Faculty of Media and Communication

BA (Hons) / Dip HE / Cert HE Film

PROGRAMME SPECIFICATION

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CONTENTS

BASIC PROGRAMME DATA 4
AIMS OF THE DOCUMENT 5
PROGRESSION ROUTES 5
ACADEMIC AND PROFESSIONAL CONTEXTS 6
AIMS OF THE PROGRAMME 7
INTENDED LEARNING OUTCOMES 7
LEARNING AND TEACHING STRATEGIES AND METHODS 12
ASSESSMENT STRATEGIES AND METHODS 13
PROGRAMME SKILLS MATRIX 15
WORK-BASED LEARNING (WBL) / PLACEMENTS ELEMENTS 17
PROGRAMME DIAGRAM 18
ADMISSIONS REGULATIONS 19
ASSESSMENT REGULATIONS 19
PROGRAMME PROFILE 20
### BASIC PROGRAMME DATA

<table>
<thead>
<tr>
<th>Originating institution(s)</th>
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</tr>
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<td>Optimum 60</td>
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<td>Placements</td>
<td>All placements are optional. Students may choose to undertake a 30-week sandwich placement or 20 day 'short placement' between Level 5 and 6. Current practice is that students find their own placement with support from the Faculty Placements Team.</td>
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<td>Student intake(s)/cohort(s)</td>
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This Programme Specification was approved in October 2015 following validation by the Academic Standards Committee.
E1516037, P1516 02
BU 1617 01, approved 24/02/2016. Previously version 1.0-0917
FMC 1718 05 and FMC 1718 06, approved 01/11/2017. Previously version 1.1-0917
FMC1819 05, approved 14/12/2018. Previously version 1.2-0918
BU 1819 01, approved 14/11/2018 previously version 1.3-0918
EC 1920 27, approved 22/01/2020, version remained as v1.4-0919
FMC 1920 17, approved 23/03/2020, previously version v1.5-0920
AIMS OF THE DOCUMENT

The aims of this document are to:

- Define the structure of the BA (Hons) Film programme
- Identify programme and level learning outcomes
- Articulate the regulations governing the awards offered through this Award

PROGRESSION ROUTES

Articulation

Students who have successfully completed the Foundation in Media and Communication at Bournemouth University International College with a Pass, and IELTS at 6.5 with no lower than 6 in each separate sub-element; will be automatically accepted for entry to the BA (Hons) Film at Level 4.

In order to take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved Articulation route for this programme may be subject to change. Where this happens, students will be informed and supported by the Faculty as early as possible.
ACADEMIC AND PROFESSIONAL CONTEXTS

The Faculty of Media and Communication is a leading provider of media practice in higher education, designated as the UK’s only Centre for Excellence in Media Practice (CEMP) by HEFCE. The Faculty of Media and Communication seeks to develop and evolve innovative programmes in line with the University’s strategy to develop professionally orientated learning. The Faculty prioritises the need to engage with industry developments and seeks to develop provision that mirrors and indeed leads such developments. This Film programme is in line with this aim.

This programme takes students through a journey which can be identified as the development of core skills, creativity and critical thinking at level 4; through to the development of professionalism and industry-facing experiences at level 5; concluding in the demonstration of individual authorship and expression at level 6. The programme provides students with an opportunity to acquire and develop skills in all the areas of film production from idea development through to distribution, concept through to completion. The programme aims to imbue students with the characteristics of life-long learners that are well-equipped for the fluid world into which they will graduate. The skills of critical thinking, reflection, group working and communication skills mesh with the attributes of curiosity, flexibility, creative thinking, ideas generation and resilience to form what can be summarised as the overall aim of the framework: The development of the ‘reflective media practitioner’.
AIMS OF THE PROGRAMME

The Film programme aims to produce graduates who engage in the world with interest, insight, intellectual curiosity and ethical awareness. These attributes will allow them to work as creative, collaborative, flexible and confident practitioners in order to contribute to and shape the present and future international film industries.

This key aim is underpinned by the following further aims:

- To provide students with the opportunity to produce individually and collaboratively authored original work to professional standards;
- To provide students with a critical understanding of current issues and opportunities at the forefront of the film industries globally;
- To equip students with the intellectual tools and techniques required to deal with issues systematically and creatively;
- To prepare students to be innovative and able to solve problems, both intellectual and practice orientated;
- To provide students with the independent learning ability required for continuing professional development;
- To prepare students to be reflective, creative practitioners.

INTENDED LEARNING OUTCOMES

By successfully completing this Programme, students will be able to:

Level 6 – BA (Hons) Film

A - Subject Knowledge and Understanding

A1 Identify and explain the processes linking production, distribution, circulation and consumption

A2 Identify and explain the key production processes and professional practices relevant to the film industries, and of ways of conceptualising creativity and authorship

A3 Recognise the professional, technical and formal choices which realise, develop or challenge existing practices and traditions, and of the possibilities and constraints involved in production processes

A4 Identify and explain the legal, ethical and regulatory frameworks that affect media and cultural production, manipulation, distribution, circulation, and consumption

A5 Analyse and evaluate how media, cultural and creative organisations operate, communicate and are managed

A6 Analyse and evaluate how in film industries individuals, or collaborative project-oriented teams, are formed, operate and complete their work
B - Intellectual Skills

B1 Engage critically with major thinkers, debates and intellectual paradigms within the field and put them to productive use

B2 Identify films as they have emerged historically and appreciate the processes through which they have come into being, with reference to social, cultural and technological change

B3 Examine films critically with appropriate reference to the social and cultural contexts and diversity of contemporary society, and explain how different social groups variously make use of, and engage with films

B4 Analyse closely, interpret and show the exercise of critical judgement in the understanding and, as appropriate, evaluation of films

B5 Develop substantive and detailed knowledge and understanding in one or more designated areas of film

B6 Consider and evaluate their own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions.

C – Subject-specific/Practical Skills

C1 Produce work which demonstrates the effective manipulation of sound and/or image

C2 Demonstrate the development of creative ideas and concepts based upon secure research strategies

C3 Explain the importance of the commissioning and funding structures of the creative industries and demonstrate a capacity to work within the constraints imposed by them

C4 Produce work showing capability in operational aspects of media production technologies, systems, techniques and professional practices

C5 Manage time, personnel and resources effectively by drawing on planning, organisational, project management and leadership skills

C6 Produce work which recognises film forms and structures and explain their impact on audiences

D - Transferable Skills

D1 Gather, organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or other forms

D2 Retrieve and generate information, and evaluate sources, in carrying out independent research

D3 Organise and manage supervised, self-directed projects
D4 Work productively in a group or team, showing abilities at different times to listen, contribute and lead effectively

D5 Deliver work to a given length, format, brief and deadline, properly referencing sources and ideas and making use, as appropriate, of a problem-solving approach

D6 Apply entrepreneurial skills in dealing with audiences, clients, consumers, markets,

Level 5 – Dip HE Film

A - Subject Knowledge and Understanding

A1 Identify and explain the processes linking production, distribution, circulation and consumption

A2 Identify and explain the key production processes and professional practices relevant to the film industries, and of ways of conceptualising creativity and authorship

A3 Recognise the professional, technical and formal choices which realise, develop or challenge existing practices and traditions, and of the possibilities and constraints involved in production processes

A6 Analyse and evaluate how in film industries individuals, or collaborative project-oriented teams, are formed, operate and complete their work

B - Intellectual Skills

B2 Identify films as they have emerged historically and appreciate the processes through which they have come into being, with reference to social, cultural and technological change

B3 Examine films critically with appropriate reference to the social and cultural contexts and diversity of contemporary society, and explain how different social groups variously make use of, and engage with films

B4 Analyse closely, interpret and show the exercise of critical judgement in the understanding and, as appropriate, evaluation of films

B6 Consider and evaluate their own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions.

C – Subject-specific/Practical Skills

C1 Produce work which demonstrates the effective manipulation of sound and/or image

C2 Demonstrate the development of creative ideas and concepts based upon secure research strategies

C3 Explain the importance of the commissioning and funding structures of the creative industries and demonstrate a capacity to work within the constraints imposed by them
C4  Produce work showing capability in operational aspects of media production technologies, systems, techniques and professional practices

C5  Manage time, personnel and resources effectively by drawing on planning, organisational, project management and leadership skills

C6  Produce work which recognises film forms and structures and explain their impact on audiences

D - Transferable Skills

D1  Gather, organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or other forms

D4  Work productively in a group or team, showing abilities at different times to listen, contribute and lead effectively

Level 4 – Cert HE Film

A - Subject Knowledge and Understanding

A1  Identify and explain the processes linking production, distribution, circulation and consumption

A2  Identify and explain the key production processes and professional practices relevant to the film industries, and of ways of conceptualising creativity and authorship

A3  Recognise the professional, technical and formal choices which realise, develop or challenge existing practices and traditions, and of the possibilities and constraints involved in production processes

B - Intellectual Skills

B2  Identify films as they have emerged historically and appreciate the processes through which they have come into being, with reference to social, cultural and technological change

C - Subject-specific/Practical Skills

C1  Produce work which demonstrates the effective manipulation of sound and/or image

C2  Demonstrate the development of creative ideas and concepts based upon secure research strategies

C6  Produce work which recognises film forms and structures and explain their impact on audiences
D - Transferable Skills

D1 Gather, organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or other forms

D4 Work productively in a group or team, showing abilities at different times to listen, contribute and lead effectively
LEARNING AND TEACHING STRATEGIES AND METHODS

Learning and teaching strategies are adopted which aim to develop students as independent self-motivated learners, who will develop their skills of setting and achieving goals, enabling them to become life-long learners after the end of the programme. Our students see themselves as central to the cohort’s learning experience, creators of new knowledge and practices, which can be shared amongst the community of learners. We seek to promote opportunities for collaborative learning through all units.

Lectures provide space for core teaching of subject areas to large groups of students, at all levels of delivery. Normally lectures are predominantly driven by an academic who passes on information to students ‘on-mass’, although attempts to engage students in discussions and exercises are good mechanisms for ensuring better engagement. Lectures last normally for 1-2 hours.

Screenings are where students watch films communally as part of their curriculum and later reflect in lectures, seminars or tutorials upon their analysis.

Seminars are smaller-group sessions that are more interactive than lectures, and are used to discuss ideas that arise from lecture content. They are also used to develop small group projects; students engage in more active involvement and present / pitch work to their peers. Seminars last between 1-2 hours, and typically include 12-20 students each.

Workshops are delivered predominantly by a team of technical tutors who instruct students on the technology and techniques required to produce media artefacts. Workshops either take place in computer labs or studio-style spaces where students are briefed on kit, and supported in their use of it. Workshop group sizes vary due to the kit / space being used, from 8 – 20, for the larger lab-based workshops.

Tutorials come in different shapes and sizes – both formally as a teaching tool, and informally to support student progression through their units. Examples of tutorials include group-based tutorials supporting group-based projects, and individual tutorials mentoring students through individual projects including the dissertation and the final work produced at Level 6.

Online learning is provided through the Virtual Learning Environment, MyBU, which provides information and links for support and further reading for all units. We are planning to incorporate formative revision and testing tools in units where students can revisit and revise the unit material, and taking formative tests that provide instant feedback and a suggestion as to which areas require improvement.

Fieldwork is normally conducted away from involvement with academic staff or technical tutors. Students work in groups across the campus, the nation and beyond to engage in practical film production activity. Seminars and tutorials are usually employed to help guide projects that require fieldwork activities, and a risk assessment system is in place to ensure student work away from campus has a health and safety overview.
ASSESSMENT STRATEGIES AND METHODS

The programme adopts a variety of different summative assessment methods to positively reflect the diversity of skills that are required within the film industry, but also not to repeatedly disadvantage any students who feel there is a particular assessment method that they struggle with. Below are the types of summative assessment that a student can expect to encounter upon the programme:

**Critical Reflective essays** are used to assess students’ understanding and ability to contextualise their experiences. They are often used alongside practical assessments as an opportunity for the student to examine and explore any experiences they encountered during the production, and articulate how they will approach situations in future. They are to cite and reference the student's formative development blog. Critical reflective essays are required to adopt the Bournemouth University's Harvard Referencing system.

**Video essays** are used to test students’ organization of ideas to effectively communicate issues, concerns, reflections, as well as critical engagement with theory and industry debates. A video essay is advantageous over written essays in certain situations where the student can express their cinematic understanding (e.g; performance, cinematography, editing etc.) visually, instead of using the written word. Video essays are required to adopt the Bournemouth University’s Harvard Referencing system within the credits of the film.

**Critical analyses** are used to assess student’s analytical and evaluative skills. Critical analyses differ from the reflective essays, as they require students to think objectively about a research question as opposed to the experience of producing an artefact. Critical analyses are required to adopt the Bournemouth University's Harvard Referencing system.

**Peer assessment** is one of the tools (alongside individual written reflective essays) used to tease out individual contributions to shared group work. Peer assessment is utilised in a summative fashion at Level 4 and 5 following the production phases, but is absent in Level 6 productions. Peer assessment is also used formatively in seminars to help students reflect on their group working practice, and share good approaches to overcoming issues.

**Artefacts or short films** represent the summation of individual or group-produced film production. Artefacts and short films are assessed via specific criteria and normally form a significant percentage of a unit’s mark, either on its own, or as part of a portfolio. An artefact differs from a short film when it may indeed involve a production file or a series of video rushes or audio stems as opposed to an edited project. Short films and artefacts carry a smaller percentage of the assessment weighting in Level 4, and increase as the programme progresses.

**Presentations** are conducted in seminars and lectures either by individuals or by groups. Presentations are normally assessed ‘on the spot’ by two members of staff, and a sample are recorded by video camera for audit and review purposes. Presentations test important skills of communication, developing arguments, and resilience to questioning and thinking on their feet, important transferable skills for employment in the media communications industry.

**Logbooks** are a pre-structured proforma for approaching experiments, and are used in the first semester of Level 4 to demonstrate to research methods to students. Students are assessed on their ability to engage with the analysis of findings as opposed to the structuring of arguments, which is already prepared for them. In later assessments, students are expected to structure their own essays.
Professional samples are where a student prepares artefacts in line with industry examples (such as business proposals or distribution strategies). These are introduced in Level 5 and appear in Level 6 as students approach industry.

As well as the summative assessment, students will experience various modes of formative assessment also, which is equally critical to their learning experience. Below are some of the formative assessment methods students will encounter:

Critiques are conducted in seminars and used to provide students with formative feedback, and usually occur at interim points in the development of student projects. Lecturers who direct attention one by one to the work of each student run the sessions. Through asking probing questions and eliciting commentary individual students and staff engage in a conversation, which through being shared by the wider group, allows other students not being critiqued, to offer their comments and reflections.

MyBu tests are formative revision and testing tools where students can revisit and revise the unit material, and take formative tests that provide instant feedback and suggestions as to which areas require improvement. They are built into the VLE and can be accessed at anytime and anywhere the student wishes. These are optional and voluntary but provide a useful indicator for a student wishing to monitor their own progress.

Development blogs/ online portfolios chart a student’s engagement and development throughout a unit and often offer individuals a platform to contextualise and demonstrate their contribution towards a group project. They are used cumulatively throughout the programme and serve as a personal record of development throughout the award and signify their learner journey.
## PROGRAMME SKILLS MATRIX

Matrix table showing the relationship between ILOs for a programme and its constituent units

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<th>Units</th>
<th>Programme Intended Learning Outcomes</th>
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<tr>
<td>Graduating Film Project (40)</td>
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<td>Career Pathways (20)</td>
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<td>Film Festivals for Makers and Curators (20)</td>
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<td>Project Development for Film (20)</td>
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<td>Entrepreneurship for the Creative Industries (20)</td>
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<td>Understanding Distribution (20)</td>
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### A - Subject Knowledge and Understanding

| A1 | Identify and explain the processes linking production, distribution, circulation and consumption |
| A2 | Identify and explain the key production processes and professional practices relevant to the film industries, and of ways of conceptualising creativity and authorship |
| A3 | Recognise the professional, technical and formal choices which realise, develop or challenge existing practices and traditions, and of the possibilities and constraints involved in production processes |
| A4 | Identify and explain the legal, ethical and regulatory frameworks that affect media and cultural production, manipulation, distribution, circulation, and consumption |
| A5 | Analyse and evaluate how media, cultural and creative organisations operate, communicate and are managed |
| A6 | Analyse and evaluate how in film industries individuals, or collaborative project-oriented teams, are formed, operate and complete their work |

### B - Intellectual Skills

| B1 | Engage critically with major thinkers, debates and intellectual paradigms within the field and put them to productive use |
| B2 | Identify films as they have emerged historically and appreciate the processes through which they have come into being, with reference to social, cultural and technological change |
| B3 | Examine films critically with appropriate reference to the social and cultural contexts and diversity of contemporary society, and explain how different social groups variously make use of, and engage with films |
| B4 | Analyse closely, interpret and show the exercise of critical judgement in the understanding and, as appropriate, evaluation of films |
| B5 | Develop substantive and detailed knowledge and understanding in one or more designated areas of film |
| B6 | Consider and evaluate their own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions. |

### C - Subject-specific/Practical Skills

| C1 | Produce work which demonstrates the effective manipulation of sound and/or image |
| C2 | Demonstrate the development of creative ideas and concepts based upon secure research strategies |
| C3 | Explain the importance of the commissioning and funding structures of the creative industries and demonstrate a capacity to work within the constraints imposed by them |
| C4 | Produce work showing capability in operational aspects of media production technologies, systems, techniques and professional practices |
| C5 | Manage time, personnel and resources effectively by drawing on planning, organisational, project management and leadership skills |
| C6 | Produce work which recognises film forms and structures and explain their impact on audiences |

### D - Transferable Skills

| D1 | Gather, organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or other forms |
| D2 | Retrieve and generate information, and evaluate sources, in carrying out independent research |
| D3 | Organise and manage supervised, self-directed projects |
| D4 | Work productively in a group or team, showing abilities at different times to listen, contribute and lead effectively |
| D5 | Deliver work to a given length, format, brief and deadline, properly referencing sources and ideas and making use, as appropriate, of a problem-solving approach |
| D6 | Apply entrepreneurial skills in dealing with audiences, clients, consumers, markets, sources and/or users |
WORK-BASED LEARNING (WBL) / PLACEMENTS ELEMENTS

This programme incorporates a one-year (30 week) optional sandwich placement, and the alternative option of a 20 day ‘short placement’. The work placement must take place between Level 5 and Level 6 and be in the area of film production. Those students who successfully complete the 30 week sandwich placement will be eligible for the award of full-time sandwich degree. Placements are not credit bearing and are not required for the award of intermediate qualifications.

In order to be allowed to proceed to the final year of study, students must:

- Complete a minimum of 30 weeks satisfactory optional sandwich placement or a 20 day ‘short placement’;
- Complete the placement log book satisfactorily; this may include assignments relating to the nature of their work and the organisation they are working in;
- Satisfactorily meet the performance criteria of the placement as determined by the completed assessment forms from the company, the Placement Development Advisor and the student.

The supervised work placement year draws on some or all of the units studied on the first two levels of the programme. It provides the opportunity for the student to develop their abilities and understanding of media production and related subjects, as well as providing a platform for successful entry into the profession following graduation. It applies and develops understanding and skills acquired in Levels 4 and 5, makes a major contribution to the understanding of the final level units, further develops final project research by utilising the context of the work experience as appropriate and enhances students’ prospects of future employment.
From 2012 it is a requirement for all standard undergraduate degree programmes to incorporate a compulsory or optional one-year placement. The placement is compulsory for those students exiting with the award of a sandwich degree.

**Programme Specification**

**Level 6**

**Core units (Compulsory)**
- Graduate Film Project (40)
- Project Development for Film (20)
- Entrepreneurship for the Creative Industries (20)

**Option units**: choose 1 from List A and 1 from List B

- **A**:
  - Independent Research Project (20)
  - Understanding Distribution (20)
- **B**:
  - Career Pathways (20)
  - Film festivals for makers and curators (20)

**Exit qualification**: BA (Hons) Film

**Sandwich UG programme**: Requires 120 Level H/6 credits, 120 Level I/5 credits and 120 Level C/4 credits and successful completion of a placement year

**Standard UG programme**: Requires 120 Level H/6 credits, 120 Level I/5 credits and 120 Level C/4 credits

**Level 5**

**Core units (Compulsory)**
- Film Business (20)
- Film Story Structures (20)

**Option units**: choose 1 each from List A, B & C, and 1 more from either B or C.

- **A**:
  - Documentary Practice (20)
  - Media Perspectives (20)
- **B**:
  - Production Design (20)
  - Location and Post Sound (20)
  - Production Management (20)
  - Acting (20)
- **C**:
  - Camera and lighting (20)
  - Editing (20)
  - Directing (20)
  - Script Skills (20)

**Progression requirements**
- Requires 120 credits at Level I/5

**Exit qualification**: Dip HE Film
- Requires 120 Level I/5 credits and 120 Level C/4 credits

**Optional placement year in industry**

Students may also choose to undertake an optional 20 day ‘short placement’ between Level 5 and Level 6.

**Progression requirements**
- Satisfactory completion of a minimum of 30 weeks of work in industry/business

**Level 4**

**Core units (Compulsory)**
- The Film Industries (20)
- Principles of Storytelling (20)
- Creative Collaboration (20)
- Film Language (20)
- Film Language 2 (20)
- Understanding Experimental Film (20)

**Progression requirements**
- Requires 120 credits at Level C/4

**Exit qualification**: Cert HE Film
- Requires 120 Level C/4 credits

**Year 3/Level P**

**Core units (Compulsory)**
- Graduate Film Project (40)
- Project Development for Film (20)
- Entrepreneurship for the Creative Industries (20)

**Option units**: choose 1 from List A and 1 from List B

- **A**: Independent Research Project (20)
- Understanding Distribution (20)
- **B**: Career Pathways (20)
- Film festivals for makers and curators (20)

**Exit qualification**: BA (Hons) Film

**Sandwich UG programme**: Requires 120 Level H/6 credits, 120 Level I/5 credits and 120 Level C/4 credits

**Standard UG programme**: Requires 120 Level H/6 credits, 120 Level I/5 credits and 120 Level C/4 credits

**Optional placement year in industry**

Students may also choose to undertake an optional 20 day ‘short placement’ between Level 5 and Level 6.

**Progression requirements**
- Satisfactory completion of a minimum of 30 weeks of work in industry/business

**Option units**: choose 1 from List A and 1 from List B

- **A**: Independent Research Project (20)
- Understanding Distribution (20)
- **B**: Career Pathways (20)
- Film festivals for makers and curators (20)
ADMISSION REGULATIONS

The regulations for this framework/programme are the University's Standard Undergraduate Admission Regulations with the following amendments:

1. Applicants whose mother tongue is not English must offer evidence of qualifications in written and spoken English. Acceptable qualifications are:
   - IELTS (academic) 6.5 (with a minimum of 6 in each of four categories) or TOEFL (paper-based) 575 (with a minimum of 48 in each of three categories and an essay rating of at least 4) or TOEFL (internet-based) 90 with a minimum of 22 in each element, or direct equivalent.

2. Applicants from Bournemouth University International College programmes which have approved articulation routes must meet the minimum entry requirements in terms of course average and English requirements as stipulated by the Faculty of Media and Communication at Bournemouth University (see Progression Routes section on page 5).

The University Standard Admission Regulations are available online at https://intranetsp.bournemouth.ac.uk/Documents/arpp31.aspx

ASSESSMENT REGULATIONS

The regulations for this framework are the University’s Standard Undergraduate Assessment Regulations.

The University Standard Assessment Regulations are available online at https://intranetsp.bournemouth.ac.uk/Documents/arpp61.aspx
PROGRAMME PROFILE

Originating Institution(s): Bournemouth University
School/Faculty: Faculty of Media and Communication
Partner: N/A
Place(s) of Delivery: Talbot Campus
Language of delivery (if not English): N/A
Programme HE CoS code: 100441

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Programme Award and Title: BA (Hons) Film
Interim Award and Titles & required credits:
Cert HE Film (120 Level 4 credits)
Dip HE Film (120 Level 5 credits)

Mode(s) of study:
Full-time / Full-time Sandwich

Expected Length of study:
3 FT / 4 FTS

BU Credit Structure & ECTS:
Level 6 120 (60 ECTS)
Level 5 120 (60 ECTS)
Level 4 120 (60 ECTS)
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**Contact in School/Faculty:** Janice Jeffrey, Programme Administrator – jeffrey@bournemouth.ac.uk

**Date approved:** October 2015

**Programme Specification version no.:** Version 1.4-0920

**Placement:** 30 week minimum optional

**Name of Professional, Statutory or Regulatory Body (if appropriate):** International Moving Image Society (IMIS)