made = approx 1000 hours across 360 credits

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. = approx 2600 hours across 360 credits.

Description of Distinctive Features and Support

A strongly production based course, which offers a range of experiential learning to build a rich range of practice and theory knowledge, understandings and skills in filmmaking and creative media. The distinctive ethos of the course lies in its holistic approach to teaching multi-platform media practice.

At Level 1 students are introduced to a varied diet of projects enabling them to build skills in both filmmaking and creative media with the deliberate intention of comparing and contrasting the narrative, editorial, production and technical approaches.

At Level 2, two major practice projects, one in documentary and one in drama, enable students to undertake genuine multi-platform production, designing and creating sophisticated media productions across two or more platforms.

This experience leads into Level 3 where students build their own portfolio of projects, many of which take a multi-platform form. These are supported by an extensive range of teaching and learning including intensive tutorial supervision over six months.

The course is backed up by a depth of professional expertise in the staff team, which encompasses both traditional forms of media production and the cutting edge of multi-platform theory and practice via an association with the Digital Cultures Research Centre and the *i-docs* symposium as well as individual professional practice and research projects.

At the same time, the course enables students to build specific key skills across a range of crafts and disciplines to give a broad yet deep experience of media production, equipping them for a wide range of entry jobs in the media industry.

Part 8: Reference Points and Benchmarks

Description of **how** the following reference points and benchmarks have been used in the design of the programme:

- QAA subject benchmark statements
- University strategies and policies
- Staff research projects
- Employer interaction and feedback

Part 8: Reference Points and Benchmarks

University Mission and Vision The university strategy guiding developments is at this link <http://www1.uwe.ac.uk/aboutus/visionandmission/strategy/strategydocuments.aspx>

The Department of Creative Industries within the Faculty of Arts, Creative Industries and Education is committed to building a depth of practice-based, professionally focused courses in art, media and design that will deliver excellent graduate employability. Strong emphasis is placed upon professional collaboration - in curriculum development and delivery and cross-disciplinary practice.

Subject benchmarks The subject of media practice does not have its own subject specific benchmark statement but is grounded in the defining principles of the Art & Design benchmark statement (particularly creativity, aesthetic sensibility, intellectual and critical enquiry, team-working, variety of research modes, and personal reflective learning). Above all, it is predicated on the need for practical and experiential learning. Curriculum content, development and progression and teaching and learning approaches within this programme are in line with QAA subject benchmark recommendations for Art and Design. Communication, Media, Film and Cultural Studies. These include the breadth and depth of knowledge being offered, the coherence of the programme's structure, and the use of a wide range of teaching and learning models and assessment practices.

Skillset National Occupational Standards

BA Filmmaking and Creative Media are expected to consider their skills development in a professional context. Module Handbooks will make explicit the relevant performance standards that students should engage with. The following creativeskillset National Occupational Standards are embedded in the design of the programme: Production (Film & TV) 2005; Directors 2003; Sound 2009; Interactive Media; Photo Imaging 2007; Camera 2008; Lighting for Film & Television 2006; Editing 2007; Contribute to good working relationships (Skillset NOS X1); Contribute to the quality and productivity of the production process (Skillset NOS X6); Conduct an assessment of risks in the workplace and ensure own actions reduce risks to Health and Safety (Skillset NOS X3 and X3.5); Skillset NOS: Law & Compliance for Broadcasting 2010. Please see Programme Handbook Appendix for how these map across the programme. These full standards can be found at:

www.creativeskillset.org/standards/standards/

SEEC Southern England Consortium for Credit Accumulation and Transfer Credit - Level Descriptors have been consulted in the design of the learning outcomes. These can be found at www.seec.org.uk/.../seec-credit-level-descriptors-2010-revised-2004

University teaching and learning policies: A full description of the regulations and policies governing student learning and teaching can be found at <http://acreg.uwe.ac.uk/>

Staff research and professional expertise: All members of the teaching team are engaged in research or professional practice and engage with a wide range of industry and professional contacts and published work to inform the academic content of this programme. A number of programme staff are working in conjunction with the Faculty Digital Cultures Research Centre and the design and delivery content which deals particularly with innovative and emerging practices in transmedia narratives and multi-platform media production is underpinned by their research and practice.

Employer interaction/feedback: Staff are actively involved in their own practice and knowledge exchange activities with partnerships across a broad range of commercial and non-commercial organisations within the media and the creative industries. We have also drawn on advice from our industry contacts in the development of this programme.

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications, available on the University's website.