



UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

MA DIGITAL MEDIA

PROGRAMME SPECIFICATION 2020/21

This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise 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. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.

Section A – Material Course Information

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|--|--|-------------------------------------|-------------|
| Validating Body | University for the Creative Arts ¹ | | |
| Teaching Body | University for the Creative Arts | | |
| Final Award Title and Type | Master of Arts | | |
| Course Title | Digital Media | | |
| Course Location and Length | Campus: Farnham | Length: Full-time – 1 year | |
| Mode of Study | Full-time | <input checked="" type="checkbox"/> | Part-time |
| Period of Validation | 2019/20 to 2020/2021 | | |
| Name of Professional, Statutory or Regulatory Body | Not Applicable | | |
| Type of Accreditation | Not Applicable | | |
| Accreditation due for renewal | Not Applicable | | |
| Entry criteria and requirements ² | | | |
| <p>A good Honours degree or equivalent qualification in the subject or a related discipline and/or relevant work experience, demonstrating an ability to study at postgraduate level.</p> <p>Consideration will also be given to applicants who can make a strong case for admission in relation to a particular project and can demonstrate their potential to satisfactorily complete the course.</p> <p>Other relevant and equivalent UK, European and International qualifications will be considered.</p> <p>For applicants whose first language is not English: Average IELTS score of 6.0 (or equivalent) with a minimum achievement of 5.5 for all components, is required.</p> <p>Applicants who have non-standard qualifications (or who wish work or life experience to be taken into account as part of their application) will be considered on an individual basis, in line with the general aims and principles of the Admissions Policy and within the terms of the Accreditation of Prior Learning policy (APEL).</p> | | | |
| Overall methods of assessment ³ - | Written exams: | Practical exams: | Coursework: |
| Course | 0% | 0% | 100% |
| Overall Learning & Teaching hours ⁴ | Scheduled: | Independent: | Placement: |
| Course | 22.7% | 77.3% | 0% |
| | 408 hours | 1392 hours | 0 hours |
| General level of staff delivering the course ⁵ | The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either | | |

¹ Regulated by the Office for Students

² This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

³ As generated by the most popular unit descriptors and calculated for the overall course stage data.

⁴ As generated by the most popular unit descriptors and calculated for the overall course stage data.

⁵ Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

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| | an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support. |
| Language of Study | English |
| Subject/Qualification Benchmark Statement: QAA Master's Degree Characteristics Statement | |
| Framework for Higher Education Qualifications (FHEQ) | |

| <p>The course structure</p> <p>The structure of all of the University's awards complies with the University's Common Credit Framework. The Common Credit Framework includes information about the:</p> <ul style="list-style-type: none"> ▪ Rules for progression between the stages of a course; ▪ Consequences of failure for reassessment, compensation and exit awards; ▪ Calculation and classification of awards; | | | | |
|--|-------|--------------|----------------|---|
| Unit codes and titles | Level | Credit value | Elective/ Core | Most popular student choice of optional elective units or elective options in core units? |
| Course | | | | |
| FDMD7001 Critical Contexts | 7 | 30 | Core | |
| FDMD7008 Digital Storytelling | 7 | 30 | Core | |
| FDMD7003 The Business of Media: Processes, Models, Law, Regulation | 7 | 30 | Elective | No |
| FDMD7004 Interactive Production and Platforms | 7 | 30 | Elective | Yes |
| FDMD7005 Industry Based Project | 7 | 30 | Core | |
| FDMD7006 Final Major Project and Professional Practices | 7 | 60 | Core | |

Section B - Course Overview

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| <p>It is an exciting time to be working in the media industries with great opportunities to develop creative content in response to the creative and technical demands of the industry and its emerging technologies. Our MA Digital Media course provides you with the technical, critical and conceptual skills to enable you to develop your knowledge and understanding of the media industry and to create creative content that is dynamic, engaging, thought provoking and challenging. We aim to support you in your creative development enabling you to become an agile creative media content producer, problem solver and communicator, with an understanding of the complexity of the social, creative and technological landscapes in this fast evolving and hyper-connected world.</p> |
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In the first semester, you will develop an understanding the technical and commercial determinants associated with this area, this will enable you to build a sustainable career in this exciting, dynamic and fast moving digital industry. Through the development of your creative and technical skills as a digital storyteller you will engage with the practical and professional demands of the role and evolving needs of emerging technologies, such as virtual reality and re-purposing content for multiple-platforms. In your Critical Contexts unit, you will explore the contemporary and historical perspectives of media production and consider the different forms of content and their relationship to storytelling. In the second semester, you can choose between studying the industry and its rules and regulations, covering important topics such as intellectual property rights in the Business of Media unit or, alternatively, you can choose to develop advanced technical skills in the unit interactive-production and platforms creating creative content and re-purposing it for a range of platforms and applications. Through real world briefs in the Industry based project units, working in a group, you will develop a series of ideas in a creative response to the needs of the industry and learn how to develop a working methodology to answer a client's needs.

In your final unit, Final Major Project and Professional Practices, you will have the choice to develop either an individual route or to work as a member of a team to develop and realise a significant media project of your own choosing, focusing on a target audience. As part of this unit, you will also create and populate an online professional profile as you consider your career opportunities and options as an industry professional.

Section C - Course Aims

This course aims to:

- A1 Support student's creative exploration and engagement with media through a structured development of their analytical, technical and professional skills in relation to digital media production
- A2 Develop and understanding of ethical, environmental and cultural issues and debates that inform the media and digital media production
- A3 Provide the opportunity to develop advanced skills in critical and conceptual thinking in relationship to digital media production and platforms
- A4 Develop a thorough understanding of the historical and theoretical frameworks that have shaped developments in the media
- A5 Develop advanced skills in the analyse and synthesising of knowledge, understanding and skills in digital media production and platforms
- A6 Support original, creative, critical and reflective engagement with digital media practices and platforms

Section D - Course Outcomes

Upon successful completion of the course students are able to demonstrate:

Knowledge

LO1 Demonstrate a methodology that supports a creative engagement with developing digital media content.

Understanding

LO2 Demonstrate a systematic understanding of the cultural and contemporary issues and debates in

relationship to the media and digital media production

LO3 Demonstrate an understanding and application of the professional skills required to produce professional standard digital media content and platforms

LO4 Demonstrate an understanding of the historical and theoretical frameworks and their relationship to media development

Application

LO5 Demonstrate a sophisticated understanding of analysis and synthesis of knowledge, understanding and skills in digital media production and platforms

LO6 Demonstrate original, creative, critical and reflective engagement in relation to media production and platforms

Section E - Learning, Teaching and Assessment

Learning and Teaching Strategy

Students on the MA Digital Media course will learn in a lively Postgraduate environment alongside students studying a range of subjects such as: media communication, animators, filmmakers, and games designers amongst others, in a University that is dedicated to the exploring cutting edge practice in the Creative Arts.

The MA Digital Media is largely project based and supported by seminars, tutorials, workshops and industry mentors, underpinned by contemporary thinking from specialist theorists. You will study those theories and develop them with your personal findings, which will form the basis of your critical reflections and enable you to develop a cache of original thinking.

Students are encouraged to discuss and analyse information from a wide range of theoretical perspectives and apply them to your own professional practice. This will be focused on the digital environment and students will be critically analysing and creating digital resources. Students will have the opportunity to focus their studies on an area of professional interest, whilst developing research skills and an understanding of ethical principles

In their practical project work, students are supported in their studies through guided learning, tutorials and independent study. Projects are designed to engage students in the exploration of ideas and creative solutions to content production and technology. Developing their practical skills in digital media content creation, development and production, as well as to deepen students' understanding of the role digital media plays in our current culture and economy. Students will be encouraged to understand and use complex multimedia platforms to explore digital content creation and production in sophisticated and creative ways.

Digital media is a rapidly changing and developing sector and the course is fully cognisant of this. Digital software and hardware tools and methodologies are frequently assessed and updated. As required, visiting speakers and lecturers will be utilised to deliver specialised course content to ensure teaching remains at the cutting edge of digital media practice.

Assessment Strategy

The assessment strategy for the course uses a range of methods which include: pitching, case studies, reports, presentations and essays. These methods aim to both allow students to demonstrate what they have learned and what they can achieve, as well as to reflect some of the practice of the Digital Media industry, so allowing students to work in ways that will develop their professional practice.

Section F - Enhancing the Quality of Learning and Teaching

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 applicable national Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representatives