

KEY PROGRAMME INFORMATION

Originating institution(s) Bournemouth University	Faculty responsible for the programme Faculty of Media and Communication
Final award(s), title(s) and credits BA (Hons) Immersive Media – 120 (60 ECTS) Level 4 / 120 (60 ECTS) Level 5 / 120 (60 ECTS) Level 6 credits	
Intermediate award(s), title(s) and credits 120 Level 4 Certificate in Higher Education (Cert HE Immersive Media) 120 Level 5 Diploma of Higher Education (Dip HE Immersive Media) 120 Level 6 BA with honours (BA (Hons) Immersive Media)	
UCAS Programme Code(s) (where applicable and if known)	HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load. 100443 - 80% 100444 – 20%
External reference points <ul style="list-style-type: none"> • The UK Quality Code for Higher Education; Part A: Setting and maintaining academic standards (October 2014), incorporating; • The Framework for Higher Education Qualifications of UK Degree-Awarding Bodies: • The frameworks and their levels • The qualification descriptors • Responsibilities for implementing an outcomes-based approach to the award qualifications • QAA Subject Benchmark Statement – Communication, media, film and cultural studies (2016) 	
Professional, Statutory and Regulatory Body (PSRB) links None	
Places of delivery Bournemouth University - Talbot Campus	
Mode(s) of delivery Full-Time / Full-Time Sandwich	Language of delivery English
Typical duration 3 years full-time / 4 years full-time sandwich	
Date of first intake September 2022	Expected start dates September
Maximum student numbers N/A	Placements Optional 4-week short placement or 30-week sandwich placement
Partner(s) None	Partnership model N/A
Date of this Programme Specification February 2021	
Version number 1.1-0922	
Approval, review or modification reference numbers E2021 08, approved 19/02/2021 FMC202201 approved 29/9/21, previous version 1.0-0922	
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Programme Specification – Section 1

PROGRAMME STRUCTURE

Programme Award and Title: BA (Hons) Immersive Media								
Year 1/Level 4								
Students are required to complete all core units and an additional 20 credits of optional units.								
Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Ambitions	Core	20		100		40	1.0	100444
Entering Immersive Media	Core	20		100		40	1.0	100443
Principles of Storytelling	Core	20		50	50	40	1.4	100729
Understanding Immersive Media	Core	20		30	70	40	1.0	100443
Exploring Immersive Media	Core	20		100		40	1.0	100444
Creative Collaboration	Option	20		60	40	40	2.0	101221
Negotiated Project	Option	20		80	20	40	1.1	100444
Community	Option	20		100		20	1.0	100476
Faculty / BU Elective	Option	20						
Progression requirements: Requires 120 credits at level 4								
Exit qualification: Cert HE Immersive Media requires 120 credits at level 4								

Programme Specification – Section 1

Year 2/Level 5

Students are required to complete all core units and an additional 60 credits of optional units.

*Units marked with an asterisk are indicative of the Department of Media Production's current Level 5, Semester 2 production craft specialisms units, and may change as new units are validated. Not all options may be available in a given academic year.

Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Immersive Media: Research and Enterprise	Core	20		100		40	1.0	100443
Immersive Media: Exploratory Practice	Core	20		100		40	1.0	100443
Immersive Media: Execution and Impact	Core	20		100		40	1.0	100443
Media Perspectives	Option	20		50	50	40	2.0	100444
Production Management*	Option	20		100		40	1.4	100441
Acting*	Option	20		50	50	40	1.4	100441
Location and Post Sound*	Option	20		50	50	40	1.4	100890
Camera and Lighting*	Option	20		50	50	40	1.4	100716
Editing*	Option	20		50	50	40	1.4	100890
Production Design*	Option	20		100		40	1.4	101214
Directing*	Option	20		100		40	1.0	100888
Script Skills*	Option	20		100		40	1.4	100729
Open Project*	Option	20		70	30	40	1.1	100443
Faculty/BU Elective	Option	20						

Progression requirements: Requires 120 credits at Level 5

Exit qualification: Dip HE Immersive Media (requires 120 credits at Level 4 and 120 credits at Level 5).

Placement requirements:

Optional 4-week short placement or 30-week sandwich placement between Level 5 and 6.

Programme Specification – Section 1

Year 3/Level 6								
Students are required to complete all core units, an additional 60 credits of optional units.								
Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Immersive Media: Graduate Project Development	Core	20		100		40	1.0	100443
Immersive Media Graduate Project	Core	40		100		20	1.0	100443
Dissertation	Option	40		100		40	1.1	100444
Enquiry and Experiment	Option	20		100		40	1.1	100444
Professional Research Project	Option	20		100		20	1.0	100444
Entrepreneurship for the Creative Industries	Option	20		50	50	40	1.4	101221
Career Pathways	Option	20		100		40	1.1	100444
Faculty / BU Elective	Option	20						

Exit qualification: BA (Hons) Immersive Media
Sandwich UG award: Requires 120 credits at Level 4; 120 credits at Level 5; 120 credits at Level 6 and successful completion of a 30-week placement taken between Level 5 and 6.
Full-time UG award: Requires 120 credits at Level 4; 120 credits at Level 5; 120 credits at Level 6.

AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

AIMS OF THE PROGRAMME

The BA (Hons) Immersive Media programme aims to develop critically informed, agile, reflective, ethically aware and resourceful graduates, who:

- have the versatility and personal qualities to contribute to the production of immersive media solutions in contemporary, real-world contexts;
- are critically aware of the wider impact of media interventions on organisational and community stakeholders and society;
- have highly-developed enquiry, problem-solving and interpersonal skills;
- are able to manage their own personal development and lifelong learning.

The programme is aimed at developing future project leaders, producers, storytellers and experience-designers in virtual-reality, augmented-reality and mixed-reality media. The programme recognises established media practices in entertainment, healthcare, design and engineering, education and training, and remote collaboration, and encourages experimentation in emerging forms and contexts.

Enquiry, innovation and enterprise are the fundamental building-blocks of this programme. Through both conceptual investigation and practical production, students will explore and develop immersive media in a range of hypothetical and real-world scenarios. Creative collaboration and enterprise-led teamwork will be essential in students becoming thought-, practice- and business-leaders in this emerging field.

Students will explore both conventional and experimental narrative concepts; investigate the implementation and value of media in society; develop production craft skills and learn how to work in and manage creative teams; working in industry-leading facilities with internationally-recognised lecturers and practitioners.

Students of BA(Hons.) Immersive Media are encouraged to work with students from other programmes offered by the University.

Optional units allow students to specialise or broaden their studies to match their career ambitions and professional placement opportunities will allow them to forge vital industry links.

The **pedagogic philosophy** of the programme, and the Department, is to develop enquiring, independent, adaptable, innovative, entrepreneurial, lifelong learners. The core curriculum is supported by unit-optional, allowing each student to develop their own learning journey. This prepares students for entering and operating in the rapidly changing contexts of professional production and to respond to similarly quickly-changing contexts and modes of consumption.

The **student learning journey** through the programme puts them in scenarios where they identify, evaluate and respond to hypothetical and real-world production opportunities. In order to see these scenarios through to completion, each student will play their part in project research, development, production, delivery and evaluation.

To realise their potential, the immersive industries call for skills in creative direction, project development and management, design and writing. The Immersive Media BA programme addresses these needs within the wider environment at Bournemouth University, where students can draw on and complement expertise in Media Production, Computer Animation and Software Engineering,

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encouraging the cross- and interdisciplinary perspectives on immersive media that reflect industry needs.

What are Immersive Media Texts?

The core principle of Immersive Media is that they, like other media, provide access to experiences which are separated by time and/or space from the consumer but, in addition, greatly increase the sense of *being in* the experience through technology. The applications of these technologies, for the consumer or user of Immersive Media, are varied and include, but are not limited to, training, documentary, entertainment, and education.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

The programme is designed to embody both the spirit and the practice of BU2025.

The Fusion of Research, Education and Professional Practice underpins the programme design both in the portfolio of units, which reflexively guide the student through informed enquiry, experiment, enterprise, execution and impact scenarios at all three levels of study.

Students are required to Create, Share and Inspire throughout their coursework - with their peers, the programme staff and external stakeholder communities.

As an emerging professional field, Immersive Media is excellently-placed to be, and demands that it is, informed by contemporary research. It is also excellently-positioned to generate co-created research outputs and impact.

The student journey through the programme requires that, in collaborative teams, he or she must contribute to identifying, investigating and intervening in real-world scenarios with external stakeholders. This promotes a model of social enterprise and responsibility and also requires that students consider and develop novel, inclusive and sustainable organisational strategies and approaches to production. Underpinning these activities and learning is the imperative that all projects address at least one of the United Nations' Strategic Development Goals.

LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The assessment workload for a unit should consider the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Dissertations and Level 6 Final Projects are distinct from other assessment types. The word count for these assignments is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

PROGRAMME AND LEVEL 6 INTENDED PROGRAMME OUTCOMES

<p>A: Subject knowledge and understanding</p> <p>This programme provides opportunities for students to develop and demonstrate critical and reflexive comprehensive understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level learning outcomes:</p>
<p>A1 The social, commercial, intellectual and historical contexts of Media, including Immersive Media;</p> <p>A2 The range, role and potential of Immersive Media interventions in professional, commercial and social contexts;</p> <p>A3 Immersive Media organisations, the environments in which they operate and how they are managed;</p> <p>A4 The production practices appropriate to the development and execution of Immersive Media interventions;</p> <p>A5 The role of intellectual and practical innovation in developing and executing impactful Immersive Media interventions;</p> <p>A6 The execution of Immersive Media interventions in professional, commercial and social contexts.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (A1 – A5); • seminars (A1 – A6); • workshops (A4, A6); • student-led enquiry (A1 - A6). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework portfolio (A1 – A6); • coursework formative and/or summative presentations (A1 – A6).
<p>B: Intellectual skills</p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level outcomes:</p>
<p>B1 Critically evaluate theory and practice, in others' work and/or their own;</p> <p>B2 Analyse and synthesise information, identifying implicit values, detecting false logic or reasoning and ensuring that conclusions are supported by evidence;</p> <p>B3 Integrate and synthesise evidence from a range of sources to support findings, proposed solutions and hypotheses;</p> <p>B4 Manage conceptual complexity, uncertainty and ambiguity;</p> <p>B5 Independently and/or collaboratively hypothesise innovative responses to complex intellectual problems;</p> <p>B6 Report on the original findings of independently-conducted and/or collaborative theoretical and practical research.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (B1 – B5); • seminars (B1 – B6); • directed reading (B1 – B6); • student-led enquiry (B1 – B6); • independent research (B1 – B6). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework portfolio (B1 – B6);

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	<ul style="list-style-type: none"> coursework formative and/or summative presentations (B1 – B6).
<p>C: Practical skills</p> <p>This programme provides opportunities for students to develop and demonstrate critical, ethical and reflexive comprehensive understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level learning outcomes:</p>
<p>C1 The use and potential of Immersive Media technologies for production and exhibition;</p> <p>C2 The use of information technologies, including online resources, for learning, communication and planning;</p> <p>C3 How to research, develop and execute Immersive Media projects either individually or as part of a team;</p> <p>C4 Specialised production craft skills;</p> <p>C5 How to prepare and present project plans and pitches appropriate to clients and production partners;</p> <p>C6 How to use Immersive Media platforms and practices confidently and competently to exhibit and distribute work.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> seminars (C3, C5, C6); workshops (C1 – C4); independent research (C1 – C6); student-led enquiry (C1 - C6). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> coursework portfolio (C1 – C6); coursework formative and/or summative presentations (C1 – C6).
<p>D: Transferable skills</p> <p>This programme provides opportunities for students to develop and demonstrate critical, ethical and reflexive comprehensive understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level learning outcomes:</p>
<p>D1 How to manage their own motivation, tasks and behaviour in approaching and negotiating tasks in enterprising, innovative and professionally appropriate ways;</p> <p>D2 How to deploy a range of interpersonal skills including effective listening, negotiating, persuasion and presentation;</p> <p>D3 How to perform effectively when working in collaboration with others - showing abilities at different times to listen, contribute and lead effectively;</p> <p>D4 How to organise and manage supervised, self-directed projects;</p> <p>D5 How to action openness and sensitivity to societally significant issues: including inclusivity and equality in terms of other people and cultures and sensitivity to issues of sustainability, both locally and globally;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> lectures (D1 – D6); seminars (D1 – D6); use of the VLE (D1 – D6); directed reading (D1 – D6). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> coursework portfolio (D1 – D6);

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<p>D6 How to demonstrate creativity, innovation and entrepreneurial skills in dealing with audiences, users, clients, consumers and/or markets.</p>	<ul style="list-style-type: none"> • coursework formative and/or summative presentations (D1 – D6).
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LEVEL 5 INTENDED LEVEL OUTCOMES

<p>A: Knowledge and understanding</p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>A1 The social, commercial, intellectual and historical contexts of Media, including Immersive Media;</p> <p>A2 The range, role and potential of Immersive Media interventions in professional, commercial and social contexts;</p> <p>A3 Immersive Media organisations, the environments in which they operate and how they are managed;</p> <p>A4 The production practices appropriate to the development and execution of Immersive Media interventions.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (A1 – A4); • seminars (A1 – A4); • workshops (A4); • student-led enquiry (A1 – A4). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework portfolio (A1 – A4); • coursework formative and/or summative presentations (A1 – A4).
<p>B: Intellectual skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>B1 critically evaluate theory and practice, in others' work and/or their own;</p> <p>B2 analyse and synthesise information, identifying implicit values, detecting false logic or reasoning and ensuring that conclusions are supported by evidence;</p> <p>B3 integrate and synthesise evidence from a range of sources to support findings, proposed solutions and hypotheses;</p> <p>B4 manage conceptual complexity, uncertainty and ambiguity.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (B1 – B4); • seminars (B1 – B4); • student-led enquiry (B1 – B4). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework portfolio (B1 – B4);

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	<ul style="list-style-type: none"> coursework formative and/or summative presentations (B1 – B4).
<p>C: Practical skills</p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>C1 The use and potential of Immersive Media technologies for production and exhibition;</p> <p>C2 The use of information technologies, including online resources, for learning, communication and planning;</p> <p>C3 How to research, develop and execute Immersive Media projects either individually or as part of a team;</p> <p>C4 Specialised production craft skills.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> seminars (C3); workshops (C1 – C4); student-led enquiry (C1 – C4).
	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> coursework portfolio (C1 – C4); coursework formative and/or summative presentations (C1 – C4).
<p>D: Transferable skills</p> <p>This level provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>D1 Their own motivation, tasks and behaviour in enterprising, innovative and professionally appropriate ways;</p> <p>D2 A range of interpersonal skills including effective listening, negotiating, persuasion and presentation;</p> <p>D3 Working effectively in collaboration with others;</p> <p>D4 Openness and sensitivity to inclusivity and equality in terms of other people and cultures in social and business contexts.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> lectures (D1 – D4); seminars (D1 – D4); workshops (D1 – D4); student-led enquiry (D1 – D4).
	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> coursework portfolio (D1 – D4); coursework formative and/or summative presentations (D1 – D4).

LEVEL 4 INTENDED LEVEL OUTCOMES

<p>A: Knowledge and understanding</p> <p>This level provides opportunities for students to develop and demonstrate knowledge of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>A1 The social, commercial, intellectual and historical contexts of Media, including Immersive Media;</p> <p>A2 The range, role and potential of Immersive Media interventions in professional, commercial and social contexts.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (A1 – A2); • seminars (A1 – A2); • student-led enquiry (A1 – A2). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework portfolio (A1 – A2); • coursework formative and/or summative presentations (A1 – A2).
<p>B: Intellectual skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>B1 Critically evaluate theory and practice, in others' work and/or their own;</p> <p>B2 Analyse and synthesise information, identifying implicit values, detecting false logic or reasoning and ensuring that conclusions are supported by evidence.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (B1 – B2); • seminars (B1 – B2); • student-led enquiry (B1 – B2). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework portfolio (B1 – B2); • coursework formative and/or summative presentations (B1 – B2).
<p>C: Practical skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to</p>

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	demonstrate the level learning outcomes:
<p>C1 Demonstrate confidence in the use and potential of Immersive Media technologies for production and exhibition;</p> <p>C2 Demonstrate confidence in the use of information technologies, including online resources, for learning, communication and planning.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • workshops (C1 – C2); • student-led enquiry (C1 – C2). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework portfolio (C1 – C2); • coursework formative and/or summative presentations (C1 – C2).
<p>D: Transferable skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>D1 Manage their own motivation, tasks and behaviour in enterprising, innovative and professionally appropriate ways;</p> <p>D2 Deploy a range of interpersonal skills including effective listening, negotiating, persuasion and presentation.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (D1 – D2); • seminars (D1 – D2); • workshops (D1 – D2); • student-led enquiry (D1 – D2). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework portfolio (D1 – D2); • coursework formative and/or summative presentations (D1 – D2).

ADMISSION REGULATIONS

The University Standard Admission Regulations are available online at <https://intranetsp.bournemouth.ac.uk/pandptest/3a-undergraduate-admissions-regulations.pdf>

PROGRESSION ROUTES

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) Immersive Media 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.

ASSESSMENT REGULATIONS

The regulations for this programme follow the University's standard assessment regulations.

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

Students can undertake a 4-week placement, or with sufficient notice, they can choose to do a 30-week placement as part of a sandwich degree award. The 30-week work placement must take place between the second and final year of study and be in the area of immersive media. In order to be allowed to proceed to the final year of study of the sandwich degree award, students must:

- Complete a minimum of 30 weeks satisfactory work experience;
- 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 photography 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.

There is another opportunity for WBL within the structure of the course. In the L4 Community unit students may find opportunities within social enterprises or charities to volunteer.

Programme Skills Matrix

Units *Option Units		Programme Intended Learning Outcomes																								
		A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	D5	D6	
Level 6	Immersive Media: Graduate Project Development				X	X						X			X	X	X	X		X			X	X	X	
	Immersive Media Graduate Project				X		X					X	X		X	X		X		X	X	X	X	X	X	
	Dissertation*	X							X	X	X	X	X							X						
	Enquiry and Experiment*					X	X	X	X	X	X	X	X		X				X	X					X	X
	Professional Research Project*			X			X				X		X		X											
	Career Pathways*			X												X										
	Entrepreneurship for the Creative Industries*	X	X	X															X			X				
Faculty / BU Elective*																										
Level 5	Immersive Media: Research and Enterprise			X											X	X				X		X	X			
	Immersive Media: Exploratory Practice			X	X						X			X	X	X	X			X		X				
	Immersive Media: Execution and Impact			X	X			X						X		X				X		X	X			
	Media Perspectives*	X						X	X	X					X							X				
	Faculty / BU Elective*																									
	Open Project*							X	X	X	X			X	X	X						X	X			
	Production Management*																	X								
	Acting*																	X								
	Location and Post Sound*																	X								
	Camera and Lighting*																	X								
	Editing*																	X								
	Production Design*																	X								
	Directing*																	X								
Script Skills*																	X									
Level 4	Ambitions														X					X	X					
	Entering Immersive Media							X																		
	Principles of Storytelling	X							X																	
	Understanding Immersive Media		X																							
	Exploring Immersive Media							X						X								X				
	Faculty / BU Elective*																									
	Negotiated Project*																				X					
	Community*		X												X						X	X				
Creative Collaboration*														X						X	X					

A – Subject Knowledge and Understanding

This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:

1. the social, commercial, intellectual and historical contexts of Media, including Immersive Media;
2. the range, role and potential of Immersive Media interventions in professional, commercial and social contexts;
3. Immersive Media organisations, the environments in which they operate and how they are managed;
4. the production practices appropriate to the development and execution of Immersive Media interventions;
5. the role of intellectual and practical innovation in developing and executing impactful Immersive Media interventions;
6. the execution of Immersive Media interventions in professional, commercial and social contexts.

C – Subject-specific/Practical Skills

This programme provides opportunities for students to:

1. demonstrate confidence in the use and potential of Immersive Media technologies for production and exhibition;
2. demonstrate confidence in the use of information technologies, including online resources, for learning, communication and planning;
3. research, develop and execute Immersive Media projects either individually or as part of a team;
4. develop specialised production craft skills;
5. prepare and present project plans and pitches appropriate to clients and production partners;
6. use Immersive Media platforms confidently and competently to exhibit and distribute work.

B – Intellectual Skills

This programme provides opportunities for students to:

1. critically evaluate theory and practice, in others' work and/or their own;
2. analyse and synthesise information, identifying implicit values, detecting false logic or reasoning and ensuring that conclusions are supported by evidence;
3. integrate and synthesise evidence from a range of sources to support findings, proposed solutions and hypotheses;
4. manage conceptual complexity, uncertainty and ambiguity;
5. independently and/or collaboratively hypothesise innovative responses to complex intellectual problems;
6. report on the original findings of independently-conducted and/or collaborativetheoretical and practical research.

D – Transferable Skills

This programme provides opportunities for students to:

1. manage their own motivation, tasks and behaviour in enterprising, innovative and professionally appropriate ways;
2. deploy a range of interpersonal skills including effective listening, negotiating, persuasion and presentation;
3. perform effectively when working in collaboration with others;
4. demonstrate through action openness and sensitivity to inclusivity and equality in terms of other people and cultures in social and business contexts;
5. demonstrate through action openness and sensitivity to issues of sustainability both locally and globally;
6. demonstrate creativity and innovation in approaching and negotiating tasks.