

Faculty: Science, Technology and Creative Arts

Title of Programme: Interactive Media and Screen Cultures

BA (Hons) Interactive Media Design
BSc (Hons) Interactive Media Software
BA (Hons) Screen Cultures and Media Practices
BA (Hons) Screen Cultures


Programme Code: TCIM

Programme Specification

Start Date: September 2010

Date of Approval: 10 June 2010

Associate Dean (Academic Quality): Petros Khoudian

Signature 

Programme Specification

Interactive Media and Screen Cultures

BA (Hons) Interactive Media Design
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BA (Hons) Screen Cultures

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

Section 1

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	University of Hertfordshire
University/partner campuses	College Lane, Hatfield
Programme accredited by	N/A
Final Award	BA Honours and BSc Honours
All Final Award titles	1. Interactive Media Design. 2. Interactive Media Software. 3. Screen Cultures. 4. Screen Cultures and Media Practices.
FHEQ level of award	Honours (level 6)
UCAS code(s)	1. W285 2. W286 3. P392 4. P390

A. Programme Rationale

This programme establishes a pattern of study, learning and qualifications in which hybrid, combinations of skills, and cross-disciplinary awareness, are developed and promoted in ways which are both outward and forward looking. The programme presents a cohesive set of awards across sectors of the media industries with an emphasis on interactive and emergent media areas, on critical thinking, and on understanding the cultural resonances, and opportunities for wealth creation, of the digital shift.

In all of its awards the programme sets out to develop such a combination of creative and logical thinking in the context of skills, knowledge and understandings of several kinds. Graduate students will have, and be able to deploy, knowledge, understanding and skills to invent, create, and evaluate media artefacts, to manage processes of enquiry, and to communicate ideas, information and feelings. They will have knowledge, understanding and skills in a combination of practical processes in digital media and associated technologies, media theories, concepts and ideas, and the emergence of the modern digital, networked, screen-based world, as well as that core set of communication, teamworking, and information handling skills that defines the modern graduate.

The four award routes through the programme are clearly differentiated and bring pedagogic and learning benefits of cross-award work in teamwork and other activities. It includes BSc type elements of software led technology knowledge and skills, it include practice based BA knowledge and skills in design for audience and project realisation, and it includes BA cultural studies skills and knowledge in theory and context based areas which enable the analysis of cultural phenomena and the identification

of new media opportunities. These three areas are seen as key knowledge and skills sets required of people working now, and in the future, in the media sectors of a knowledge economy.

The Screen Cultures awards look towards combinations of practical, intellectual and conceptual skills in a broad range analytic approaches to the artefacts and conditions of contemporary cultures and in digital media areas. The **Screen Cultures and Media Practices** award enables a mixture of practical skills and cultural studies approaches. It supports the aspirations of people who wish to maintain a balance across these often separated areas. The **Screen Cultures** award supports the ambitions of those who wish to concentrate on the cultural studies elements while developing a set of practical skills in the new literacies of visual communication, web page creation, video making and sound recording.

The Interactive Media awards complement one another, each having a different emphasis within the broader field. **Interactive Media Design** tends concentrate on communication, on the affective domain, and the experience of the human subject as a cultural being. **Interactive Media Software**, on the other hand, as befits a BSc award, has a tendency towards software-led technologies and programming, looking towards on effective functioning at a technical level.

The four awards share a number of common modules, and maintain their own distinct identities. Where appropriate there is a high-level of commonality (for example between BA (Hons) Interactive Media and BSc (Hons) Interactive Media Software), elsewhere the differentiation is greater because the nature and scope of study emphasises either technical or cultural studies learning (for example the distinctiveness of BA (Hons) Screen Cultures and BSc (Hons) Interactive Media Software). The four awards can be thought as belonging to two clusters – one with a primary concern for the creation of interactive media artefacts, one based in a cultural studies approach to the modern world. These two clusters run parallel, touching in places, sharing concerns and visions elsewhere, working together when appropriate, while maintaining distinctiveness at award level.

Interactive Media runs through the contemporary world, it provides the content of the World Wide Web and of the many home entertainment systems, it provides the interactive navigation of multi-channel television, and is being deployed across emergent mobile devices to present content rich experiences of many kinds. Interactive Media is a vector of communication for commercial and business ventures, and an increasingly important site of cultural activities and artistic endeavours which explore new media forms.

The award of **BA Honours Interactive Media Design** is for students whose primary interest is with the creation of strong visual and interactive design, the effective communication of ideas and feelings through interactive media, and the approaches, methodologies and ways of thinking that go with that.

The award of **BSc Honours Interactive Media Software** is for students whose interest in interactive media has a technological bias, whose concern is with the effective delivery of content, with well designed systems, with elements of programming and the methodologies and patterns of thinking that characterise it.

Screen Cultures is about the change from a 'print culture' of fixed texts to a 'screen culture' of ephemeral, networked, interactive, fluid texts embedded in ubiquitous devices, and it looks to the near future as much as to the past in order to understand and discuss contemporary cultural phenomena.

The award of **BA Screen Cultures** itself is predominantly theory and context led, with a sound grounding in the use of contemporary media processes that constitutes a modern literacy in creating and manipulating digital images, creating web pages, editing video and sound, so that ideas and information can be effectively communicated in a variety of media formats and to range of audiences.

The award of **BA Screen Cultures and Media Practices**, includes working with digital media processes to a greater depth. This award is intended for those students who wish to engage with a mixture of practical and theoretical studies. These students will become well informed practitioners and hybrid thinker/makers, able to work with media processes and capable of clear theorising and contextual commentaries, discussions and the development of new ideas, forms and practices.

The programme recruits students from a wide range of backgrounds and precursor experiences. In part this is because both Interactive Media and Screen Cultures are emergent areas for which there are not simple precursor experiences.

The programme welcomes the broadening perspectives brought by International students, and seeks to ground its work within a set of references to global media developments and the contradictorily shared and differentiated cultures of a networked world. By their very nature Interactive Media and Screen Cultures are bound in with the contemporary world, they are global in their scope and ambit because they are concerned with key components of the modern.

B. Educational Aims of the Programme

The programme has been devised in accordance with the University's general educational aims of programmes of study as set out in UPR TL01.

Additionally this programme overall aims to:

- Provide students with a knowledge and understanding of the key roles played by communicative, cultural and media activities in shaping everyday social and psychological life through the construction of public culture, in international and global perspectives, and in the creation of new expressive forms, and by generating symbolic resources through which people individually and collectively imagine the past, define the present, and develop projects for the future.
- Enable students to develop a range of enquiry, communication and media production skills that enable them to gather, evaluate and use information from diverse sources, to communicate ideas, information and feelings with due regard for technical, aesthetic and affective domains and cultural difference, and to manage the methods and methods of media production.
- Prepare students for a range of career opportunities and the responsibilities of professional practice in media activities or related fields through the development of an informed critical awareness of cultural, technical, creative, economic, legal and ethical, national and international contexts or areas in which their future career aspirations may be realised.

and for the award of Interactive Media Design

- Develop an informed critical awareness of, and ability to appropriately employ processes of designing Interactive Media artefacts that delight, inform and entertain and are fit for their purpose.
- Develop an understanding of audiences and of communication in visual, sonic and interactive domains.

and for the award of Interactive Media Software

- Develop an informed critical awareness of, and ability to appropriately employ processes for the development and design of software and systems that are fit for purpose in terms of technologies and their operations.
- Develop an understanding of the needs of audiences and how to design for them

and for the award of Screen Cultures and Media Practices

- Develop an informed critical awareness of, and the ability to use effectively a range of contemporary digital media activities and practices.
- Develop an understanding of how cultural phenomena may be analysed and discussed.

and for the award of Screen Cultures

- Develop an informed critical understanding of how cultural phenomena and the emergence of the modern world can be analysed and discussed.
- Develop an awareness of and ability to use a range of media processes.

C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas.

In defining the Aims and Learning Outcomes much use has been made of the QAA benchmark statements for *Communication, media, film and cultural studies*, and those for *Art and Design* and for *Computing* have been considered and incorporated where appropriate. Many of the Aims and Learning Outcomes of this programme sit across and between the three benchmark statements. This is appropriate for an area of hybrid practices and emergent technology and creative-expression led practices. To keep things clear, where there has been overlap between the benchmarks, the ones for *Communication, media, film and cultural studies* have taken precedence and have been used.

There has been reference to The Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008), and this inform ideas about the typical attainment of students. The 2003 SEEC Credit Level Descriptors for Further and Higher Education have been useful, especially in the discussion and definition of Levelness.

Knowledge and Understanding of:	Teaching/learning methods & strategies	Assessment
<p>A1 - Processes of digital media design and realisation which include enquiry, planning, realisation and evaluation of outcomes, and the techniques, processes and technologies used to create media artefacts and document the processes involved;</p> <p>A2- the history of communication and media technologies and a recognition of the different ways in which the history of and current developments in media and communication in a globalising culture can be understood in relation to technological change;</p> <p>A3- the roles of communication systems, modes of representations and systems of meaning in the ordering of societies and of particular media forms and genres and the way in which they organise understandings, meanings and affects;</p> <p>A4- the ways in which people engage with cultural texts and practices and make meaning from them, of the aesthetic and formal qualities at play and their relation to meanings, in particular cultural forms and an understanding of the narrative processes, generic forms and modes of representation at work in media and cultural texts;</p> <p>and for the award of Interactive Media Software</p> <p>A5 – processes for the development of interactive media fit for a given purpose in terms of software programming and underlying systems and technologies;</p> <p>and for the award of Interactive</p>	<p>Acquisition of knowledge and understanding (A1 – A8) is through a combination of lectures, demonstrations of software and other processes, workshop activities, seminar and symposium discussions, individual and group tutorials, peer and buddy learning activities, presentations and critiques, the carrying out and completion of study tasks and assignments of varying kinds that require enquiry, communication and the realisation of media artefacts of one kind or another.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p> <p>The nature of assignment for formative and summative learning emphasises the integration of processes of enquiry, communication, critical thinking and practical skills.</p>	<p>Knowledge and understanding (A1 – A8) are assessed through the content, expression, and form of work presented on completion of study tasks and assignments in a variety of forms.</p> <p>These include:</p> <p>interactive media where display elements of text, image, colour, sound and multi-modal composition work with the effects of user actions to create meaning.</p> <p>written texts in a range of formats, expressed in a range of registers and intended for different audiences;</p> <p>spoken word recordings and performances where the voice is scripted and edited, or extemporised, addressing a variety of audiences and media formats;</p> <p>static and moving image based artefacts where composition and editing produce meaningful juxtapositions in spatial or temporal domains;</p> <p>sound based artefacts where sequence and phenomena from mixing create meaningful</p>

Media Design

A6 – processes for the creative invention of content and form of artefacts fit for a given purpose, the design decision process, the handling of digital media processes;

and for the award of Screen Cultures and Media Practices

A7 – a range of media practices and processes, and their creative uses in the context of the contemporary world;

and for the award of Screen Cultures

A8- the interconnectedness of texts and contexts and of the shifting configurations of communicative, cultural and aesthetic practices and systems within national and international perspectives.

juxtapositions in sonic and temporal domains.

Intellectual skills - able to:

B1 - formulate and define media artefacts using design decision making methodologies including the ability to invent, propose and select from alternatives, consider audiences and evaluate artefacts in terms of their fitness for a stated purpose, consideration of aesthetic and formal elements, and processes of testing and evaluation;

B2- understand forms of communication, media and culture as they have emerged historically and appreciate the processes through which they have come into being with appropriate reference to the diversity of contemporary cultures and an understanding of how different groups variously make use of and engage with forms of communication, media and culture;

B3- develop substantive and detailed knowledge and understanding in one or more designated areas of the field and to evaluate and draw upon a range of sources and the conceptual frameworks appropriate to research in the chosen area;

B4 - consider and evaluate their own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions; explore matters which may be new and emerging, drawing upon a variety of personal skills and upon a variety of academic and non-academic sources; draw upon and bring together ideas from different sources of knowledge and from different academic disciplines;

and for the award of Interactive Media Software

Teaching/learning methods & strategies

Intellectual skills (B1 – B8) are developed through a combination of lectures, demonstrations of software and other processes, workshop activities, seminar and symposium discussions, individual and group tutorials, peer and buddy learning activities, presentations and critiques, the carrying out and completion of study tasks and assignments of varying kinds that require enquiry, communication and the realisation of media artefacts of one kind or another.

Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learned and to broaden their individual knowledge and understanding of the subject.

The nature of assignments for formative and summative learning emphasises the integration of processes of enquiry, communication, critical thinking and practical skills.

Assessment

Intellectual skills (B1 – B8) are assessed through the content, expression, and form of work presented on completion of study tasks and assignments in a variety of forms.

These include:

- interactive media where display elements of text, image, colour, sound and multi-modal composition work with the effects of user actions to create meaning;
- written texts in a range of formats, expressed in a range of registers and intended for different audiences;
- spoken word recordings and performances where the voice is scripted and edited, or extemporised, addressing a variety of audiences and media formats;
- static and moving image based artefacts where composition and editing produce meaningful juxtapositions in spatial or temporal domains;
- sound based artefacts where sequence and phenomena from mixing create meaningful juxtapositions in sonic and temporal domains.

B5 - initiate, develop, realise and evaluate designs for interactive media artefacts that are fit for purpose in terms of underlying technologies and systems and their audiences;

and for the award of Interactive Media Design

B6 - initiate, develop, realise and evaluate designs for interactive media artefacts that are fit for purpose in terms of audiences, contexts and underlying technologies;

and for the award of Screen Cultures and Media Practices

B7 - invent, develop and realise media artefacts of several kinds, manage a mixture of academic and practical study;

and for the award of Screen Cultures

B8 - engage critically with major thinkers, debates and intellectual paradigms within the field and put them to productive use to analyse closely, interpret and show the exercise of critical judgement in the understanding and as appropriate, evaluation of media artefacts.

Practical skills - able to:

C1 - use a range of digital media software applications, associated hardware and storage devices, and design methodologies to realise project artefacts of an appropriate quality including the documentation of design decisions and processes;
 C2 - demonstrate their creative and technical skills by generating media artefacts using appropriate tools and techniques in response to a given brief or one of their own devising, and which shows competence in operational aspects of media production technologies, systems, techniques and professional practices;
 C3- put to use a range of IT skills such as data analysis, word-processing, search engines and other systems to gather, evaluate and use information of many kinds;
 C4- initiate, develop and realise distinctive expressive and creative work within various forms of digital and/or electronic media, and experiment, as appropriate, with forms, conventions, languages, techniques and practices;
 C5- be adaptable, creative and self-reflexive in producing output for a variety of audiences and in a variety of media forms;
 C6- produce work which demonstrates

Teaching/learning methods & strategies

Practical skills (C1 – C7) are developed through a combination of lectures, demonstrations of software and other processes, workshop activities, seminar and symposium discussions, individual and group tutorials, peer and buddy learning activities, presentations and critiques, the carrying out and completion of study tasks and assignments of varying kinds that require enquiry, communication and the realisation of media artefacts of one kind or another.

Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.

The nature of assignment for formative and summative learning emphasises the integration of processes of enquiry, communication, critical thinking and practical

Assessment

Practical skills (C1 – C7) are assessed through work presented on completion of study tasks and assignments in a variety of forms.

These include:

- interactive media where display elements of text, image, colour, sound and multi-modal composition work with the effects of user actions to create meaning;
- written texts in a range of formats, expressed in a range of registers and intended for different audiences;
- spoken word recordings and performances where the voice is scripted and edited, or extemporised, addressing a variety of audiences and media formats;
- static and moving image based artefacts where composition and editing produce meaningful juxtapositions in spatial

<p>an understanding of media forms and structures, audiences and specific communication registers, cultural similarities and differences and which utilises effectively relevant technical concepts and theories; C7 - use quantitative and qualitative approaches to gather material, and use appropriate methodologies to reach sound conclusions.</p>	<p>skills.</p> <p>Students are expected to transfer and apply the skills and knowledge of practical processes acquired in one place, to other situations, tasks and processes.</p>	<p>or temporal domains;</p> <ul style="list-style-type: none"> • sound based artefacts where sequence and phenomena from mixing create meaningful juxtapositions in sonic and temporal domains.
<p>Transferable skills - able to:</p>	<p>Teaching/learning methods & strategies</p>	<p>Assessment</p>
<p>D1- work in flexible, creative and independent ways, showing self-discipline, self-direction and reflexivity; D2- gather, organise and deploy ideas and information in order to formulate arguments cogently and express them effectively in written, oral or in other forms, to record experiences and solve problems; D3- retrieve and generate information, and evaluate sources, in carrying out independent research; D4- communicate effectively in interpersonal settings, in writing and in a variety of media, and work productively in a group or team, showing abilities at different times to listen, to contribute and lead effectively; D5- critically appraise some of the widespread common sense understandings and misunderstandings of communications, media, culture and globalisation and the debates and disagreements to which these give rise; D6- critically evaluate the contested nature of some objects of study within the fields of communication, media, film and cultural studies and the social and political implications of the judgments which are made; D7- show insight into the range of attitudes and values arising from the complexity and diversity of contemporary communications, media, culture and society and trends towards globalisation and international perspectives and an ability to consider and respond to these.</p>	<p>Transferable skills (D1 – D7) are developed a combination of lectures, demonstrations of software and other processes, workshop activities, seminar and symposium discussions, individual and group tutorials, peer and buddy learning activities, presentations and critiques, the carrying out and completion of study tasks and assignments of varying kinds that require enquiry, communication and the realisation of media artefacts of one kind or another.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p> <p>The nature of assignment for formative and summative learning emphasises the integration of processes of enquiry, communication, critical thinking and practical skills.</p> <p>Students are expected to transfer and apply skills and knowledge acquired in one place, to other situations, tasks and processes.</p> <p>Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and through the use of personal development plans.</p>	<p>Transferable skills (D1 – D7) are assessed through work presented on completion of study tasks and assignments in a variety of forms.</p> <p>These include:</p> <ul style="list-style-type: none"> • interactive media where display elements of text, image, colour, sound and multi-modal composition work with the effects of user actions to create meaning; • written texts in a range of formats, expressed in a range of registers and intended for different audiences; • spoken word recordings and performances where the voice is scripted and edited, or extemporised, addressing a variety of audiences and media formats; • static and moving image based artefacts where composition and editing produce meaningful juxtapositions in spatial or temporal domains; • sound based artefacts where sequence and phenomena from mixing create meaningful juxtapositions in sonic and temporal domains.

D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in Full-time and Part-time modes, and leads to the award of BSc Interactive Media Software, BA Interactive Media Design, BA Screen Cultures, or BA Screen Cultures and Media Practices.

Entry is normally at Level 4 with the equivalent of 220 points at A-level, or for mature and other students with relevant precursor experiences. Admissions uses APCL and/or a portfolio of work that demonstrates an engagement with and interest in the fields of knowledge and practice the programme deals with.

Entry is also possible at Level 5 or Level 6 through Credit Accumulation and Transfer from other higher educational experiences that are roughly equivalent to the earlier levels of the programme, or through APCL where appropriate.

Work-Based Learning

No formal Work-Based Learning is included as a mandatory element of the programme. The programme complies with the School of Creative Arts policies on Professional Placements and study abroad opportunities.

The programme actively supports student initiative in organising and arranging placements and work experience as far as is practical and as far as they can be accommodated within the structures of the programme, and the need to ensure a comparability of experience and learning within the assessment processes under which the programme operates.

Student negotiated work experience is available, by agreement with the programme staff at Level 5. It is also possible for a student to negotiate with the programme leader a summer placement at the end of Level 5.

It is the responsibility of the student to negotiate with the host organisation where detailed arrangements of timing, location and content of their work experience are a course requirement. Typically, work experience should contribute to:

- the development of competencies which prepare students for employment
- an understanding of the professional context of their discipline
- an enhanced understanding of their position in the context of a range of career options

Students planning to undertake work experience during the approved modules are required to submit a proposal in which the arrangements are detailed and which demonstrates their understanding of their responsibilities and how the planned experience will meet the learning outcomes of the module(s). This is to be done using the template and guidance notes in the student handbook. Key characteristics of the placement that are mandatory are:

- the brief must be generated outside the programme of study and be part of a real working context (i.e. not a public competition brief);
- there must be a professional placement contact able to evaluate student performance;
- minimum of 12 days in the placement context for a 15 credit equivalent and 24 days for a 30 credit equivalent.

On completion of work experience, students are required to submit for assessment:

- A 1500 word report which reflects on and evaluates the learning experience
- Evidence of work undertaken and / or a report from the host organisation

The modules that are approved for work experience are:

5MMF0044 Teamwork Practices. Students may undertake a faculty work experience instead of this module. Students may undertake a summer work experience during Semester C, between level 5 and level 6 which will contribute 5 credits towards this module.

5CTA1023 Screen Objects and Visions. Students may undertake a faculty work experience instead of this module. Students may undertake a summer work experience during Semester C, between level 5 and level 6 which will contribute 5 credits towards this module.

6MMF0037 Emergent Media and Markets. Students may undertake a faculty work experience instead of this module. Students may undertake a summer work experience during Semester C, between level 6 and level 7 which will contribute 5 credits towards this module.

The following modules are currently available for students wishing to undertake work experience:

5CTA1007 Professional Work Experience 15: Screen
5CTA1006 Professional Work Experience 30: Screen

In terms of exemption from term time academic study, a time equivalent to 30 credits is normally the maximum allowed. There is a maximum of 45 credits of professional Work Experience for any student within any year of University study.

Additional advice on these modules is available in the student handbook and the Professional Work experience Definitive Module Document (DMD). Students will need approval of the programme leader or nominee for the work experience, to ensure that the level of challenge and learning is appropriate to the programme of study.

The programme supports the student in opportunities to undertake 'live projects' which may arise through their own endeavour or enterprise, and works to build such opportunities into the student's learning and assessment through negotiation of briefs and presentable outcomes. The term 'live projects' refers here to a range of activities that extends well beyond those that are primarily commercial and includes social enterprise projects undertaken in connection with community groups, arts organisations, and other agencies. Where a student wishes to undertake a 'live project' it is a requirement that there is in place before it commences a 'learning contract' that specifies clearly how it enables the student to fulfil the module Learning Outcomes, the materials to be submitted for assessment, the date of submission for that material, what the work means in terms of the student's attendance and workload, and an appropriate strategy for supervision by a tutor. That contract has to be agreed by both the module tutor and the Programme Tutor.

Work-Based Learning, including Sandwich Programmes

A designated sandwich programme leads to a University award in the sandwich mode, and the word "sandwich" appears on the award certificate. In order for the BA/BSc to lead to an award in the sandwich mode, the student must undertake a period of approved work experience of not less than 48 weeks with no possibility of exemption, normally between the end of Year 2 and the beginning of Year 4. This will normally be completed within the United Kingdom but with approval may be completed within other countries. Progress of the students' training and development is monitored by visits from University academic staff. Students will be required to document this period of work in accordance with the guidelines produced by the Faculty/School. Students on the sandwich programme will be registered on the Sandwich Year Module (6CTA1008).

Students who have not achieved the minimum progression requirements at the end of level 5 may be prevented from undertaking a sandwich placement. The policy relating to progression onto the placement year from level 5 is given in the Faculty Guidelines on Placements. Students who are on the sandwich programme but have an F2 grade at any level 4 or 5 module will not normally be allowed to register to repeat this module until they return from placement.

Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 (in section 2) identifies where each learning outcome is assessed, and Table 3 shows the range of the Creative Arts Elective modules.

For BSc (Hons) Interactive Media Software

Module type and Title	Module Code	Credit Points	% examination	% coursework	Semester
Pathway Point Specific Modules - Level 4					
Core Modules					
Principles and Practices of Interactive Media	4CTA1018	30	0	100	AB
Pixel, Image and Sound	4CTA1014	30	0	100	AB
Media Histories and Culture	4MMF0001	15	0	100	A
Award Specific Modules					
Principles of Programming	4COM0046	15	0	100	A
Data Driven Systems	4COM1002	15	0	100	B
Optional Modules					
Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
All students take a module from the CCI elective options subject to availability and timetabling constraints	See Table 3	15	0	100	B
Module type and Title					
Pathway Point Specific Modules - Level 5					
Core Modules					
Content Management for Network and Mobile Media	5MMF0042	30	0	100	AB
Teamwork Practices	5MMF0044	30	0	100	AB
Traditions and Locations	5MMF0019	15	0	100	B
Award Specific Modules					
Data Management and Applications	5COM0090	30	33	67	AB
Optional Modules					
Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
All students take a module from the CA elective options subject to availability and timetabling constraints		15	0	100	A
Sandwich Year (Creative Arts)	6CTA1008	0	0	0	ABC

In order to achieve the Sandwich Award students must complete module 6CTA1008 between levels 5 and 6 of their study.

Module type and Title	Module Code	Credit Points	% examination	% coursework	Semester
Pathway Point Specific Modules - Level 6					
Core Modules					
Emergent Media and Markets	6MMF0075	15	0	100	A
Professional Contexts and Career Visions	6MMF0042	15	0	100	B
Enquiry/Report/Essay (Screen)	6CTA1016	30	0	100	AB
Project Planning and Management	6CTA1010	15	0	100	A
Project Realisation	6CTA1009	30	0	100	B
Award Specific Modules					
Design and Evaluation of Interactive Systems	6COM0125	15	0	100	A

For BA (Hons) Interactive Media Design

Module type and Title	Module Code	Credit Points	% examination	% coursework	Semester
Pathway Point Specific Modules - Level 4					
Core Modules					
Principles and Practices of Interactive Media	4CTA1018	30	0	100	AB
Pixel, Image and Sound	4CTA1014	30	0	100	AB
Media Histories and Culture	4MMF0001	15	0	100	A
Award Specific Modules					
2d Animation and Video Practices	4CTA1015	30	0	100	AB
Optional Modules					
Module Titles					
All students take a module from the CA elective options subject to availability and timetabling constraints	See Table 3	15	0	100	B
Module type and Title					
Pathway Point Specific Modules - Level 5					
Core Modules					
Content Management for Network and Mobile Media	5MMF0042	30	0	100	AB
Teamwork Practices	5MMF0044	30	0	100	AB
Traditions and Locations	5MMF0019	15	0	100	B
Award Specific Modules					
Authoring Interactive Narratives	5MMF0043	30	0	100	AB
Optional Modules					
Module Titles					
All students take a module from the CA elective options subject to availability and timetabling constraints	See Table 3	15	0	100	A
Sandwich Year (Creative Arts)	6CTA1008	0	0	0	ABC

In order to achieve the Sandwich Award students must complete module 6CTA1008 between levels 5 and 6 of their study.

Module type and Title	Module Code	Credit Points	% examination	% coursework	Semester
Pathway Point Specific Modules - Level 6					
Core Modules					
Emergent Media and Markets	6MMF0075	15	0	100	A
Professional Contexts and Career Visions	6MMF0042	15	0	100	B
Enquiry/Report/Essay (Screen)	6CTA1016	30	0	100	AB
Project Planning and Management	6CTA1010	15	0	100	A
Project Realisation	6CTA1009	30	0	100	B
Award Specific Modules					
Competitions, Festivals, Exhibitions	6MMF0060	15	0	100	A

For BA (Hons) Screen Cultures and Media Practices

Module type and Title	Module Code	Credit Points	% examination	% coursework	Semester
Pathway Point Specific Modules - Level 4					
Core Modules					
Timelines: An Archaeology of New Media	4MMF0030	30	0	100	AB
Media Histories and Culture	4MMF0001	15	0	100	A
Pixel, Image and Sound	4CTA1014	30	0	100	AB
Award Specific Modules					
Screen Moves	4CTA1013	30	0	100	AB

Optional Modules Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
All students take a module from the CA elective options subject to availability and timetabling constraints	See Table 3	15	0	100	B

Module type and Title	Module Code	Credit Points	% examination	% coursework	Semester
Pathway Point Specific Modules - Level 5					
Core Modules					
Windows, Mirrors and Pathways	5MMF0046	30	0	100	AB
Web Communities and Interactive Cultures	5CTA1024	30	0	100	AB
Traditions and Locations	5MMF0019	15	0	100	B
Award Specific Modules					
Teamwork Practices	5MMF0044	30	0	100	AB

Optional Modules Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
All students take a module from the CA elective options subject to availability and timetabling constraints	See Table 3	15	0	100	A
Sandwich Year (Creative Arts)	6CTA1008	0	0	0	ABC

In order to achieve the Sandwich Award students must complete module 6CTA1008 between levels 5 and 6 of their study.

Module type and Title	Module Code	Credit Points	% examination	% coursework	Semester
Pathway Point Specific Modules - Level 6					
Core Modules					
Emergent Media and Markets	6MMF0075	15	0	100	A
Professional Contexts and Career Visions	6MMF0042	15	0	100	B
Enquiry/Report/Essay (Screen)	6CTA1016	30	0	100	AB
Project Planning and Management	6CTA1010	15	0	100	A
Project Realisation	6CTA1009	30	0	100	B
Award Specific Modules					
WebArts	6MMF0026	15	0	100	A

For BA (Hons) Screen Cultures

Module type and Title	Module Code	Credit Points	% examination	% coursework	Semester
Pathway Point Specific Modules - Level 4					
Core Modules					
Timelines: An Archaeology of New Media	4MMF0030	30	0	100	AB
Media Histories and Culture	4MMF0001	15	0	100	A
Pixel, Image and Sound	4CTA1014	30	0	100	AB
Award Specific Modules					
Screen Subjects and Experiences	4CTA1012	30	0	100	AB

Optional Modules Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
All students take a module from the CCI elective options subject to availability and timetabling constraints	See Table 3	15	0	100	B

Module type and Title	Module Code	Credit Points	% examination	% coursework	Semester
Pathway Point Specific Modules - Level 5					
Core Modules					
Windows, Mirrors and Pathways	5MMF0046	30	0	100	AB
Web Communities and Interactive Cultures	5CTA1024	30	0	100	AB
Traditions and Locations	5MMF0019	15	0	100	B
Award Specific Modules					
Screen Objects and Visions	4CTA1023	30	0	100	AB

Optional Modules Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
All students take a module from the CA elective options subject to availability and timetabling constraints	See Table 3	15	0	100	A
Sandwich Year (Creative Arts)	6CTA1008	0	0	0	ABC

In order to achieve the Sandwich Award students must complete module 6CTA1008 between levels 5 and 6 of their study.

Module type and Title	Module Code	Credit Points	% examination	% coursework	Semester
Pathway Point Specific Modules - Level 6					
Core Modules					
Emergent Media and Markets	6MMF0075	15	0	100	A
Professional Contexts and Career Visions	6MMF0042	15	0	100	B
Enquiry/Report/Essay (Screen)	6CTA1016	30	0	100	AB
Project Planning and Management	6CTA1010	15	0	100	A
Project Realisation	6CTA1009	30	0	100	B
Award Specific Modules					
Commentaries and Critiques	6MMF0046	15	0	100	A

Part Time study routes

Part time students will usually follow one of these standard structures.

Diagrams for Part-time delivery of awards

Screen Cultures – standard part-time study structure

Year	Level	Semester	Modules Studied	
1	4	A	Media Histories and Culture 4MMF0001 15 credits	Timelines: An Archaeology of New Media 4MMF0030 30 credits
	4	B	C&CS elective option 15 credits	
2	4	A	Screen Subjects and Experiences 4CTA1012 30 credits	Pixel, Image and Sound 4CTA1014 30 credits
	4	B		
3	5	A	Screen Objects and Visions 5CTA1023 30 credits	Windows, Mirrors and Pathways 5MMF0046 30 credits
	5	B		
4	5	A	C&CS elective option 5MMF0019 15 credits	Web Communities and Interactive Cultures 5CTA1024 30 credits
	5	B	Traditions and Locations 15 credits	
5	6	A	Emergent Media and Markets 6MMF0075 15 credits	Enquiry/Report/Essay (Screen) 6CTA1016 30 credits
	6	B	Project Planning and Management 6CTA1010 15 credits	
6	6	A	Commentaries and Critiques 6MMF0046 15 credits	Project Realisation 6CTA1009 30 credits
	6	B	Professional Practice and Career Visions 6MMF0042 15 credits	

Screen Cultures and Media Practices – standard part-time study structure

Year	Level	Semester	Modules Studied	
1	4	A	Media Histories and Culture 4MMF0001 15 credits	Timelines: An Archaeology of New Media 4MMF0030 30 credits
	4	B	C&CS elective option 15 credits	
2	4	A	Screen Moves 4CTA1013 30 credits	Pixel, Image and Sound 4CTA1014 30 credits
	4	B		
3	5	A	Teamwork Practices 5MMF0024 30 credits	Windows, Mirrors and Pathways 5MMF0046 30 credits
	5	B		
4	5	A	C&CS elective option 15 credits	Web Communities and Interactive Cultures 5CTA1024 30 credits
	5	B	Traditions and Locations 5MMF0019 15 credits	
5	6	A	Emergent Media and Markets 6MMF0075 15 credits	Enquiry/Report/Essay (Screen) 6CTA1016 30 credits
	6	B	Project Planning and Management 6CTA1010 15 credits	
6	6	A	Web Arts 6MMF0026 15 credits	Project Realisation 6CTA1009 30 credits
	6	B	Professional Practice and Career Visions 6MMF0042 15 credits	

Interactive Media Design – standard part-time study structure

Year	Level	Semester	Modules Studied	
1	4	A	Media Histories and Culture 4MMF0001 15 credits	Pixel, Image and Sound 4CTA1014 30 credits
	4	B	CA elective option 15 credits	
2	4	A	2D Animation and Video Practices 4CTA1015 30 credits	Principles and Practices of Interactive Media 4CTA1018 30 credits
	4	B		
3	5	A	Authoring Interactive Narratives 5MMF0043 30 credits	Content Management for Network and Mobile Media 5MMF0042 30
	5	B		
4	5	A	CA elective option 15 credits	Teamwork Practices 5MMF0024 30 credits
	5	B	Traditions and Locations 5MMF0019 15 credits	
5	6	A	Emergent Media and Markets 6MMF0075 15 credits	Enquiry/Report/Essay (Screen) 6CTA1016 30 credits
	6	B	Project Planning and Management 6CTA1010 15 credits	
6	6	A	Competitions, Festivals, Exhibitions 6MMF0046 15 credits	Project Realisation 6CTA1009 30 credits
	6	B	Professional Practice and Career Visions 6MMF0042 15 credits	

Interactive Media Software – standard part-time study structure

Year	Level	Semester	Modules Studied	
1	4	A	Media Histories and Culture 4MMF0001 15 credits	Pixel, Image and Sound 4CTA1014 30 credits
	4	B	CA elective option 15 credits	
2	4	A	Programming Principles 4COM0046 15 credits	Principles and Practices of Interactive Media 4CTA1018 30 credits
	4	B	Data Driven Systems 4COM1002 15 credits	
3	5	A	Data Management & Applications 5COM0090 30 credits	Content Management for Network and Mobile Media 5MMF0042 30 credits
	5	B		
4	5	A	CA elective option 15 credits	Teamwork Practices 5MMF0024 30 credits
	5	B	Traditions and Locations 5MMF0019 15 credits	
5	6	A	Emergent Media and Markets 6MMF0075 (15)	Enquiry/Report/Essay (Screen) 6CTA1016 30 credits
	6	B	Project Planning and Management 6CTA1010 15 credits	
6	6	A	Design and Evaluation of Interactive Systems 6COM0125 15 credits	Project Realisation 6CTA1009 30 credits
	6	B	Professional Practice and Career Visions 6MMF0042 15 credits	

The Assessment of Practical, Contextual and Theoretical Elements

Within their modules students are expected to attempt all assignments, and to submit work for each. The final module mark is derived from an aggregation of the marks for each assignment using the weightings stated in module guides and in project briefs.

Across the programme some Assignments allow the student to negotiate with tutors the form of the submission and the media used to present it. An important consideration is to ensure that students engage with a range of media production processes and modes and develop a broad body of skills and professional practices that extend learning. As a general principle, where there is a choice of media forms for submission of course work, there is a presumption that the student's choice of media forms will represent a broadening consolidation of work across modes more than a restrictive repeating of familiar processes.

It is expected that project work will include where appropriate such things as sketch books and storyboards, visual and written analysis sheets, scripts and code listings, evaluative and reflective accounts of the design decision making process, logs and other documentation, evidence of pre-planning and iterative project management, annotated bibliographies, and other appropriate academic apparatus to manage appropriately quotation, reference, citation, and the proper acknowledgement of the ownership of ideas and expression.

Material submitted for assessment will be considered in terms of the qualities of;

- the design of the artefact/text and its appropriateness for stated purpose and audience in the use of register, vocabulary, stylistic tropes and media specific features;
- the accuracy of content;
- the demonstration of contextual knowledge, critical thinking and understanding;
- creative invention and originality;
- competency in the use of media technologies, processes and design methodologies;
- the use of appropriate apparatus of reference, and the acknowledgement of the ownership of ideas and expression.

Progression and awards

- Progression to level 5 requires a minimum of 90 credits.
- Progression to level 6 requires a minimum of 210 credits (including 90 at Level 4).

The award of an Honours degree requires 360 credit points passed with a minimum of at least 120 at level six including the Project Realisation 6CTA1009 and Essay/Enquiry/Report (Screen) 6CTA1016 modules.

Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in UPR AS14.

Module 6CTA1016 C&CS Level 6: Degree Essay / Report (Screen) cannot be substituted with equivalent credits from any level to improve the degree classification of the awards BA (Hons) Interactive Media Design; BSc (Hons) Interactive Media Software; BA (Hons) Screen Cultures and Media Practices or BA (Hons) Screen Cultures.

Table 1b Interim awards available - the programme provides the following interim awards:

Award	Minimum requirements	Available at end of Level
University Certificate	45 credit points at level 4	4
Certificate of Higher Education	120 credit points at level 4	4,5
University Diploma - with title of Interactive Media or Screen Cultures or Screen Cultures and Media Practices Students who without subject specialists credits will be offered 'University Diploma' without specific award	180 credit points including at least 60 at level 5 with 180 credits from either of the defined Interactive Media pathways with 180 credits from the defined pathway with 180 credits from the defined pathway	5,6
Diploma of Higher Education with title of Interactive Media Screen Cultures or Screen Cultures and Media Practices Students who without subject specialists credits will be offered 'Diploma of Higher Education' without specific award	240 credit points including at least 120 at level 5 with 240 credits from either of the defined Interactive media pathways with 240 credits from the defined pathway with 240 credits from the defined pathway	5,6
BS - with title of Interactive Media Software or BA - with title of Interactive Media Design or Screen Cultures or Screen Cultures and Media Practices	300 credit points including 180 of which 60 must be at level 5 with 240 credits from the defined pathway and including the Project Realisation and Dissertation/Enquiry/Report modules. 300 credit points including 180 of which 60 must be at level 5 with 240 credits from the defined pathway and including the Project Realisation and Dissertation/Enquiry/Report modules. with 240 credits from the defined pathway and including the Project Realisation and Dissertation/Enquiry/Report modules. with 240 credits from the defined pathway and including the Degree Essay or the Media Practices Project	6

E. Support for students and their learning

Students are supported by:

- Programme Tutor and Year Tutors to help students understand the course/programme structure and to provide academic and pastoral support;
- Student Representatives on programme committees;
- A designated Programme Administrator;
- An induction week at the beginning of each new academic session which orients students within the physical, social and on-line study environments;
- Particular orientation and induction for overseas students and ongoing support for English language skills which relates to current academic activities;
- An extensive Learning Resources Centre, incorporating a library and computer centre;
- School and Faculty Digital Media resources;
- Guided student-centred learning through the use of StudyNet;
- A Faculty-based Disabled Student Co-ordinator;
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc;
- Office of Dean of Students, incorporating Chaplaincy, Counselling and Nursery;
- Medical Centre;
- An Equal Opportunities Officer;
- The Students' Union;
- A Careers Service for all current students and graduates;
- Programme Tutor to help students understand the course/programme structure.

F. Entry requirements

The normal entry requirements for the programme are:

GCSE English at grade C or above (or equivalent qualification)
GCSE Mathematics at grade C, or above

A minimum IELTS score of 6.0, TOEFL 550 PBT (213 CBT, 79 iBT) will be accepted as equivalent to GCSE English Language at grade C.

A post GCSE qualification in an area related to the award the student wishes to initially study. This will be 220 points at A-level, or its equivalent for mature and other students with relevant precursor experiences. This includes A-levels in subjects such as Media Studies, Communications Studies, Computer Studies, English Literature, Sociology, Film Studies, Design and Technology, and National Diploma level courses in Art and Design, Media, and Media Technologies, Information Technologies and related fields. The programme actively seeks to include students from groups who may be under-represented at HE level. Groups whose cultural experiences, views and aspirations may not usually include academic attainments, and whose precursor qualifications and experiences may vary from those more normally used for entry to degree level work.

Applications will be considered on an individual basis and are particularly welcomed from students with non-standard qualifications, or from a variety of backgrounds. Access course students without GCSEs are not required to take these qualifications in addition to their Access award, but must ensure that any required subjects are fully met within their Access course.

In accepting students for study, the programme seeks to valorise a range of cultural and counter-cultural engagements and activities that demonstrate critical thinking and discussion about the contemporary media world and about contemporary technologies. These may be expressed in a range of creative practices and activities, both individually and in social or community contexts. This approach to entry not only reflects a broadening access mission, it claims richness in diversity of views and voices, and it acknowledges the emerging patterns of media ownership, adoptions and street innovations that shape the world.

Entry is also possible at Level 5 or Level 6 through Credit Accumulation and Transfer from other higher education experiences that are roughly equivalent to the earlier levels of the programme, or through APL where appropriate.

The programme is subject to the University's Principles, Policies, Regulations and Procedures for the Admission of Students to Undergraduate and Taught Postgraduate Programmes and will take account of University policy and guidelines for assessing accredited prior credited learning (APCL) and accredited prior experiential learning (APEL).

Section 2

Programme management

JACS code(s)	W600,
Modes of study	F/T, P/T and sandwich
Intakes	Semester A
Relevant QAA subject benchmarking group	Communication, media, film and cultural studies and Computer Science
Date of validation/last periodic review	March 2010
Date of production/ last revision of PS	March 2010
Relevant cohorts	Level 1 students entering September 2010
Faculty	Faculty of Science, Technology and Creative Arts
Administrative School(s)/Departments	School of Creative Arts

Course (i.e. pathway) details

Course (i.e. Pathway Point) Titles	Course (i.e. Pathway Point) Codes
Interactive Media Software	IMS1, IMS2, IMS3, IMS4
Interactive Media Design	IMD1, IMD2, IMD3, 1MD4
Screen Cultures	SC1, SC2, SC3, SC4
Screen Cultures and Media Practices	SCMP1, SCMP2, SCMP3, SCMP4
Part – time students will enrol on (level 4)	IMP1, IMP2, IMP3, IMP4, IMP5, IMP6

The programme is managed by:

- Head of School;
- academic Group Leader who has delegated responsibility for programmes;
- a Programme Tutor who is responsible for the day to day management, and strand tutors responsible for a specific groups within the programme who can also advise students on the programme as a whole;
- an Admissions Tutor, with specific responsibility for open days and selection;
- a designated Administrator to deal with day to day administration associated with the programme;
- module co-ordinators who are responsible for individual modules;
- a programme committee, the membership of which includes student representative, contributing tutors, the programme tutor, technical officers, the programme administrator, and the AHoS.

Programme-specific assessment regulations

The programme is compliant with the University's generic assessment regulations (Structure and Assessment Regulations for Academic Programmes, UPR AS14) with the exception of those listed below, which have been specifically approved by the University:

Further points of clarification and interpretation relevant to this specific programme are given below:

- The maximum period within which a part time student may gain an award on the programme is 7 years from the date of registration.

Module 6CTA1016 C&CS Level 6: Degree Essay / Report (Screen) cannot be substituted with equivalent credits from any level to improve the degree classification of the awards BA (Hons) Interactive Media Design; BSc (Hons) Interactive Media Software; BA (Hons) Screen Cultures and Media Practices or BA (Hons) Screen Cultures.

Other sources of information

- Definitive Module Documents
 - Module Guides
 - Student Handbook
 - Programme Specification website:
(StudyNet → Staff → Department Lists → Academic Quality Office → Programme Management → Programme Specifications)
 - University of Hertfordshire Course website:
<http://www.herts.ac.uk/courses/>
 - QAA Benchmark Statement website:
<http://www.qaa.ac.uk/academicinfrastructure/benchmark/default.asp>
 - The Framework for Higher Education Qualifications in England, Wales and Northern Ireland, 2008:
<http://www.qaa.ac.uk/academicinfrastructure/FHEQ/EWNI08/default.asp>
 - SEEC Credit Level Descriptors for Further and Higher Education 2003: <http://www.seec-office.org.uk/creditlevelDescriptors2003.pdf>
 - External Quality Review report website:
http://www.qaa.ac.uk/revreps/inst_reports.asp?instID=H-0060
 - UNISTATS website:
<http://www.unistats.com/>
 - University of Hertfordshire Academic Quality Office website:
(StudyNet → Staff → Department Lists → Academic Quality Office)
 - Structure & Assessment Regulations - Undergraduate & Taught Postgraduate Programmes, UPR AS14:
<http://herts.ac.uk/secreg/upr/AS14.htm>
 - Learning and Teaching Policy and General Educational Aims, UPR TL01:
<http://herts.ac.uk/secreg/upr/TL01.htm>
 - Admissions - Undergraduate & Taught Postgraduate Students, UPR SA03:
<http://herts.ac.uk/secreg/upr/SA03.htm>
 - Academic Quality, UPR AS17:
<http://herts.ac.uk/secreg/upr/AS17.htm>
- Index of UPRs for students:
http://www.herts.ac.uk/secreg/upr/upr_azlist_student_info.htm

University policies relevant to the Programme

The University undertakes to use all reasonable endeavours to deliver, assess and administer this programme in accordance with this Programme Specification. At the same time it is recognised that it is in the nature of academic developments that changes, for example to the structure, curriculum, and assessment of a programme may be necessary in order to ensure that the programme remains up to date, in response to issues raised as a result of on-going monitoring and evaluation, and/or in order to conform to new regulatory requirements imposed by this institution, by professional or statutory bodies, or by national or governmental bodies.

The programme operates within the guidelines and policies relating to equal opportunities and environmental issues which may be agreed from time to time by the Board of Governors and/or the Academic Board of the University.

Where the programme is offered in collaboration with another institution these policies and guidelines will normally be those of the partner institution.

The programme operates in accordance with the University's Regulations Governing Studies Involving the Use of Human Subjects (UPR RE01) agreed from time to time by the Academic Board of the University. However, where the programme is offered in collaboration with another institution (for example through a franchise arrangement for all or part of the programme) then specific approval must be obtained from the University for the operation of the programme within ethical guidelines prepared by the partner institution. The partner institution will be responsible for all insurance liability in connection with the observance of ethical guidelines.

Signed Peter Houdian
Chair of Faculty Academic Quality Enhancement Committee

Date 10th June 2010

If you would like this information in an alternative format please contact:
Anne Passmore – Senior Administrator: Academic Quality
01707 284102
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Interactive Media Software

Table 2a: Development of Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Knowledge & Understanding					Intellectual Skills					Practical Skills							Transferable Skills							
Module Title		Module Code	A 1	A 2	A 3	A 4	A 5	B 1	B 2	B 3	B 4	B 5	C 1	C 2	C 3	C 4	C 5	C 6	C 7	D 1	D 2	D 3	D 4	D 5	D 6	D 7
Level 4	Principles and Practices of Interactive Media	4CTA1018	x		x		x	x		x			x	x	x	x	x	x		x		x	x			x
	Pixel, Image and Sound	4CTA1014	x		x		x	x		x			x	x	x	x	x	x		x		x				x
	Media Histories and Culture	4MMF0001		x	x	x			x	x					x					x	x	x		x	x	x
	Programming Principles	4COM0046	x		x		x	x			x	x	x	x	x	x	x	x		x		x				
	Data Driven Systems	4COM1002	x		x		x	x			x	x	x	x	x	x	x	x		x		x				
	Creative Arts Elective level 4	See Table 3		x	x	x			x	x					x					x	x	x		x	x	x
Level 5	Content Management for Network and Mobile Media	5MMF0042	x	x	x		x	x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Teamwork Practices	5MMF0024	x	x	x		x	x		x			x	x	x	x	x	x	x	x		x	x		x	x
	Traditions and Locations	5MMF0019		x	x	x			x	x					x					x	x	x		x	x	x
	Data Management and Applications	5COM0090	x		x		x	x			x	x	x	x	x	x	x	x		x		x				x
	Creative Arts Elective level 5	See Table 3		x	x	x			x	x					x					x	x	x		x		
Sandwich Year (Creative Arts)		6CTA1008																		x		x	x			
Level 6	Emergent Media and Markets	6MMF0075		x	x	x			x	x	x				x		x	x		x	x	x	x	x	x	x
	Professional Contexts and Career Visions	6MMF0042	x					x							x		x	x		x		x	x			
	Enquiry/Report/Essay (Screen)	6CTA1016		x	x	x			x	x	x				x			x		x	x	x		x	x	x
	Project Planning and Management	6CTA1010	x				x	x			x	x			x		x	x		x	x	x				
	Project Realisation	6CTA1009	x	x	x	x	x	x			x	x	x	x	x	x	x	x		x		x				
	Design and Evaluation of Interactive Systems	6COIM0125	x		x		x	x			x	x	x	x	x	x	x	x	x	x		x				x

Key: Learning Outcome which is assessed as part of the module ☒

Interactive Media Design

Table 2b: Development of Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Knowledge & Understanding					Intellectual Skills					Practical Skills							Transferable Skills								
Module Title		Module Code		A 1	A 2	A 3	A 4	A 6	B 1	B 2	B 3	B 4	B 6	C 1	C 2	C 3	C 4	C 5	C 6	C 7	D 1	D 2	D 3	D 4	D 5	D 6	D 7
Level 4	Principles and Practices of Interactive Media	4CTA1018		x		x		x	x			x	x	x	x	x	x	x		x		x	x				x
	Pixel, Image and Sound	4CTA1014		x		x		x	x			x		x	x	x	x	x	x		x		x				x
	Media Histories and Culture	4MMF0001			x	x	x			x	x					x					x	x	x		x	x	x
	2D Animation and Video	4CTA1015		x	x			x	x			x	x	x	x	x	x	x	x	x	x	x	x	x		x	
	Creative Arts Elective level 4	See Table 3			x	x	x			x	x					x					x	x	x		x	x	x
Level 5	Content Management for Network and Mobile Media	5MMF0042		x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Teamwork Practices	5MMF0024		x	x	x			x			x	x	x	x	x	x	x	x	x	x		x	x		x	x
	Traditions and Locations	5MMF0019			x	x	x			x	x					x					x	x	x		x	x	x
	Authoring Interactive Narratives	5MMF0043		x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Creative Arts Elective level 5	See Table 3			x	x	x			x	x					x					x	x	x		x		
Sandwich Year (Creative Arts)		6CTA1008																			x		x	x			
Level 6	Emergent Media and Markets	6MMF0075			x	x	x			x	x	x				x		x	x		x	x	x	x	x	x	x
	Professional Contexts and Career Visions	6MMF0042		x					x							x		x	x		x		x	x			
	Enquiry/Report/Essay (Screen)	6CTA1016			x	x	x			x	x	x				x		x	x		x	x	x		x	x	x
	Project Planning and Management	6CTA1010		x				x	x			x	x			x		x	x		x	x	x				
	Project Realisation	6CTA1009		x	x	x	x	x	x			x	x	x	x	x	x	x	x		x		x				
Competitions, Festivals, Exhibitions	6MMF0046		x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Key: Learning Outcome which is assessed as part of the module

Screen Cultures

Table 2c: Development of Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Knowledge & Understanding					Intellectual Skills					Practical Skills							Transferable Skills								
Module Title		Module Code		A 1	A 2	A 3	A 4	A 8	B 1	B 2	B 3	B 4	B 8	C 1	C 2	C 3	C 4	C 5	C 6	C 7	D 1	D 2	D 3	D 4	D 5	D 6	D 7
Level 4	Timelines	4MMF0030		x	x	x	x	x		x	x	x	x		x	x		x	x	x	x	x	x	x	x	x	x
	Pixel, Image and Sound	4CTA1014	x		x				x			x		x	x	x	x	x	x		x		x				x
	Media Histories and Culture	4MMF0001		x	x	x				x	x					x					x	x	x		x	x	x
	Screen Subjects and Experiences	4CTA1012	x	x	x	x	x		x	x		x	x	x	x		x	x	x		x	x	x	x	x	x	
	Creative Arts Elective level 4	See Table 3		x	x	x				x	x					x					x	x	x		x	x	x
Level 5	Windows and Mirrors	5MMF0046		x	x	x	x			x	x	x	x		x	x		x	x	x	x	x	x	x	x	x	x
	Screen Objects and Visions	5CTA1023	x	x	x	x	x			x	x	x	x		x	x		x	x	x	x	x	x	x	x	x	x
	Traditions and Locations	5MMF0019		x	x	x				x	x					x					x	x	x		x	x	x
	Web Communities and Interactive Cultures	5CTA1024	x	x	x		x		x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Creative Arts Elective level 5	See Table 3		x	x	x				x	x					x					x	x	x		x		
Sandwich Year (Creative Arts)		6CTA1008																			x		x	x			
Level 6	Emergent Media and Markets	6MMF0075		x	x	x				x	x	x				x		x	x		x	x	x	x	x	x	x
	Professional Contexts and Career Visions	6MMF0042	x						x							x		x	x		x		x	x			
	Enquiry/Report/Essay (Screen)	6CTA1016		x	x	x	x			x	x	x	x			x		x			x	x	x		x	x	x
	Project Planning and Management	6CTA1010	x						x			x				x		x	x		x	x	x				
	Project Realisation	6CTA1009	x	x	x	x	x			x		x	x	x	x	x	x	x	x		x		x				
	Commentaries and Critiques	6MMF0046	x	x	x		x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Key: Learning Outcome which is assessed as part of the module

Screen Cultures and Media Practices

Table 2d: Development of Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Knowledge & Understanding					Intellectual Skills					Practical Skills							Transferable Skills							
Module Title		Module Code	A 1	A 2	A 3	A 4	A 7	B 1	B 2	B 3	B 4	B 7	C 1	C 2	C 3	C 4	C 5	C 6	C 7	D 1	D 2	D 3	D 4	D 5	D 6	D 7
Level 4	Timelines	4MMF0030		x	x	x			x	x	x			x	x		x	x	x	x	x	x	x	x	x	x
	Pixel, Image and Sound	4CTA1014	x		x		x	x			x	x	x	x	x	x	x			x		x				x
	Media Histories and Culture	4CTA1013		x	x	x			x	x					x					x	x	x		x	x	x
	Screen Moves	4CTA1013	x	x	x	x	x	x	x		x	x	x	x		x	x	x		x	x	x	x	x	x	x
	Creative Arts Elective level 4	See Table 3		x	x	x			x	x					x					x	x	x		x	x	x
Level 5	Windows and Mirrors	5MMF0046		x	x	x			x	x	x			x	x		x	x	x	x	x	x	x	x	x	x
	Teamwork Practices	5MMF0024	x	x	x		x	x			x	x	x	x	x	x	x	x	x	x		x	x		x	x
	Traditions and Locations	5MMF0019		x	x	x			x	x					x					x	x	x		x	x	x
	Web Communities and Interactive Cultures	5CTA1024	x	x	x		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x
	Creative Arts Elective level 5	See Table 3		x	x	x			x	x					x					x	x	x		x		
Sandwich Year (Creative Arts)		6CTA1008																		x		x	x			
Level 6	Emergent Media and Markets	6MMF0075		x	x	x			x	x	x				x		x	x		x	x	x	x	x	x	x
	Professional Contexts and Career Visions	6MMF0042	x					x							x		x	x		x		x	x			
	Enquiry/Report/Essay (Screen)	6CTA1016		x	x	x			x	x	x				x					x	x	x		x	x	x
	Project Planning and Management	6CTA1010	x				x	x			x	x			x		x	x		x	x	x				
	Project Realisation	6CTA1009	x	x	x	x	x	x			x	x	x	x	x	x	x	x		x		x				
	WebArts	6MMF0026	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x

Key: Learning Outcome which is assessed as part of the module

Knowledge and Understanding of:

A1 - Processes of digital media design and realisation which include enquiry, planning, realisation and evaluation of outcomes, and the techniques, processes and technologies used to create media artefacts and document the processes involved

A2- the history of communication and media technologies and a recognition of the different ways in which the history of and current developments in media and communication in a globalising culture can be understood in relation to technological change;

A3- the roles of communication systems, modes of representations and systems of meaning in the ordering of societies and of particular media forms and genres and the way in which they organise understandings, meanings and affects;

A4- the ways in which people engage with cultural texts and practices and make meaning from them, of the aesthetic and formal qualities at play and their relation to meanings, in particular cultural forms and an understanding of the narrative processes, generic forms and modes of representation at work in media and cultural texts;

A5 and for the award of Interactive Media Software

– processes for the development of interactive media fit for a given purpose in terms of software programming and underlying systems and technologies.

A6 and for the award of Interactive Media Design

– processes for the creative invention of content and form of artefacts fit for a given purpose, the design decision process, the handling of digital media processes.

A7 and for the award of Screen Cultures and Media Practices

– a range of media practices and processes, and their creative uses in the context of the contemporary world.

A8 and for the award of Screen Cultures

- the interconnectedness of texts and contexts and of the shifting configurations of communicative, cultural and aesthetic practices and systems within national and international perspectives.

Intellectual skills - able to:

B1 - formulate and define media artefacts using design decision making methodologies including the ability to invent, propose and select from alternatives, consider audiences and evaluate artefacts in terms of their fitness for a stated purpose, consideration of aesthetic and formal elements, and processes of testing and evaluation;

B2- understand forms of communication, media and culture as they have emerged historically and appreciate the processes through which they have come into being with appropriate reference to the diversity of contemporary cultures and an understanding of how different groups variously make use of and engage with forms of communication, media and culture;

B3- develop substantive and detailed knowledge and understanding in one or more designated areas of the field and to evaluate and draw upon a range of sources and the conceptual frameworks appropriate to research in the chosen area;

B4 - consider and evaluate their own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions; explore matters which may be new and emerging, drawing upon a variety of personal skills and upon a variety of academic and non-academic sources; draw upon and bring together ideas from different sources of knowledge and from different academic disciplines;

B5 and for the award of Interactive Media Software

-initiate, develop, realise and evaluate designs for interactive media artefacts that are fit for purpose in terms of underlying technologies and systems and their audiences.

B6 and for the award of Interactive Media Design

-initiate, develop, realise and evaluate designs for interactive media artefacts that are fit for purpose in terms of audiences, contexts and underlying technologies.

B7 and for the award of Screen Cultures and Media Practices

-invent, develop and realise media artefacts of several kinds, manage a mixture of academic and practical study.

B8 and for the award of Screen Cultures

- engage critically with major thinkers, debates and intellectual paradigms within the field and put them to productive use to analyse closely, interpret and show the exercise of critical judgement in the understanding and as appropriate, evaluation of media artefacts.

Practical skills - able to:

C1 - use a range of digital media software applications, associated hardware and storage devices, and design methodologies to realise project artefacts of an appropriate quality including the documentation of design decisions and processes;

C2 - demonstrate their creative and technical skills by generating media artefacts using appropriate tools and techniques in response to a given brief or one of their own devising, and which shows competence in operational aspects of media production technologies, systems, techniques and professional practices;

C3- put to use a range of IT skills such as data analysis, word-processing, search engines and other systems to gather, evaluate and use information of many kinds;

C4- initiate, develop and realise distinctive expressive and creative work within various forms of digital and/or electronic media, and experiment, as appropriate, with forms, conventions, languages, techniques and practices;

C5- be adaptable, creative and self-reflexive in producing output for a variety of audiences and in a variety of media forms;

C6- produce work which demonstrates an understanding of media forms and structures, audiences and specific communication registers, cultural similarities and differences and which utilises effectively relevant technical concepts and theories;

C7 - use quantitative and qualitative approaches to gather material, and use appropriate methodologies to reach sound conclusions.

Transferable skills - able to:

D1- work in flexible, creative and independent ways, showing self-discipline, self-direction and reflexivity;

D2- gather, organise and deploy ideas and information in order to formulate arguments cogently and express them effectively in written, oral or in other forms, to record experiences and solve problems;

D3- retrieve and generate information, and evaluate sources, in carrying out independent research;

D4- communicate effectively in inter-personal settings, in writing and in a variety of media, and work productively in a group or team, showing abilities at different times to listen, to contribute and lead effectively;

D5- critically appraise some of the widespread common sense understandings and misunderstandings of communications, media, culture and globalisation and the debates and disagreements to which these give rise;

D6- critically evaluate the contested nature of some objects of study within the fields of communication, media, film and cultural studies and the social and political implications of the judgments which are made;

D7- show insight into the range of attitudes and values arising from the complexity and diversity of contemporary communications, media, culture and society and trends towards globalisation and international perspectives and an ability to consider and respond to these.

Table 3: Creative Arts (CA) Electives Modules (subject to availability)

Level 4

Optional Modules Module Titles	Module Code	Credit Points	% Examination	% Coursework	Semester
Objects, Materials and the Body	4ART0018	15	0	100	B
Design and Decorative Arts Post 1950	4ART0022	15	0	100	B
An Introduction to Film	4ART0024	15	0	100	B
Contemporary Design and Criticism	4ART0074	15	0	100	B
Art and Psychology	4ART0029	15	0	100	B
Photography: Application and Context	4ART0030	15	0	100	B
Digital Culture	4ART0032	15	0	100	B
A Short History of Advertising	4ART0055	15	0	100	B
The Death of the Book	4ART0062	15	0	100	B
Comics, Animation and Popular Culture	4ART0037	15	0	100	B
Foundations of Marketing: Art and Design	4BUS0104	15	0	100	B
Sustainability: Past, Present and Future	4ARD0001	15	0	100	B
Gods and Monsters: the persistence of mythology	4ARD0007	15	0	100	B
Internet Cultures	4ARD0004	15	0	100	B
To Subvert and Divert: a particular history of animation	4ARD0006	15	0	100	B
If mouse then... : Exploring Interactive Media	4ARD0002	15	0	100	B
Death, Dancing and Diners	4ARD0026	15	0	100	B
Experiments with the Moving Image	4ARD0033	15	0	100	B
Take 2: Aspects of Film and TV 'mise en scene'	4ARD0032	15	0	100	B

Level 5

Optional Modules Module Titles	Module Code	Credit Points	% Examination	% Coursework	Semester
Image, Narrative and Representation	5ART0069	15	0	100	A
Contemporary Art and Criticism	5ART0024	15	0	100	A
Media Culture	5ART0017	15	0	100	A
Consuming Art and Design	5ART0020	15	0	100	A
Photography: Gender and Identity	5ART0021	15	0	100	A
Approaches to Arts Therapies Theories	5ART0032	15	0	100	A
The History of Technology	5ART0035	15	0	100	A
Approaches to Contemporary Film	5ART0038	15	0	100	A
Design and Desire	5ART0055	15	0	100	A
Gender, Psychoanalysis and Art Practice	5ART0053	15	0	100	A
Film in the Post-cinema age	5ARD0010	15	0	100	A
Sustainability in Practice	5ARD0005	15	0	100	A
Creating Cultural Spaces	5ARD0004	15	0	100	A
Taking the Ride: theatricality, body thrills, safe spills and simulation	5ARD0006	15	0	100	A
Sonic Worlds: sound, technology, design and meaning	5ARD0012	15	0	100	A
Advertising Worlds	5ARD0018	15	0	100	A
Joystick: The Emergence of Games Culture	5ARD0092	15	0	100	A
Undressing Cinema: Relationships Between Film and Fashion	5ARD0093	15	0	100	A