UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

BA (HONS) TELEVISION AND MEDIA PRODUCTION

PROGRAMME SPECIFICATION [ACADEMIC YEAR 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

Validating Body	University for the Creative Arts.[1]
Teaching Body	University for the Creative Arts
Final Award Title and Type	BA (Hons)
Course Title	Television and Media Production

Course Location and Length	Campus: Farnham	Length: Full-time - 3 years	
Mode of Study	Full-time	✓	Part-time	

Period of Validation	2017/18 to 2021/22
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]

As the UK's highest-ranking creative arts university, we want to attract the best and most creative minds in the country – so we take a balanced approach to candidate assessment, taking both individual portfolios and exam results into account.

That's why your portfolio is an especially important part of your application to study with us – and we can help. Our academics can offer you expert advice on how to showcase your creative work and build a portfolio that will make your application stand out.

More advice on how to create an exceptional portfolio is also available here, along with specific portfolio requirements for this course.

Along with your portfolio, the standard entry requirements** for this course are:

- 112 UCAS tariff points from accepted qualifications*, or
- Pass at Foundation Diploma in Art & Design (Level 3 or 4), or
- Distinction, Merit, Merit at BTEC Extended Diploma, or
- Merit at UAL Extended Diploma, or
- 112 UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject

And four GCSE passes at grade A*-C and/or grade 4-9 including English Language (or Functional Skills English/Key Skills Communication Level 2).

Other relevant and equivalent level 3 UK and international qualifications are considered on an individual basis, and we encourage students from diverse educational backgrounds apply.

If your first language is not English, you will need an IELTS score of 6.0 or equivalent. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.

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[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.

*To see the accepted QCF qualifications, visit: http://uca.ac.uk/study/accepted-qualifications/

** We occasionally make offers which are lower than the standard entry criteria, to students who have faced difficulties that have affected their performance and who were expected to achieve higher results. In these cases, a strong portfolio is especially helpful.

Overall methods of assessment[3]	Written exams:	Practical exams:	Coursework:
Stage 1	0%	0%	100%
Stage 2	0%	0%	100%
Stage 3	0%	0%	100%
Overall Learning & Teaching hours[4]	Scheduled:	Independent:	Placement:
Stage 1	35.1%	64.9%	0.0%
	421 hours	779 hours	0 hours
Stage 2	40.8%	59.3%	0.0%
	489 hours	711 hours	0 hours
Stage 3	22.5%	77.5%	0.0%
	270 hours	930 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 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: Communication, Media, Film and Cultural Studies			
Framework for Higher Education Qualifications (FHEQ)			

The course structure

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:

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[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

- Rules for progression between the stages of a course;
- Consequences of failure for reassessment, compensation and exit awards;
- Calculation and classification of awards;

Unit titles and codes	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
Year/Stage 1				
FTMP4001 Finding and Writing Stories	4	20	Core	
FTMP4002 Getting It Out There!	4	30	Core	
FTMP4003 Media Futures	4	30	Core	
FTMP4004 Real Stories	4	20	Core	
FTMP4005 Narratives	4	20	Core	
Year/Stage 2				
FTMP5001 Studio Production	5	30	Core	
FTMP5002 Story	5	30	Core	
FTMP5003 TV, Media & Society*	5	30	Core	
FTMP5005 Location Production	5	30	Core	
FTMP5006 Television and Media Production Study Abroad [Outgoing]	5	30	Elective	No
FTMP5007 Television and Media Production Study Abroad [Incoming]	5	30	Elective	No
XXXX5060 Study Abroad Exchange	5	60	Elective	No
Year/Stage 3				
FTMP6001 Final Project: Research and Concept	6	20	Core	
FTMP6002 Dissertation	6	30	Core	
FTMP6003 Professional Planning: TV and Media Production	6	30	Core	Two options in unit: Option 1 - work experience and Option 2 – business plan. Option 2 – business plan most popular
FTMP6004 Final Project: Realisation	6	40	Core	

*This option may not be available to students in some academic years

Section B - Course Overview

Technological developments are determining that video led content is becoming the dominate force in the media industries. The BA (Hons) Television and Media Production course addresses the changing needs of the media industries in both content production and understanding how to optimise audience engagement for your work. With an emphasis on engaging storytelling and the development of a strong visual language BA (Hons) Television and Media Production focusses on developing your skills in concept development through writing and visual storytelling for radio, television and the emerging area of internet studio production with an emphasis on fiction or drama-documentary content production. You will understand how to disseminate your content across multiple platforms for terrestrial television, radio, internet, mobile applications, social media and emerging media.

You will develop your research skills in identifying primary and secondary sources of stories, learn and employ interview techniques to elicit engaging interviews and explore writing skills that will span across a range of television and journalistic forms and practices. These essential research and writing skills are complemented by the development of your own creative visual practice as you learn to direct actors and develop a range of advanced production skills and techniques enabling you to produce compelling audio visual content. Your analytical skills will help you to identify and produce interesting and informed work which might be in the form of fictional or factual production for radio, television and internet and learning to repackage your content for disseminated across multiple media platforms. Content creation and media production skills will be underpinned by media and cultural theories that engage with current cultural theories and the developments of future media.

Ethical issues are constantly explored throughout the course in a wide range of contexts. For example, in practical terms when you approach potential interviewees or when addressing issues around covert filming or recording; in your theory units, the form of language used to describe terrorist attacks or acts of war will be analysed; in the work experience units, you will have to assess the ethics of business models based on sourcing content from other companies.

In the first year, in **Finding and Writing Stories,** you will be introduced to the research techniques you need to identify a story and suitable interviewees, practically you will learn how to record sound and edit a radio package suitable for broadcast or podcasting and to take still images that can accompany a podcast online giving your listeners an image to accompany the story. In **Real Stories** you will again research and create a factual story using sound and moving images that emotionally and visually engages us. In **Narratives** you can research, write and make an individual short moving image project of your choosing that tells a compelling story as a piece of fiction or factual. In **Getting It Out There!** you learn the technical and design tools you need to develop your own online presence, this platform will become the repository for the content that you produce in your practice units and the blogs that you write. You will be introduced to the history and development of the media in **Media Futures,** this unit will also develop your critical and analytical skills.

In your second year you will have the opportunity to take part in **Studio Production**, in this unit you will work in the multi-camera television studio to remake a scene from a TV Soap show or comedy sitcom, this will be filmed, recorded and edited live. In **Location Production** you will work in groups to make a fiction or drama documentary production on location.

Your practical work continues to be underpinned by the development of your theoretical knowledge in **TV, Media and Society** in which you look at the cultural and social theories that inform debates around the media today. This work will give you the foundations to undertake a major piece of research and writing with your third year **Dissertation** unit where you can look in depth at an issue or theoretical concern.

In your final year you have the opportunity to produce a substantial body of practical work. In **Final Project: Research & Concept** you will research and develop a treatment or proposal for a project of your choice, this might be for a feature script, or for a niche internet studio, a documentary or factual idea. In **Final Project: Realisation** you will work to realise your project on your own or in a group. Supporting your practical work will be **Professional Planning: TV & Media Production** which supports you in preparing to work as a television or media professional.

Graduates will have the knowledge and skills to enter the television and media industries as writers, producers, directors, content producers, camera, sound, researcher and media managers.

Section C - Course Aims

A1 Critically engage in multi-platform storytelling

A2 Engage you with media and culture theory and apply your knowledge to your practice

A3 Understand the professional, ethical and legal requirements of the television and media industries

A4 Apply your technical skills professionally in a multi-platform environment

A5 Develop sophisticated interpersonal skills in team working

A6 Employ advanced research skills and methods in the development of engaging content

A7 Understand the requirements for repurposing content for multiple platforms and audiences

Section D - Course Outcomes

LO1 Understand the working practices of television and media industries

LO2 Apply your knowledge of critical and theoretical debates in television and the media industries

LO3 Respond to the changing demands of technology and audiences for media products

LO4 Understand the changing role and function of the television and media professional in society

Application

LO5 Apply a range of research, writing and technical skills and processes in the making of television and media products to a professional standard

LO6 Employ complex communication and interpersonal skill in professional situations

LO7 Use your personal initiative and problem solving skills in complex and unpredictable contexts

LO8 Produce a sustained and rigorous body of work that demonstrates intellectual and critical engagement with contemporary media practices.

Section E - Learning, Teaching and Assessment

Learning and Teaching Strategy

Television and Media Production enjoy dedicated facilities with access to a television studio, radio studios, and two dedicated computer rooms which are also used for live news production.

The two computer rooms are fully equipped, one is a dedicated MAC room and the other is equipped with PC's, all our computers have current industry-standard software and you have access to these rooms for taught sessions and when available for self-directed study. The PC room has a live video feed from the television studio enabling it to be used for live programme production. You will be taught how to use the multi camera television studio and control room to record and edit live productions. Through a series of workshops and subsequent practical project work you will learn the fundamentals of television and media production and post-production processes and in the process produce work that will build your professional portfolio. Your practical work will be supported by your theory units where you will look at the history and development of the media and consider the impact of technological changes on future media developments.

The course has been designed to incrementally build your skills in both the research and development of stories whether they are based on real events or in fiction by engaging you in understanding character and story development by employing primary interviewing skills and secondary research in substantiating facts and understanding the use, for storytelling of using alternative viewpoints. You will learn to work across different media – radio, television, internet – and to repurpose your work for dissemination across different platforms such as: Facebook, Twitter etc.

You will learn to work as part of a team but also have the opportunity to undertake individual project work. In the second year you will elect to develop your skills more fully as a writer or alternatively to choose a specialist production area and develop your skills in your chosen role, which includes a self-initiated work placement.

This is a vocational course in nature with a clear aim of producing programme makers and that has employability and enterprise embedded within the unit descriptors, such as in the third year in Professional Planning units which require you to undertake work placements or otherwise engage with the working world.

We recognise that television production is a fast-changing industry. Therefore, we have sessional staff who also currently work in the industry as well as industry contacts that we can draw on for advice and who will come in to talk with you and run workshops. We also recognise that not all of our students will choose, at the end of three years, to become programme makers, so we are keen to emphasise the transferrable skills within the courses. This includes writing, telling a compelling story, using digital technology including social media, the ability to influence, , receive and manage feedback, to question and challenge information that is provided and critical thinking that can be applied to other careers and industries.

Curiosity about our fellow human beings and humanity is a distinctive quality of being a television or media producer and we encourage you to create projects that are socially engaged and have a purpose and relevance to society. We pride ourselves on the diversity of our student body and encourage you to draw on your own background, heritage and life-experiences in devising the projects your take on.

Assessment Strategy

Most of your practical units will be assessed by a portfolio of work, which enables you to demonstrate what you can do rather than highlighting what you cannot.

In each practical unit, you will be assessed holistically. This means we look at all your skills, including your knowledge of the subject, your research skills, your ability to tell gripping stories both written and visual, your understanding of risk assessment associated with productions, the legal and intellectual property right issues associated with the production of content and the repurposing of content for different media and your technical skills across a range of media.

You will study media theory this constitutes about 25% of your course content and is designed to be a critical friend to your practical work. In your practical units you will be encouraged to work to professional standards; by studying the wider context and development of the media. In your third year, you will have the opportunity to write a dissertation where you can explore an area of interest in-depth.

The course takes advantage of group work wherever possible. We regard this as an important part of preparing you for a world of work in which you will have to operate as part of a team, working with people professionally and not as friends. Learning to be effective in group working has innumerable benefits in terms of developing your negotiating skills, encouraging you to consider other points of view and effectively dividing a task into manageable roles. In some cases, you will be able to choose your groups; at other times, you may be assigned a group.

Whenever you take part in group work, you will, as part of the assessment process, be asked to provide a production log in which you clearly state your precise input into the project. You will, therefore, be marked on your specific input rather than assigned a general group mark.

Where production logs are unclear or where conflicting claims are made regarding the division of labour within a group task, lecturers may request you to take part in a viva voce to more clearly identify the roles you played.

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 Representative