

## PROGRAMME SPECIFICATION - Final

### PART 1: COURSE SUMMARY INFORMATION

<b>Course summary</b>		
Final award	BA (Hons) Media Production	
Intermediate award	BA Media Production, Dip HE Media Production or Cert HE Media Production	
Course status	Validated	
Awarding body	University of Brighton	
School	Media	
Location of study/ campus	Moulsecoomb	
<b>Partner institution(s)</b>		
<i>Name of institution</i>	<i>Host department</i>	<i>Course status</i>
1. N/A		
2.		
3.		
<b>Admissions</b>		
Admissions agency	UCAS	

<p>Entry requirements</p> <p><i>Include any progression opportunities into the course.</i></p>	<p><b>A-levels or BTEC</b> Entry requirements are in the range of A-level BBC–CCC (112–96 UCAS Tariff points), or BTEC Extended Diploma DMM–MMM. Our conditional offers typically fall within this range.</p> <p>We will generally make you an offer if your predicted grades are at the top of this range. If your predicted grades are towards the lower end of this range we may still make you an offer if you have a good GCSE (or equivalent) profile or relevant non–academic achievements.</p> <p><b>International Baccalaureate</b> 28 points.</p> <p><b>Access to HE Diploma</b> pass with 60 credits overall. At least 45 credits at level 3, with 24 credits at merit or above.</p> <p><b>GCSE</b> At least English and Maths at grade 4.</p> <p><b>For non-native speakers of English</b> IELTS 6.5 overall, with 6.0 in writing and a minimum of 5.5 in the other elements.</p> <p>Students without the required qualifications may demonstrate suitability through previous relevant professional or academic activity, to be determined by the course admissions officer</p>	
<p>Start date (mmm-yy)</p> <p><i>Normally September</i></p>	<p>September 2018</p>	
<p><b>Mode of study</b></p>		
<p><b>Mode of study</b></p>	<p><b>Duration of study (standard)</b></p>	<p><b>Maximum registration period</b></p>
<p>Full-time</p>	<p>3</p>	<p>8</p>
<p>Part-time</p>	<p>N/A</p>	<p>N/A</p>
<p>Sandwich</p>	<p>N/A</p>	
<p>Distance</p>	<p>N/A</p>	
<p><b>Course codes/categories</b></p>		
<p>UCAS code:</p>	<p>CRT2</p>	

<b>Contacts</b>			
Course Leader (or Course Development Leader)	Lance Dann		
Admissions Tutor	Lance Dann		
<b>Examination and Assessment</b>			
<b>External Examiner(s)</b>	<b>Name</b>	<b>Place of work</b>	<b>Date tenure expires</b>
	Dr Trudy Barber	University of Portsmouth	30 <sup>th</sup> September 2020
<b>Examination Board(s) (AEB/CEB)</b>	<b>Media &amp; Creative Industries</b>		
<b>Approval and review</b>			
	<b>Approval date</b>	<b>Review date</b>	
Validation	February 2018	June 2023	
Programme Specification	February 2018	June 2023	
Professional, Statutory and Regulatory Body 1 (if applicable):	N/A		
Professional, Statutory and Regulatory Body 2 (if applicable):			
Professional, Statutory and Regulatory Body 3 (if applicable):			

## PART 2: COURSE DETAILS

### AIMS AND LEARNING OUTCOMES

#### Aims

The aims of the course are:

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- to provide students with theoretical understanding of key debates relevant to the study of media production.
- to develop skills across a range of key professional practices relevant to the diverse fields of media production.
- to encourage students to think and work entrepreneurially and to be prepared to work in a constantly developing and changing media environment.
- to foster and maintain professional awareness.
- to facilitate the development of transferable skills.

#### Learning outcomes

##### Knowledge and theory

Students will be able to:

1. Engage critically with major theorists across range of key debates in media production and creative content creation.
2. Display an understanding of the influence technological developments, market forces, audience behaviour and entrepreneurialism have upon the practice and output of media practices.
3. Demonstrate a knowledge and understanding of industrial frameworks and practices relevant to the media industries with reference to history, evolution, cultural and socio-economic context and global influences.

<p><b>Skills</b></p> <p>Includes intellectual skills (i.e. generic skills relating to academic study, problem solving, evaluation, research etc.) and professional/practical skills.</p>	<p>Typically, holders of this award will be able to:</p> <ol style="list-style-type: none"> <li>4. Demonstrate a range of technical skills and creative approaches required to produce content for a range of media forms.</li> <li>5. Operate professionally and effectively in a range of workplace environments and situations.</li> <li>6. Develop and pitch ideas and project work for a variety of media forms in response to industry briefs.</li> <li>7. Work in flexible, creative, collaborative and independent ways, showing self-discipline and critical self-reflection.</li> <li>8. Carry out research appropriate to the programme and write in an appropriate academic style.</li> </ol>
<p><b>QAA subject benchmark statement (where applicable)<sup>1</sup></b></p>	<p>The final award of the BA (Hons)/BA/DipHE/CertHE Media Production conforms to the QAA subject benchmark statement for communication, media, film and cultural studies which has been key in the development of the course aims and outcomes and has informed the teaching and assessment strategies.</p> <p>The course content has been developed based on and mapped to the most current subject benchmarks and the course review framework. We continue to integrate theory and practice within this degree structure, through critical analysis and creative interventions and by attention to all modalities of writing to produce digital papers, digital media texts and audio-visual artefacts. This qualification is able to demonstrate with clarity attention and allegiance to national standards, while also incorporating the best of international scholarship.</p>

<b>PROFESSIONAL, STATUTORY AND REGULATORY BODIES (where applicable)</b>

<sup>1</sup> Please refer to the QAA website for details.

## LEARNING AND TEACHING

### Learning and teaching methods

The information included in this section complements that found in the Key Information Set (KIS), with the programme specification providing further information about the learning and teaching methods used on the course.

Students take between 4 and 6 modules per year. A module is designed to comprise 200 hours total learning time for a 20 credit module and is typically studied over a 15 week semester. A typical 20 credit module comprises a combination of tutor-led contact sessions (normally two to four hours per week) and guided independent study and practice (including time spent in preparing and completing assessment tasks). Students engage in a range of research led learning, industry focused workshops and digital media production based activities.

The University of Brighton Learning and Teaching Strategy has played an important part in designing this course. In addition, the QAA Subject Benchmark Statement for *Communication, Media, Film and Cultural Studies* has been helpful in aligning to the University's Learning and Teaching Strategy into a sector-specific focus. The following four QAA learning and teaching guidelines have informed the Learning and Teaching strategy for this course:

- awareness raising and knowledge acquisition
- conceptual and critical understanding
- practice experience;
- critical reflection.

The BA (Hons) Media Production is focused upon the active integration of theory and practice, with a focus upon engendering in students a responsiveness to change and a willingness to adapt and develop ideas for a range of media forms.

Progress through the course is articulated via three interrelated strands of learning and study: digital media production, industry contexts and digital media theory.

**Media Production:** At Level 4 students are introduced to the processes and skills required to set shoot material for film and screen based media in the module(s) FS407 Film Making Fundamentals and FS408 Production and Practice Management (which are shared with students from the BA (Hons) Digital Film. They are also given a working understand of creating purely digital works in the module LB441 Digital and Web Media Design. This is then built on in Level 5 and diversified through the Media Practices module where they use apply core skills in a broad range of media settings. A module in podcasting and narrative journalism allows them to develop their skills in audio production and in factual content production. At Level 6 the 40-credit Production Portfolio module will allow the students to create a diverse industry facing showreel by working a range of projects (including one that they take the creative lead within).

**Industry Contexts:** From the beginning of the course students will be engaging with practical concerns and considerations of working in the media industry in both a critical and an applied manner. A sequence of industry modules will give them real world experience or be delivered by professional practitioners in order to prepare them for working in a demanding environment. At Level 4 Media Industry module will introduce them to the frameworks of the media industry and to concepts such as developing, pitching and commissioning project ideas. Students undertake work experience at Level 5 in the Placement module, that will be run by the School of Media Placement and Employability team. Level 6 they will take a LB624 Digital Media Enterprise module in the final semester in order to allow them to encounter and articulate different ways of running their media careers.

**Media Theory:** At Level 4 students are introduced to key concepts of contemporary screen studies and audience behaviors, giving them the base of theoretical learning required to engage with the more specialized Level 5 modules that are concerned with serial drama and digital cultures. At Level 6 they undertake LB618 Production Cultures modules that is concerned with articulating their experiences that they have had through placements, and they will have on leaving the university, through contemporary theory studies concerned with issues of the workplace and creative labour. They will also undertake a 40-credit dissertation at Level 6 that represents the theoretical learning.

Teaching will be carried out by a combination of academic staff and with additional support from professional practitioners and industry specialists. It is intended that an innovative blend of on-site academic and visiting professionals will be central to the distinctive mix embodied by the central aims and objectives of the award.

Modules are delivered via a variety of class-based and other methods. For example, some modules will be delivered via a lecture and supporting seminars, whilst others may be structured around more flexible 2 or 3-hour sessions and tutorials. Production modules will also make use of a variety of teaching strategies, including lectures, screenings, site visits and other field trips. Those production modules that entail significant technical requirements will be delivered using 'sandwiched delivery', with students working independently between guided workshops delivered at the beginning and the end of the teaching day.

The course will actively incorporate a range of blended learning methodologies as part of its teaching strategy. This will involve the use of bespoke digital tools located within the University's virtual learning environment. These web-based resources will be accessed through the Studentcentral portal and give full access to a range of course documents, archives,

assessment activities and links. All reading lists will be made available via Aspire.

The course will also make full use of the wide array of external and free to access services that are available online. Lectures will be recorded and available to download from Soundcloud, course information will be disseminated via Twitter, collaboration will be co-ordinated using document sharing applications, ideas boards and video sharing sites. The intention is to both introduce students to the possibilities offered by this range of tools and to create a digital footprint for their work that will assist them in the building their web based portfolio of work.

During the course of their studies students have the opportunity to experience a range of learning environments: from large tutor-led lectures, to smaller seminar/tutorial group experiences that encourage dialogue and critical engagement. Thus, students engage in working together as a whole cohort, as well as working in small teams, for example to deliver presentations in seminars. Students are also supported individually in tutorials in a number of modules.

Students will have access to a range of trade journals and key television industry publications, such as the Broadcast magazine, which are available through the university library. They are also encouraged to attend trade shows such as the annual Broadcast Video Expo, which they are free to attend, either as students or if they register online, as freelancers. Students can also attend local events, including the broadcast shows and meet-ups run in Brighton by Pro Motion Hire. As part of the University's research and staff development programme academics regularly visit national and international conferences and events, and are able to feedback ideas and news of recent developments to their student cohorts.

## **ASSESSMENT**

### **Assessment methods**

The course is designed to actively engage students in the assessment process. It provides clear information in order for students to understand their assessment tasks and marking criteria. Students are provided with the assessment tasks and marking criteria at the start of each module. Coursework feedback comprises marking grids together with formative feedback enabling students to see how marks have been awarded and how to develop their future work.

The Assessment Strategy of the course adheres to the University's Assessment Policy. The assessments are aligned to the Learning Outcomes for the modules and the Course as a whole and provide a range of opportunities for students to demonstrate their learning. The separate



module descriptors specify the assessment formats in more detail and maps these against module learning outcomes (see appendix 1).

The table overleaf maps the Learning Outcomes (Knowledge and Theory & Skills) of the BA (Hons) Media Production to the assessment methods, modules and credits:

Course Learning Outcome	Assessment Methods	Module Number	Assigned Credits
Engage critically with major theorists across range of key debates in media production and creative content creation.	Textual Analysis Case Study Report Case Study Contextual Analysis Essay Presentation Mini Essays Case Study Dissertation	FS403, LM133, LB516, LB574 LM243, LM246, LM288, LB618, LB655	40
Display an understanding of the influence technological developments, market forces, audience behaviour and entrepreneurialism have upon the practice and output of media practices.	Textual Analysis Case Study Report Case Study Contextual Analysis Essay Presentation Mini Essays Case Study Dissertation	FS403, LM133, LB447, LB516, LB574 LM243, LM246, LM288, LB618, LB655	40
Demonstrate a knowledge and understanding of industrial frameworks and practices relevant to the media industries with reference to history, evolution, cultural and socio-economic context and global influences.	Textual Analysis Case Study Report Case Study Contextualising Essay Essay Presentation Mini Essays Case Study Dissertation	FS403, LB447, LB516, LB574 LM243, LM246, LM288, LM290 LB618, LB655	40
Demonstrate a range of technical skills and creative approaches required to produce content for a range of media forms.	Practical Portfolio Short Film Web Media Production Audio Production Online Portfolio	FS407, LB441, LB573, LB575, LB654	50
Operate professionally and effectively in a range of	Practical Portfolio Short Film Web Media Production Audio Production	FS407, LB441, LM290, LB573, LB575, LB624, LB654	60

workplace environments and situations.	Online Portfolio Case Study Reflective Presentation		
Develop and pitch ideas and project work for a variety of media forms in response to industry briefs.	Marketing Pitch Online Portfolio Pitch and Proposal Contextual Report Audio Production Reflective Presentation Portfolio Prototype Project	LM133, LB441, LB447, FS408, LB573, LB575, LM290, LB624, LB654	50

<b>SUPPORT AND INFORMATION</b>	
Institutional/ University	<p><b>All students benefit from:</b></p> <ul style="list-style-type: none"> <li>University induction week</li> <li>Student Contract</li> <li>Course Handbook</li> <li>Extensive library facilities</li> <li>Computer pool rooms</li> <li>Resources Centre with workstations and interactive white board</li> <li>Email address</li> <li>Welfare service</li> <li>Student Support and Guidance Tutor</li> <li>Personal tutor for advice and guidance</li> <li>Student Information Screens</li> <li>Careers room</li> <li>Student common room</li> <li>StudentCentral VLE</li> </ul>
Course-specific :	<p>Students taking the course at the Brighton campuses will benefit from a range of facilities including edit suites, news rooms, a TV studio with green screen and a sound/radio studio. Bookable equipment will be available to Brighton-based students from 2018 onwards. The specific details of this resource base will be known and available by Spring 2018.</p>

Bookable resources available include:

- Adobe Creative Suite
- Panasonic AF101 HD cameras x5
- Cannon DLSR EOS650 x5
- Sony FS7 4k/HD Camera and Xeen Prime Lens kit
- Roland Field Audio Recorders x5
- Various Sennhiser Shotgun and lapel mics
- Arri Tungsten lighting kits x5
- Vinten Tripods x 5
  
- TV studio - 3 Camera digital HD

## PART 3: COURSE SPECIFIC REGULATIONS

### COURSE STRUCTURE

<b>LEVEL 4</b>	
<b>SEMESTER 1</b>	<b>SEMESTER 2</b>
FS403 Key Issues in Screen Studies (20)	LM133: Understanding Audiences: Theory and Context (20)
FS407 Film Making Fundamentals (20)	FS408 Production and Practice Management (20)
LB447 Media Industry (20)	LB441 Digital and Web Media Design (20)

<b>LEVEL 5</b>	
<b>SEMESTER 1</b>	<b>SEMESTER 2</b>
LB575 Media Production Practices (40)	
LB573 Podcasting and Narrative Journalism (20)	LB574 Digital Media Cultures (20)
LM290 Industry Placement (20)	LB516 Serial Drama (20) or LM243 Brands and Branding (20) or LM246 Media and Public Relations (20) or LM288 Mobile Media Cultures (20)

<b>LEVEL 6</b>	
<b>SEMESTER 1</b>	<b>SEMESTER 2</b>
LB618 Production Cultures (20)	LB624 Digital Media Enterprise (20)
LB654 Production Portfolio (40)	
LB655 Dissertation (40)	

<b>Modules</b>				
<b>Status:</b> M = Mandatory (modules which must be taken and passed to be eligible for the award) C = Compulsory (modules which must be taken to be eligible for the award) O = Optional (optional modules) A = Additional (modules which must be taken to be eligible for an award accredited by a professional, statutory or regulatory body, including any non-credit bearing modules)				
<b>Level</b>	<b>Module code</b>	<b>Status</b>	<b>Module title</b>	<b>Credit</b>
4	LB447	C	Media Industry	20
4	FS403	C	Key Issues in Screen Studies	20
4	FS407	C	Film Making Fundamentals	20
4	FS408	C	Production and Practice Management	20
4	LB441	C	Digital and Web Media Design	20
4	LM133	C	Understanding Audiences: Theory and Context	20
5	LB573	C	Podcasting and Narrative Journalism	20
5	LB574	C	Digital Media Cultures	20
5	LB575	M	Media Production Practices	40
5	LM290	C	Industry Placement	20
5	LB516	O	Serial Drama	20
5	LM243	O	Brands and Branding	20
5	LM246	O	Media and Public Relations	20
5	LM288	O	Mobile Media Cultures	20
6	LB618	C	Production Cultures	20
6	LB624	C	Digital Media Enterprise	20
6	LB654	M	Production Portfolio	40
6	LB655	M	Dissertation	40

<b>Status:</b> M = Mandatory (modules which must be taken and passed to be eligible for the award) C = Compulsory (modules which must be taken to be eligible for the award) O = Optional (optional modules) – this is an indicative list of the modules that are being made available for students to chose. A = Additional (modules which must be taken to be eligible for an award accredited by a professional, statutory or regulatory body, including any non-credit bearing modules)
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AWARD AND CLASSIFICATION							
Award type	Award *	Title	Level	Eligibility for award		Classification of award	
				Total credits <sup>2</sup>	Minimum credits <sup>3</sup>	Ratio of marks <sup>4</sup> :	Class of award
Final	BA (Hons)	Media Production	6	Total credit 360	Minimum credit at level of award 90	Level 5 and 6 marks (25:75)	Honours degree
Intermediate	BA	Media Production	6	Total credit 300	Minimum credit at level of award 60	Level 6 marks	Ordinary Award
Intermediate	CertHE	Media Production	4	Total credit 120	Minimum credit at level of award 90	Level 4 marks	Not applicable
Intermediate	DIPHE	Media Production	5	Total credit 240	Minimum credit at level of award 90	Level 5 marks	Not applicable
Select							
<b>*Foundation degrees only</b>							
Progression routes from award:							
<b>Award classifications</b>	<b>Mark/ band %</b>	<b>Foundation degree</b>	<b>Honours degree</b>	<b>Postgraduate<sup>5</sup> degree (excludes PGCE and BM BS)</b>			
	70% - 100%	Distinction	First (1)	Distinction			
	60% - 69.99%	Merit	Upper second (2:1)	Merit			
	50% - 59.99%	Pass	Lower second (2:2)	Pass			

<sup>2</sup> Total number of credits required to be eligible for the award.

<sup>3</sup> Minimum number of credits required, at level of award, to be eligible for the award.

<sup>4</sup> Algorithm used to determine the classification of the final award (all marks are credit-weighted). For a Masters degree, the mark for the final element (e.g. dissertation) must be in the corresponding class of award.

<sup>5</sup> Refers to taught provision: PG Cert, PG Dip, Masters.

	40% - 49.99%		Third (3)	
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EXAMINATION AND ASSESSMENT REGULATIONS	
<p>The examination and assessment regulations for the course should be in accordance with the <i>University's General Examination and Assessment Regulations for Taught Courses</i> (available from staffcentral or studentcentral).</p>	
<p>Specific regulations which <b>materially</b> affect assessment, progression and award on the course e.g. Where referrals or repeat of modules are not permitted in line with the <i>University's General Examination and Assessment Regulations for Taught Courses</i>.</p>	N/A
<p>Exceptions required by PSRB These require the approval of the Chair of the Academic Board</p>	N/A