

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) Media Production – 120 (60 ECTS) Level 4 / 120 (60 ECTS) Level 5 / 120 (60 ECTS) Level 6 credits	
Intermediate award(s), title(s) and credits Dip HE Media Production (240 credits) – 120 (60 ECTS) Level 4 / 120 (60 ECTS) Level 5 credits Cert HE Media Production (120 credits) – 120 (60 ECTS) Level 4 credits	
UCAS Programme Code(s) (where applicable and if known) PH10	HECoS Code(s) per programme/pathway 100443
External reference points 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 of qualifications QAA Subject Benchmark Statement - Communication, media, film and cultural studies (2008 and 2016 Draft Consultation)	
Professional, Statutory and Regulatory Body (PSRB) links International Moving Image Society (IMIS)	
Places of delivery Bournemouth University	
Mode(s) of delivery Full-time; and full-time sandwich.	Language of delivery English.
Typical duration Programme duration: 3 years full-time / 4 years full-time sandwich. Level/stage duration: Level 4 - 1 year; Level 5 - 1 year; optional sandwich placement - 1 year; Level 6 - 1 year.	
Date of first intake September 2018	Expected start dates September
Maximum student numbers N/A	Placements Programme includes the expectation that students complete a 4-week short placement or 30-week sandwich placement
Partner(s) Not applicable	Partnership model Not applicable
Date of this Programme Specification Applies to all levels from September 2020	
Version number Version 1.4-0921	
Approval, review or modification reference numbers E2017 024, approved 06/07/2017 BU1819 01, approved 20/02/2019, previously version v.1.0-0918 FMC 1920 10, approved 04/12/19, previously version v1.1-0919 EC 1920 27, approved 22/01/2020, version remained v1.2-0919 FMC 2021 03, approved 17/11/2020, previously version v1.2-0920	

Programme Specification – Section 1

FMC202201 approved 29/9/21 previous version 1.3-0921

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PROGRAMME STRUCTURE

Programme Award and Title: BA (Hons) Media Production									
Year 1/Level 4									
Students are required to complete all 6 credit-bearing core units.									
Unit Name	Core/ Option	No of credits	Assessment Element Weightings ¹			Expected contact hours per unit	Unit version no.	HECoS Subject code(s)	
			Exam 1	Cwk 1	Cwk 2			HECoS Subject Code and %	HESA JACS Subject Code and %
Media Scholarship	Core	20		40	60	40	V3.0	100444 (100%)	
Digital Film	Core	20		30	70	40	V2.0	100887 (100%)	
Audio Production	Core	20		100		40	V2.1	100924 (100%)	
Scriptwriting	Core	20		40	60	40	V2.0	100729 (100%)	
Digital Media Design	Core	20		100		40	V2.0	100440 (100%)	
Understanding Media	Core	20		30	70	40	V2.0	100444 (100%)	
Progression requirements: Requires 120 credits at Level 4.									
Exit qualification: Cert HE Media Production (requires 120 credits at Level 4).									

Programme Specification – Section 1

Year 2/Level 5

Students are required to complete all 6 credit-bearing core units.

Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS Subject code(s)	
			Exam 1	Cwk 1	Cwk 2			HECoS Subject Code and %	HESA JACS Subject Code and %
Media Perspectives	Core	20		50	50	40	V2.0	100444 (100%)	
Factual: Form & Content	Core	20		70	30	40	V2.0	100443 (100%)	
Fiction: Form & Content	Core	20		100		40	V2.0	100443 (100%)	
Work in Media Industries	Core	20		70	30	40	V2.0	100444 (100%)	
Stories & Spaces	Core	20		100		40	V2.0	100440 (100%)	
Client & Audience	Core	20		100		40	V2.0	100443 (100%)	

Progression requirements: Requires 120 credits at Level 5.

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

Year 3/Level P - Optional placement year in industry/business

An optional sandwich placement may be taken between levels 5 and 6. Students who do not choose to undertake the optional sandwich placement may progress directly from Level 5 to Level 6.

Progression requirements: Satisfactory completion of at least 30 weeks of an industry placement. Students who do not choose to undertake the optional sandwich placement may progress directly from Level 5 to Level 6.

Programme Specification – Section 1

Year 3/4/Level 6 Students are required to complete all 5 credit-bearing core units.									
Unit Name	Core/ Option	No of credits	Assessment Element Weightings			Expected contact hours per unit	Unit version no.	HECoS Subject code(s)	
			Exam 1	Cwk 1	Cwk 2			HECoS Subject Code and %	HESA JACS Subject Code and %
Industry Research Project	Core	20		100		40	V2.0	100444 (100%)	
Specialist Craft Skills	Core	20		100		40	V2.0	100443 (100%)	
Ideas Development & Research	Core	20		100		40	V2.0	100443 (100%)	
The Graduate Production Project	Core	40		70	30	40	V2.0	100443 (100%)	
Career Pathways	Core	20		100		40	V2.0	100444 (100%)	

Exit qualification: BA(Hons) Media Production.

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.

Full-time UG award: Requires 120 credits at Level 4; 120 credits at Level 5; 120 credits at Level 6 successful completion of a 4-week placement.

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

This programme aims to develop graduates who will shape the world of media work as creative communicators: agile, critical, ethical, and collaborative makers of media content. In particular, the programme aims that they:

- are able to tell stories and communicate effectively through multiple media, and combinations of media, in a range of virtual and physical spaces;
- are professionally competent particularly in the creative uses of digital film, audio, and networked media;
- are flexible and versatile, and are able to respond to the challenges and opportunities of structural and regulatory changes, new technologies, new convergences, and the shifting demands of clients and audiences;
- and are confident in the exercise their moral agency as informed, critical and reflective practitioners.

This degree programme addresses the need within industry in general, and the media industries in particular, for graduates who have the experience and expertise to produce high quality media content in a range of forms and across different platforms, responsive to the on-going changes in technology, regulation and societal uses of media. Media organisations are increasingly reliant on higher education to produce graduates who are agile, flexible and resourceful. Wider society relies on higher education to ensure that such graduates are also able to think critically and act ethically.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

The programme is informed by and aligned with the BU 2012-18 strategic plan and the University's fusion agenda. The programme's aims, as stated above, foreground intellectual rigour, critical thinking, professionalism & resilience. In line with the strategic plan the programme offers a personalised student experience, excellent learning opportunities and a rich, culturally aware, learning community, that makes the most of its access to world-class facilities. Our engagement with media industries provides a benchmarking of the skills needed by employers to reflect the changing demands of the workplace, so that throughout the programme, and through undertaking a work placement, students have the opportunity to build strong professional connections. The course also promotes an ethical and critical perspective on media industries, with an emphasis on integrity and the importance of good work and social responsibility. Students and the programme team work together to fuse research, education and professional practice.

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.

As a general rule, time devoted to assessment should normally represent approximately 25% of the student learning time for a unit (i.e. 50 hours for a 20-credit unit), leaving the rest for specific programme-related activities, including lectures, seminars, preparatory work, practical activities, reading, critical reflection and independent learning.

Programme Specification - Section 2

Of the time devoted to assessment, every 10 hours of student effort is equivalent to approximately 1,000 words of coursework or 1 hour of examination. Therefore, as a guideline, a 20-credit unit would normally require the equivalent of approximately 3,000 words in total

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 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 learning outcomes:</p>
<p>A1 Demonstrate a comprehensive, critical and reflexive understanding of the contextual and conceptual issues and debates relating to media production and/or related practice;</p> <p>A2 Demonstrate the acquisition and critical evaluation of coherent and detailed knowledge and systematic understanding in one or more designated key aspects of media production and/or related practice - at least some of which is at the forefront of the field;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (A1 – A6); • seminars (A1 – A6); • directed reading (A1 – A6); • group tasks (A6); • use of the VLE (A1 – A6); • independent research (for assignments) (A1 – A6).
<p>A3 Identify and critically evaluate the formal, aesthetic, editorial, technical and process choices, challenges and opportunities involved in the development and production of professional media production and/or related practice;</p> <p>A4 Demonstrate systematic and critical understanding of the commissioning and funding structures of media organisations and/or related sectors - and how they connect to concepts of audience, creativity and authorship;</p> <p>A5 Analyse and critically evaluate how media organisations and/or related practice organisations operate, communicate and are managed;</p> <p>A6 Critically and reflexively address the professional profile, skills and organisational requirements needed to work effectively within project-oriented teams.</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework (A1 – A6).

Programme Specification - Section 2

<p>B: Intellectual skills 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 outcomes:</p>
<p>B1 Critically, closely and reflexively analyse, evaluate and interpret media and/or related practice - applying sound knowledge and systematic understanding to initiate and carry out research and/or practice projects;</p> <p>B2 Demonstrate systematic and critical understanding, evaluation and application of the conceptual and contextual debates, issues and intellectual paradigms that inform media practice and/or related practice - some of which may be uncertain, ambiguous and at the forefront of the field;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (B1 – B6); • seminars (B1 – B6); • directed reading (B1 – B6); • group tasks (B1, B2 & B6); • use of the VLE (B1 – B6); • independent research (for assignments) (B1 – B6).
<p>B3 Identify, examine and demonstrate a systematic and critical understanding of an issue or debate within media and/or related practice; framing appropriate questions, and critically and systematically deploying a fitting research framework to the enquiry and analysis;</p> <p>B4 Develop a cogent, sustained and evidence-informed argument in relation to practice and research findings, and how they might be applied to the field;</p> <p>B5 Produce coherent, well-articulated, organised and presented work that demonstrates an appropriate form/mode of address and is effectively communicated;</p> <p>B6 Consider and evaluate their work and learning in a reflexive manner, and with reference to academic and professional issues, debates and conventions in the field.</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework (B1 – B6).
<p>C: Practical skills 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 learning outcomes:</p>
<p>C1 Be adaptable and creative in delivering work to a given length, format, brief and deadline, and appropriate to a professional media context, whilst demonstrating sound knowledge and understanding of form, technique, audience, professional expectations and funding/commissioning structures;</p> <p>C2 Produce coherent, well-articulated, researched and presented work that demonstrates authorial and creative voice, and which is informed by, and contextualised within, a reflexive understanding of relevant conceptual issues and debates;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (C1 – C6); • seminars (C1 – C6); • workshops (C1 – C6); • coursework (C1 – C6); • directed reading (C4); • group tasks (C1 – C6).
<p>C3 Demonstrate advanced reflexive capability in the techniques, technologies or processes of professional media production, and/or related practice;</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework (C1 – C6).

Programme Specification - Section 2

<p>C4 Understand, and develop, industry practices as they relate to research-led creative initiation, development and realisation of professional media and/or related practice;</p> <p>C5 Demonstrate highly effective time, personnel and resource management by drawing on a range of planning, organisational, project management, collaborative and leadership skills;</p> <p>C6 Critically evaluate and reflect on own and other's work in light of personal development and current, and future, media production and/or related practice.</p>	
<p>D: Transferable skills 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 learning outcomes:</p>
<p>D1 Work professionally, productively and reflexively in groups; at different times, working within and leading teams effectively;</p> <p>D2 Organise and manage self-directed projects, exercising initiative, sound judgement and reflexivity;</p> <p>D3 Demonstrate a critical and reflexive understanding of creative practices and processes through engaging in the production and exhibition of work;</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 – D5); • workshops (D1 – D6); • coursework (D1 – D6); • directed reading (D1 – D6); • group tasks (D1 – D6).
<p>D4 Accept accountability for determining and achieving personal and/or group outcomes and to identify and undertake appropriate learning and professional development;</p> <p>D5 Cogently and critically gather, organise and communicate ideas, information, analysis, arguments, problems and solutions to both specialist and non-specialist audiences;</p> <p>D6 Review, consolidate, synthesise, apply and extend knowledge and understanding in initiating and carrying out practice and/or research projects.</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework (D1 – D6).

LEVEL 5/DipHE INTENDED LEVEL OUTCOMES

<p>A: Knowledge and understanding 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 Demonstrate knowledge and understanding of the well-established contextual and conceptual issues and debates relating to professional media and/or related practice;</p> <p>A2 Acquire and coherently evaluate knowledge in one or more key aspects of media production and/or related practice;</p> <p>A3 Identify and evaluate the formal, aesthetic, editorial, technical and process choices involved in the development and production of professional media and/or related practice;</p> <p>A4 Evaluate the professional skills and organisational requirements needed to work effectively within project-oriented teams.</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); • directed reading (A2 – A4); • group tasks (A1, A2 & A4); • use of the VLE (A1 – A4); • independent research (for assignments) (A1 – A4). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework (A1 – A4).
<p>B: Intellectual skills 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 Closely analyse, evaluate and interpret media and/or related practice - applying sound knowledge and systematic understanding to initiate and carry out research and/or practice projects;</p> <p>B2 Demonstrate understanding, evaluation and application of the conceptual and contextual debates, issues and intellectual paradigms that inform media production and/or related practice;</p> <p>B3 Identify an issue or debate within media production and/or related practice; framing appropriate questions, and deploying a fitting research framework to the enquiry and analysis;</p> <p>B4 Develop a sustained and evidence-informed argument in relation to practice and research findings, and how they might be applied to the field;</p> <p>B5 Produce coherent, organised and well-articulated work that demonstrates an appropriate form/mode of address and is effectively communicated;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (B1 – B6); • seminars (B1 – B6); • directed reading (B1 – B6); • group tasks (B1 – B6); • use of the VLE (B1 – B6); • independent research (for assignments) (B1 – B6). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework (B1 – B6).

Programme Specification - Section 2

<p>B6 Consider and evaluate their work and learning, with reference to academic and/or professional issues, debates and conventions in the field.</p>	
<p>C: Practical skills 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>C1 Deliver work to a given length, format, brief and deadline that is appropriate to professional media production and/or related practice and demonstrates sound knowledge and understanding of form, technique and audience;</p> <p>C2 Produce coherent, well-articulated and presented work which is informed by appropriate research and an understanding of relevant conceptual issues and debates;</p> <p>C3 Demonstrate capability in the techniques, technologies or processes of media production, and/or related practice;</p> <p>C4 Understand established industry practices as they relate to original creative initiation, development and realisation of professional media production and/or related practice;</p> <p>C5 Manage time, personnel and resources effectively by drawing on a range of planning, organisational, project management, collaborative and leadership skills;</p> <p>C6 Evaluate and take responsibility for own work and development in light of current industry practices.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (C1 – C6); • seminars (C1 – C6); • directed reading (C1 – C6); • group tasks (C1 – C6); • use of the VLE (C1 – C6); • independent research (for assignments) (C1 – C6). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework (C1 – C6).
<p>D: Transferable skills 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 Work professionally and productively in groups; at different times, working within and leading teams effectively;</p> <p>D2 Organise and manage self-directed projects, exercising initiative, sound judgement and personal responsibility;</p> <p>D3 Evaluate and understand creative practices and processes through engagement in the production and exhibition of work;</p> <p>D4 Accept accountability for determining and achieving personal and/or group outcomes and to identify appropriate learning and professional development;</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); • directed reading (D1 – D6); • group tasks (D1 – D6); • use of the VLE (D1 – D6); • independent research (for assignments) (D1 – D6). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework (D1 – D6).

Programme Specification - Section 2

D5 Effectively gather, organise and communicate ideas, information, analysis, arguments, problems and solutions to both specialist and non-specialist audiences;	
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D6 Review, consolidate, synthesise and apply knowledge and understanding in initiating and carrying out aspects of practice and/or research projects.	
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LEVEL 4/Cert HE INTENDED LEVEL OUTCOMES

<p>A: Knowledge and understanding 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 Demonstrate knowledge of the well-established contextual and conceptual issues and debates relating to media production;</p> <p>A2 Acquire and evaluate knowledge in a key aspect of media production;</p> <p>A3 Identify and evaluate the formal, aesthetic, editorial, technical and process choices involved in the development and realisation of media;</p> <p>A4 Evaluate the group-work skills and organisational requirements needed within effective project-oriented teams.</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); • directed reading (A1 – A3); • group tasks (A1 – A4); • use of the VLE (A1 – A4); • independent research (for assignments) (A1 – A4). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework (A1 – A4).
<p>B: Intellectual skills 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 Closely analyse, evaluate and interpret media production practice;</p> <p>B2 Demonstrate knowledge, evaluation and application of the conceptual and contextual debates and issues that inform media production practice;</p> <p>B3 Identify an issue or debate within media production practice; framing appropriate questions, enquiry and judgement;</p> <p>B4 Develop a sustained, sound and evidence-informed argument in relation to practice and research findings;</p> <p>B5 Produce coherent, organised and well-articulated work that demonstrates an appropriate form/mode of address and is effectively communicated.</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 – B5); • directed reading (B1 – B5); • group tasks (B1 & B3); • use of the VLE (B1 – B5); • independent research (for assignments) (B1 – B5). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework essays (B1 – B5).

Programme Specification - Section 2

<p>C: Practical skills 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>C1 Deliver work to a given length, format, brief and deadline that demonstrates knowledge of media form, technique and audience;</p> <p>C2 Produce coherent, well-articulated and presented work which is informed by appropriate research;</p> <p>C3 Demonstrate basic capability in the techniques, technologies and/or processes of media production;</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (C1 – C6); • seminars (C1 – C6); • directed reading (C1 – C6); • group tasks (C1 – C6); • use of the VLE (C1 – C6).
<p>C4 Demonstrate knowledge of established industry practices as they relate to the creative initiation, development and realisation of media;</p> <p>C5 Manage time, personnel and resources effectively by drawing on a range of planning, organisational, project management, collaborative and leadership skills;</p> <p>C6 Evaluate own and other's work in light of current media production practice.</p>	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework (C1 – C6).
<p>D: Transferable skills 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 Work productively in groups; at different times, working within and leading teams effectively;</p> <p>D2 Organise and manage self-directed projects, exercising initiative, judgement and personal responsibility;</p> <p>D3 Demonstrate knowledge of creative practices and processes through engaging in the production of work;</p> <p>D4 Accept accountability for determining and achieving personal and/or group outcomes;</p> <p>D5 Effectively gather, organise and communicate ideas, information, analysis, arguments, problems and solutions.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • lectures (D1 – D5); • seminars (D1 – D5); • directed reading (D1 – D5); • group tasks (D1 – D5); • use of the VLE (D1 – D5); • independent research (for assignments) (D1 – D5).
	<p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • coursework (D1 - D5).

ADMISSION REGULATIONS

The regulations for this programme are the University's Standard Undergraduate Admission Regulations (see <https://intranetsp.bournemouth.ac.uk/pandptest/3a-undergraduate-admissions-regulations.doc>) with the following exceptions: 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 direct equivalent.

PROGRESSION ROUTES

Articulation

Students who have successfully completed the *Foundation Certificate 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) Media Production 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 are the University's Standard Undergraduate Assessment Regulations:

<https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-undergraduate.pdf>

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

Students are required to undertake a suitable work placement of either one year (minimum of 30-weeks), or a four week short placement (minimum of 20 days). Those students who successfully complete a one-year placement will be eligible for the award of full-time sandwich degree. The placement element is an integral part of the Level 6 unit Career Pathways, and is therefore effectively a condition of the degree.

Placement/s must be in a media production field in which a student could ultimately be employed upon graduation. It must therefore be professionally engaged in media production, either within a conventional production or post-production environment, or a related field where professional media work is undertaken (eg. PR, marketing, publishing, web-design, etc.).

Programme Skills Matrix

Units		Programme Intended Learning Outcomes																							
		A 1	A 2	A 3	A 4	A 5	A 6	B 1	B 2	B 3	B 4	B 5	B 6	C 1	C 2	C 3	C 4	C 5	C 6	D 1	D 2	D 3	D 4	D 5	D 6
L E V E L 6	Specialist Craft Skills			X			X							X	X	X	X	X	X		X	X	X		X
	Industry Research Project	X	X	X	X	X	X	X	X	X	X	X	X									X		X	
	Ideas Development & Research	X	X	X				X				X	X	X	X	X	X	X	X		X		X	X	X
	The Graduate Production Project	X	X	X			X	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Career Pathways		X		X	X	X		X	X		X											X		X
L E V E L 5	Fiction: Form & Content			X			X					X		X	X	X	X	X	X	X	X	X	X	X	X
	Factual: Form & Content			X			X					X		X	X	X	X	X	X	X	X	X	X	X	X
	Media Perspectives	X	X					X	X		X	X													
	Work in Media Industries	X	X	X	X	X	X	X	X	X	X	X	X												
	Stories and Spaces		X				X							X	X	X	X	X	X	X	X	X	X	X	X
	Client and Audience				X	X		X				X		X	X	X	X	X	X	X	X	X	X	X	X
L E V E L 4	Media Scholarship	X	X					X	X	X	X	X												X	
	Digital Media Design			X				X	X			X		X	X	X	X	X	X		X	X			X
	Digital Film			X				X	X			X		X	X	X	X	X	X	X	X	X	X	X	X
	Scriptwriting			X				X				X		X	X	X	X	X	X		X	X			
	Audio Production			X				X				X		X	X	X	X	X	X		X	X			
	Understanding Media	X						X	X	X	X	X										X			X

A – Subject Knowledge and Understanding

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

1. Demonstrate a comprehensive, critical and reflexive understanding of the contextual and conceptual issues and debates relating to media production and/or related practice.
2. Demonstrate the acquisition and critical evaluation of coherent and detailed knowledge and systematic understanding in one or more designated key aspects of media production and/or related practice - at least some of which is at the forefront of the field
3. Identify and critically evaluate the formal, aesthetic, editorial, technical and process choices, challenges and opportunities involved in the development and production of professional media production and/or related practice.

C – Subject-specific/Practical Skills

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

1. Be adaptable and creative in delivering work to a given length, format, brief and deadline, and appropriate to a professional media context, whilst demonstrating sound knowledge and understanding of form, technique, audience, professional expectations and funding/commissioning structures.
2. Produce coherent, well-articulated, researched and presented work that demonstrates authorial and creative voice, and which is informed by, and contextualised within, a reflexive understanding of relevant conceptual issues and debates.
3. Demonstrate advanced reflexive capability in the techniques, technologies or processes of professional media production, and/or related practice.

<ol style="list-style-type: none"> 4. Demonstrate systematic and critical understanding of the commissioning and funding structures of media organisations and/or related sectors - and how they connect to concepts of audience, creativity and authorship. 5. Analyse and critically evaluate how media organisations and/or related practice organisations operate, communicate and are managed. 6. Critically and reflexively address the professional profile, skills and organisational requirements needed to work effectively within project-oriented teams. 	<ol style="list-style-type: none"> 4. Understand, and develop, industry practices as they relate to research-led creative initiation, development and realisation of professional media and/or related practice. 5. Demonstrate highly effective time, personnel and resource management by drawing on a range of planning, organisational, project management, collaborative and leadership skills. 6. Critically evaluate and reflect on own and other's work in light of personal development and current, and future, media production and/or related practice.
<p>B – Intellectual Skills By successfully completing this programme, students will be able to:</p> <ol style="list-style-type: none"> 1. Critically, closely and reflexively analyse, evaluate and interpret media and/or related practice - applying sound knowledge and systematic understanding to initiate and carry out research and/or practice projects. 2. Demonstrate systematic and critical understanding, evaluation and application of the conceptual and contextual debates, issues and intellectual paradigms that inform media practice and/or related practice - some of which may be uncertain, ambiguous and at the forefront of the field. 3. Identify, examine and demonstrate a systematic and critical understanding of an issue or debate within media and/or related practice; framing appropriate questions, and critically and systematically deploying a fitting research framework to the enquiry and analysis. 4. Develop a cogent, sustained and evidence-informed argument in relation to practice and research findings, and how they might be applied to the field. 5. Produce coherent, well-articulated, organised and presented work that demonstrates an appropriate form/mode of address and is effectively communicated. 6. Consider and evaluate their work and learning in a reflexive manner, and with reference to academic and professional issues, debates and conventions in the field. 	<p>D – Transferable Skills By successfully completing this programme, students will be able to:</p> <ol style="list-style-type: none"> 1. Work professionally, productively and reflexively in groups; at different times, working within and leading teams effectively. 2. Organise and manage self-directed projects, exercising initiative, sound judgement and reflexivity. 3. Demonstrate a critical and reflexive understanding of creative practices and processes through engaging in the production and exhibition of work. 4. Accept accountability for determining and achieving personal and/or group outcomes and to identify and undertake appropriate learning and professional development. 5. Cogently and critically gather, organise and communicate ideas, information, analysis, arguments, problems and solutions to both specialist and non-specialist audiences. 6. Review, consolidate, synthesise, apply and extend knowledge and understanding in initiating and carrying out practice and/or research project.