

**KEY PROGRAMME INFORMATION**

<b>Originating institution(s)</b> Bournemouth University	<b>Faculty responsible for the programme</b> Faculty of Media and Communication
<b>Final award(s), title(s) and credits</b> MA Producing Film and Television (180 credits)	
<b>Intermediate award(s), title(s) and credits</b> PGCert. Producing Film and Television (Requires 60 credits) PGDip. Producing Film and Television (Requires 120 credits)	
<b>UCAS Programme Code(s) (where applicable and if known)</b>	<b>HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load.</b> 111443
<b>External reference points</b> The UK Quality Code for Higher Education in particular: <ul style="list-style-type: none"> <li>• Part A – Setting and maintaining academic standards (Comprising) <ul style="list-style-type: none"> <li>• Chapter A1: UK and European reference points for academic standards</li> <li>• Chapter A2: Degree-awarding bodies' reference points for academic standards</li> <li>• Chapter A3: Securing academic standards and an outcomes-based approach to academic awards</li> </ul> </li> <li>• Part B – Assuring and Enhancing Academic Quality</li> </ul>	
<b>Professional, Statutory and Regulatory Body (PSRB) links</b> The International Moving Image Society (IMIS): <a href="http://www.societyinmotion.com">www.societyinmotion.com</a> The International Association of Film and Television Schools (CILECT): <a href="http://www.cilect.org">www.cilect.org</a>	
<b>Places of delivery</b> Bournemouth University, Talbot Campus	
<b>Mode(s) of delivery</b> Full time	<b>Language of delivery</b> English
<b>Typical duration</b> 12 months full-time	
<b>Date of first intake</b> September 2022	<b>Expected start dates</b> September
<b>Maximum student numbers</b> n/a	<b>Placements</b> n/a
<b>Partner(s)</b> n/a	<b>Partnership model</b> n/a
<b>Date of this Programme Specification</b> June 2024	
<b>Version number</b> v1.2-0925	
<b>Approval, review or modification reference numbers</b> E212212 EC 2122 60, approved 11/7/22 EC 2122 70, approved 26/07/22 FMC 2324 17, approved 21/02/2024, previously v1.0 -0924 FMC 2324 27, approved 09/05/2024, previous version 1.1 -0924	
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**PROGRAMME STRUCTURE**

**Programme Award and Title: MA Producing Film and Television**

**Stage 1 / Level 7**

Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus bal- anced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Storytelling	Core	20		100%		20	1.0	100058
Approaches to Industry	Core	20		100%		20	1.0	100443
The Producer's Development Process	Core	40		100%		55	1.0	100443
'Making it happen': Selling Creative Ideas	Core	40		100%		55	1.0	100443
Media Production Masters Project	Core	60		100%		10	1.0	100443

**Exit qualification:**  
MA Producing Film and Television


**Exit qualification:**

### 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 MA Producing Film and Television programme aims to cultivate enthusiastic graduates able to conceptualise, develop, execute and critically assess innovative projects with a deep understanding of creative media cultures from a producer's perspective. The programme emphasises the producer's role in developing well-researched and creative projects that are, importantly, achievable within an ever-changing industry context. From this perspective, specific focus is placed on enhancing conceptual thinking through a practical, hands-on learning experience.

Across the programme, students will develop their abilities to communicate their practical intentions effectively via a diverse range of methods, including for example collaborative workshops, pitching sessions and the production of unit-relevant artifacts. Students will integrate critical analysis skills with creative development practice in order to professionally manage projects at a standard that demonstrates thought-provoking originality, intellectual rigor and industry awareness.

### ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

This programme is informed by and aligned with the BU 2025 strategic plan and fusion ethos to inspire learning, advance knowledge and enrich society through the fusion of education, research and practice. The BU 2025 values of excellence, inclusivity, creativity and responsibility are woven throughout the programme.

### 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 and *practice*).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Dissertations and Level 6 and 7 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 7 INTENDED PROGRAMME OUTCOMES

<p><b>A: Subject knowledge and understanding</b></p> <p>This programme/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 programme/level learning outcomes:</p>
<p><b>A1</b> Critical and practical processes within an ever-changing industry context and their relationship to the professional role of the film and/or television producer;</p> <p><b>A2</b> Historical and contemporary developments guiding practical decision-making during the development of screen-based creative projects;</p> <p><b>A3</b> Legal, financial, ethical principles guiding the development and implementation of creative industry projects;</p> <p><b>A4</b> Production strategies needed for the effective conceptualisation and communication of creative projects within specific historical, cultural and economic contexts.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Seminars (A1 – A4);</li> <li>• Workshops (A1 – A4);</li> <li>• Supervision (A1 – A4);</li> <li>• Independent research, including direct reading (A1 – A4);</li> <li>• Use of the VLE.</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Course work, including the production of artefacts and the delivery of oral presentations (A1 – A4).</li> </ul>
<p><b>B: Intellectual skills</b></p> <p>This programme/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 programme/level outcomes:</p>
<p><b>B1</b> Evaluate the viability of creative ideas through critical analysis and practical enquiry;</p> <p><b>B2</b> Cultivate analytical skills required for the successful evaluation and implementation of creative projects both in terms of their creative originality and financial sustainability;</p> <p><b>B3</b> Foster a sensitivity to develop media projects that recognise the importance of production ethics, diversity, inclusivity and sustainability within screen-based industries;</p> <p><b>B4</b> Independently conceptualise creative ideas that engage with narrative codes and conventions as well as contemporary industry practices in original and thought-provoking ways.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Seminars (B1 – B4);</li> <li>• Workshops (B1 – B4);</li> <li>• Supervision (B1 – B4);</li> <li>• Independent research, including direct reading (B1 – B4);</li> <li>• Use of the VLE (B1 – B4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Course work, including the production of artefacts and the delivery of oral presentations (B1 – B4).</li> </ul>

## Programme Specification - Section 2

<p><b>C: Practical skills</b></p> <p>This programme/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 programme/level learning outcomes:</p>
<p><b>C1</b> Develop well-rounded creative artefacts that demonstrate a thorough engagement with industry relevant practical approaches;</p> <p><b>C2</b> Deliver (from the perspective of the producer) autonomous work that demonstrates a critical engagement with and practical understanding of screen-based industries in an articulate as well as visual manner;</p> <p><b>C3</b> Conceptualise, plan, organise and execute complex practical and research-driven activities based on contemporary production methodologies;</p> <p><b>C4</b> Apply persuasive arguments through effective communication reflecting an understanding of audience and industry expectations.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Seminars (C1 – C4);</li> <li>• Workshops (C1 – C4);</li> <li>• Supervision (C1 – C4);</li> <li>• Independent research, including direct reading (C1 – C4);</li> <li>• Use of the VLE (C1 – C4).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Course work, including the production of artefacts and the delivery of oral presentations (C1 – C4).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This programme/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 programme/level learning outcomes:</p>
<p><b>D1</b> Draw on industry standards, financing practices and close analysis methodologies to evaluate creative content.</p> <p><b>D2</b> Individually and/or collaboratively work towards the realisation of creative ideas through a process of reasoned decision-making and objective setting.</p> <p><b>D3</b> Enhance sensitivity to and awareness of ethical, cultural and historical contexts.</p> <p><b>D4</b> Communicate complex ideas using a variety of different industry-relevant practical methods (e.g., the creation of visual artifacts, proposals, presentations and critical reflection pieces).</p> <p><b>D5</b> Research, develop and confidently deliver well-structured presentations in a variety of different situations.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Seminars (D1 – D5);</li> <li>• Workshops (D1 – D5);</li> <li>• Supervision (D1 – D5);</li> <li>• Independent research, including direct reading (D1 – D5);</li> <li>• Use of the VLE (D1 – D5).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Course work, including the production of artefacts and the delivery of oral presentations (D1 – D5).</li> </ul>

**LEVEL 7/PG Dip INTENDED OUTCOMES**

<p><b>A: Knowledge and understanding</b> This stage 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 stage learning outcomes:</p>
<p><b>A1</b> Critical and practical processes within an ever-changing industry context and their relationship to the professional role of the film and/or television producer;</p> <p><b>A2</b> Historical and contemporary developments guiding practical decision-making during the development of screen-based creative projects;</p> <p><b>A3</b> Legal, financial, ethical principles guiding the development and implementation of creative industry projects.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Seminars (A1 – A3);</li> <li>• Workshops (A1 – A3);</li> <li>• Supervision (A1 – A3);</li> <li>• Independent research, including direct reading (A1 – A3);</li> <li>Use of the VLE (A1 – A3).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Course work, including the production of artefacts (A1 – A3).</li> </ul>
<p><b>B: Intellectual skills</b> This stage 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 stage learning outcomes:</p>
<p><b>B1</b> Evaluate the viability of creative ideas through critical analysis and practical enquiry;</p> <p><b>B2</b> Cultivate analytical skills required for the successful evaluation and implementation of creative projects both in terms of their creative originality and financial sustainability;</p> <p><b>B3</b> Foster a sensitivity to develop media projects that recognise the importance of production ethics, diversity, inclusivity and sustainability within screen-based industries.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Seminars (B1 – B3);</li> <li>• Workshops (B1 – B3);</li> <li>• Supervision (B1 – B3);</li> <li>• Independent research, including direct reading (B1 – B3);</li> <li>• Use of the VLE (B1 – B3).</li> </ul> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Course work, including the production of artefacts (B1 – B3).</li> </ul>
<p><b>C: Practical skills</b> This programme/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>

## Programme Specification - Section 2

<p><b>C1</b> Develop well-rounded creative artefacts that demonstrate a thorough engagement with industry relevant practical approaches;</p> <p><b>C2</b> Deliver (from the perspective of the producer) autonomous work that demonstrates a critical engagement with and practical understanding of screen-based industries in an articulate as well as visual manner;</p> <p><b>C3</b> Conceptualise, plan, organise and execute complex practical and research-driven activities based on contemporary production methodologies.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Seminars (C1 – C3);</li> <li>• Workshops (C1 – C3);</li> <li>• Supervision (C1 – C3);</li> <li>• Independent research, including direct reading (C1 – C3);</li> <li>• Use of the VLE (C1 – C3).</li> </ul> <hr/> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Course work, including the production of artefacts (C1 – C3).</li> </ul>
<p><b>D: Transferable skills</b></p> <p>This stage 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 stage learning outcomes:</p>
<p><b>D1</b> Draw on industry standards, financing practices and close analysis methodologies to evaluate creative content.</p> <p><b>D2</b> Individually and/or collaboratively work towards the realisation of creative ideas through a process of reasoned decision-making and objective setting.</p> <p><b>D3</b> Enhance sensitivity to and awareness of ethical, cultural and historical contexts.</p> <p><b>D4</b> Communicate complex ideas using a variety of different industry-relevant practical methods (e.g., the creation of visual artifacts, proposals, presentations and critical reflection pieces).</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Seminars (D1 – D4);</li> <li>• Workshops (D1 – D4);</li> <li>• Supervision (D1 – D4);</li> <li>• Independent research, including direct reading (D1 – D4);</li> <li>• Use of the VLE (D1 – D4).</li> </ul> <hr/> <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> <li>• Course work, including the production of artefacts (D1 – D4).</li> </ul>

## Programme Skills Matrix

Units		Programme Intended Learning Outcomes																
		A 1	A 2	A 3	A 4	B 1	B 2	B 3	B 4	C 1	C 2	C 3	C 4	D 1	D 2	D 3	D 4	D 5
L E V E L  7	Storytelling		x					x	x	x		x	x	x	x	x	x	
	Approaches to Industry	x	x	x	x		x	x	x			x			x	x		
	The Producer's Development Process	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	'Making it happen': Selling Creative Ideas	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Media Production Masters Project	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x



## ADMISSION REGULATIONS

Please refer to the course website for further information regarding admission regulations for this programme: [MA Producing Film and Television | Bournemouth University](#)

The University's standard Admission Regulations are available here <https://intranetsp.bournemouth.ac.uk/pandptest/3a-postgraduate-admissions-regulations.pdf>

## PROGRESSION ROUTES

Recognition arrangements provide formally approved entry routes through which students are eligible to apply for a place on a programme leading to a BU award. Recognition does not guarantee entry onto the BU receiving programme only eligibility to apply. In some cases, additional entry criteria such as a Merit classification from the feeder programme may also apply. Please see the Recognition Register ([https://intranetsp.bournemouth.ac.uk/pandptest/7J\\_Recognition\\_Register\\_Public.xlsx](https://intranetsp.bournemouth.ac.uk/pandptest/7J_Recognition_Register_Public.xlsx)) for a full list of approved Recognition arrangements and agreed entry criteria.

In order to take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved recognition route(s) 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 assessment regulations for this programme are the University's Standard Postgraduate Assessment Regulations.

Regulations for PG taught programmes are here: <https://intranetsp.bournemouth.ac.uk/pandptest/6a-standard-assessment-regulations-postgraduate.pdf>

## WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

n/a