

Programme Specification Document

<p>1. Qualification MA</p>	<p>2. Programme Title MA Digital Image & Media</p>	<p>3. UCAS Code</p>	<p>4. Programme Type PGS</p>
<p>5. Main Purposes and Distinctive Features of the Programme</p> <p>Designed for graduate students who wish to pursue a career in digital image and media, this programme explores issues of digital culture and visual representation through research-based enquiry, underpinning practical assignments with an in-depth understanding of subject specific research methodologies and theoretical approaches. The programme is designed to be accessible to professional artists and designers who wish to complete in three terms of full time study or six terms of part time study.</p> <p>The MA in Digital Image and Media will enable practicing artists and designers to understand and interact with national and international markets by equipping students with the intellectual and practical skills to engage with a wider audience, thus enhancing their careers. Students will be encouraged to work in different environments and to develop their work by applying advanced research and knowledge in a range of commercial, individual and multi media applications. The programme will also give opportunities to further research opportunities (MPhil, PhD, Doctor of Practice) and/or to work in a research led environment in aspects of art and design education.</p>			
<p>6. What a graduate should know and be able to do on completion of the programme</p>			
<p><u>Knowledge and understanding in the context of the subject(s)</u></p> <ul style="list-style-type: none"> • In-depth understanding of the principles, theories and practices of digital image and media. • Comprehensive understanding and application of sophisticated digital and information technology capabilities. • In-depth understanding of the rapidly growing digital media sectors, dealing with the complex issues of the evolving nature of digital image and media in a global environment. • Ability to apply appropriate advanced research and knowledge to the execution of digital design assignments. • In-depth knowledge of the ethical, professional, social and economic factors, which constrain and/or inform digital design practice. <p><u>Cognitive skills in the context of the subject(s)</u></p> <ul style="list-style-type: none"> • The knowledge and technical capacity to conceptualise and plan a project, exercising personal responsibility and initiative. • To be able to deal with complex issues, make informed judgements in the absence of complete data, and communicate these clearly to specialist and non-specialist audiences. • To employ flexibility in decision-making and demonstrate self-direction in tackling and solving problems. • In-depth understanding of contextual and theoretical research informing practical subject development. 		<p><u>Subject-specific practical/professional skills</u></p> <ul style="list-style-type: none"> • To be able to act autonomously in planning, implementing and analysing work, using sound time management techniques and taking personal responsibility in meeting specific deadlines. • Enhanced professional skills in areas of personal creativity, and with further professional training, to be able to develop new skills to a high level. • To employ high standards of production in the making of original digital solutions, utilising advanced practical and critical research in the process. • Understanding of current Health & Safety legislation with regard to safe practice in design studios, workshops and computer suites. <p><u>Other skills (e.g. key/transferrable) developed in subject or other contexts</u></p> <ul style="list-style-type: none"> • Knowledge and technical capacity and transferable skills necessary for employment in situations requiring personal responsibility and initiative in complex and unpredictable contexts. • A systematic understanding of the needs of diverse communities and clients demands, with critical awareness of associated issues that may be at the forefront of current digital media debates. 	

7. Qualities, Skills & Capabilities Profile			
A Cognitive	B Practical	C Personal & Social	D Other
Critical Reasoning	High standard and mastery of practical application	Independence / Autonomy	Vocational understanding at postgraduate level
Conceptual Thinking	Visual Research & Application	Self analysis through criticism and evaluation	Career development and professional awareness
Visual conceptualising and planning	Advanced Information and Communication Technology	Motivation, organisation and time management	Identification of the personal learning experience through the PDP process.
Application of theory to practice	Enhanced Health & Safety Awareness	Client Focus	Collaboration

8. Duration and Structure of Programme/Modes of Study/Credit Volume of Study Units			
Part 3	Masters Degree	180 Credits	
HE7 (M4)	Personal Project 60 Credits DIM 5000		
Part 2	Postgraduate Diploma	120 Credits	
HE7 (M4)	Visual Representation 60 Credits DIM 4002		
Part 1	Postgraduate Certificate	60 credits	
HE7 (M4)	Digital Culture 40 credits DIM 4001		
HE7 (M4)	Advanced Research & Study Skills 20 credits DIM 4000		
9. Learning, Teaching and Assessment Strategy <u>Learning and Teaching Methods</u> Learning is promoted through a structured and progressive programme of lectures, field trips, group work, work experience, one to one tutorials, independent study time, project supervision. <u>Assessment Methods</u> Summative by proposal, journal and assignment. Formative by tutorial and critique. <u>Assessment Classification System</u> Pass mark for individual assessments 40% Final Masters Degree Classification based on aggregated performance in all 180 credits, and profile information for marginal candidates. <u>Postgraduate Classification Bands</u> 70% and above Distinction 40% - 69% Pass 0% - 39% Fail		10. Other Information (including compliance with relevant University policies) <u>Date Programme first offered</u> January 2007 <u>Entry Requirements</u> The normal entry requirements for postgraduate study at M level will apply, namely and Honours degree at 2.2 or above. It is anticipated that although some of the students on the programme will be recent Art & Design graduates from the School that other artists and designers who wish to undertake a Pg qualification and/or CPD will apply. Successful postgraduate students would normally expect to work in their chosen subject area but be able to offer the broader global vision of their work through digital media. <u>Non Standard Entry</u> Via portfolio interview that demonstrates advanced understanding and skills base related to the subject <u>Indicators of Quality and Standards</u> External Examiner moderates all assessment points. Validation event, November 2007	

Learning Outcomes Matrix

Module	K1	K2	K3	K4	K5	C1	C2	C3	C4	S1	S2	S3	S4	O1	O2
Advanced Research & Study Skills DIM4000 20 credits HE7	x	x	x		x		x	x	x	x			x	x	x
Digital Culture DIM4001 40 credits HE7	x	x	x				x	x	x	x			x	x	x
Visual Representation 60 Credits DIM 4002	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
Personal Project 60 Credits DIM 5000	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Knowledge and understanding in the context of the subject(s)

- K1 In-depth understanding of the principles, theories and practices of digital media.
- K2 Comprehensive understanding and application of sophisticated digital and information technology capabilities.
- K3 In-depth understanding of the rapidly growing digital media sectors, dealing with the complex issues of the evolving nature of digital image and media in a global environment.
- K4 Ability to apply appropriate advanced research and knowledge to the execution of digital design assignments.
- K5 In-depth knowledge of the legal, social and economic factors, which constrain and/or inform digital design practice.

Cognitive skills in the context of the subject(s)

- C1 The knowledge and technical capacity to conceptualise and plan a project, exercising personal responsibility and initiative.
- C2 To be able to deal with complex issues, make informed judgements in the absence of complete data, and communicate these clearly to specialist and non-specialist audiences.
- C3 To employ flexibility in decision making and demonstrate self-direction in tackling and solving problems.
- C4 In-depth understanding of contextual and theoretical research informing practical subject development.

Subject-specific practical/professional skills

- S1 To be able to act autonomously in planning, implementing and analysing work, using sound time management techniques and taking personal responsibility in meeting specific deadlines.
- S2 Enhanced professional skills in areas of personal creativity, and with further professional training, to be able to develop new skills to a high level.
- S3 To employ high standards of production in the making of original digital solutions, utilising advanced practical and critical research in the process.
- S4 Understanding of current Health & Safety legislation with regard to safe practice in design studios, workshops and computer suites.

Other skills (e.g. key/transferable) developed in subject or other contexts

- O1 Knowledge and technical capacity and transferable skills necessary for employment in situations requiring personal responsibility and initiative in complex and unpredictable contexts.
- O2 A systematic understanding of the needs of diverse communities and clients demands, with critical awareness of associated issues that may be at the forefront of current digital media debates.