

APPENDIX 1: PROGRAMME SPECIFICATION

1. Qualification MA	2. Programme Title MA International Multimedia	3. UCAS Code	4. Programme Type PGS
<p>5. Main Purposes and Distinctive Features of the Programme</p> <p>Designed for graduate students/professionals who wish to pursue a career in the creative professions. This framework enables postgraduate study through research-based enquiry, underpinning practical assignments with an in-depth understanding of subject specific research methodologies and theoretical approaches. The framework is designed to be accessible to professional artists and designers who wish to complete in three terms of full time study or five terms of part time study.</p> <p>The MA framework 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 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><i>Graduates from the course will be able to work in a wide spectrum of media industries, from large corporations to hyperlocal news blogs. Entrepreneurial journalism is taught from the start of the course and students encouraged to consider how their ideas and projects can be monetised. The media industry is rapidly changing giving new opportunities for emerging talented multi skilled journalists who can adapt quickly to new innovations. Good story telling remains at the heart of what you will learn but being able to creatively use a variety of skills to deliver the story on multiple platforms will give you an edge in this very competitive market place.</i></p> <p><i>As publishers and broadcasters consolidate after the explosion of the internet, core skills are more at a premium than ever. The equal mix of photography, video, audio and writing in this intensely practical course sharpens the defining elements of cutting-edge journalism. Students' work culminates in a multi-media online long form project covering a current national or international issue in depth. Meanwhile, the rich mixture of international postgraduates and Chinese students engage with critical research and ethical controversies at the frontiers of global journalism.</i></p> <p><i>The course has a focus on practical innovation and critical discussion around issues related to the changing media landscape. Students, faculty and visiting lecturers work on multimedia journalism projects together to experiment with and reflect on potential new multi-platform workflows.</i></p> <p>6. What a graduate should know and be able to do on completion of the programme</p> <p><i>On completion of this course students should have a broad knowledge of writing, video, audio and photography journalistic skills and be able to apply them to cover news stories for multi platform delivery. Graduates from the course can go straight into national and local broadcast news, national and local newspapers, national magazines, and should enjoy an accelerated rate of promotion in their chosen profession. They have a wide choice of career as the course covers a wide spectrum of contemporary media.</i></p>			
<p>Knowledge and understanding in the context of the subject(s)</p> <ul style="list-style-type: none"> • A systematic understanding of knowledge and critical awareness of the nature and function of practice with its potential for enhancing the field within a contemporary framework • A comprehensive understanding of the concepts of practice relating to past and present exemplars integral to specific fields of practice 		<p>Subject-specific practical/professional skills</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. • To enhance professional skills in areas of personal creativity and intellectual rigour to 	

<ul style="list-style-type: none"> • A comprehensive understanding of the professional culture of practice e.g.: commission process and an ability to apply this understanding to inform judgements and develop and advance ideas/practice. • Interpret the critical and contextual dimensions of practice through research and writing while encompassing the business, cultural, economic, environmental, ethical, global, historical, political, societal and theoretical contexts. • A systematic understanding of the role of intellectual/philosophical scholastic endeavour in the development of personal creativity and its subsequent advancement of the outcome(s) <p>Cognitive skills in the context of the subject(s)</p> <ul style="list-style-type: none"> • The knowledge and technical capacity to be able to conceptualise and plan a project exercising personal responsibility and initiative. • 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 the decision-making process and apply convergent and divergent thinking, demonstrating self-direction in tackling and solving problems. • Effectively articulate and synthesise knowledge and understanding, attributes and skills in the context of creative practice. 	<p>remain at the forefront of the specialism.</p> <ul style="list-style-type: none"> • To employ high standards of production in the making of a body of work, (practical and text based) utilising advanced practical and critical research in the process. • To clearly demonstrate originality and/or innovation in the application of scholastic endeavour and apply this understanding to create new visual works. • Understanding of current Health & Safety legislation with regard to safe practice in studios, workshops and computer suites. <p>Other skills (e.g. key/transferable) developed in subject or other contexts</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. • Identify personal strengths based on a range of evidence including critical reflection, self-evaluation, peer group review, client response, and effectively negotiate their application. • A systematic understanding of how the process of research underpins practice and may lead to original/innovative advancement.
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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 and 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 and safety awareness	Acquisition of knowledge leading to enhancement of self-esteem	Collaboration

8. Duration and Structure of Programme/Modes of Study/Credit Volume of Study Units
1 Years full-time; the study of 180 credits at Level HE7

Part II **Students take 6 Modules**

HE7 Honours Modules	<p><u>Modules</u></p> <p>Advanced Practice 1 40 Credits</p> <p>Advanced Research and Study Skills 20 Credits</p> <p>Advanced Practice 2 40 Credits</p> <p>Critical Thinking in Practice 20 Credits</p> <p>Advanced Practice 3 40 Credits</p> <p>Critical Analysis and Reflection 20 Credits</p>
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9. Learning, Teaching and Assessment Strategy

Learning and Teaching Methods

Practice- based enquiry

Self-directed Study

Lectures

Seminars

Critiques

Tutorials

Presentations

Work Based Study

Assessment Methods

Summative assessment

Formative assessment

10. Other Information (*including compliance with relevant University policies*)

Date programme first offered

September 2010

Admissions Criteria
Standard Requirements

Applicants should have one of the following: at least an upper second class honours degree (2.1) in a relevant subject; or at least an upper second class honours degree in any subject and significant professional experience in the industry; or at least an upper second class honours degree in a related subject with a major project in a relevant subject. If English is not the applicants first language they will also need IELTS 6.5 (or equivalent).

Applications will be considered if applicants do not have any of the above qualifications but do have significant experience in the field of journalism and are able to present a strong portfolio as part of their application.

Applicants will be required to present a portfolio of media work (one or a mix of photography, video, text based articles, graphic design, audio, etc.) and examples of academic written work. The portfolio will be discussed/assessed at interview, demonstrating the applicants suitability and aptitude for the course.

Indicators of Quality and Standards

All assignments are internally moderated by a second assessor and externally moderated by an approved external examiner.