

Programme specification

1. Programme title(s)

BA (Hons) Digital Media Production

BA (Hons) Digital Media Production with Foundation Year

BA Digital Media Production

Dip HE Digital Media Production

Cert HE Digital Media Production

2. Awarding institution

Middlesex University

3. Teaching institution

Middlesex University London

Middlesex University Mauritius

4. Length and mode of study

Full Time – 3 Years

Full Time with year-long placement – 4 Years

Part Time – 6 Years

Delivery method: On-Campus/Online

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 programme accepts students with a wide range of qualifications, including combinations of qualifications.

80-112 UCAS Tariff points

A Levels: BB-BBC

BTEC: MMP-DMM

Access requirements: Overall pass: must include 45 credits at level 3, of which all 45 must be at Merit or higher

Combinations: A combination of A-Level, BTEC and other accepted qualifications that total 80-112 UCAS Tariff points

Completion of the Middlesex Arts and Creative Industries Foundation Year: Pass

We'll accept T Levels for entry onto this course (and our extended courses with a foundation year) with GCSEs in line with UCAS tariff calculation.

We'll always be as flexible as possible and take into consideration any barriers students may have faced and will also look at things like applicants' work experience, other achievements and your personal statement. Recognition of Prior Learning (RPL) is permitted. Applications from mature students with non-standard qualifications are welcomed, especially applications by industry practitioners seeking formal HE qualifications. Students whose first language is not English must meet the

university's English language entry requirements. Where they do not meet these criteria they should attend and successfully complete a Middlesex University pre-sessional course.

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.

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 media production, digital design, and creative technology.

Establish an understanding of theoretical frameworks and debates in the fields of digital media production.

Develop students' critical thinking to enable them to interrogate and respond to current and emerging trends in digital media fields.

Enable students to develop digital media production skills and proficiency in using software and media production equipment.

Provide students with practical opportunities to apply digital media production skills to real-world professional briefs and contexts.

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:

1. Existing, new and emergent media forms, their socio-cultural contexts, affordances, users and narrative styles;
2. Digital Design and creative technology processes in digital media production, distribution, access and use;
3. The ethical and regulatory frameworks in digital media production;
4. The professional standards for digital media production.

B. Skills

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

1. Employ critical frameworks and methods to gather, analyse and generate media artefacts and trends.
2. Design, and produce ethical, impactful creative work, characterised by the application of new technologies and informed by relevant theoretical issues and debates.
3. Show resourcefulness and adaptability in all aspects of media production, using established, evolving and emerging platforms

12. Learning and teaching methods

A blended learning approach will develop students' knowledge and skills through structured, interactive, and reflective learning activities.

Studio sessions, workshops and seminars engage students in discussions, case studies, and problem-solving activities related to digital media production research, design, and evaluation.

Work-based learning allows students to apply their skills and knowledge directly in professional settings for industry relevance.

Formative feedback is provided through discussions, email, and discussion boards.

Student-led online discussion forums encourage peer learning, collaboration, and knowledge sharing.

Self-directed learning is supported by programme handbooks, the Virtual Learning Environment and library resources.

Learning is designed to be inclusive, research-informed and practice-based:

Accessible and inclusive materials follow universal design principles, with varied assessment methods accommodating different learning styles.

Students engage with current design and digital media research, industry trends, and emerging technologies.

Real-world projects, client feedback, and applied research opportunities ensure industry integration.

Independent study and self-directed learning are supported through:

Self-paced learning materials available via the VLE, allowing students to engage with resources at their own pace.

Conducting independent research and/or advancing technical skills.

Reflecting on industry trends, ethical implications, and sector developments.

13. Employability

Development of graduate competencies

All graduate competencies will be fully embedded and developed throughout this degree. Teaching and learning will follow a project and work based, problem focused approach, enabling students to develop curiosity, critical thinking, and lifelong learning skills. Reflection, role-play activities, and presentations will enhance skills in empathetic communication, stakeholder engagement, and leadership. Students will gain experience in collaborating with technical teams and influencing design decisions to create inclusive and effective digital experiences. Formative and summative coursework will require students to demonstrate collaborative innovation while working with colleagues in the workplace and engaging with fellow students during workshop activities. Students will develop technological agility, and the ability to use research and digital tools to solve complex problems. Resilience, adaptability, and problem-solving skills will be developed through modules such as Audience Engagement, Podcasting, and Major Project. Students will manage major projects, applying innovative methodologies to project design, management, and delivery. By the end of the programme, students will be equipped with the expertise to create engaging digital media experiences and productions in an ever-evolving digital landscape.

Employability development

Students will have the opportunity to engage with industry-facing briefs to produce work of professional standards in a range of modules. Modules offer employability support such as professional self-presentation, crafting effective CVs and personal work-related websites, pitching ideas, performing well at job interviews in collaboration with the University's employability services, such as Careers and Futures (Hendon and online), CES (Dubai), MDX Mauritius Employability Service. In addition to creating a portfolio of industry-level assets students will develop transferable skills in time management, teamwork, and lifelong learning skills, all aimed at preparing our students for various internships, and job opportunities. The Level 6 module, Professional Practice, is designed to support students in refining their entrepreneurial skills and developing business or personal development plans and a personal work-related website, showcasing their personal branding and portfolio of work.

Placement and work experience opportunities

The optional Work Experience modules at Levels 5 and 6 enable students to apply their skills and knowledge in professional settings and gain valuable industry experience through work-based learning.

- At Level 5, students may choose either a 15-credit or a 30-credit Work Experience module.

- At Level 6, students may choose a 30-credit Work Experience module only.

If a student selects a Work Experience module, they must deselect an equivalent number of taught module credits at that level. This structure provides flexibility for students to pursue work-based learning aligned with their interests, while ensuring that a minimum of 90 credits at

each of Levels 5 and 6 are completed through taught modules. Students will also have the opportunity to take a year-long work placement between levels 5 and 6, to fully immerse themselves in the world of work for an extended period. Under our supported international mobility schemes, Hendon students can apply for a “Work Placement Abroad” under the Turing Scheme on level 5 or immediately after graduation.

The Middlesex University Student Union (MDXSU) also offer placements frequently and support students in spotting internal opportunities.

c) Future careers/progression

Upon completion, graduates will be fully qualified Digital Media Production professionals who can work across a wide range of industries, including digital and creative, retail, health innovation, public services, manufacturing, and financial services.

- Social Media Content Producer
- Interactive Content Creator/Developer
- Digital Media Project Managers
- Social/Digital Media Managers
- Podcaster Researcher/Producer
- Motion Graphics Designer
- Streaming Platform Producer

14. Assessment strategy

Assessment is 100% by coursework and privileges authentic assessment. It can take various

forms, including:

- Practice-led project work;
- Individual and group presentations;
- Peer-assessment and self-assessment;
- Personal branding, e.g. portfolio, CV, online profile;
- Group and individual writing and creative work;
- Research projects, research reports and presentations;
- Production of prototypes and fully-fledged creative media assets;
- Self-initiated Major Project

15. Programme structure

Full Time:

Year 1:

DMD1001 Visual Storytelling (Semester 1)

DMD1002 Branding & Consumer Behaviour (Semester 1)

DMD1003 Creative Media Production (Semester 2)

DMD1004 Communication Across Platforms (Semester 2)

Year 2:

DMD2001 Immersive Storytelling (Semester 1)

DMD2006 UX/UI Design for Mobile and Web (Semester 1)

DMD2102 Work Experience (Level 5) (Semester 1)

DMD2003 Audience Engagement

DMD2005 Podcasting (Semester 2)

DMD2007 Motion Graphics and AI (Semester 2)

DMD2101 Short Work Experience OR DMD2102 Work Experience (Semester 2)

Year 3:

DMD3001 Social Media Management (Semester 1)

DMD3002 Building Mixed Realities (Semester 1)

DMD3101 Work Experience (Level 6) (Semester 1)

DMD3000 Major Project (Semester 2)

DMD3003 Professional Practice (Semester 2)

DMD3101 Work Experience (Level 6) (Semester 2)

Part Time:

Year 1:

DMD1002 Branding & 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:

DMD2001 Immersive Storytelling (Semester 1)

DMD2003 Audience Engagement

DMD2005 Podcasting (Semester 2)

Year 4:

DMD2006 UX/UI Design for Mobile and Web (Semester 1)

DMD2102 Work Experience (Level 5) (Semester 1)

DMD2007 Motion Graphics and AI

Year 5:

DMD3001 Social Media Management (Semester 1)

DMD3003 Professional Practice (Semester 2)

DMD3101 Work Experience (Level 6) (Semester 2)

Year 6:

DMD3002 Building Mixed Realities (Semester 1)

DMD3101 Work Experience (Level 6) (Semester 1)

DMD3000 Major Project (Semester 2)

Full Time with Year Long Placement

Year 1:

DMD1001 Visual Storytelling (Semester 1)

DMD1002 Branding & Consumer Behaviour (Semester 1)

DMD1003 Creative Media Production (Semester 2)

DMD1004 Communication Across Platforms (Semester 2)

Year 2:

DMD2001 Immersive Storytelling (Semester 1)

DMD2006 UX/UI Design for Mobile and Web (Semester 1)

DMD2102 Work Experience (Level 5) (Semester 1)

DMD2003 Audience Engagement (Semester 2)

DMD2005 Podcasting (Semester 2)

DMD2007 Motion Graphics and AI (Semester 2)

DMD2101 Short Work Experience OR DMD2102 Work Experience (Level 5)
(Semester 2)

Year 3:

DMD3102 Media Year Long Placement

Year 4:

DMD3001 Social Media Management (Semester 1)

DMD3002 Building Mixed Realities (Semester 1)

DMD3101 Work Experience (Level 6) (Semester 1)

DMD3000 Major Project (Semester 1)

DMD3003 Professional Practice (Semester 1)

DMD3101 Work Experience (Level 6) (Semester 1)

16. Progression requirements

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

- DMD3000 Major Project

17. Programme-specific support for learning

Digital Media workshops with industry standard software and subscriptions for media production.

- Camera, sound and lighting equipment on loan from KitHub.
- Technical inductions for the safe and professional use of specialist equipment held at the KitHub.
- Learning and teaching in the programme will also be supported by Subject Librarian, Disability and Dyslexia Support service, Academic Advising (Hendon only), visiting external presenters and collaboration with the University's employability services, such as Careers and Futures (Hendon and online), CES (Dubai), MDX Mauritius Employability Service.
- 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.

18. HECOS code (Hecos | HESA)

100443 media production (100%)

19. Relevant QAA subject benchmarks

Communication, Media, Film and Cultural Studies, April 2024 Art and Design 2019

20. University Regulations

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

21. Reference points

Internal Reference Points

- Middlesex University 2031 Learning Framework
- Middlesex University Regulations

External Reference Points

- QAA Quality Code for Higher Education.
- QAA Framework for Higher Education Qualifications (FHEQ)

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

Refer to Middlesex Quality processes