

# Programme Specification

## BA (Hons) Digital Media Production



This Programme Specification is designed for prospective students, current students, graduates, academic staff and potential employers. It provides a summary of the main features of the programme and the intended 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.

Whilst every endeavour has been made to provide the course described in the Programme Specification, the University reserves the right to make such changes as may be appropriate for reasons of operational efficiency or due to circumstances beyond its control. Any changes are made in accordance with the University's academic standards and quality procedures.

This document is available in alternative formats on request.

ARTS UNIVERSITY BOURNEMOUTH

**PROGRAMME SPECIFICATION**

The Programme Specification provides a summary of the main features of the **BA (Hons) Digital Media Production** course, and the learning outcomes that a ‘typical’ student might reasonably be expected to achieve and demonstrate if he/she passes the course.

Further detailed information on the learning outcomes, content and teaching and learning methods of each unit may be found in your Course Handbook.

<b><u>Key Course Information</u></b>
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Final Award	BA Honours
Course Title	Digital Media Production
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Professional accreditation	None
Length of course / mode of study	3 years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement(s)	Art and Design; Communication, Media, Film and Cultural Studies
UCAS code	P310
Language of study	English
External Examiner for course	Audrey Fryer Course Leader Robert Gordon University
<i>Please note that it is not appropriate for students to contact external examiners directly</i>	
Date of Validation	2012
Date of most recent review	N/A
Date programme specification written/revised	September 2012

## **Course Philosophy**

Over the last decade, the massive business sectors of telecommunications, media and computing have converged to create a new form of industry: the digital new media sector. We aim to develop skilled designers and content-developers for this emergent industry. Graduate designers will be equipped to operate creatively in the new media sector, be able to solve problems, initiate new forms of communication, and use contemporary tools and techniques to make their work, whether this be in video, audio, web-design or in other forms of computer-assisted media.

Our objective is to encourage the individual's creative freedom to move across the technical and critical boundaries defined and limited by traditional media and modes of communication and thereby to establish an identity as designers and producers.

Building upon the specific design contexts currently employed in the media industry, the individual is encouraged to develop and extend their practice and knowledge through extensive research and critical reflection. It is our goal to enable individuals to develop as autonomous, creative decision makers who demonstrate their ability to lead rather than respond to industry trends.

## **Course Aims**

The course aims to:

1. Develop knowledge and contextualised understanding of contemporary professional approaches to digital media production.
2. Provide opportunities to develop practice within a variety of specialist digital media design contexts.
3. Provide opportunities for the investigation of the aesthetic and collaborative nature of digital media production.
4. Foster reflective, critically aware and informed media designers who have refined skills in self-directed learning.
5. Develop understanding of the technical, intellectual and conceptual underpinning of the creative elements of the digital media designer.
6. Develop written, oral and visual communication skills.
7. Prepare you for post-course professional or postgraduate opportunities.
8. Develop an ability to provide innovative and insightful solutions to unpredictable problems in the digital media design environment.
9. To provide the opportunity for students to experiment and become versatile, visually oriented and enquiring innovators.

## **Course Outcomes**

By the end of the course you will be able to:

1. Demonstrate an individual and novel approach to the development of digital media production.
2. Understand the role of digital media production in a broad cultural context.
3. Demonstrate the ability to critically reflect on your own and the work of others.
4. Demonstrate the acquisition of the essential skills of digital media production.
5. Demonstrate the use of research to critically evaluate, interpret and inform practice in the context of contemporary digital media production.
6. Demonstrate an ability to manage self-directed learning.
7. Demonstrate a professional approach to project management together with the necessary organisational skills.
8. Demonstrate an understanding of opportunities in both the professional and academic (postgraduate) development of your specialist chosen practice.
9. Demonstrate an understanding of the methodologies required for the interpretation of abstract concepts and theoretical principles and their realisation by providing practical solutions to complex problems.

## **Reference Points**

UK Quality Code for higher education, including:

- Subject Benchmark Statement: Art and Design; Communication, Media, Film and Cultural Studies
- Framework for Higher Education Qualifications (FHEQ)

AUB Undergraduate Regulatory Framework

AUB Learning and Teaching Strategy

## **Learning, Teaching and Assessment**

### **Learning and Teaching Strategies**

The course objectives will be met by deploying a wide variety of teaching and learning methods including workshop projects, studio projects, lectures, seminars, group critiques, guided reading and tutorials.

The methods employed will, whenever possible, lead you into the disciplines required of a creative practitioner and promote the transferable skills of self-management and self-reliance. The course is structured progressively to provide increased opportunities for autonomous learning.

The progressive promotion of student-centred learning reflects your maturity as a student and allows learning towards individual goals.

Teaching is directed at supporting individual engagement in learning although there will be opportunities to work in teams to enable learning of the value of peer cooperation.

The integration of theory and practice is promoted and reinforced through a team teaching approach. Lectures, seminars and tutorials may be delivered by team members, as appropriate, in the creative environment of the studio.

Building upon specific design context currently employed within the media industry, this course aims to enable students to develop autonomous, creative decision makers who can demonstrate their ability to lead, rather than follow, industry trends.

We have well-equipped and dedicated studios with up-to-date computer provision, along with our own testing network, so we can fully test new software and ideas. With the use e-learning students may access some teaching material electronically.

We have a core team of staff members that is supported by guest speakers and visiting lecturers. Visiting tutors have specialisms in areas such as video, image manipulation, DVD authoring, digital compositing and storyboarding.

Though work placements are not part of the course, students may include a brief period of work experience as part of a project, when it is negotiated through the Learning Agreement. Students' awareness of current practice and developments within the industry will be built up through working on case studies, responding to live briefs and competitions. Visits will be organised to places of both educational and cultural interest, e.g. studios, relevant organisations, galleries and events.

Digital Media Production students are asked to present a body of work for assessment which typically includes design work, research files, written work and group presentations. Throughout all assessment work students are required to evidence their understanding and application of research and its relationship to theory and practice. Students are required to critically analyse, reflect and evaluate their own learning. Peer and self evaluation and assessment takes place at key points within the course.

## **Assessment**

Each unit is assessed separately, and the assessment forms part of the unit. Assessment both provides a measure of your achievement, and also gives you regular feedback on how your learning is developing.

For every unit of your course you will be provided with a Unit Handbook, which will state what you are expected to learn within the unit; the work that you have to submit; and how it will be assessed. The Unit Handbook will also give the deadline for presenting your work for assessment.

You will receive a final mark for each unit in the form of a percentage, which will be recorded on your formal record of achievement (transcript). Each component of assessment is graded using a notched marking scale, whereby only certain marks are used within each grade. The only marks available within any ten-point band are

\*2, \*5 and \*8 (eg 42, 45, 48). These marks correspond to a low, mid, and high level of achievement within each grade band.

On successful completion of your Honours degree course, you will be awarded a degree classification based on your unit marks. The final classification is determined using all unit marks at Levels 5 and 6 using two different algorithms, which are detailed in your *Quick Guide to the regulations*. If the two algorithms produce different results, you will be awarded the higher class of degree.

If you have joined Level 6 having completed a Foundation Degree (FdA) the final classification is determined using only your unit marks at Level 6.

For further information on progression, awards and classifications, please visit <https://my.aub.ac.uk/viewpoint/>

### **Course Structure**

All students are registered for the award of BA (Hons); however exit awards are available if you leave the course early, having successfully completed one or two levels. If you successfully complete a level of the course, you will automatically be entitled to progress to the next level.

For the award of a Certificate of Higher Education (CertHE), you must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if you leave the University following successful completion of the first year of your course.

For the award of a Diploma of Higher Education (DipHE), you must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification may be awarded if you leave the University following successful completion of the second year of your course.

For the award of a BA (Hons) you must have achieved a minimum of 360 credits of which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of your course.

A BA without Honours may be awarded if you have achieved 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

### **Course Content**

The units in Level 6 are the culmination of your professional understanding of your specialism. Two major units, Specialist Project and Major Project provide the opportunity for a body of work that will make up your degree portfolio. There is also a written unit, Investigative Study for which you will produce a critically informed analysis of a subject related topic.

Your work at the end of this level will show that you are able to critically evaluate arguments and assumptions and to apply methods and techniques that are

appropriate to this advanced level of the discipline. You will have qualities and transferable skills necessary for employment requiring:

- The exercise of initiative and personal responsibility;
- Decision-making in complex and unpredictable contexts; and
- The learning ability needed to undertake appropriate further training of a professional or equivalent

### **Course Units**

<b>Unit code</b>	<b>Unit Title</b>	<b>Credit Weighting</b>
<b>Level 4</b>		
DMP450	Principles of Digital Media	20
DMP451	Deconstructing Digital Media Culture	20
DMP452	Digital Publishing	20
DMP453	Sound and Video Production	20
DMP454	Animation Techniques	20
DMP455	Post-Production Techniques	20
<b>Level 5</b>		
DMP550	Future Cinema	20
DMP551	Performance Video	20
DMP552	New Perspectives for New Contexts	20
DMP553	Professional Project	40
DMP554	The Professional Environment	20
<b>Level 6</b>		
DMP650	Specialist Project	40
DMP651	Investigative Study	20
DMP652	Major Project	60

## Course Diagrams

This schematic diagram shows the proposed start/end dates for each unit with assessment periods. Further information on the structure of each unit will be included in unit handbooks.

Level 4																														
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Induction week	<b>DMP450 Principles of Digital Media</b> (20 credits)										<b>DMP453 Sound and Video Production</b> (20 credits)										<b>DMP454 Animation Techniques</b> (20 credits)									
	<b>DMP451 Deconstructing Digital Media Culture</b> (20 credits)										<b>DMP452 Digital Publishing</b> (20 credits)										<b>DMP455 Post-production Techniques</b> (20 credits)									

Level 5																														
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28		
										1	1	1	1	1	1	1	1	1	1	2	2	2	2	2	2	2	2	2	3	
										0	1	2	3	4	5	6	7	8	9	0	1	2	3	4	5	6	7	8	9	0
<b>DMP550 Future Cinema</b> (20 credits)											<b>DMP552 New Perspectives for New Contexts</b> (20 credits)										<b>DMP554 The Professional Environment</b> (20 credits)									
<b>DMP551 Performance Video</b> (20 credits)											<b>DMP553 Professional Project</b> (40 credits)																			

Level 6																														
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28		
										1	1	1	1	1	1	1	1	1	1	2	2	2	2	2	2	2	2	2	3	
										0	1	2	3	4	5	6	7	8	9	0	1	2	3	4	5	6	7	8	9	0
<b>DMP650 Specialist Project</b> (40 credits)											<b>DMP651 Investigative Study</b> (20 credits)										<b>DMP652 Major Project</b> (60 Credits)									

## **Resources**

### **University Resources:**

#### **Library**

The course is supported by a Subject Librarian who liaises closely with the team to ensure that the Library resources are relevant and meet student and staff research needs. As part of the AUB's Information Literacy Framework, the Subject Librarian provides sessions on researching and using information, as well as individual support for students in the use of Library resources

The Library holds an excellent range of specialist learning materials including books, journals, CDs, DVDs, and newspapers. It has subscriptions to a wide range of specialist electronic resources focusing on art, design, media and performance, including e-books and e-journals. The Library's facilities include computers, viewing rooms, a presentation space and a silent reading room.

The Library consistently receives high scores in both the in-house and national student surveys, which are carried out annually.

#### **Information technology**

The University provides a comprehensive range of IT resources, utilising Apple Macintosh, Windows Personal Computers and specialist resources for its art, design, media and performance disciplines. The University uses Industry standard software from Microsoft, Adobe, Macromedia, Apple, Quark and leading software suppliers, and is continually investing in its technology and resources.

IT resources are also available to you via the Library, plus through a number of bookable IT suites and dedicated base room provision. To enable access to learning resources, wireless internet access is also available.

The ITCS section (Information Technology and Communication Services) provides a helpdesk facility for IT enquiries and fault notification. The Helpdesk is open from 8.30am until 5pm from Monday to Friday Email: [itcshelpdesk@aub.ac.uk](mailto:itcshelpdesk@aub.ac.uk)

#### **Museum of Design in Plastic (MoDiP)**

MoDiP is a registered museum of 20<sup>th</sup> and 21<sup>st</sup> century design and popular culture with a focus on plastics. Its collection is unique within the UK and has been developed to support teaching and learning at Arts University Bournemouth.

There are many ways in which MoDiP can play a part in your studies:

- as a source of inspiration – large numbers of items may be viewed, handled and explored in depth, drawn, photographed and filmed
- as the focus of a brief for products and projects relating to course work
- as an exhibition venue – your work can be displayed in relation to the collections and exhibitions and events may be mounted in the museum space

The Museum is in a purpose built space within the Library, designed with wheelchair access in mind, and has the same opening hours as the rest of the University for the viewing of exhibitions. Objects not on display can be borrowed and taken to the studio. To see what is available, go to the [Plastics Network](http://www.plasticsnetwork.org) website ([www.plasticsnetwork.org](http://www.plasticsnetwork.org)).

## **The Gallery**

The gallery is a major resource for contemporary visual art at Arts University Bournemouth and has received regional and national recognition. There are regular gallery events, including collections on loan from galleries and museums, as well as individual exhibitions by some of today's leading artists, photographers, designers and critical writers.

It also functions as a learning resource and is integrated into the teaching, learning, and research practice undertaken at the University.

**text + work** is the ethos which underpins the exhibition programme at Arts University Bournemouth. The **text + work** concept promotes and provides a forum for challenging dialogue between innovative contemporary art, design, and media practice and its theoretical context.

There are **text + work** gallery events, critical texts, shared and networked exhibitions and a **text + work** website.

## **Student Support**

### **Academic Guidance**

Academic staff are responsible for providing you with feedback on your work and your general academic progress, and for providing academic support and guidance through the course. This is provided through "critiques" and written feedback, as well as guidance on practical work and informal discussion about your concerns. These sessions may be individual or, in the case of collaborative work, in small groups.

Academic tutorials are scheduled to allow you to discuss in depth matters relating to creative or theoretical work, or the course in general. You will be entitled to at least one formal recorded academic tutorial per term with a nominated member of the course team.

Support and advice is also provided on an informal basis throughout the course, through discussions between staff and students.

### **Career Education, Information and Guidance**

You will be prepared for employment, and given the opportunity to learn about the various career options available to you, through a wide range of projects which may include live briefs or external competitions. Academic staff remain very familiar with the discipline, and will often still work in the field, and are also able to advise on specific opportunities.

The Careers Service within the University offers impartial, confidential advice, support and guidance, to help you explore and develop your career ideas and manage your future career successfully. The Service offers individual career guidance interviews, as well as advice on job seeking strategies, CVs and interview skills, self-employment / freelancing, and further study opportunities.

The Senior Careers Officer holds regular lunchtime lectures, which cover a range of popular careers topics, including Postgraduate study and funding, Career planning, Networking and self-marketing, and Teaching as a career. Full details and dates of forthcoming lectures are available on the Careers intranet pages and on the Student Services notice boards.

The Careers Service also offers specialist events, working in partnership with local employers, AUB alumni, and external agencies to bring together a range of art, design, media and performance expertise.

## **Learning Support**

### **Support for students with disabilities (including dyslexia)**

The Arts University Bournemouth is firmly committed to a policy of equal opportunities for all students and positively welcomes applications from people with disabilities and/or additional needs. Throughout all aspects of University life, we actively encourage and support the participation of students with disabilities. We aim to support disabled students by offering needs assessments and support plans which enable you to achieve your personal goals.

The Learning Support team provides academic support for students with specific learning difficulties including dyslexia. We ask all new Home students to complete a 'Quickscan' screening programme when they join the University. This screening is designed to check your learning style (the way you learn best) and whether you might have signs of dyslexia. If appropriate, you will be referred to an educational psychologist for a full assessment.

Students with a specific learning difficulty such as dyslexia are able to access individual tutorials aimed at improving your independent study skills, and are supported in applying for the Disabled Students' Allowance, which can provide specialist equipment and, if appropriate, personal support.

The Senior Disability Officer and Wellbeing Officer provide ongoing support and advice for students with all other types of disability, including mental health difficulties, physical disabilities, medical conditions and sensory impairments.

The Arts University Bournemouth has a duty to anticipate the needs of disabled students, and to make "reasonable adjustments" to ensure that these students can access education and related services. If you feel that some aspect of the learning, teaching or assessment on your course places you at a disadvantage because of your disability, please contact the Senior Disability Officer within Student Services, who will be happy to work with you and your course team to identify any appropriate reasonable adjustments. Contact Barry Gilbert on [bgilbert@aub.ac.uk](mailto:bgilbert@aub.ac.uk) or telephone 01202 363291.

## **Support for students for whom English is a second language**

If English is not your first language you will be invited to complete a brief written exercise during the initial weeks of your course, so that your current academic language skills can be assessed. Our English for Academic Purposes (EAP) tutors, who are part of the Learning Support team, will review the exercise and contact you if your work indicates that you would benefit from additional support. An EAP tutor will work with you to draw up an Individual Learning Plan, which will set out a structured approach to developing your independent academic and study skills. This may include helping you to develop strategies for interpreting assignment briefs, working on the structure of your written work, or developing your proof-reading skills, for example. The plan will be reviewed each term and will be shared with your course tutor so that they are aware of the work you are doing to improve your study skills. If necessary, your EAP tutor will refer you to a local language school so that you can improve your generic English language levels.

## **Pastoral support and guidance**

Support and advice on non-academic matters is provided through trained and qualified professional staff within Student Services. We have a team of professionally qualified male and female counsellors, with appointments available during weekdays and evenings. Students accessing the service are offered various levels of support ranging from regular weekly sessions, occasional support or just a “one off” consultation. In most cases, you can expect to be seen for a session within two days of making initial contact with the service. If the situation is very urgent and you are very emotionally distressed, we also have a crisis support service and you will be seen by one of our counsellors almost immediately.

Pastoral support is also available from the AUB Chaplaincy. The Chaplaincy at Arts University Bournemouth is shared with Bournemouth University and is an inclusive Chaplaincy, which welcomes people of all faiths and none. The Quiet Room and the Islamic Prayer Room are in regular use by staff and students, and meetings with ministers of any faith can be arranged.

Advice and support with practical issues such as funding, accommodation or childcare is available from the Student Advice, Funds and Accommodation Office within Student Services.

## **Methods for Evaluating and Improving the Quality and Standards of Teaching and Learning**

The course is subject to the University’s rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the QAA Quality Code.

In addition all courses undertake an Annual Course Review which takes account of relevant information such as:

- External Examiners’ Reports
- Key statistics including data on application, retention and achievement
- Results of the National Student Survey

- Results of the in-house Student Perception Survey
- Feedback from Student Representatives
- Feedback from relevant employer groups, including the course Industry Liaison Group

All courses develop an action plan arising out of this exercise, which is monitored by the Course and Faculty Boards of Study. Your student representatives can keep you informed about progress against the action plan.

Staff development priorities for the course team as a whole are identified through the Annual Course Review process, and for individuals through the Staff Performance Review process.

### **Indicators of Quality and Standards**

The Arts University Bournemouth was granted taught degree awarding powers by the Privy Council in 2008 following an intensive period of scrutiny by experienced academics from across the higher education sector.

The University was audited by the QAA in May 2011 and received a judgement of 'Confidence' in the management of the academic standards of its awards, and its management of the quality of learning opportunities. This is the best available outcome, and confirms that our quality assurance mechanisms are robust, meaning that we can have full confidence in the standard of course outcomes, and the quality of the educational experience we deliver.

More detailed information is available in the following documents:

- Online course information
- Quick guide to the regulations
- Unit Handbooks
- HE Student Regulations – <https://my.aub.ac.uk/viewpoint/>
- AUB Student Guide