

### *Course Template*

#### **1. Basic information**

- Course Name: Media Production
- Course Code: CE308A
- Level (UG, PG): Undergraduate
- Academic Period: 2014
- Faculty: Faculty of Technology
- Department: Media Design and Production
- PMB: LMS
- Offered at: DM - DMU Leicester
- Type (single, joint.): SI
- Highest Award : Bachelor of Science (Honours)
- All possible exit awards : Bachelor of Science; Certificate of Higher Education; Diploma of Higher Education; Institutional Undergraduate Credit
- Award notes : This programme has been designed to meet the accreditation requirements of the Institute of Engineering & Technology (IET) for Incorporated Engineers (IEng). In order for students to fulfill the accreditation requirements of the IET they must pass all modules with a mark of at least 40%. Compensation is not permitted. Students not meeting this requirement will be deemed not to have fulfilled the requirements of IET Accreditation.

#### Professional Body Recognition

- Accreditation by Professional/Statutory body:
- Exemption by Professional/Statutory body:
- Details
- Modes of attendance: Main MOA: Full-Time  
Other MOA: Part-Time; Year Out/On Placement
- Mode Notes:
- Course leader: Zoe Allman

#### **2. Entry Requirements and Profile**

<p>Award BSc (Hons)</p> <p>Applicants should normally be 18 years of age by the 1st of October in the year of entry.</p> <p>Candidates should offer one of the following:</p> <ul style="list-style-type: none"> <li>· 260 UCAS tariff points from a minimum of two GCE A-Levels.</li> <li>· A BTEC national diploma in a relevant discipline with a minimum of DMM.</li> <li>· Any qualification deemed equivalent to the above, including recognised access courses.</li> </ul> <p>In addition candidates should have a minimum of five GCSEs at grade C or above, including ones in Mathematics and English.</p> <p>Applications are welcomed for individual consideration from candidates offering experience or prior learning in place of part or all of the formal entry qualifications.</p> <p>Direct entry to level two with advanced standing is permitted for applicants who can demonstrate their capability to undertake studies at degree level and have the prior knowledge/qualifications deemed equivalent to the level one studies.</p>
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### 3. Course Description

#### Characteristics and Aims

Developments in electronics, telecommunications and computing in recent years have led to a huge growth in the media industries. In particular, the application of digital technology has led to a proliferation of digital television and radio services together with web-distributed audiovisual media. The production of digital artefacts has fast become one of the defining creative and intellectual challenges of the twenty first century. The increasingly convergent application of interactive and multimedia technologies has delivered a range of sophisticated, accessible and flexible services to audiences and users.

BSc Media Production offers students both the theoretical foundations and the practical skills that they need to assume leadership roles as designers, producers, and critical analysts of digital media. The course aims to establish new standards for professional education in media design and production, and to raise the level of professional and creative practice in the media industries. The course provides extensive hands-on practice, together with an understanding of the technical principles that will guide its graduates over the course of their careers in a rapidly changing technical environment.

A unique and outstanding feature of the course is the use of state-of-the-art studio facilities of the BBC, located at the BBC Academy, Wood Norton, Worcestershire. The use of this internationally-recognised centre of excellence gives students extensive hands-on studio experience, unrivalled by any other comparable course.

#### *Teaching, Learning and Assessment Strategies*

##### Part One

The first year of the course introduces students to the main areas of study, mapping out the scope of the discipline. Specific attention is given to key methodological skills and practices, and covers crucial levels of ability in oral, practical and written competence. Activities in part one balance the initial strong dependence on the tutor that students experience, with the high level of independence that is expected in part two.

##### Part Two

The second year, optional placement year, and final year of the course form part two of the course. Here the emphasis is on the acquisition of knowledge and skills, the encouragement of independent learning, the integration of theory and practice, the incorporated use of technology and media forms, as well as collaborative approaches towards research and problem solving. The final year degree classification is based on part two modules.

##### Placement

The placement is encouraged but optional. It is an opportunity to consolidate existing skills and knowledge in the first two years of study. The placement develops new skills in an appropriate working environment alongside fellow practitioners. Students often find that the placement eases their path into employment on graduation, building their confidence and providing useful skills that are difficult to acquire in an educational environment. In addition, it provides a stronger context within which to root final year studies.

##### Delivery

Course delivery is through a combination of lecture, tutorial, seminar, laboratory, workshop, self-directed study, presentation, screening, demonstration, group and individual projects.

##### Assessment

A variety of assessment strategies, both formative and summative, are used throughout the course. Assessments fall into two main types; coursework assessments and formal examinations. The coursework assessments include practical reports, computer-based assessments, short tests, case study reports, critiques and oral presentations. A deadline is set for each assignment, which students are expected to meet. This introduces a sense of discipline and professionalism. Students are also assessed by formal examinations, which test the knowledge and skills they have developed over the course of the module. There are a variety of formats for the written examinations, including some or all of the following; short-answer questions, problem-based questions, case-study questions and essay questions.

#### 4. Outcomes

Generic outcome headings	What a student should know and be able to do upon completion of the course
<ul style="list-style-type: none"> <li><b>Knowledge &amp; understanding</b></li> </ul>	Identify significant media technologies and production methods. Analyse and synthesise media systems and processes. Identify, analyse and evaluate media practices and technologies Access appropriate technology.
<ul style="list-style-type: none"> <li><b>Cognitive skills</b></li> </ul>	Characterise and evaluate the performance capabilities and limitations of a range of media technologies and production methods. Apply and assess competing production processes. Consider the application of digital audio-visual media technologies.
<ul style="list-style-type: none"> <li><b>Subject specific skills</b></li> </ul>	Manipulate and control media technology applications and production processes. Demonstrate a familiarity with a range of media technologies and forms. Demonstrate a familiarity and competence in the use and application of broadcast/studio production equipment. Understand the creative, cultural and practical consequences of competing applications of media technology. Construct a portfolio of meaningful media artefacts.
<ul style="list-style-type: none"> <li><b>Key Skills</b></li> </ul>	Communicate to audiences using appropriate media technologies. Co-operate and work in teams. Be able to read critically and write critically. Engage in independent research. Use numerical and scientific skills to analyse technological systems. Anticipate audience needs.

#### 5. Structure and Regulations

##### Relationship Details

<u>Module</u>	<u>Credits</u>	<u>Level</u>	<u>Take/Pass</u>	<u>Semester</u>	<u>Locations</u>
TECH1002	30.00	1	Must Take	Y	DM
TECH1003	30.00	1	Must Take	Y	DM
TECH1004	30.00	1	Must Take	Y	DM
TECH1015	30.00	1	Must Take	Y	DM
SAND2802	0.00	2	Neither	Y	DM
TECH2002	30.00	2	Neither	Y	DM
TECH2003	30.00	2	Must Take	Y	DM
TECH2004	30.00	2	Neither	Y	DM
TECH2005	30.00	2	Neither	Y	DM
TECH2007	30.00	2	Neither	Y	DM
TECH2008	30.00	2	Must Take	Y	DM
TECH2015	30.00	2	Neither	Y	DM
TECH2053	30.00	2	Neither	Y	DM
TECH3007	30.00	3	Neither	Y	DM
TECH3008	30.00	3	Neither	Y	DM
TECH3010	30.00	3	Must Take	Y	DM

<b>TECH3013</b>	<b>30.00</b>	<b>3</b>	<b>Neither</b>	<b>Y</b>	<b>DM</b>
<b>TECH3015</b>	<b>30.00</b>	<b>3</b>	<b>Neither</b>	<b>Y</b>	<b>DM</b>
<b>TECH3017</b>	<b>30.00</b>	<b>3</b>	<b>Neither</b>	<b>Y</b>	<b>DM</b>
<b>TECH3022</b>	<b>30.00</b>	<b>3</b>	<b>Neither</b>	<b>Y</b>	<b>DM</b>
<b>TECH3024</b>	<b>30.00</b>	<b>3</b>	<b>Neither</b>	<b>Y</b>	<b>DM</b>
<b>TECH3025</b>	<b>30.00</b>	<b>3</b>	<b>Neither</b>	<b>Y</b>	<b>DM</b>
<b>TECH3026</b>	<b>30.00</b>	<b>3</b>	<b>Neither</b>	<b>Y</b>	<b>DM</b>

## Structure

### Structure notes

#### 1 Course Info

#### Course Specific Differences or Regulations

1 The requirements to progress into the sandwich are determined by Faculty Policy which requires that normally student must have passed a minimum of 60 credits at level 2.

In order for students to fulfill the accreditation requirements of the IET they must pass all modules with a mark of at least 40%. Compensation is not permitted.

#### Numbers at sites, including partner institutions

1

#### Relevant QAA Subject Benchmarking statement(s)

1 There is no specific benchmark for this course. This course has been designed with reference to relevant elements of the engineering benchmark, which is the most appropriate existing benchmark.

## 6. Quality Assurance Information

### QA of Workbased Learning

### Liaison with Collaborative Partners

### Procedures for Maintaining Standards

The Programme is managed by a programme leader together with a programme team. They are guided by the prevailing academic regulations and modular scheme handbooks produced by Registry.

An external examiner is attached to the programme who acts as a critical friend. He/She attends the assessment board and scrutinises student work and marking to ensure that standards have been maintained at an apposite level.

Each year the programme leader completes a Programme Enhancement Plan which is approved by the Programme Board/Subject Authority Board and Faculty Academic Committee.

The student voice is heard via student representatives on the Programme Board and the Staff Student Consultative Committee. Feedback from students is gathered by end of module questionnaires and programme questionnaires.

The programme is subject to a periodic review in line with University requirements.

## Course Handbook Descriptor