

THE ARTS UNIVERSITY COLLEGE AT 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.

<u>Key Course Information</u>

Final Award	BA Honours
Course Title	Digital Media Production
Teaching institution	The Arts University College at Bournemouth
Awarding Institution	The Arts University College at Bournemouth
Professional accreditation	None
Length of course / mode of study	1 year 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	W281
Language of study	English
Date of Validation	2005
Date of most recent review	2008
Date programme specification written/revised	September 2008

Course Philosophy

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. The BA Honours pathway offers graduates from the FdA Digital Media Production course, and applicants with equivalent qualification or experience, an opportunity to reflect upon, develop and extend their knowledge and understanding to inform their practice.

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. Designers who are equipped to operate creatively in the new media sector, who are 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.

Course Aims

The course aims to:

- Develop knowledge and contextualised understanding of contemporary professional approaches to digital media production
- Provide opportunities to develop practice within a variety of specialist digital media design contexts.
- Provide opportunities for the investigation of the aesthetic and collaborative nature of digital media production.
- Foster reflective, critically aware and informed media designers who have refined skills in self-directed learning.
- Develop understanding of the technical, intellectual and conceptual underpinning of the creative elements of the digital media designer.
- Develop written, oral and visual communication skills.
- Prepare you for post-course professional or postgraduate opportunities.
- Develop an ability to provide innovative and insightful solutions to unpredictable problems in the digital media design environment.
- 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)
- QAA Code of Practice

AUCB Undergraduate Curriculum Framework
University College 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.

At level 6, students will have the opportunity to consolidate their learning to date and to undertake activity in their chosen fields. The (Extended) Investigative Study and (Extended) Major Project options are articulated through learning agreements which provide an individual focus to student learning. The (Extended) Investigative Study will reflect the student ability to think critically and in depth about an aspect of their chosen field.

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). The HE Grading Matrix will help you to understand the marking process, and this can be found as an Appendix to this Handbook.

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 Level 6. For further information on progression, awards and classifications, please visit <http://intranet.aucb.ac.uk/academicregulations>

Course Structure

All students are registered for the award of BA (Hons).

For the award of a BA (Hons) you must have achieved a minimum of 120 credits at Level 6 (Honours level). This qualification will be awarded upon successful completion of your course.

A BA without Honours may be awarded if you have achieved a minimum of 60 credits 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 Extended Major Project/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/Extended 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 nature (i.e. post-graduate study).

Course Units

Level 6

Option 1

Extended Major Project	IMD603	60
Investigative Study	IMD600	15
Specialist Project	IMD610	30
Professional Development	IMD611	15

Option 2

Major Project	IMD602	45
Extended Investigative Study	IMD601	30
Specialist Project	IMD610	30
Professional Development	IMD611	15

Level 6 study options

The University College offers two options of study at Level 6:

Option 1

An Extended Major Project of 60 credits and an Investigative Study weighted 15 credits (4000 words^{*})

Option 2

A Major Project of 45 credits, and an Extended Investigative Study of 30 credits (8000 words^{*}).

If you are following Option 1, you are expected to spend approximately 600 hours on your Extended Major Project and 150 hours on your Investigative Study. Your creative practice is therefore the focus of the year, and you should ensure that you develop a Learning Agreement which reflects the scope of project which is required.

If you are following Option 2, you are expected to spend approximately 450 hours on your Major Project and 300 hours on your Extended Investigative Study. Obviously this is a more balanced pattern of study, and you should ensure that your proposed area of research will provide the necessary breadth and depth to sustain a coherent academic argument which demonstrates critical analysis and understanding.

The different options are designed to permit a degree of flexibility in how you demonstrate Honours level outcomes in your discipline. However, both offer the opportunity to work at an advanced level within the discipline, and to show your appreciation of the context of your work. The outcomes below apply to the composite 75 credits; you should ensure that your two projects enable you to achieve these, as well as the specific unit outcomes.

Outcomes for project work at Level 6:

- Demonstrate the ability rigorously to apply specialist knowledge, understanding and creativity
- Demonstrate an enhanced level of discipline and ability in time-management and organisation.
- Demonstrate your awareness of the ethical, social and cultural issues appropriate to the concept of a responsible professional practitioner
- Demonstrate an awareness of the principles of sustainability, especially as they pertain to the discipline
- Demonstrate independent judgement in analysis and investigation and the ability to draw together ideas within a particular area of study
- Demonstrate the ability to plan, research, formulate and deliver sophisticated work which interprets, analyses and re-presents ideas to a specific audience
- Demonstrate the ability to reference appropriate historical, cultural, critical and contextual concepts through your work
- Demonstrate advanced visual communication skills
- Demonstrate advanced written communication skills
- Demonstrate advanced problem-solving, and an ability to apply knowledge to new situations
- Identify and adopt research methodologies appropriate to your research, and be able to evaluate the integrity of sources
- Demonstrate professional autonomy in the development of your ideas, and their realisation.

^{*} Please note that all word counts should be considered as a norm, but +/- 10% is acceptable.

Course Diagram:

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 6 option 1

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	31
Induction week	IMD600 Investigative Study (15 Credits)																												HE Exam Boards		
	IMD610 Specialist Project (30 credits)							IMD603 Extended Major Project (60 credits)																							
															IMD611 Professional Development (15 credits)																

Level 6 option 2

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	31	
Induction week	IMD601 Extended Investigative Study (30 credits)																															HE Exam Boards
	IMD610 Specialist Project (30 credits)							IMD602 Major Project (45 credits)																								
															IMD611 Professional Development (15 credits)																	

Resources

University College 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. The Subject Librarian can offer advice on research skills, as well as individual support for students in the use of Library resources

The Library holds an excellent range of specialist learning materials including journals, books, CDs, DVDs, newspapers. It has subscriptions to a wide range of specialist electronic resources focusing on art, design, media and performance, including 37,000 e-books and 3,000 e-journals.

Colour and black and white photocopying facilities are available as well as viewing rooms for watching DVDs, videos and off air recordings from television. Students have access to iMacs and PCs and the Library is wi-fi enabled. The open plan design and high quality resources make the Library a popular space for work and study. The Library scores consistently high in both the in-house and national student surveys which are carried out annually.

Information technology

The University College 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 College 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@aucb.ac.uk

Museum of Design in Plastic (MoDiP)

MoDiP is a registered museum of 20th and 21st 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 the Arts University College at 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 College 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).

The Gallery

The gallery is a major resource for contemporary visual art at the Arts University College at 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 College.

text + work is the ethos which underpins the exhibition programme at the Arts University College at 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 College 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 Adviser 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, AUCB 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 College at 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 College 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 College. 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.

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) tutor, who is part of the Learning Support team, will review the exercise and contact you if your work indicates that you would benefit from additional support. The 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, the 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 AUCB Chaplaincy. The Chaplaincy at the Arts University College at 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 College'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 national Subject Benchmarks and references the Framework for Higher Education Qualifications.

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.

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 College at 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 College 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.

Please note that this specification provides a concise summary of the main features of the course.

More detailed information is available in the following documents:

- Online course information
- Unit Handbooks
- HE Student Regulations – <http://intranet.aucb.ac.uk/academicregulations>
- AUCB Student Guide