University of the West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

PROGRAMME SPECIFICATION

Part 1: Basic Data	
Awarding Institution	University of the West of England, Bristol
Teaching Institution	University of the West of England, Bristol
Delivery Location	Bower Ashton, UWE, Bristol
Faculty responsible for programme	Faculty of Arts, Creative Industries & Education
Department responsible for programme	Creative Industries
Modular Scheme Title	Undergraduate Programme Modular Scheme
Professional Statutory or Regulatory Body Links	Creative Skillset Sector Skills Council
Highest Award Title	BA (Hons) Filmmaking and Creative Media
Default Award Title	
Fall-back Award Title	BA (Hons) Filmmaking and Creative Media
Interim Award Titles	Dip HE Filmmaking and Creative Media Cert HE Filmmaking and Creative Media
UWE Progression Route	
Mode(s) of Delivery	Full time/Part time
Codes	**UCAS:** W253	**JACS:**
	ISIS2: W253, W26B13	**HESA:**
Relevant QAA Subject Benchmark Statements	Art & Design
CAP Approval Date	
Valid from	September 2013
Valid until Date	September 2019
Version	13

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;

Part 2: Educational Aims of the Programme

- 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

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

This course combines video, sound and interactive multi-media to explore the creative potential of media in a multi-platform world. It is production based, enabling students to build strong story-telling, technical and team working skills essential to working in the professional media. Creative practice is informed by academic study developing students' understanding of media cultures and contexts.

The structure is designed to offer a pattern of learning that establishes basic principles and issues at level 1 before options for specialisation are introduced at levels 2 and 3. Students develop a good understanding of a range of methods for developing creative ideas before embarking upon further study that involves working within and across specialised disciplines. Additionally professional practice (including work experience at level 3) underpins learning outcomes and assessment criteria throughout the course.

Part 2: Educational Aims of the Programme

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:	UACAKH-15-1 Professional Practice 1: Intro to FCM	UACAKH-15-1: Scriptwriting	UACAKK-30-1 Exploring Interactive Media	UACAKL-30-1 Sound Image and Sensory Experience	UACAKM-30-1 Creating Screen Fiction	UACAKN-60-2 Documentary Research and Production	UACAKQ-15-2 Professional Practice 2: Dev Craft Skills	UACAYB -15-2 Professional Practice 2: for International Exchange	UACAKP-45-2 Narrative and Experience	UA1APR-45-1 International Exchange	UACAKR-30-3 Preparation for Self Directed Study	UACAKS-15-3 Professional Practice 3: FD & Work Experience	UACAKT-15-3 FCM Dissertation	UACA6N-60-3 Self Directed Study in FCM
A) Knowledge and understanding of:														
Understand the media industries in their past and present forms and anticipate future trends;	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Understand the nature of media audiences;	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Understand the nature of cross media production and media convergence;	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Understand the importance of narrative design in media production.	X	X	X	X	X	X	X	X	X	X	X	X	X	X
(B) Intellectual Skills														
Apply the necessary conceptual skills to be able to initiate, develop and produce creative media content;	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Part 3: Learning Outcomes of the Programme														
Apply skills of critical analysis and evaluation, relating their own work to the broader context of media production;	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Develop an understanding of ethical responsibilities in media production;	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Gather, collate and synthesise research materials for media production.	X	X	X	X	X	X	X	X	X	X	X	X	X	X
(C) Subject/Professional/Practical Skills														
Demonstrate the application of media production methodologies;	X	X	X	X	X	X	X	X	X	X	X	X		X
Demonstrate practical production skills across a range of media practice forms;	X	X	X	X	X	X	X	X	X	X	X	X		X
Work effectively in media production teams;	X	X	X	X	X	X	X	X	X	X	X	X		X
Understand the demands of contemporary practice in the media production industries;	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Identify an area of specialism and a future direction as creative media practitioners.	X	X	X	X	X	X	X	X	X	X	X	X	X	X
(D) Transferable skills and other attributes														
Communicate effectively in a range of verbal, visual and written contexts;	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Demonstrate organisational ability in a range of professional situations and academic contexts;	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Develop the ability to be a self-directed learner and practitioner;	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Develop social and interpersonal skills appropriate to a range of professional situations.	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Part 4: Student Learning and Student Support

Teaching and learning 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.

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 any Distinctive Features

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 of 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 5: Assessment

Delete one of the following statements as appropriate

A: Approved to [University Regulations and Procedures](#)

Assessment Strategy

Assessment strategy to enable the learning outcomes to be achieved and demonstrated:

Assessment strategies within the programme reflect the Faculty's philosophy which considers assessment to be part of the learning process. Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements, and to support the monitoring of progress

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

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) Add further columns as necessary*		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
											Type of Assessment*
Compulsory Modules Level 1	UACAKH-15-1 PP1: Introduction to Filmmaking and Creative Media										100% (A)
	UACAKJ-15-1 Scriptwriting										100% (A)
	UACAKK-30-1 Exploring Interactive Media							30% (A)			70% (A)
	UACAKM-30-1 Creating Screen Fiction								60% (A)		40% (A)
	UACAKL-30-1 Sound, Image and Sensory Experience										100% (A)
Compulsory Modules Level 2	UACA7K-40-2 Documentary Research and Production						20% (A)		50% (A)		30% (A)

Part 5: Assessment

Compulsory Modules Level 3	UACAKR-30-3 Preparation for Self Directed Study in Filmmaking and Creative Media											100% (A)
	UACAKS-15-3 PP3: Work Experience and Future Directions								60% (A)			40% (A)
	UACAKT-15-3 Filmmaking and Creative Media Dissertation										100% (A)	
	UACA6N-60-3 Self Directed Study in Filmmaking and Creative Media								30% (A)			70% (A)
Optional Modules Level 2	UACAKP-45-2 Narrative & Experience								30% (A)			70% (A)
	UA1APR-45-2 International Exchange											100%
	UACAKQ-15-2 PP2: Developing Craft Skills											100% (A)
	UACAYB-15-2 PP2: Developing Craft Skills for International Exchange											100% (A)

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

Part 6: Programme Structure

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

ENTRY

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		Compulsory Modules	Optional Modules	Interim Awards
	Year 1	UACAKH-15-1 Professional Practice 1: Introduction to Filmmaking and Creative Media Level 4 - 15 credits UACAKJ-15-1 Scriptwriting Level 4 - 15 credits UACAKK-30-1 Exploring Interactive Media Level 4 - 30 credits UACAKL-30-1 Sound, Image and Sensory Experience Level 4 - 30 credits UACAKM-30-1 Creating Screen Fiction Level 4 - 30 credits		Cert HE Filmmaking and Creative Media Other requirements 120 credits of level 1 or above
	Year 2	Compulsory Modules UACAKN-60-2 Documentary Research and Production Level 5 - 60 credits	Optional Modules UACAKP-45-2 Narrative and Experience Level 5 - 45 credits AND UACAKQ-15-2 Professional Practice 2: Developing Craft Skills Level 5 - 15 credits OR UA1APR-45-1 International Exchange Level 5 - 45 credits AND UACAYB-15-2 Professional Practice 2: Developing Craft Skills for International Exchange Level 5 - 15 credits	Interim Awards Cert HE Filmmaking and Creative Media Other requirements 240 credits at level 2 Pre-requisites and co-requisites UACAKN-60-2 Documentary Research and Production Level 5 - 60 credits UACAKP-45-2 Narrative and Experience Level 5 - 45 credits Both require: **Pre-requisite:** UACAKM-30-1 Creating Screen Fiction Level 4 - 30 credits or equivalent APL

Year 3: **BA (Hons) Filmmaking and Creative Media**	Compulsory Modules	Optional Modules	Interim Awards
	UACAKR-30-3 Preparation for Self-directed Study in Filmmaking and Creative Media Level 6 - 30 credits		BA Filmmaking and Creative Media
			Other requirements
	UACAKS-15-3 Professional Practice 3: Work Experience and Future Directions Level 6 - 15 credits		Pre-requisites and co-requisites
			UACAKR-30-3 Preparation for Self-directed Study in Filmmaking and Creative Media Level 6 - 30 credits
	UACA6N-60-3 Self-directed Study in Filmmaking and Creative Media Level 6 - 60 credits		**Pre-requisite:** UACAKN-60-2 Documentary Research and Production Level 5 - 60 credits
	UACAKT-15-3 Filmmaking and Creative Media Dissertation		

GRADUATION

Part time:
The following structure diagram demonstrates the student journey from Entry through to Graduation for a typical **part time student.**

ENTRY

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Year 1	Compulsory Modules	Optional Modules	Interim Awards
	UACAKH-15-1 Professional Practice 1: Introduction to Filmmaking and Creative Media Level 4 - 15 credits		
	UACAKJ-15-1 Scriptwriting Level 4 - 15 credits		
	UACAKL-30-1 Sound, Image and Sensory Experience Level 4 - 30 credits		

	Compulsory Modules	Optional Modules	Cert HE Filmmaking and Creative Media
Year 2	UACAKK-30-1 Exploring Interactive Media Level 4 - 30 credits UACAKM-30-1 Creating Screen Fiction Level 4 - 30 credits		**Other requirements** 120 credits of level 1 or above
Year 3	Compulsory Modules UACAKN-60-2 Documentary Research and Production Level 5 - 60 credits	Optional Modules	Interim Awards Other requirements Pre-requisites and co-requisites UACAKN-60-2 Documentary Research and Production Level 5 - 60 credits **Prerequisite:** UACAKM-30-1 Creating Screen Fiction Level 4 - 30 credits or equivalent APL
Year 4		Optional Modules UACAKP-45-2 Narrative and Experience Level 5 - 45 credits AND UACAKQ-15-2 Professional Practice 2: Developing Craft Skills Level 5 - 15 credits OR UA1APR-45-1 International Exchange Level 5 - 45 credits AND UACAYB-15-2 Professional Practice 2: Developing Craft Skills for International Exchange Level 5 - 15 credits	Interim Awards Dip HE Filmmaking and Creative Media Other requirements 240 credits at level 2 Pre-requisites and co-requisites UACAKP-45-2 Narrative and Experience Level 5 - 45 credits **Pre-requisite:** UACAKM-30-1 Creating Screen Fiction Level 4 - 30 credits

	Compulsory Modules	Optional Modules	Interim Awards
Year 5: BA (Hons) Filmmaking and Creative Media	UACAKR-30-3 Preparation for Self-directed Study in Filmmaking and Creative Media Level 6 - 30 credits UACAKS-15-3 Professional Practice 3: Work Experience and Future Directions Level 6 - 15 credits UACAKT-15-3 Filmmaking and Creative Media Dissertation Level 6 - 15 credits		Other requirements Pre-requisites and co-requisites UACAKR-30-3 Preparation for Self-directed Study in Filmmaking and Creative Media Level 6 - 30 credits **Pre-requisite:** UACAKN-60-2 Documentary Research and Production Level 5 - 60 credits
Year 6: BA (Hons) Filmmaking and Creative Media	UACA6N-60-3 Self-directed Study in Filmmaking and Creative Media Level 6 - 60 credits		Interim Awards BA Filmmaking and Creative Media Other requirements

GRADUATION

Part 7: Entry Requirements

The University's Standard Entry Requirements apply with the following additions*:

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.

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 UK Quality Code for HE
      National qualification framework
      Subject benchmark statements

Part 8: Reference Points and Benchmarks

University strategies and policies
Staff research projects
Any relevant PSRB requirements
Any occupational standards

Subject benchmarks The broad 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.

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

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/

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.

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.

Part 8: Reference Points and Benchmarks

What methods have been used in the development of this programme to evaluate and improve the quality and standards of learning? This could include consideration of stakeholder feedback from, for example current students, graduates and employers.

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.