

Programme Specification

1.	Programme title	MA Digital Media and Content Creation MA Digital Media and Content Creation with Professional Placement
2.	Awarding institution	Middlesex University
3a	Teaching institution	Middlesex University: London
3b	Language of study	English
4a	Valid intake dates	September
4b	Mode and duration of study	FT – 1 Year PT – 2 Years FT with Professional Placement – 2 Years PT with Professional Placement – 3 Years
4c	Delivery method	On-campus
5.	Professional/Statutory/Regulatory body (if applicable)	n/a
6.	Apprenticeship Standard (if applicable)	n/a
7.	Final qualification(s) available	MA Digital Media and Content Creation MA Digital Media and Content Creation with Professional Placement PGDip Digital Media and Content Creation PGDip Digital Media and Content Creation with Professional Placement PGCert Creative Technologies
8.	Academic year effective from	2026/27

9.	Criteria for admission to the programme
	<p>Appropriate qualifications or experience:</p> <ul style="list-style-type: none"> • We celebrate inclusivity and diversity and welcome applicants without the normal qualifications but who have extensive and substantial work experience in appropriate fields. • A good undergraduate degree (normally a 2:2 or better) in a subject-specific or related design subject, or a recognised, equivalent professional qualification.

- Applicants with a good undergraduate degree in an unrelated subject but with substantial professional experience within the field of Digital Design, and able to demonstrate an aptitude for working in the subject at postgraduate level.
- In all cases, admission to the programme is dependent on:
 - evidence of subject-related knowledge and skills, and of critical subject engagement, demonstrated through an annotated digital portfolio of relevant academic and professional work submitted in a suitable format.
 - sufficient command of the English language. Applicants for whom English is not their first language must provide evidence of attainment to an IELTS overall score of 6.5 (with 6.0 in each component), or equivalent qualification.
 - at least 1 supportive academic, and/or where relevant, professional reference.

The University aims to ensure that its admissions processes are fair, open and transparent and aims to admit students who, regardless of their background, demonstrate potential to successfully complete their chosen programme of study where a suitable place exists and where entry criteria are met. The University values diversity and is committed to equality in education and students are selected on the basis of their individual merits, abilities and aptitudes. The University ensures that the operation of admissions processes and application of entry criteria are undertaken in compliance with the Equality Act.

We take a personalised but fair approach to how we make offers. We feel it's important that our applicants continue to aspire to achieving great results and make offers which take into account pieces of information provided to us on the application form. This includes recognition of previous learning and experience. If you have been working, or you have other learning experience that is relevant to your course, then we can count this towards your entry requirements and even certain modules once you start studying.

10. Aims of the programme

The programme aims to:

- Equip students with advanced theoretical, ethical, and contextual frameworks for critically evaluating audience behaviours, media systems, and digital cultures within global contexts.
- Develop high-level creative and technical competencies in areas such as video, audio, animation, podcasts, social media, and interactive media, underpinned by real-time analytics, platform dynamics, and audience insights.
- Enable students to design, produce, and deliver innovative, audience-focused content strategies tailored to diverse platforms and markets.
- Foster critical understanding of brand strategy, audience engagement, and business innovation within the digital and creative industries.
- Critically examine the opportunities and challenges presented by emerging technologies, including generative AI, with attention to their cultural, creative, ethical, and environmental implications.
- Embed the principles of the Design Council Skills for Planet Blueprint within the everyday design practice of graduates to develop a Green Design Mindset
- Prepare graduates for leadership and entrepreneurial roles in media production, digital communications, and content industries.

- Develop students' ability to plan, manage, and deliver complex cross-platform projects, integrating editorial judgement, agile project management, and critical awareness of regulatory, cultural, and economic environments.

11. Programme learning outcomes

A. Knowledge and understanding

On completion of this programme the successful student will be able to:

1. Critical theories of digital culture, audience reception, and media convergence within global communication ecologies.
2. The effects of platform governance, datafication, and algorithmic bias on audience behaviour, content circulation, and media practice.
3. The ethical, social, and environmental implications of digital media technologies and content strategies, with reference to the Design Council's Skills for Planet Blueprint.
4. Cross-platform workflows, content formats, and distribution models, with reference to real-time audience analytics and market dynamics.

B. Skills

On completion of this programme the successful student will be able to:

1. Design and implement audience-centered content strategies using advanced data analytics, engagement metrics, and profiling tools.
2. Create original, professional-standard media artefacts that integrate audio-visual storytelling, branded content, and interactive experiences.
3. Apply inclusive, ethical, and sustainable practices in content production to develop a Green Design Mindset, informed by critical frameworks and industry codes of practice.
4. Lead collaborative production processes, employing agile, cross-disciplinary, and entrepreneurial approaches responsive to audience insight and industry trends.

12. Teaching/learning methods

- **Hands-on Sessions, Seminar Discussions & Presentations:** To develop effective communication and presentation skills with a focus on critical evaluation.
- **Specialist Subject & Group Tutorials:** To consider the project from a creative perspective and to discuss the approach to self-managed learning.
- **Research:** To consider a wide range of theoretical and practical examples.
- **Online Platforms:** To disseminate teaching materials such as key concept videos and support peer-based discussion groups.
- **Independent Study:** To promote the development of autonomy in research, critical analysis, decision-making, planning and self-management, and cultivate independent practice.
- **Making Workshops (2D, 3D, 4D):** To explore ideas, materials, technologies, and processes across various mediums to refine working methods.
- **Peer and Self-Evaluation:** To build critical thinking, evaluation skills, and assessment literacy through reflective practice.

¹ Approx. number of timetabled hours per week (at each level of study, as appropriate), including on-campus and online hours	FT 12	PT 6
Approx. number of hours of independent study per week (at each level of study, as appropriate)	FT 38	PT 19
Approx. number of hours on placement (including placement, work-based learning or year abroad, as appropriate).	FT	PT

13. Employability

13a Development of graduate competencies

Leadership and Influence

At the MA level, students are expected to take ownership of their content strategies and digital research initiatives through self-directed inquiry. They will lead multi-platform campaigns, collaborating across disciplines and with external partners, developing the ability to shape conversations around ethical innovation, audience insight, and creative technology. Through live briefs, critical analysis, and industry-facing outputs, students refine the leadership skills and strategic thinking needed to influence practice and policy across global content ecosystems.

Entrepreneurship

Entrepreneurial practice is a core dimension of the MA, encouraging students to define new business models, platform-native formats, and branded content propositions. Through structured workshops and project-based learning, students will explore monetisation pathways, develop funding strategies, and pitch ideas to stakeholders. In the later stages of the programme, self-directed projects support students in aligning their creative ambitions with emerging digital economies and media innovation trends.

Communication, Empathy, and Inclusion

Effective communication is essential to success in content design and delivery. Students will sharpen their ability to craft impactful messages tailored to diverse audience groups, using inclusive, ethical, and platform-sensitive techniques. The programme foregrounds human-centred design and culturally responsive storytelling, equipping graduates with the tools to communicate across barriers of access, identity, and medium.

Curiosity and Learning

Students are encouraged to engage critically with the changing landscape of digital media, questioning assumptions and exploring new modes of production, engagement, and distribution. Through research-informed practice and iterative development cycles, they build a reflective, adaptable mindset that supports ongoing personal and professional growth in a field defined by rapid technological and cultural evolution.

Collaborative Innovation

The programme is structured around studio-based and collaborative learning, enabling students to work alongside peers, tutors, and industry contributors on real-world challenges. By sharing insights and co-developing solutions, students will foster collective creativity and gain confidence in cross-functional collaboration, mirroring the dynamics of contemporary digital production environments.

¹ This information will be used as part of our submission to Discover Uni (previously Unistats).

Resilience and Adaptability

Graduates of the MA will be equipped to navigate complexity and ambiguity, learning to adapt their strategies in response to audience data, technological disruption, and creative constraints. Through regular feedback, peer critique, and project iteration, students will build the resilience needed to thrive in high-pressure, fast-moving digital roles.

Technological Agility

Technological literacy is embedded throughout the curriculum, with students engaging directly with AI-enhanced tools, analytics dashboards, immersive platforms, and design automation systems. They will not only master these tools for production and evaluation, but also critically assess their cultural, ethical, and strategic implications, ensuring they can lead and innovate responsibly.

Problem Solving and Delivery

Students will approach digital media challenges through systems thinking and strategic planning. They will develop content frameworks and campaigns that integrate creativity with real-time analytics, editorial judgment, and cross-platform scalability. By balancing vision with deliverability, students will graduate capable of managing complex digital projects to professional standards and tight timelines.

13b Employability development

Students have the opportunity to select from a suite of work experience modules (either 15 or 30 credits), including access to live production environments through the MDX Studios scheme. In addition, modules focused on business practice and artificial intelligence equip students with a critical understanding of professional workflows, industry expectations, and the evolving dynamics of creative employment.

13c Placement and work experience opportunities (if applicable)

Students must choose one of three credit-bearing work experience modules (either 15 or 30 credits). On the extended version of the programme, they also have the opportunity to take two additional non-credit-bearing work experience modules.

Throughout this course, students have access to various optional opportunities to enhance their professional experience and industry connections. These include:

- Taking on freelance projects
- Responding to competition briefs
- Building connections with alumni and research groups associated with the course

13d Future careers / progression

Graduates of the MA Digital Media and Content Creation are prepared for a wide range of roles across media, marketing, platform development, and creative industries.

Typical career pathways include:

- Digital Content Strategist
- Social Media Manager or Analyst
- Multimedia Producer (Video, Audio, Short-Form)
- Audience Development Manager

- Digital Marketing or Engagement Specialist
- Creative Technologist (AI/Automation in Content)
- Branded Content or Campaign Producer
- Interactive Media Designer
- Platform or Community Manager
- Creative Director (Digital Media)
- Media Innovation Consultant

14. Assessment methods

15. Programme structure (level of study, modules, credits and progression requirements)

15a Structure of the programme.

Full time structure

	Semester 1		Semester 2		Semester 3
Level 7 (Year 1)	Weeks 1-6 Storytelling and Worldbuilding 15 credits Compulsory	Weeks 7-12 Planet-Centred Design 15 credits Optional	Weeks 13-18 Short-Form Video and Audio 15 credits Compulsory	Weeks 19-24 Graphics for Digital Platforms 15 credits Compulsory	Weeks 25-36 Major Project 60 credits Compulsory
Level 7 (Year 1)	Creative Practice and AI 15 credits Optional	AI in Design Workflows 15 credits Optional	Social Media Strategy and Analytics 15 credits Optional	Business Skills for Creative Practice 15 credits Optional	
Level 7 (Year 1)	Work Experience 1 15 credits Optional Work Experience 2 30 credits Optional Work Experience 3 15 credits Optional				

Full time structure with Professional Placement

	Semester 1		Semester 2		Semester 3
Level 7 (Year 1)	Weeks 1-6 Storytelling and Worldbuilding 15 credits Optional	Weeks 7-12 Planet-Centred Design 15 credits Optional	Weeks 13-18 Short-Form Video and Audio 15 credits Compulsory	Weeks 19-24 Graphics for Digital Platforms 15 credits Compulsory	Weeks 25-36 Preparing for the Professional Placement 0 credits Compulsory
	Creative Practice and AI 15 credits Optional	AI in Design Workflows 15 credits Optional	Social Media Strategy and Analytics 15 credits Optional	Business Skills for Creative Practice 15 credits Optional	
	Work Experience 1 15 credits Optional Work Experience 2 30 credits Optional Work Experience 3 15 credits Optional				
	Semester 1 Weeks 1-6 / Weeks 7-12		Semester 2 Weeks 13-18 / Weeks 19-24		Semester 3 Weeks 25-36
Level 7 (Year 2)	Work Experience 5 0 credits Optional				Major Project 60 credits Compulsory
	Work Experience 4 0 credits Optional		Work Experience 4 0 credits Optional		

Indicative Part time structure

	Semester 1		Semester 2		Semester 3
Level 7 (Year 1)	Weeks 1-6 Storytelling and Worldbuilding 15 credits Optional	Weeks 7-12 AI in Design Workflows 15 credits Optional	Weeks 13-18 Social Media Strategy and Analytics 15 credits Optional	Weeks 19-24 Business Skills for Creative Practice 15 credits Optional	Weeks 25-36
	Work Experience 1 15 credits Optional	Work Experience 1 15 credits Optional	Work Experience 1 15 credits Optional	Work Experience 1 15 credits Optional	

	Work Experience 2 30 credits Optional	Work Experience 2 30 credits Optional	
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	Semester 1		Semester 2		Semester 3
Level 7 (Year 2)	Weeks 1-6 Creative Practice and AI 15 credits Optional y	Weeks 7-12 Planet-Centred Design 15 credits Optional	Weeks 13-18 Short-Form Video and Audio 15 credits Compulsory	Weeks 19-24 Graphics for Digital Platforms 15 credits Compulsory	Weeks 25-36 Major Project Module 60 credits Compulsory
	Work Experience 1 30 credits Optional				
	Work Experience 2 30 credits Optional				

Indicative Part time structure with Professional Placement

	Semester 1		Semester 2		Semester 3
Level 7 (Year 1)	Weeks 1-6 Storytelling and Worldbuilding 15 credits Optional	Weeks 7-12 AI in Design Workflows 15 credits Optional	Weeks 13-18 Social Media Strategy and Analytics 15 credits Optional	Weeks 19-24 Business Skills for Creative Practice 15 credits Optional	Weeks 25-36
	Work Experience 1 15 credits Optional	Work Experience 1 15 credits Optional	Work Experience 1 15 credits Optional	Work Experience 1 15 credits Optional	
	Work Experience 2 30 credits Optional		Work Experience 2 30 credits Optional		

	Semester 1		Semester 2		Semester 3
Level 7 (Year 2)	Weeks 1-6 Creative Practice and AI 15 credits Optional	Weeks 7-12 Planet-Centred Design 15 credits Optional	Weeks 13-18 Short-Form Video and Audio 15 credits Compulsory	Weeks 19-24 Graphics for Digital Platforms 15 credits Compulsory	Weeks 25-36 Preparing for the Professional Placement 0 credits Compulsory
	Work Experience 1 30 credits Optional				

	Work Experience 2 30 credits Optional			
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	Semester 1		Semester 2		Semester 3
Level 7 (Year 3)	Weeks 1-6	Weeks 7-12	Weeks 13-18	Weeks 19-24	Weeks 25-36
Work Experience 5 0 credits Optional					Major Project 60 credits Compulsory
Work Experience 4 0 credits Optional		Work Experience 4 0 credits Optional			

15b Levels and modules		
Level 7		
Compulsory (Core)	Optional (Elective)*	Progression requirements
Short-Form Video and Audio Graphics for Digital Platforms Major Project	Creative Practice and AI Storytelling and Worldbuilding Business Skills for Creative Practice AI in Design Workflows Planet-Centred Design Social Media Strategy and Analytics Work Experience 1 Work Experience 2 Work Experience 3	Students must pass at least 90 credits before progressing to the Major Project module. Students on the Professional Placement (2 year) version of the programme must pass at least 90 credits before progressing onto the Professional Placement module(s) (ACI4421 or ACI4422).

*Please refer to your programme page on the website re availability of option modules

15c Non-compensatory modules	
Module level	Module code
7	Major Project DMD4050

16. Programme-specific support for learning
The programme offers access to digital media workshops, studio-standard environments, including high-specification computing, content creation technologies, and presentation spaces to support both independent and collaborative work. Workshops are available to build skills in short-form content, AI-enhanced media workflows, and cross-platform publishing.

Support for academic development is delivered by a combination of academic staff, technical instructors, and Library. The library provides specialist books, journals, multimedia collections, and digital research tools, supported by a subject librarian and bookable study zones.

Students also benefit from access to Kithub, which provides specialist equipment for filmmaking, audio recording, and digital media production, alongside curated software resources, tutorials, and downloadable assets.

Additionally, the MDX Studios initiative provides access to live industry projects and active production contexts, enhancing professional readiness. Academic advising is available throughout the programme to support students in aligning their creative development with personal goals and professional pathways.

17. HECos code(s)	100440 – Digital Media: 35% 100443 – Media Production: 25% 100061 – Graphic Design: 15% 100373 – Web & Multimedia: 15% 100736 – Human–Computer Interaction: 10%
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18. Relevant QAA subject benchmark(s)	Art & Design, 2020 Communication, Media, Film and Cultural Studies, 2024
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19. University Regulations
This programme will run in line with general University Regulations: Policies Middlesex University

20. Reference points
University regulations Middlesex Learning and Quality Enhancement Handbook (LQEH) Education for Sustainable Development QAA Qualification Characteristics Statement, 2020 Knowledge into Action, Middlesex University Strategy 2031

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 they take 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.

22. Curriculum map for MA Digital Media and Content Creation

22a Programme learning outcomes

Knowledge and understanding	
A1	Critical theories of digital culture, audience reception, and media convergence within global communication ecologies.
A2	The effects of platform governance, datafication, and algorithmic bias on audience behaviour, content circulation, and media practice.
A3	The ethical, social, and environmental implications of digital media technologies and content strategies, with reference to the Design Council's Skills for Planet Blueprint.
A4	Cross-platform workflows, content formats, and distribution models, with reference to real-time audience analytics and market dynamics.
Skills	
B1	Design and implement audience-centered content strategies using advanced data analytics, engagement metrics, and profiling tools.
B2	Create original, professional-standard media artefacts that integrate audio-visual storytelling, branded content, and interactive experiences.
B3	Apply inclusive, ethical, and sustainable practices in content production to develop a Green Design Mindset, informed by critical frameworks and industry codes of practice.
B4	Lead collaborative production processes, employing agile, cross-disciplinary, and entrepreneurial approaches responsive to audience insight and industry trends.

Programme learning outcomes								
A1	A2	A3	A4		B1	B2	B3	B4
Highest level achieved by all graduates								
7	7	7	7		7	7	7	7

22b Mapping by level of study and module

Module Title	Module Code by Level of study	A1	A2	A3	A4	B1	B2	B3
Level of study: 7								
Storytelling and Worldbuilding	ACI4401	X		X		X		
Creative Practice and AI	ACI4402		X	X				X
Business Skills for Creative Practice	ACI4403	X						
AI in Design Workflows	DES4001		X		X	X	X	
Planet-Centred Design	DES4002			X				X
Social Media Strategy and Analytics	DES4003	X	X	X			X	X
Work Experience 1	ACI4410	X		X				X
Work Experience 2	ACI4411	X			X		X	
Work Experience 3	ACI4412	X		X				X
Compulsory Modules								
Short-Form Video and Audio	DMD4001	X		X	X	X	X	X
Graphics for Digital Platforms	DMD4002	X	X			X		
Major Project	DMD4050	X	X	X	X	X	X	X