

PROGRAMME SPECIFICATION

1. Qualification Foundation Degree	2. Programme Title Foundation Degree in Media Production (Visual Communications)	3. UCAS Code	4. Programme Type UGS
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5. Main Purposes and Distinctive Features of the Programme

This programme is designed for people working, or aspiring to work, in the emerging media production environment. You will specialise in one of the following areas - animation, broadcasting, visual communications, games, and interactive and multiplatform production – and work with other specialist across these areas to produce integrated media products and services. The programme has been developed by academic staff and practitioners. The main features of the programme are:

- its usefulness in helping participants to learn about working in a multiplatform environment so they can become more effective in the changing media workplace;
- it is delivered by academic staff and practitioners and this ensures it is up-to-date and relevant to the workplace;
- the focus of the assessments are varied and include live multiplatform projects which means that participants undertake professionally relevant and useful project work;
- being able to participate in an on-line community;
- all modules are available as Professional Development Credits so that participants can take small units of study rather than a full programme;
- participants taking the Foundation Degree programme, rather than individual units, will have a subsidised programme fee because Foundation Degrees are partially funded by the Higher Education Funding Council for England (HEFCE) regardless of a participant’s prior qualifications (this is not the case with other higher education qualifications).

6. What a graduate should know and be able to do on completion of the programme

The overall learning outcomes for the programme are that students will:

- prepare for employment in the emerging multiplatform media industries where concurrent, multiple channels, including broadcasting, games, print, mobile, and online are capable of carrying the same branded content;
- develop an understanding of the demands of media content that is appropriate and meaningful, exploiting the opportunities provided by the various technological platforms;
- develop an understanding of the demands of content development in trans-disciplinary teams;
- explore creative and innovation strategies that will maximise the development of new multiple platform formats, including growing audience involvement;
- explore, through project briefs, the elements of multiple channel development including animation, broadcast production, graphic design, narrative forms, post production, game play, photography and web design;
- be introduced to business models and current industry practices that focus on creating multiple income streams and how to work as a freelance in the industry;
- be helped to compete in the new media industries by widening their current skills specialism and helping them to develop skills in self marketing, negotiating and pitching;
- develop as reflective practitioners and be a critically, reflective problem solvers in the workplace;
- read academic literature with understanding, and apply and evaluate a range of theoretical concepts;
- develop information and communication technology (ICT) skills by using industry standard software;
- develop academic and transferable skills so you can study effectively at levels HE4 and HE5.

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

K1 Understand the structure of the media, digital and creative industries, the jobs within them, and the recruitment processes used in them.
 K2 Understand the processes of preparing for, applying for, and gaining appropriate work in the media, creative and digital sector.
 K3 Understand the importance of digital technologies in driving and shaping the media, digital and creative industries.
 K4 Understand concepts of creative thinking and the need for creative thinking in multiplatform media production.
 K5 Understand the principles involved in creating narratives and the structural and genre conventions relating to different platforms.
 K6 Understand the need to meet audience needs through research enquiry.
 K7 Understand the limits of various media.
 K8 Explain your role in the production process and the relationship of your role to that of other team members in productions.
 K9 Understand the commissioning process and how to read and understand the client brief.
 K10 Understand the technical limitations and possibilities with producing multiplatform products or services.
 K 11 Understand how to translate a client’s needs into an achievable production.
 K12 Understand how to make a proposal for you multiplatform product or service.

Subject-specific practical/professional skills

S1 Demonstrate a range of skills needed to work freelance.
 S2 Write and adapt narratives.
 S3 Create a digital presence that showcases your professional practice to a professional standard that would assist you in obtaining work.
 S4 Demonstrate, communication and negotiation skills when establishing client needs and negotiating solutions.
 S5 Develop a concept for a multiplatform product or service and make effective pitches e.g., for a commission in an effective and professional manner.
 S6 Have engaged in reflexive practices.
 S7 Devise a suitable risk assessment for your tasks, work safely as a part of a multiplatform production team and demonstrate a range of complex technical skills in your specialist skill area.

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

O1 Work effectively as a part of a multiplatform production team.
 O2 Structure and present work for assessment in an appropriate manner
 O3 Use English correctly (e.g., grammar, punctuation, spelling, style)
 O4 Reference using the Harvard format
 O5 Manage yourself effectively in a workplace
 O6 Conduct an online literature search and select appropriate material.
 O7 Interpret and understand statistical information

<p><u>Cognitive skills in the context of the subject(s)</u></p> <p>C1 Apply a range of strategies for creative thinking and evaluate the strategies and your use of them. C2 Have formulated and applied creative solutions to tasks. C3 Evaluate your writing skills and use of the principles of creating narrative. C4 Evaluate the script you have written. C5 Evaluate your performance in interpreting the brief and dealing with the client. C6 Justify the creative choices you and your team have made when carrying out a given production brief. C7 Analyse problems when making productions to meet commissions and find ways to overcome them C8 Evaluate your own performance and the performance of others. C9 Use complex technical language appropriately C10 Devise common formats, wireframes and scripts. C11 Investigate the needs of different audiences. C12 Creatively interpret the client brief to meet the client's needs. C13 Analyse the client's brief and examine the technical limitations and possibilities associated with the brief. C14 Apply theoretical concepts relevant to your specialist area. C15 Analyse information and situations</p>	
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7. Qualities, Skills & Capabilities Profile

A Cognitive	B Practical	C Personal & Social	D Other
Analytical skills	Conduct literature searches	Analyse strengths and limitations of own work	Use information technology
Evaluative skills	Plan, design, conduct research	Work effectively in learning sets	Give presentations
Skills in synthesising	Analyse and report research findings	Work independently	Reflect on own experience and practice
Critical analysis	Write assignments and reports	Plan effectively	Ethics
Research skills	Follow appropriate ethical practice	Communicate effectively both orally and in writing	Review literature
Enquiring skills	Relate theory to practice	Manage time effectively	Scholarship
	Analyse reports and research findings	Participate in discussions	
	Plan learning and assessment activities	Action plan	
	Devise resources for assessment		
	Support learning of fellow peers		

8. Duration and Structure of Programme/Modes of Study/Credit Volume of Study Units

2 years full-time and 3 years part-time. 120 credits at HE4, and 120 at HE5

Part II Students take 4 (Minor), 6 (Joint), 8 (Major) 10 (Single) Modules

HE6 Honours Modules	Core Modules N/A	Options (normally 20 credits each) N/A	Project (20 credits) N/A
HE5 Honours Modules	<p><u>Core</u></p> <p>Getting into Media, Digital and Creative Industries (20 credits at Level 4) Working in the Media, Digital and Creative Industries (20 credits at Level 4) Successful Pitching in the Media, Digital and Creative Industries (20 credits at Level 4) Digital Drivers (20 credits at Level 4) Introduction to Creative Thinking (10 credits at Level 4) Introduction to Writing Creative Narratives (10 credits at Level 4)</p> <p><u>Options: one of the following in accordance with the selected specialist pathway</u></p> <p>Introduction to Animation (20 credits at Level 4) Introduction to Broadcasting (20 credits at Level 4) Introduction to Visual Communications (20 credits at Level 4) Introduction to Games (20 credits at Level 4) Introduction to Interactive and Multiplatform Production (20 credits at Level 4)</p>		

Part I (Level HE4) Students take 2 (Minor), 3 (Joint), 4 (Major), 5 (Single) Modules

First Year	<p><u>Core</u></p> <p>Multiplatform Research & Distribution (15 credits at Level 5) Writing Creative Media Narratives (10 credits at Level 5)</p>		
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Part-Time Equivalent	Production Strategies for Client Based Working (10 credits at Level 5) The Creative Independent Practitioner (10 credits at Level 5) <u>Specialist option pathway: select all modules in one specialist pathway</u> Animation Creative Animation (15 credits at Level 5) Animation - Client Commissions (30 credits at Level 5) Animation: The Independent Practitioner (30 credits at Level 5) Broadcasting Creative Broadcasting (15 credits at Level 5) Broadcasting - Client Commissions (30 credits at Level 5) Broadcasting: The Independent Practitioner (30 credits at Level 5) Visual Communications Creative Visual Communications (15 credits at Level 5) Visual communications - Client Commissions (30 credits at Level 5) Visual communications: The Independent Practitioner (30 credits at Level 5) Games Creative Games (15 credits at Level 5) Games - Client Commissions (30 credits at Level 5) Games: The Independent Practitioner (30 credits at Level 5) Interactive and Multiplatform Production Creative Interactive and Multiplatform Production (15 credits at Level 5) Interactive and Multiplatform Production - Client Commissions (30 credits at Level 5) Interactive and Multiplatform Production: The Independent Practitioner (30 credits at Level 5)
9. Learning, Teaching and Assessment Strategy Learning and Teaching Methods Lectures Student presentations Student research Discussion Debates Group and Individual work Tutorials Practical work Student activities Work-based assignments Projects Assessment Methods Examination of product evidence Assessment Classification System Work of : Satisfactory quality Unsatisfactory quality Honours Classification Bands N/A	10. Other Information (including compliance with relevant University policies) Date programme first offered September 2009 Admissions Criteria <u>Standard Requirements</u> The Foundation Degree is specifically designed for people working, or aspiring to work, in the emerging media production environment. Applicants will normally: <ul style="list-style-type: none"> • have a Level 3 qualification (i.e. A-levels or equivalent); • have five GCSE passes at Grade C or above or other equivalent Level 2 qualifications; • have written communication skills at level 3; • have good oral communication skills; • have an interview with a member of the course team. <u>Non Standard Entry</u> The University may admit applicants who do not have a Level 3 qualification in an appropriate area but who hold alternative qualifications and/or experience demonstrating appropriate knowledge and skills at Level 3. Such candidates would be admitted to the course as <i>exceptional entrants</i> . Overseas candidates from a country where the language of instruction is not English must have English Language proficiency at IELTS 6.0 or equivalent in addition to the entry criteria stated above. Indicators of Quality and Standards High scores by students on the Student Satisfaction Questionnaires High scores by students on the Module Evaluation Questionnaires Tutor evaluation reports Feedback from staff and students at Programme Committee Feedback from the External Examiner External Examiner Reports Students' assessed work