

Programme specification

1. Programme title(s)

BA (Hons) Digital Media Production

BA (Hons) Digital Media Production with Foundation Year

BA Digital Media Production

DipHE Digital Media Production

CertHE Digital Media Production

2. Awarding institution

Middlesex University

3. Teaching institution

Middlesex University (Hendon & Dubai)

4. Length and mode of study

a) Length and mode: Full-Time & Part-Time

b) Delivery method: On Campus/Blended

5. Professional/Statutory/Regulatory body (if applicable)

N/A

6. Apprenticeship standard (if applicable):

N/A

7. Language of study

English

8. Will this be delivered as a Continuing Professional Development (CPD) programme?

No

9. Criteria for admission to the programme

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.

Minimum requirements 112-128 UCAS Tariff Points (from A Levels, BTEC, Access to HE diploma, and other accepted qualifications) or equivalent qualification for UK, International and EU students.

Prior learning is recognised under the Accreditation of Prior Experiential Learning (APEL) scheme. Applicants who have work experience that contributes to the learning outcomes of the programme may consider Recognition of Previous Learning (RPL) and will be asked to submit a

portfolio of relevant and recent work in order to claim learning gained from work experience.

Applications from mature students with non-standard qualifications are welcomed; especially applications by industry practitioners in digital media, communications and cognate fields wishing to advance their skills and gain formal HE qualifications.

Students whose first/main 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.

10. Aims of the programme

The programme aims to:

- Equip students with transferable skills required in the creative and cultural industries, especially in the fields of digital design, creative technology, creative copywriting/content creation and accounts management.
- Establish a systematic understanding of major theoretical frameworks and debates in the fields of digital media and communications. Develop students' critical thinking in order to enable them to examine and respond to current and emerging trends in networked and digital media and communications.
- Provide students with practical opportunities to apply a broad range of data analysis tools and methods for the analysis and presentation of data.
- 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.

- Develop students' communication skills and competencies in communicating ideas effectively in multiple registers, media forms and platforms and for diverse purposes and audiences.
- Establish skills for working independently and collaboratively to undertake research, manage projects and produce industry-standard work.

11. Programme learning outcomes

A. Knowledge and understanding

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

A1. The major theoretical approaches and debates in approaches digital media and communications;

A2. Existing, new and emergent media forms, their socio-cultural contexts, affordances, audiences and narrative styles;

A3. Digital design and creative technology processes in content production, distribution, access and use;

A4. The legal, ethical and regulatory frameworks in data collection, media and cultural production, manipulation, distribution, circulation, and consumption of digital media;

A5. The professional standards for digital production and communication processes in cultural and creative industries.

B. Skills

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

B1. Develop appropriate research questions and employ various critical frameworks and methods of research to gather, generate, visualise, interpret and analyse media objects, cultures and trends;

B2. Use and evaluate a range of media and communication strategies to disseminate a message appropriately as per audiences, form, genre and registers;

B3. Conceptualise, design and produce ethical, impactful creative work, characterised by the application of new technologies and that is informed and contextualised by relevant theoretical issues and debates in digital media and communications;

B4. Show competence, resourcefulness and adaptability in operational aspects of media production, using established, evolving and emerging platforms, tools, practices and technologies (including new technologies such as computer aided design, computer generated images and text and artificial intelligence)

B5. Work effectively to lead and/or collaborate in initiating, managing and completing projects;

B6. Demonstrate numeracy skills in media analytics, engagement metrics and basic budget handling.

12. Learning and teaching methods

Students gain knowledge and understanding through:

1. Group session (tutorials/seminars) using inclusive approaches
2. Creative production workshops
3. Guided and independent study and feedback;
4. Situated learning experiences with industry professionals;
5. Reflection on personal and cultural experiences;
6. Problem-solving, task-based learning;
7. Writing in academic, creative and professional genres;
8. Technical inductions;
9. Key-concept videos (available in advance)

Students' knowledge and understanding is assessed by:

1. continual formative feedback (discursive feedback)
2. varied forms of feedback
3. authentic assessment

Students learn skills through:

1. Practice-based workshops and technical inductions to software and equipment;
2. Guided and independent study and research;
3. Research, writing and feedback on work;
4. Creative project work;
5. Tutorials.

Students' skills are assessed by

1. Evidence of good argumentation and research in essay and report writing;
2. Generation, critical analysis and interpretation of (multimodal) texts;
3. Self-, peer- and tutor-assessment of independent and group project work;
4. Oral presentation, roleplays and simulation activities;
5. Production of media texts e.g. multisensorial discourse, images, video, website, immersive experiences.

13. Programme structure

Foundation Year:

Semester 1:

ADM0001 Creative London

ADM0002 Skills and the Creative Process

Semester 2:

ADM0003 Exploring Creative Directions

ADM0004 Major Project and Portfolio

Full-Time 3 Year:**Year 1:**

DMD1002 Branding and Consumer Behaviour (Semester 1)

DMD1001 Visual Storytelling (Semester 1)

DMD1004 Communication Across Platforms (Semester 2)

DMD1003 Creative Media Production (Semester 2)

Year 2:

DMC2000 Immersive Storytelling (Semester 1)

DMC2001 Digital Research and Creative Practice (Semester 1)

DMC2003 UX/UI Design for Web and Mobile (Semester 2)

DMC2006 Digital Content Creation (option, choice by default) (Semester 2)

APB2004 Work placement in the Creative Industries (option, shared with APRB, by invitation only) (Semester 2)

Year 3:

DMC3001 Social Design (Semester 1)

DMC3003 Social Media Management (Semester 1)

DMC3005 Major Project (Semester 2)

DMC3002 New Technologies and Innovation (Semester 2)

Indicative Part-Time Structure:**Year 1:**

DMD1002 Branding and Consumer Behaviour (Semester 1)

DMD1004 Communication Across Platforms (Semester 2)

Year 2:

DMD1001 Visual Storytelling (Semester 1)

DMD1003 Creative Media Production (Semester 2)

Year 3:

DMC2000 Immersive Storytelling (Semester 1)

DMC2006 Digital Content Creation (Semester 2)

Year 4:

DMC2001 Digital Research and Creative Practice (Semester 1)

DMC2003 UX/UI Design for Web and Mobile (Semester 2)

Year 5:

DMC3003 Social Media Management (Semester 1)

DMC3002 New Technologies and Innovation (Semester 2)

Year 6:

DMC3001 Social Design (Semester 1)

DMC3005 Major Project (Semester 2)

All modules at levels 4, 5 and 6 carry 30 credits. In order to secure a BA Digital Media Production, students need to achieve 360 credits. In order to secure a DipHE Digital Media Production, students need to acquire 240 credits (120 at level 4 and 120 at level 5). In order to secure a CertHE Digital Media Production, students need to acquire 120 credits at any level.

14. Progression requirements

Level 4:

Students must take all of the following:

DMD1002 Branding and Consumer Behaviour

DMD1001 Visual Storytelling

DMD1004 Communication Across Platforms

DMD1003 Creative Media Production

Students must pass at least 90 credits to progress to Level 5.

To achieve Honours, failed credit will need to be repeated.

Level 5:

Students must take all of the following:

DMC2000 Immersive Storytelling

DMC2001 Digital Research & Creative Practice

DMC2003 UX & UI Mobile design

Students must also choose 1 from the following:

DMC2006 Digital Content Creation (default choice)

APB2004 Work Placement in the Creative Industries (by invitation only)

Students must pass at least 210 credits to progress to Level 6.

To achieve Honours, failed credit will need to be repeated.

Level 6:

Students must take all of the following:

DMC3005 Major Project

DMC3001 Social Design

DMC3002 New Technologies and Innovation

DMC3003 Social Media Management

Undergraduate

Level 4: Students are normally expected to pass 120 credit points to progress to level 5 full-time study or level 5 part-time study. University regulations apply.

Level 5: Students are normally expected to achieve 240 credits at levels 4 & 5 to progress to level 6. University regulations apply.

Level 6: In order to graduate with an honours degree, students must have achieved 360 credit points from core modules. To graduate with an ordinary degree, 300 credit points with a minimum of 60 credit points at Level 6. University regulations apply

Non-compensatory modules

DMC3005 Major Project

15. Programme-specific support for learning

Learning and teaching in the programme will be supported by academic advising (in Hendon only), Student Learning Assistants, technicians, Kit Hub, and the Disability and Dyslexia Support service, visiting external presenters and collaboration with MDX Careers and Futures (Hendon and online) and CES (Dubai).

These additional support opportunities will ensure that all students enjoy equality of opportunity during their studies at Middlesex, in an inclusive, supportive and diverse learning context that breaks down any barriers which might prevent students with disabilities from actively participating in student life.

16. HECOS code (Hecos | HESA)

100400 Digital Media 50%

100443 Media Production 50%

17. Relevant QAA subject benchmarks

QAA Subject Benchmark Statement: Communication, Media, Film and Cultural Studies 2019

18. University Regulations

The programme will run in line with general University Regulations. View the full Regulations: [Policies | Middlesex University](#).

Please refer to module narratives for additional information on the assessment strategy of each module and to section 12.1 for details of credit requirement for awards.

19. Reference points

The programme is informed by the following external sources:

The QAA Subject Benchmark Statement for Communication, Media, Film and Cultural Studies 2019;

The QAA Framework for Higher Education Qualifications (FHEQ); and

The QAA Quality Code.

The programme is also informed by the following internal sources:

The Middlesex University regulations;

Middlesex University policies on academic quality; concerns and complaints; data protections; employability; environment; equal opportunity; ethics; freedom of speech; health and safety; modern slavery statement; student conduct and discipline rules; and widening access to higher education;

Strategy documents, on learning, teaching and assessment produced or curated by CAPE, especially on technology enhanced learning (TEL) and inclusivity in the curriculum;

Guidelines developed by the Faculty of Arts and Creative Industries Learning and Teaching Committee.

20. Methods for evaluating and improving the quality and standards of learning

Refer to Middlesex Quality processes