

**Programme Specification**

**Foundation Degree (Arts) in Media Production**

<b>Awarding Institution:</b>	The University of Bolton		
<b>Teaching Institution:</b>	The University of Bolton		
<b>Division and/or Faculty/Institute:</b>	Arts and Media Technologies		
<b>Professional accreditation</b>	Professional body	Professional body URL	Status of graduates
	N/A	N/A	N/A
<b>Final award(s):</b>	Foundation Degree Arts		
<b>Interim award(s)</b>	N/A		
<b>Exit or Fallback award(s)</b>	Certificate of Higher Education in Media Production		
<b>Programme title(s)</b>	Media Production		
<b>UCAS Code</b>	P310		
<b>JACS Code</b>	P310		
<b>University Course Code(s)</b>	TFS0006 (FT) TFS5016 (PT)		
<b>QAA Benchmark Statement(s)</b>	Communication, Media, Film and Cultural Studies		
<b>Other internal and external reference points</b>	QAA Academic Infrastructure, including the Framework for Higher Education Qualifications and the Code of Practice UK Quality Code for Higher Education University of Bolton awards framework		
<b>Language of study</b>	English		
<b>Mode of study and normal period of study</b>	Full time – 2 years Part time – 3 years		

**Admissions criteria**

At least one A2-level (or equivalent) in any subject. You should also have five GCSEs at grade C or above (or equivalent) including English.

If English is not your first language you will also need IELTS 6.0 (or equivalent).

Applicants without the required entry qualifications will be viewed through the submission of a portfolio, CV or by interview.

**Additional admissions matters**

Interviews (when carried out) can be arranged online or in person.

**Fitness to practise declaration**

Not applicable

**Aims of the programme**

The principal aims of the programme are to produce graduates who are prepared to contribute and grow emerging media industries (also known as transmedia industries). Designed by industry, academic staff and practitioners, the programme aims to deliver well trained, adaptable media professionals who will not only contribute to content creation in emerging media, but will help shape its future. The aims of the programme are to:

1. prepare new entrants and current practitioners for employment in the emerging media industries (also called transmedia industries) where concurrent, multiple channels, are capable of carrying the same branded content;
2. develop students' understanding of the demands of media content that is appropriate and meaningful, exploiting the opportunities provided by the various technological platforms;
3. develop students' understanding of the demands of content development in transmedia environments;
4. help students to explore creative and innovation strategies that will maximise the development of new multiple platform formats, including growing audience involvement;
5. help students to explore, through project briefs, the elements of multiple channel development;
6. introduce students to business models and current industry practices that focus on creating multiple income streams and how to work freelance in the industry;
7. help students to compete in the new media industries by widening their current skills and specialism and helping them to develop skills in self-marketing, negotiating and pitching;
8. help students to develop as reflective practitioners and to become critically reflective problem solvers in the international workplace;
9. enhance students' information and communication technology (ICT) skills by using industry standard software;
10. help students to develop academic and transferable skills so they can study effectively at levels HE4 and HE5 and which will prepare them for study at HE6.
11. help establish key values in the areas of entrepreneurialism, internationalisation, sustainability and social, public and ethical responsibility.

<b>Distinctive features of the programme</b>
<p>The distinctive features of the programme are:</p> <ol style="list-style-type: none"> <li>1. its usefulness in helping you to learn about working in a multiplatform environment so you can become more effective in the changing media workplace;</li> <li>2. it is delivered by academic staff and practitioners who continue to practice at international levels and this ensures it is up-to-date and relevant to the workplace;</li> <li>3. the focus of the assessments is varied and include live transmedia projects which means that you undertake professionally relevant and useful project work that grow your CV and improve opportunities for employability when you exit the course;</li> <li>4. being able to participate in an on-line, interactive community called Bolton Storyworld that you will help create, maintain and develop;</li> <li>5. it provides you with the opportunity to obtain an appropriate profile to progress to a B.A. (Hon) in Media Production;</li> <li>6. we have a strong BBC Education partnership;</li> <li>7. the University has strong relationships with creative industries across multiple digital and media platforms.</li> </ol>
<b>Programme learning outcomes</b>
<p><b>K. Knowledge and understanding</b> On completion of the programme successful students will be able to demonstrate systematic knowledge and understanding of:</p> <ol style="list-style-type: none"> <li>1. the economic and social forces, and international relationships that frame the media, cultural and creative industries, the role of such industries in specific areas of contemporary political and cultural life, and the future of such industries.</li> <li>2. particular media platforms, how they operate, and their limitations.</li> <li>3. the role of technology in terms of media production, content manipulation, distribution, access and use.</li> <li>4. new and emergent media forms and their different narrative styles.</li> <li>5. the legal, ethical and regulatory frameworks that affect media and cultural production, manipulation, distribution, circulation and consumption.</li> <li>6. their roles in the production and commissioning process and the relationship of their roles to that of other team members in productions.</li> </ol>
<p><b>C. Cognitive, intellectual or thinking skills</b> On completion of the programme successful students will be able to demonstrate the ability to:</p> <ol style="list-style-type: none"> <li>1. carry out forms of research for projects, client briefs, and creative productions involving independent enquiry and technical analysis.</li> <li>2. understand their own creative processes and practices through engagement in one or more production practices.</li> <li>3. analyse information and experiences, formulate independent judgements and articulate reasoned arguments through reflection, review and evaluation.</li> <li>4. be adaptable, creative and self-reflexive in producing output for a variety of media audiences.</li> </ol>

5. creatively interpret a client brief to meet a client's needs.
6. analyse a client's brief and examine the technical limitations and possibilities associated with that brief.
7. explore and apply the University's core values of internationalisation, sustainability and employability to media projects.

**P. Practical, professional or subject-specific skills**

On completion of the programme successful students will be able to demonstrate the ability to

1. produce work which demonstrates the effective manipulation of sound, image and the written word.
2. develop creative ideas and concepts based upon secure research strategies.
3. produce work showing capability in operational aspects of media production technologies, systems, techniques and professional practices.
4. experiment as appropriate with forms, conventions, languages, techniques and practices.
5. work within the constraints imposed by the commissioning and funding structures of the creative industries.
6. devise suitable risk assessments for your tasks, work sustainably, ethically and safely as a part of a multiplatform production team, and perform a range of complex technical skills.

**T. Transferable, key or personal skills**

On completion of the programme successful students will be able to demonstrate the ability to:

1. communicate effectively and skilfully in interpersonal settings, in writing and using a variety of media.
2. work productively in a group or team showing abilities at different times to listen, contribute and lead effectively.
3. work in flexible, creative and independent ways showing self-discipline, self-direction and reflexivity.
4. gather, organise and deploy ideas and information in order to formulate arguments cogently and express them effectively in written, oral or other forms.
5. organise and manage supervised, self-directed projects.
6. put together a team capable of meeting a client brief for a multiplatform product or service.

**Programme structure**

The programme is made up of 240 credits - 120 credits at HE4 and 120 credits at HE5.

Module Code	Module title	Core/ Option/ Elective (C/O/E)	Credits	Length (1, 2 or 3 periods)
MED4000	Scholarship	C	20	1
MED4001	Story to Screen	C	20	1
MED4002	Production Skills	C	20	1
MED4003	Media Production Project	C	20	1
MED4006	Creative Broadcasting	C	20	1
MED4008	Digital Culture: understanding multiplatform genres and audiences	C	20	1
MED5000	Employability and Enterprise	C	20	1

MED5001	Advanced Production Skills	C	20	1
MED5004	Client Commission	C	20	1
MED5005	Independent production Project	C	20	1
MED5007	Independent Practitioner	C	20	1
MED5009	Work Placement	C	20	2

### Learning and teaching strategies

Learning and teaching methods involve a so-called “blended learning” style. This means you will be in face- to-face sessions as well as partaking in e-learning using our Virtual Learning Environment (VLE), Moodle. Active learning is promoted via seminars, lectures and tutorials underpinned by practical work, research and discussions. It will involve both group and individual work. The VLE allows students to access learning materials and study aids either on or off-campus which is of great benefit as it allows self-directed study to be completed from anywhere at any time. Students will also learn through participating in online learning activities and discussion forums and through doing work-based assignments and projects. Some of the projects will involve working with students from different courses (e.g., Media, Writing and Production, special effects). They will also include you working with tutors on real projects with real audiences. Students will have on-going support for their learning and development through the tutorial process.

### Learning activities (KIS entry)

	Course Year	
	1	2
Scheduled learning and teaching activities	40%	39%
Guided independent study	60%	58%
Placement/study abroad	0%	3%

### Assessment strategy

Assessment tasks are linked to the learning outcomes of each module and are normally completed at the end of the module.

You will have formative assessment to help you learn and develop your knowledge and skills and summative assessment on which you are graded. There are no examinations - assessment is by continuous assessment in the form of the submission of: portfolios of digital media; written critical self-reflections; transmedia project work; and written reports. In addition, students will receive ongoing formative assessment on their scripts, productions, client communication and negotiation skills, onset practices, skills development, brief interpretation, and pitching.



### Assessment methods (KIS entry)

	Course Year	
	1	2
Written exams	0	0
Coursework	100%	100%
Practical exams	0	0

### Assessment regulations

- Assessment Regulations for Undergraduate Modular Programmes

### Grade Bands

Grade Description	Mark %	Overall Grade
Work of exceptional quality	70+	Distinction
Work of very good quality	60-69	Merit
Work of good quality	50-59	Pass
Work of satisfactory quality	40-49	Pass
Borderline fail	35-39	
Fail	Below 35	

### Grading

The award of Foundation Degree with Distinction may be made where your overall average mark is at least 70%, normally calculated from modules worth at Level HE5.

The award of Foundation Degree with Merit may be made where your overall average mark falls between 60 – 69.99 normally calculated from modules at Level HE5.

### Role of external examiners

External examiners are appointed for all programmes of study. They oversee the assessment process and their duties include: approving assessment tasks, reviewing assessment marks, attending assessment boards and reporting to the University on the assessment process.

## **Support for student learning**

The following are examples of support for student learning.

- The programme is managed by a programme leader
- Induction programme introduces the student to the University and their programme
- Each student has a personal tutor, responsible for support and guidance
- Personal Development Planning (PDP) integrated into all programmes
- Feedback on formative and summative assessments
- A Student Centre providing a one-stop shop for information and advice
- University support services include housing, counselling, financial advice, careers and a disability
- A Chaplaincy
- Library and IT services
- Student Liaison Officers attached to each Faculty
- The Students' Union advice services
- Faculty and Programme Handbooks which provide information about the programme and University regulations
- The opportunity to develop skills for employment
- English language support for International students
- The opportunity to develop skills for employment
- English language support for International students
- Video edit suites
- Computer facilities with dedicated media software
- Studio facilities
- Sound recording facilities
- Film production facilities
- Technical support and advice
- Placement support
- Production budgets for selected briefs
- Blended learning that uses the latest technology to deliver feedback and instruction
- Online support via the virtual learning environment (VLE) used by the University is available
- Academic module tutors provide support during the modules
- You are provided with feedback on assignments, workshops and technical assistance
- The university careers service and web pages at <http://www.bolton.ac.uk/Careers/Home.aspx>

## **Methods for evaluating and enhancing the quality of learning opportunities**

We continually enhance the quality of the programme and the follow are examples of ways in which we do this.

- Programme committees with student representation
- Module evaluations by students
- Students surveys, e.g. National Student Survey (NSS)
- Annual quality monitoring and action planning through Programme Quality Enhancement Plans (PQEPs), Data Analysis Report (DARs) Subject Annual Self Evaluation Report (SASERs), Faculty Quality Enhancement Plans (FQEPs), University Quality Enhancement Plan (UQEP)



- Peer review/observation of teaching
- Professional development programme for staff
- External examiner reports

### Other sources of information

Student portal <http://www.bolton.ac.uk/Students/Home.aspx>

Students Union <http://www.ubsu.org.uk/>

Faculty Handbook <http://www.bolton.ac.uk/students/>

Programme Handbook

Student Entitlement Statement

Module database: <http://modules.bolton.ac.uk>

Moodle

External examiners reports

<http://www.bolton.ac.uk/Quality/QAECContents/ExternalExaminersReports/Home.aspx>

The university careers service and web pages at <http://www.bolton.ac.uk/Careers/Home.aspx>

### Document control

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<b>Approved by:</b>	Sarah Riches Chair University Validation Panel
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<b>Effective from:</b>	2012/13
<b>Document History:</b>	

## Learning outcomes map

Module title	Mod Code	Status C/O/E	K1	K2	K3	K4	K5	K6	C1	C2	C3	C4	C5	C6	C7	P1	P2	P3	P4	P5	P6	T1	T2	T3	T4	T5	T6
<b>Level 4</b>																											
Scholarship	MED4000	C	TA	T A	T	T	T		TA		TA						T					TA	T	TA			
Story to Screen	MED4001	C		T	TA	TA	TA	T	DA	TA	D	TA			DTA		D	TA		TA		DA	DA	DA	TA		T
Production Skills	MED4002	C		D	D	D	D	TD	D	DA	D	DA	DA	DA		TA	DA	DA	TA		TD	DA	DA	DA	DA	TD	TD
Media Production Project	MED4003	C		D	DA	D	DA		DA	DA	DA	DA	TDA	TDA	DT	TDA	TDA	TD	TD		TD	D	DA	D	D	TDA	TD
Creative Broadcasting	MED4006	C		D	D	D	D	TD	D	DA	D	DA	DA	DA	D	TA	DA	DA	TA		TD	DA	DA	DA	DA	TD	TD
Digital Culture: Understanding Multiplatform Genres and Audiences	MED4008	C	TA	T A	T	T	T		TA		TA		TDA	TDA								TA	T	TA			T
<b>Level 5</b>																											
Employability and Enterprise	MED5000	C	TDA		TDA	TDA	TDA		DA	D	TDA		TA	TA		D		TDA	TDA	D	T	TA	T	TA			TA
Advanced Production Skills	MED5001	C		D	D	D	D	TD	D	DA	D	DA	DA	DA		TA	DA	DA	TA		TD	DA	DA	DA	D A	TD	TD
Client Commission	MED5004	C		DA	DA	D	DA	DA	D	DA	D	DA	TDA	TDA	D	TDA	TDA	TD	TD		TD	D	DA	D	D	TDA	TD
Independent Production Project	MED5005	C		DA	D	D	DA	DA	TDA	DA	D	DA	TDA	TDA	D	TDA	DA	DA	DA	D		D	DA	D	D	TDA	TD
Independent Practitioner	MED5007	C		D	D	D	D	TD	D	DA	D	DA	DA	DA	D	TA	DA	DA	TA		TD	DA	DA	DA	DA	TD	TD
Work Placement	MED5009	C	TDA	DA	DA	DA	DA	DA	TDA	DA	DA	DA		TDA		TDA	TDA	TD	TD		TD	D	DA	D	D	TD	TD

K. Knowledge and understanding P. Practical, professional and subject specific skills C. Cognitive, Intellectual and thinking skills T. Transferable, key or personal skills  
 Developed = D, Taught = T, Assessed = A

Programme specification: Media Production

Date: 21 June 2012

## Module listing

Module title	Mod Code	New? ✓	Level	Credits	Type	Core/Option/Elective C/O/E	Pre-requisite module	Assessment 1			Assessment 2		
								Assessment type	Assessment %	Add Y if final item	Assessment type	Assessment %	Add Y if final item
Scholarship	MED4000	New	4	20	STAN	C	None	CW	100	Y			
Story to Screen	MED4001	New	4	20	STAN	C	None	CW	100	Y			
Production Skills	MED4002	New	4	20	STAN	C	None	CW	100	Y			
Media production Project	MED4003	New	4	20	PROJ	C	None	CW	70	Y	PRA	30	
Creative Broadcasting	MED4006	New	4	20	STAN	C	None	CW	70	Y	PRA	30	
Digital Culture: Understanding Multiplatform Genres and Audiences	MED4008	New	4	20	STAN	C	None	CW	50		CW	50	Y
Employability and Enterprise	MED5000	New	5	20	STAN	C	None	PRA	50		CW	50	Y
Advanced Production Skills	MED5001	New	5	20	PRA	C	None	CW	100	Y			
Client Commissions	MED5004	New	5	20	PROJ	C	None	CW	20		CW	80	Y
Independent Production Project	MED5005	New	5	20	PROJ	C	None	CW	80	Y	CW	20	
Independent Practitioner	MED5007	New	5	20	PROJ	C	None	CW	70	Y	CW	30	
Work Placement	MED5009	New	5	20	PLAC	C	None	CW	100	Y			

Type = DISS (Dissertation); FLDW (Fieldwork), INDS (Independent study); OTHR (Other); PLAC (Placement); PRAC (Practical); PROJ (Project); STAN (Standard); WBL (work-based learning)  
 Assessment = EX (Written Exam); CW (Coursework); PRA (Practical)

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### University of Bolton's Key Core Curriculum requirements

Module Title	Module Code	C/O/E	Employability										Bolton Values			
			PDP	Communication	Team work	Organisation & Planning	Numeracy	Problem solving	Flexibility & adaptability	Action planning	Self awareness	Initiative	Personal impact & confidence	Inter-nationalisation	Environmental sustainability	Social, public and ethical responsibility
Scholarship	MED4000	C	TA	TA	T	T		T		T	T		T	TA		TA
Story to Screen	MED4001	C		TDA	TDA	TDA		TDA	T	TDA		TA	TD	TD	TA	TDA
Production Skills	MED4002	C		DA	DA	DA	T	DA	DA		D	DA	DA	D	D	DA
Media production Project	MED4003	C		DA	DA	DA	D	DA	DA	DA	D	D A	D	D	D	D
Creative Broadcasting	MED4006	C		DA	DA	DA	T	DA	DA		D	DA	DA	D	D	DA
Digital Culture: Understanding Multiplatform Genres and Audiences	MED4008	C		TDA	TD	TD		TD		TD	TD		TD	TDA		TDA
<b>LEVEL 5</b>																
Employability and Enterprise	MED5000	C	DA	TDA	D	TD A		T	DA	DA	DA	D	DA	TDA	TD	TDA
Advanced Production Skills	MED5001	C		DA	DA	DA	T	DA	DA		D	DA	DA	D	D	DA
Client Commissions	MED5004	C		DA	DA	D A	D	DA	DA	DA	D	DA	D	D	D	D
Independent Production Project	MED5005	C		TDA	TDA	TDA	D	TDA	DA	TDA	D	DA	D	TD	TD	TD
Independent Practitioner	MED5007	C		DA	DA	DA	T	DA	DA		D	DA	DA	D	D	DA
Work Placement	MED5009	C		TDA	D	TD		D	TD	TDA	DA	TDA	D	TD	D	TD

Developed = D, Taught = T, Assessed = A