University of the West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

PROGRAMME SPECIFICATION

Part 1: Basic Data			
Awarding Institution	The University of the West of England, Bristol		
Teaching Institution	The University of the West of England, Bristol		
Delivery Location	University of the West of England, Bristol – Frenchay campus		
Study abroad / Exchange / Credit recognition			
Faculty responsible for programme	Faculty of Arts, Creative Industries and Education		
Department responsible for programme	Department of Arts & Cultural Industries		
Modular Scheme Title	Undergraduate Programme Modular Scheme		
Professional Statutory or Regulatory Body Links	None		
Highest Award Title	BA(Hons) Creative Media Design		
Default Award Title	N/A		
Fall-back Award Title	None		
Interim Award Titles	Dip HE Creative Media Design Cert HE Creative Media Design		
UWE Progression Route	N/A		
Mode(s) of Delivery	FT / PT		
Codes	**UCAS: 0V53**	**JACS: 0V53**	
	ISIS2: W290	**HESA:**	
Relevant QAA Subject Benchmark Statements	Art and Design; Communication, media, film and cultural studies		
First CAP Approval Date	*04/06/2015*	Valid from	*September 2015*
Revision CAP Approval Date		Revised with effect from	
Version	1		
Review Date			

Part 2: Educational Aims of the Programme

Broad aims:

- To provide an experience of creative and academic education in which students might acquire knowledge and skills, a critical and creative approach to learning and reflection
- To offer students choice and independence in determining their own abilities and ambitions within a subject discipline
- To promote critical, creative and analytical thinking
- To promote an exploratory and critical approach to research, writing and media production
- To provide a general foundation for the world of work by equipping students with a broad ranges of skills, understanding and knowledge for a wide range of careers

Specific aims:

- To develop knowledge of the nature and significance of creative, participatory and networked media for the cultural economy and output of the creative industries
- To introduce students to a range of concepts, debates and research approaches appropriate to the study of digital media communication and entertainment in its cultural, historical and political contexts
- To develop technical skills in the production of digital media within and for online environments
- To offer students opportunities to gain experience of digital media in professional contexts
- To encourage students to identify and pursue their own research, creative, and / or vocational interests in the field of digital media
- To develop skills in research, critical analysis and communication appropriate for both academic and professional contexts
- To enable acquisition of personal and transferable skills that will enhance students' readiness for graduate employment
- To acknowledge the diversity of students, their experiences, and their interests through a flexible programme that offers a wide variety of learning approaches and assessment methods, and an emphasis on individual research and enquiry

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

Creative Media Design graduates will possess the practical, theoretical, and professional skills and knowledge that underpin careers in the rapidly changing media industries. With practical expertise in digital photography, video, and interaction design for online, networked and mobile platforms, graduates will be ready for the broad field of creative and industrial contexts and practices within the contemporary digital media landscape.

Able to critically evaluate the relationship between initial intent, content and delivery to inform the development and evaluation of a variety of creative outputs, they will have the ability to work as autonomous practitioners or within teams in a variety of contexts and for a variety of audiences.

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:	UPCP3X-30-1: Convergent Media	UPCP43-30-1: Media and Design Contexts	UPCP44-30-1: Pervasive 1	UPCP3Y-30-1: Media Archaeology	UPCP45-30-2: Pervasive 2	UPCP48-30-2: Data Worlds	UPCP47-30-2: Media Enterprise & Environments	UPCP46-30-2: Interface and Experience Design	UPCP49-30-3: Group Final Project	UPCP53-30-3: Individual Final Project	UPCP68-30-3: Hardware Hacking	UPCAGW-30-3: Games, Simulation and Media	UACPCU-30-3: Media and Culture Dissertation
A) Knowledge and understanding of:													
Networked and mobile media in everyday and industrial contexts	x		x	x	x	x	x	x			x	x	
Histories and theories of media technologies in cultural contexts		x		x	x		x	x				x	x
The challenges of designing for networked, mobile and participatory platforms	x		x	x	x	x		x	x	x	x		
Practical and analytical processes and methods for the development of ideas and research	x	x	x	x	x	x	x	x	x	x	x	x	x
(B) Intellectual Skills													
Critical and analytical skills for enquiry in the field of contemporary digital media		x	x	x	x	x	x					x	x
Critical and creative approaches to design and production of digital and mobile media	x		x	x	x	x		x	x	x	x		
Critical reflection and evaluation of individual and group work	x		x	x	x	x		x	x	x	x		
Identification and synthesis of appropriate research resources and debates for digital media production, research and writing	x	x	x	x	x	x	x	x	x	x	x	x	x
Design and plan processes and structures for participatory and interactive activity in a variety of environments	x		x	x	x	x		x	x	x	x		
(C) Subject/Professional/Practical Skills													
Technical skills in appropriate hardware and software for contemporary digital and mobile media production (e.g. digital video, CSS, server-side tools)	x		x	x	x	x		x	x	x	x		

Part 3: Learning Outcomes of the Programme

Creative design of experimental digital media experiences (e.g. interactive, participatory, location-aware and mobile media)	x		x	x	x	x		x	x	x	x		
Project planning and management for a variety of academic and professional contexts	x		x	x	x	x	x		x	x	x	x	x
Understanding of the demands of practice in the contemporary digital media industries	x		x	x	x	x	x	x	x	x	x		
(D) Transferable skills and other attributes													
Communicate ideas visually, in presentations, and in writing	x	x	x	x	x	x	x	x	x	x	x	x	x
Work individually on self-initiated projects		x		x			x	x		x	x	x	x
Work and plan collaboratively on creative projects	x		x		x	x			x	x	x		
Research, evaluate, and present information for appropriate contexts and audiences	x	x	x	x	x	x	x	x	x	x	x	x	x

Part 4: Student Learning and Student Support

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 Creative Media Design programme teaching is a mix of scheduled, independent and placement learning.

Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; work based learning; supervised time in studio/workshop. Scheduled sessions may vary slightly depending on the module choices made.

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. Scheduled sessions may vary slightly depending on the module choices made.

Placement learning: may include a practice placement, and live briefs set by practitioners and companies in the field of creative digital media.

The teaching, learning and assessment strategy on Creative Media Design encourages students to assume responsibility for many aspects of their learning with staff facilitating that learning and independence. The balance of student and staff responsibility varies according to individual student profiles, academic level and according to the nature of the learning outcomes the students are expected to meet. Ultimately, the aim of this programme is to enable students to progress to a high level of autonomy in their learning and creative practice by level 3 and to view that learning as an ongoing process over which they have some control, about which they are able to make active choices, and which they are free to challenge.

The programme is supported by a subject librarian, with library sessions offered in all years of study. These include embedded information literacy sessions, tied into specific modules, and backed up by extensive online resources as well as the physical library environment.

The teaching team, both academic staff and media instructors, have experience of supporting students with hearing and visual impairments and with dyslexia. This includes researching and providing adaptive technologies for media production and written assignments, implementing reasonable adjustments for assessment tasks, and offering one to one tutorials. Where appropriate lecture notes and handouts are made available on Blackboard 48 hours in advance of classes. The team are aware of the support that student services can offer to disabled students, and seek advice from the Disability Service when appropriate. Reasonable adjustments are now made for pregnant students and their partners and this group are also supported by Disability Services.

Description of the teaching resources provided for students

Resources appropriate to the needs and learning outcomes of the programme

Description of any Distinctive Features

This practice-led programme introduces students to the cutting-edge of contemporary media

production for networked, online, mobile and interactive installation platforms. It emphasises the importance of an experimental and theoretically informed approach throughout.

The programme is taught by leading practitioners and researchers in the field of digital media culture. Bristol has a unique approach to media production, with a rich vein of media arts, innovation and activism. There are opportunities to work with companies in and around Bristol throughout the degree. Work experience will be available at a range of local companies and groups. In particular, the course has integral links with UWE's Digital Cultures Research Centre (DCRC), with DCRC researchers teaching on or visiting the programme, and offering visits and work experience through the innovative artists and producers at the Pervasive Media Studio.

Local visits are used throughout the programme for research and for professional experience. The programme also includes a short period of work based learning.

Students work in groups as well as individually, emphasising collaboration and team-work as well as individual motivation.

Students use the studios and editing suites, camera, lighting and sound recording equipment, and multimedia computer labs with appropriate software.

Part 5: Assessment

A: Approved to University Regulations and Procedures

Assessment Strategy

The programme supports and encourages a wide range of learning styles, abilities and preferences. 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.

The module specifications contain details of the assessment for each module, these include, individual and group project work, written reports and evaluations, individual and group presentations.

Part 5: Assessment

Assessment Map

The programme encompasses a range of **assessment methods** including group and individual projects, portfolios of practical work, written essays, self-evaluations, critical diaries, dissertations, and presentations. These are detailed in the following assessment map:

Assessment Map for BA Creative Media Design

		Type of Assessment*				
		Oral assessment and/or presentation	Written Assignment	Report / Project	Dissertation	Portfolio
Compulsory Modules Level 1	**UPCP44-30-1Pervasive Media 1**			A2 (65)		A1 (35)
	UPCP3X-30-1 Convergent Media			A2 (65)		A1 (35)
	UPCP43-30-1 Media and Design Contexts	A1 (35)	A2 (65)			
	UPCP3Y-30-1 Media Archaeology		A2 (40)	A1 (60)		
Compulsory Modules Level 2	**UPCP45-30-2 Pervasive Media 2**			A1 (75)		A1 (25)
	UPCP46-30-2 Interface & Experience Design		A2 (20)	A1 (80)		
	UPCP47-30-2 Media Enterprise & Environments		A2 (35)	A1 (65)		
	UPCP48-30-2 Data Worlds			A1 (75)		A1 (25)
Compulsory Modules Level 3	**UPCP53-30-3 Individual Final Project**	A3 (10)	A2 (15)	A1 (75)		
	UPCP49-30-3 Group Final Project	A3 (10)	A2 (15)	A1 (75)		

Part 5: Assessment

Optional Modules Level 3	**UPCAGW-30-3 Games, Simulation and Media**	A1 (25)	A2 (75)			
	UPCPCU-30-3 Media and Culture Dissertation				A1 (100)	
	UPCP68-30-3 Hardware Hacking			A1 (100)		

*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

Year 1

Compulsory Modules	Optional Modules	Interim Awards
UPCP3X-30-1 Convergent Media	None	Cert HE Creative Media Design (120 credits)
UPCP3Y-30-1 Media Archaeology		
UPCP43-30-1 Media and Design Contexts		
UPCP44-30-1 Pervasive Media 1		

Year 2

Compulsory Modules	Optional Modules	Interim Awards
UPCP45-30-2 Pervasive Media 2	None	Dip HE Creative Media Design (240 credits)
UPCP46-30-2 Interface and Experience Design		
UPCP47-30-2 Media Enterprise and Environments		

		UPCP48-30-2 Data Worlds		

	Compulsory Modules	Optional Modules	Interim Awards
Year 3	UPCP49-30-3 Creative Media Design Final Group Project		BA Creative Media Design (300 credits)
	UPCP53-30-3 Creative Media Design Final Individual Project		
		UPCAGW-30-3 Games, Simulation & Media	
		UPCPU-30-3 Media & Culture Dissertation	
		UPCP68-30-3 Hardware Hacking	

GRADUATION

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

ENTRY

	Compulsory Modules	Optional Modules	Interim Awards
Year 1 and 2	UPCP3X-30-1 Convergent Media 1.1	None	Cert HE Creative Media Design (120 credits)
	UPCP44-30-1 Pervasive Media 1 1.1		
	UPCP43-30-1 Media and Design Contexts 1.2		
	UPCP3Y-30-1 Media Archaeology 1.2		

	Compulsory Modules	Optional Modules	Interim Awards
Year 3 and 4	UPCP45-30-2 Pervasive Media 2 2.1	None	Dip HE Creative Media Design (240 credits)

UPCP46-30-2 Interface and Experience Design 2.1		
UPCP47-30-2 Media Enterprise and Environments 2.2		
UPCP48-30-2 Data Worlds 2.2		

Year 5 and 6

Compulsory Modules	Optional Modules	Interim Awards
UPCP49-30-3 Creative Media Design Final Group Project 3.1		
UPCP53-30-3 Creative Media Design Final Individual Project 3.2		
	Any 1 of the following in 3.1 and any 1 of the following in 3.2	
	UPCAGW-30-3 Games, Simulation & Media	
	UPCPU-30-3 Media & Culture Dissertation	
	UPCP68-30-3 Hardware Hacking	

GRADUATION

Part 7: Entry Requirements

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

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.

Tariff points as appropriate for the year of entry - up to date requirements are available

Part 7: Entry Requirements

through the courses database.

Part 8: Reference Points and Benchmarks

Subject benchmarks
The broad subject of media practice 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 Creative Media Design are in line with the QAA subject benchmark recommendations for Art & Design and for 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.

University Mission and Vision
The Faculty of Arts, Creative Industries and Education is committed to building a range of practice-based, professionally focused courses that will deliver excellent graduate employability. Strong emphasis is placed upon professional collaboration – in curriculum development and delivery, and cross-disciplinary practice.

The programme is supported by a professional Employability & Enterprise service. This included dedicated faculty Careers Consultants and practitioners, placement support, enterprise and entrepreneurship practitioners, employer liaison and volunteering teams.
Support is available at all times to students throughout their studies, and specialist training, workshops, lectures and seminars is offered to the programme to support the learning aims and outcomes of modules.
Students have the option of undertaking the UWE Bristol Futures Award, an employability award that appears in the student transcript (HEAR).

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 the members of the teaching team are engaged in research and / or professional creative practice, and engage with a wide range of industry and professional contacts and published work to inform the academic content of this programme. Staff work in conjunction with UWE's Digital Cultures Research Centre (DCRC) and Bristol's Pervasive Media Studio, collaborations that directly inform the Creative Media Design curriculum and opportunities for students.

Recent staff research projects include the AHRC funded *Creative Territories* network. Led by Dr Patrick Crogan, this project brought together indie game developers, creative industry stakeholders and leading international and UK scholars to explore innovation in independent videogame production. Rod Dickinson's most recent installation / performance *Closed Circuit* was presented in Washington DC as part of the British Council's Culture & Conflict Summit.

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.

Part 8: Reference Points and Benchmarks

Staff are actively involved in their own practice and knowledge exchange activities with partnerships across a range of commercial and non-commercial organisations within the media, media arts and the creative industries and this 'in-house' expertise has informed the development of the programme.

We have also drawn on advice from a number of industry contacts in the independent media production sector in the development of this programme – for example, Tim Kindberg diector of 'matter 2 media' and ex-director of research at the Pervasive Media Studio. Professor Jon Dovey (REACT hub) and Mandy Rose (Director Digital Cultures Research Centre) have also been involved in the programme design.

Finally a group of level 2 Media Culture and Practice web media students were consulted on the content and emphasis of the 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.