

**Programme Specification for**  
***BA (Hons) Digital Media***



<b>1. Programme title</b>	BA (Hons) Digital Media
<b>2. Awarding institution</b>	Middlesex University
<b>3. Teaching institution</b>	Middlesex University
<b>4. Details of accreditation by professional/statutory/regulatory body</b>	
<b>5. Final qualification</b>	Bachelor of Arts (Hons) Digital Media
<b>6. Year of validation</b> <b>Year of amendment</b>	
<b>7. Language of study</b>	English
<b>8. Mode of study</b>	Full-time/ Part-time

**9. Criteria for admission to the programme**

Minimum requirements 280 UCAS Points or relevant equivalent qualification, for UK, International and EU students.

School leavers with A-Levels and/ or BTEC Awards, direct entry from relevant HNDs.

Upon successful completion of a foundation course students can apply, IELTS is needed for students whose first language is not English (see below).

Applications from mature students with non-standard qualifications are welcomed. Especially applications by professionals wishing to update their media production skills and by industry practitioners Programme Specification and Curriculum Map for BA Digital Media seeking formal HE qualifications. Applicants without normal qualifications but who have extensive experience in digital media related areas may be considered through the University's policy and formal process of Accreditation of Prior and Experiential Learning (APEL).

Students whose first language is not English must also have an overall IELTS score of 6.0, and not less than 5.5 in any element. Where they do not meet these criteria they should attend and successfully complete a Middlesex University pre-sessional course.

We welcome applications from the new Advanced and Progression Diploma

qualifications: these should be at advanced (level 3) level and relevant to the programme of study.

## 10. Aims of the programme

The programme aims to:

- establish a systematic understanding of major theoretical frameworks and debates in the field of digital humanities;
- develop students' critical thinking and critical analysis skills in order to enable them to examine and respond to current and emerging trends and fashions in networked media and digital media;
- foster an excellent understanding of social media promotion strategies and content management tools and approaches in the creative and cultural industries;
- enable students to develop digital media production skills and proficiency in using various operating systems, software and media production equipment;
- equip students with creative and transferable skills required in the creative and cultural industries in order to be able to adapt quickly to new working practices, tools and approaches for the production of creative work;
- provide students with a broad range of data analysis tools and methods for the analysis and presentation of data;
- develop students' communication skills and competency in communicating ideas effectively in multiple media forms and online platforms;
- encourage and develop skills for working independently and collaboratively to produce high-quality / industry-standard work;
- enable students to deploy a variety of media forms and platforms to communicate a message effectively as per specified audience, narrative forms and registers.

## 11. Programme outcomes

### A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of :

1. Major theoretical debates and contemporary discourses in digital media and digital cultures.
2. Existing, new and emergent media forms, their historical and socio-cultural contexts, earlier forms, audiences and narrative styles.

### Teaching/learning methods

Students gain knowledge and understanding through:

- a progression of lectures and seminars;
- reflection on personal and cultural experience;
- group discussion;
- guided and independent study and research;
- essay and dissertation writing;

<ol style="list-style-type: none"> <li>3. The role of technical production processes in content distribution, access and use.</li> <li>4. The legal, ethical and regulatory frameworks in data collection, media and cultural production, manipulation, distribution, circulation, and consumption of digital media.</li> <li>5. The cultural and creative industries production processes and professional practice standards.</li> </ol>	<ul style="list-style-type: none"> <li>• work experience.</li> </ul> <p><b>Assessment methods</b></p> <p>Students' knowledge and understanding is assessed by:</p> <ul style="list-style-type: none"> <li>• essays;</li> <li>• project work;</li> <li>• group presentations;</li> <li>• peer-assessment (blogs and online participation).</li> </ul>
<p><b>B. Cognitive (thinking) skills</b></p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Engage critically with and analyse theoretical frameworks, debates and intellectual paradigms within the field of digital media and cultures.</li> <li>2. Conceptualise, develop and realise creative work which is characterised by an understanding of media forms and is informed and contextualised by relevant theoretical issues and debates in digital media.</li> <li>3. Formulate appropriate research questions and employ various critical frameworks and methods of research for the analysis of media objects, cultures and trends.</li> <li>4. Learn quickly and adapt to new working practices for new software platforms, web based technological innovations and media production equipment.</li> <li>5. Work creatively with a reflective understanding and adaptability to various styles and narrative forms</li> </ol>	<p><b>Teaching/learning methods</b></p> <p>Students learn cognitive skills through:</p> <ul style="list-style-type: none"> <li>• directed and independent reading and research activity;</li> <li>• seminar discussion;</li> <li>• seminar exercises in critical and interpretative thinking and analysis;</li> <li>• tutorials;</li> <li>• essay writing;</li> <li>• e-learning activities;</li> <li>• technical inductions to software and equipment.</li> </ul> <p><b>Assessment methods</b></p> <p>Students' cognitive skills are assessed by:</p> <ul style="list-style-type: none"> <li>• evidence of good argument and discerning reading and research in essay writing;</li> <li>• project work and written assignments focused on the cognitive skills of critical analysis and interpretation;</li> <li>• e-learning activities;</li> <li>• project work.</li> </ul>

(and media production tools).	
<p><b>C. Practical skills</b></p> <p>On completion of the programme the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Gather, access and analyse data from a variety of sources and present those in an appropriate design, style and presentation framework.</li> <li>2. Take a project (essay or practical) from conceptualisation to completion, employing appropriate research methodology and adhering to ethical considerations where arising.</li> <li>3. Work independently and evaluate own work in a reflective manner.</li> <li>4. Communicate effectively project briefs, pitches and ideas, in writing and verbally.</li> <li>5. Show competence and adaptability in operational aspects of media production, software tools, equipment, techniques and professional practices.</li> </ol>	<p><b>Teaching/learning methods</b></p> <p>Students learn practical skills through:</p> <ul style="list-style-type: none"> <li>• tutor led and small group focused seminar discussions;</li> <li>• essay writing, dissertations, report writing, independent and group research project work, oral presentation;</li> <li>• peer and tutor feedback in tutorials;</li> <li>• practice-based workshops;</li> <li>• Library inductions;</li> <li>• technical inductions to software and equipment.</li> </ul> <p><b>Assessment methods</b></p> <p>Students' practical skills are assessed by:</p> <ul style="list-style-type: none"> <li>• dissertations, independent and group research project work;</li> <li>• oral presentation, essays;</li> <li>• project and research reports;</li> <li>• production of media text e.g. video, website.</li> </ul>
<p><b>D. Graduate skills</b></p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> <li>1. Think critically and locate, assess and make effective use of information, from a range of sources, in order to conduct research and produce creative work.</li> <li>2. Use and evaluate a range of media to disseminate a message appropriately as per audiences, form, genre and communication registers.</li> </ol>	<p><b>Teaching/learning methods</b></p> <p>Students acquire graduate skills through:</p> <ul style="list-style-type: none"> <li>• lectures, discussion in tutorials and seminars;</li> <li>• self-directed study and feedback;</li> <li>• research, writing and feedback on essays;</li> <li>• work experience;</li> <li>• creative project work.</li> </ul> <p><b>Assessment methods</b></p> <p>Students' graduate skills are assessed by:</p>

<p>3. Work collaboratively and creatively as part of a team.</p> <p>4. Demonstrate numeracy skills in basic budget handling and calculation of percentages and averages.</p> <p>5. Deploy a variety of media forms and online platforms for the promotion of concepts, professional profile and media based works.</p>	<ul style="list-style-type: none"> <li>• critical reflection project report;</li> <li>• group project;</li> <li>• personal CV;</li> <li>• critical reflection independent project.</li> </ul>
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## 12. Programme structure (levels, modules, credits and progression requirements)

### 12. 1 Overall structure of the programme

#### *Full-time - 120 credits per year*

##### *Level 4 (Year 1)*

- **DME1000** Media Analysis (30 credits)
- **DME1001** Network Cultures (30 credits)
- **DME1002** Social Media and the World Wide Web (30 credits)
- **DME1200** Information Design Online and for Print (30 credits)

##### *Level 5 (Year 2)*

- **DME2200** Digital Cultures (30 credits)
- **DME2001** Digital Media Research Methods (30 credits)
- **DME2002** Digital Media Practice (30 credits)

##### Options (choose **one**):

- **DME2003** Creative Industries Work Placement (30 credits)
- **DME2005** Storytelling for Games Cultures (30 credits)
- **DME2051** Visual Cultures (30 credits)

##### *Level 6 (Year 3)*

- **DME3000** Independent Project (30 credits)
- **DME3001** Project Management and Innovation (30 credits)
- **DME3002** Locative Media and Mobility (30 credits)

##### Options (choose **one**):

- **DME3003** Gender, Identity and New Media (30 credits)
- **DME3004** Open Cultures (30 credits)
- **DME3005** Culture, Consumption and Identity in the Digital Age (30 credits)

#### *Part-time – 60 credits per year*

**Level 4 (Year 1)**

- **DME1000** Media Analysis (30 credits)
- **DME1200** Information Design Online and for Print (30 credits)

**Level 4 (Year 2)**

- **DME1001** Network Cultures (30 credits)
- **DME1002** Social Media and the World Wide Web (30 credits)

**Level 5 (Year 3)**

- **DME2200** Digital Cultures (30 credits)
- **DME2001** Digital Media Research Methods (30 credits)

**Level 5 (Year 4)**

- **DME2002** Digital Media Practice (30 credits)

Options (choose one):

- **DME2003** Creative Industries Work Placement (30 credits)
- **DME2005** Storytelling for Games Cultures (30 credits)
- **DME2051** Visual Cultures (30 credits)

**Level 6 (Year 5)**

- **DME3001** Project Management and Innovation (30 credits)

Options (choose one):

- **DME3003** Gender, Identity and New Media (30 credits)
- **DME3004** Open Cultures (30 credits)
- **DME3005** Culture, Consumption and Identity in the Digital Age (30 credits)

12.2 Levels and modules		
Level 4 (1)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS

Students must take all of the following: <b>DME1000</b> <b>DME1001</b> <b>DME1002</b> <b>DME1200</b>		90 credits required.
Level 5 (2)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: <b>DME2200</b> <b>DME2001</b> <b>DME2002</b>	Students must also choose <b>one</b> from the following: <b>DME2003</b> <b>DME2005</b> <b>DME2051</b>	90 credits required.
Level 6 (3)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: <b>DME3000</b> <b>DME3001</b> <b>DME3002</b>	Students must also choose: <b>DME3003</b> <b>DME3004</b> <b>DME3005</b>	120 credits required.

### 12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)

Module level	Module code
Level 5	DME2001
Level 6	DME3000

### 13. Curriculum map

See attached.

### 14. Information about assessment regulations

The programme conforms to all Middlesex University assessment regulations. See Middlesex University Regulations:

<http://www.mdx.ac.uk/about-us/policies/university-regulations>

For all modules students must submit all assignments / assessment components in a module and will gain a pass for the module overall if the average mark for all components is grade 16 or above.

Module learning narratives and module handbooks outline specific information regarding assessment schemes and procedures for each module. The students programme handbook gives detailed information regarding assessment modes and procedures.

### 15. Placement opportunities, requirements and support (if applicable)

All students on the BA Digital Media programme are encouraged to seek work placement opportunities during their period of study. Undertaking a work placement is essential for students who choose to take the optional Level 5 module **DME2003** Creative Industries Work Placement. In this module and in cooperation with the Employability Services workshops, CV, letter writing and interview training are incorporated into the curriculum design of the module.

With the support of the University's employability service, the programme can provide help with the process of applying for a placement. Do please note however, we do not offer direct work placement opportunities, and therefore self-motivation is essential.

In the Level 6 module **DME3001** Project Management and Innovation, advanced workshops for CV and letter writing are included in the curriculum, as well as key job seeking skills such as professional self-promotion online.

### 16. Future careers (if applicable)

Graduates are most likely to be employed in the creative and cultural Industries as well as go on to postgraduate study in MA Digital Cultures and other related postgraduate degrees. Digital media production and distribution of content online is due to grow on demand and the new degree will give emphasis on transferable skills. Graduates are likely to be employed in the following areas and industry sectors:

- Campaigning
- Creative Advertising



- Digital Marketing
- E-commerce Support
- Editorial
- Events & Exhibitions Production Management
- User Experience
- E-commerce
- Online Content Management
- Online Publishing
- Project Management
- Social Media Content Management and Promotion
- Social Media Marketing
- User Experience
- Web Content Development
- Account Management – Cross Media

#### 17. Particular support for learning (if applicable)

- Digital Media Publishing suite lab space and open access computer labs with industry standard software for digital media production;
- Specialist equipment for mobile video production;
- Academic writing support from the Learner Enhancement Team (LET) is embedded in the curriculum for all modules;
- Subject – dedicated librarians;
- University wide learning tools such: as Lynda.com (tutorials for software) and Summon MDX: search engine for the Library catalogue, online module reading lists, Journals & e-resources, Research collections and more.

#### 18. JACS code (or other relevant coding system)

P300, P410, P413

#### 19. Relevant QAA subject benchmark group(s)

Communication, media, film and cultural studies (2008)

#### 20. Reference points

This Programme Specification has been written with reference to the following:

- QAA Benchmark statement 14. Communication, Media, Film and Cultural Studies 2008
- QAA Framework for Higher Education Qualifications (FHEQ)

- Middlesex University Learning and Quality Enhancement Handbook
- Middlesex University Learning and Teaching Strategy
- Middlesex University Assessment Regulations

## **21. Other information**

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

## Appendix 2: Curriculum Map

### Curriculum map for *[title of Programme]*

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

#### Programme learning outcomes

Knowledge and understanding		Practical skills	
A1		C1	
A2		C2	
A3		C3	
A4		C4	
A5		C5	
A6		C6	
A7		C7	
Cognitive skills		Graduate Skills	
B1		D1	
B2		D2	
B3		D3	
B4		D4	
B5		D5	
B6		D6	
B7		D7	

