Bournemouth University

THE FACULTY OF MEDIA AND COMMUNICATION

Media Production Undergraduate Framework

Version 4.3-0917

BA (Hons) / Dip HE / Cert HE Digital Media Design (closed July 2016)
BA (Hons) / Dip HE / Cert HE Media Production
BA (Hons) / Dip HE / Cert HE Radio (closed July 2016)
BA (Hons) / Dip HE / Cert HE Scriptwriting for Film and Television
BA (Hons) / Dip HE / Cert HE Television Production

FRAMEWORK SPECIFICATION

January 2017

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Document date: August 2015

Circulation: General

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BASIC FRAMEWORK / PROGRAMME DATA

Originating institution(s)	Bournemouth University
Award(s) and title(s)	BA (Hons) Digital Media Design **(closed July 2016)** BA (Hons) Scriptwriting for Film and Television BA (Hons) Television Production BA (Hons) Radio **(closed July 2016)** BA (Hons) Media Production Dip HE Digital Media Design **(closed July 2016)** Dip HE Scriptwriting for Film and Television Dip HE Television Production Dip HE Radio **(closed July 2016)** Dip HE Media Production Cert HE Digital Media Design **(closed July 2016)** Cert HE Scriptwriting for Film and Television Cert HE Television Production Cert HE Radio **(closed July 2016)** Cert HE Media Production
UCAS Programme Code(s)	BA (Hons) Television Production: W621 BA (Hons) Scriptwriting for Film and Television: W620 BA (Hons) Digital Media Design: P392 BA (Hons) Radio: P31F BA (Hons) Media Production: PH10
External reference points(s)	The Framework for Higher Education Qualifications; History of Art, Architecture and Design Subject Benchmark Statement; Art and Design Subject Benchmark Statement; Communication, Media, Film and Cultural Studies Subject Benchmark Statement; Creative Skillset
Professional, Statutory and/or Regulatory Body links	Creative Skillset Accreditation
Place(s) of delivery	Bournemouth University
Mode(s) of delivery	Full-time
Credit structure	Level C – 120 credits (60 ECTS) Level I – 120 credits (60 ECTS) Level H – 120 credits (60 ECTS)
Duration	3 years (4 years with optional placement year)

Date of original approval(s)	1992 [BA (Hons) Scriptwriting for Film and Television] 1996 [BA (Hons) Television Production – as BA (Hons) Television and Video Production] 1998 [BA (Hons) Digital Media Design – as BA (Hons) New Media Production] 2008 [BA (Hons) Radio] 2012 [BA (Hons) Media Production]
Date of first intake	2014 (this version)
Student numbers	*Numbers are provided in min / max / optimum format* Television Production: 60 / 84 / 72 Scriptwriting for Film and Television: 30 / 54 / 36 Digital Media Design: 45 / 54 / 54 Radio: 20 / 60 / 36 Media Production: 70 / 80 / 80
Placements	4 weeks (short placement at end of Level I) or Minimum 30 weeks (year placement at end of Level I)
Partner institution(s) and model(s)	None
Date and version number of this Framework/Programme Specification	Version 4.3-0917, January 2017

This Framework Specification was revised in June 2015 following the approval of modification MS 1415 01 and subsequent BA (Hons) Global Media Practice (Top-up) closure E1415017.

E1516073 – BA (Hons) Digital Media Design and BA (Hons) Radio formally closed on 22/07/16. **BU1617 01**, approved 24/02/2016. Previous version 4.2-0916

AIMS OF THE DOCUMENT

The aims of this document are to:

- Define the structure of the Media Production Undergraduate Framework
- Specify the programme degree names and groupings within the Framework
- Identify programme and level learning outcomes
- Articulate the regulations governing the awards offered through this Framework

PROGRESSION ROUTES

Students who have successfully completed FdA Radio Production with an overall grade of a merit and satisfactory interview will be eligible to apply for entry with advanced standing to the BA (Hons) Radio programme at Level H, and credited with 240 credits for Levels C and I.

Students who have successfully completed FdA Digital Media Practice and FdA Creative Multimedia Design with 120 Level C/4 credits and 120 Level I/5 credits with an overall Merit grade or above, will be eligible to apply for entry with advanced standing to the BA (Hons) Media Production and credited with 240 credits for Levels C and I.

In order to take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved progression route for this programme may be subject to change. Where this happens, students will be informed and supported by the School as early as possible.

ACADEMIC AND PROFESSIONAL CONTEXTS

Undergraduate education is a critical part of the Media School's educational portfolio, supporting the School's position as a leading provider of media practice higher education within the UK. The Media School seeks to develop and evolve innovative programmes in line with the University's strategy to develop professionally orientated learning. This media production undergraduate framework is in line with this aim.

The School prioritises the need to engage with industry developments and seeks to develop provision which mirrors and indeed leads such developments. The Media School's designation as the UK's only Centre for Excellence in Media Practice (CEMP) by HEFCE and a Skillset Media Academy puts us in a strong position to provide such a framework for undergraduate programmes.

This framework contains a series of single honours programmes in the area of media production. The framework foregrounds coherence and takes students through a journey which at its most simple can be characterized as one of the development of core skills, creativity and critical thinking at level C; through to the development of professionalism and industry-facing experiences at level I; concluding in the demonstration of individual and collaborative authorship and expression at level H. The framework provides students with an opportunity to acquire and develop media production skills in the areas of television production, interactive media production and scriptwriting and radio production. Authorship and professionalism are at the heart of the framework. In addition, students will be provided with opportunities to work collaboratively with others across the framework, and across the School, celebrating the rich diversity of subjects that the School offers.

The framework aims to imbue students with the characteristics of life-long learners that are well-equipped for the fluid world into which they will graduate. The skills of critical thinking, reflection, group working, communication and IT skills mesh with the attributes of curiosity, flexibility, creative thinking, ideas generation and resilience to form what can be summarised as the overall aim of the framework: The development of the 'reflective media practitioner'.

AIM OF THE FRAMEWORK / PROGRAMMES

The Media Production Undergraduate framework aims to produce graduates who engage in the world with interest, insight, intellectual curiosity and ethical awareness. These attributes will allow them to work as creative, collaborative, flexible and confident practitioners in order to contribute to and shape the present and future media industry.

This key aim is underpinned by the following further aims:

- To provide students with the opportunity to produce individually and collaboratively authored work to professional standards;
- To provide students with a critical understanding of current issues and opportunities at the forefront of the media industry;
- To equip students with the intellectual tools and techniques required to deal with issues systematically and creatively;
- To prepare students to be able to solve problems, both intellectual and practice orientated;
- To provide students with the independent learning ability required for continuing professional development;
- To prepare students to be reflective practitioners.

INTENDED LEARNING OUTCOMES

BA (Hons) Digital Media Design

Level H / Programme Learning Outcomes

A Subject Knowledge and Understanding

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

A1 Existing research and/or professional practice within areas of investigation

A2 The processes and requirements of the work placement, including the skills needed to work well within a professional environment;

A3 Relevant ethical and professional issues and debates appropriate to their field of study;

A4 Identify major developments in current and emerging media and technologies relevant to the production of digital media artefacts;

B Intellectual Skills

This level provides opportunities for students to:

B1 Critically analyse findings;

B2 Define and apply an appropriate research topic and framework;

B3 Identify and evaluate areas or topics requiring digital design solutions;

B4 Demonstrate an ability to conceptualise and develop creative media solutions;

C Subject Specific Skills

This level provides opportunities for students to:

C1 Research and engage with a range of relevant target groups and users of digital media;

C2 Demonstrate a relevant range of production skills drawing upon individual and collaborative-based knowledge as appropriate;

C3 Draw on a comprehensive range of techniques to communicate their work effectively to a range of stake-holders and target audiences, including peers, tutors, professionals, and the public;

C4 Conceive and identify, research and develop, produce and deliver digital media artefacts with appropriate materials, processes and environments;

D Transferable Skills

This level provides opportunities for students to:

D1 Produce coherent, well-articulated and presented outcomes of work;

D2 Reflect critically on their decision-making and practice, and propose ways in which the work may be extended or improved;

D3 Exercise self-management skills in managing their workloads and meeting deadlines;

Level I Learning Outcomes

A Subject Knowledge and Understanding

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

A1 A range of advanced concepts, theories and debates informing their subject specialisms;

A2 Developing research proposals that could act as the basis for further media investigation;

B Intellectual Skills

This level provides opportunities for students to:

B1 Critically apply concepts, theories and debates to analysis within their subject specialisms;

B2 Critically evaluate theoretical models and methodologies through independent study and research;

B3 Develop an critical academic voice by developing arguments from evidence taken from primary and or secondary research;

B4 Critically evaluate research methodologies, methods and designs through independent study and research;

C Subject Specific Skills

This level provides opportunities for students to:

C1 An ability to adopt an iterative, evidence-based approach to digital media design and production;

C2 Demonstrate originality, creativity and professionalism in the conception, pitching, design, management and realisation of digital media artefacts;

C3 Control and creatively exploit the associated hardware and software;

D Transferable Skills

This level provides opportunities for students to:

D1 Work effectively as an individual as well as part of a production team;

D2 Evaluate work undertaken in a reflective manner with reference to appropriate debates and conventions;

Level C Learning Outcomes

A Subject Knowledge and Understanding

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

A1 A range of concepts informing the academic study of media;

A2 Knowledge of the underlying history, concepts, and principles associated with digital media design;

B Intellectual Skills

This level provides opportunities for students to:

B1 Apply a range of media concepts to analysis within subject specialisms;

B2 Develop arguments using evidence taken from reading, research and practice;

B3 Demonstrate an understanding of research as a process and set of methods and techniques requiring planning and organization;

B4 Develop an academic voice by developing an argument from evidence taken from primary and secondary research;

B5 Research and evaluate a range of design techniques and approaches, assimilating and articulating relevant findings from a range of design contexts;

B6 An ability to evaluate, interpret, and contextualise production work in relation to relevant media theories;

C Subject Specific Skills

This level provides opportunities for students to:

C1 Demonstrate their understanding of production techniques to realise collaboratively produced cross-platform work;

C2 Work with a range of software and hardware to design and prototype digital media artefacts which make creative use of a variety of media forms;

C3 Develop ideas through to outcomes that confirm the student's ability to select and use materials, processes and environments;

C4 Select and demonstrate appropriate skills to develop and realise professional digital design artefacts;

D Transferable Skills

This level provides opportunities for students to:

D1 Develop skills associated with independent study and writing including information gathering, processing and presentation;

D2 Evaluate and reflect on work undertaken, including their own role;

D3 Work both individually and collaboratively and to demonstrate a responsible and informed approach to group production work;

BA (Hons) Radio

Level H / Programme Learning Outcomes

A Subject Knowledge and Understanding

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

A1 Existing research and/or professional practice within areas of investigation;

A2 Professional, industrial and theoretical contexts and A knowledge of media industry career options;

A3 How to develop a strategic, practical and flexible career plan;

B Intellectual Skills

This level provides opportunities for students to:

B1 Critically analyse findings;

B2 Define and apply an appropriate research topic and framework;

B3 Reflect intelligently on their production work;

C Subject Specific Skills

This level provides opportunities for students to:

C1 Produce audio material which demonstrate high standards and appropriateness for target audiences via the traditional model of live broadcasting on radio stations or as audio material on demand via the internet;

C2 Demonstrate their critical understanding of industry standard practices as applied to the initiation, development, production and realisation of audio content;

C3 To successfully recruit and manage a team of people to work on production work as necessary;

D Transferable Skills

This level provides opportunities for students to:

D1 Produce coherent, well-articulated and presented outcomes of work;

D2 Draw on a comprehensive range of techniques to communicate their work effectively;

D3 Critically reflect on their strengths and weaknesses in the context of career aspirations and planning;

D4 Communicate effectively to a range of stakeholders, including peers and industry professionals and specifically through their Curriculum Vitae;

Level I Learning Outcomes

A Subject Knowledge and Understanding

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

A1 A range of advanced concepts, theories and debates informing their subject specialism;

A2 Developing research proposals that could act as the basis for further media investigation;

A3 The ability to evaluate work undertaken in a reflective manner with reference to historical and contemporary global debates and industry trends;

A4 An understanding of the legal and ethical contexts of radio production.

B Intellectual Skills

This level provides opportunities for students to:

B1 Critically apply concepts, theories and debates to analysis within their subject specialisms;

B2 Critically evaluate theoretical models and methodologies through independent study and research;

B3 Develop a critical academic voice by developing arguments from evidence taken from primary and or secondary research;

B4 Critically evaluate research methodologies, methods and designs through independent study and research;

C Subject Specific Skills

This level provides opportunities for students to:

C1 Initiate research and realise appropriate content for a live speech and music-based radio;

C2 Demonstrate the technical production techniques and skills necessary for producing successful live radio;

C3 Control and creatively exploit software and ideas to produce cross-platform content;

C4 Demonstrate originality, creativity and professionalism in the conception, pitching, management and realisation of radio programmes / audio packages;

D Transferable Skills

This level provides opportunities for students to:

D1 Demonstrate effective team-working skills, showing at different times the ability to contribute and lead effectively;

D2 An ability to reflect critically on, and critically evaluate aspects of, the production process;

Level C Learning Outcomes

A Subject Knowledge and Understanding

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

A1 A range of concepts informing the academic study of media;

A2 Underlying history, concepts, and principles associated with radio;

B Intellectual Skills

This level provides opportunities for students to:

B1 Apply a range of media concepts to analysis within subject specialisms;

B2 Develop arguments using evidence taken from reading, research and practice;

B3 Demonstrate an understanding of research as a process and set of methods and techniques requiring planning and organization;

B4 Develop an academic voice by developing an argument from evidence taken from primary and secondary research;

B5 Evaluate, interpret, and contextualise production work in relation to relevant media theories;

C Subject Specific Skills

This level provides opportunities for students to:

C1 Demonstrate their understanding of production techniques to realise collaboratively produced cross-platform work;

C2 Specify and produce audio material for a target audience.

C3 Use the full range of technical equipment used in radio production;

C4 Work with broadcast standard software to produce a range of material covering a variety of programme genres;

C5 Use basic production techniques to respond to simple radio and audio production briefs.

D Transferable Skills

This level provides opportunities for students to:

D1 Develop skills associated with independent study and writing including information gathering, processing and presentation;

D2 Evaluate and reflect on work undertaken, including their own role;

D3 Work in groups, as well as independently;

BA (Hons) Scriptwriting for Film and Television

Level H / Programme Learning Outcomes

A Subject Knowledge and Understanding

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

A1 Existing research and/or professional practice within areas of investigation;

A2 Relevant ethical and professional issues and debates appropriate to their field of study;

A3 The industry and how this will affect the development and success of their script projects;

B Intellectual Skills

This level provides opportunities for students to:

B1 Critically analyse findings;

B2 Define and apply an appropriate research topic and framework;

C Subject Specific Skills

This level provides opportunities for students to:

C1 Draw on a comprehensive range of techniques to communicate their work effectively to a range of stake-holders and target audiences, including peers, tutors, professionals, and the public;

C2 Conceive, develop and write original scripts of the student's own creation, using appropriate script editing and rewriting skills;

C3 Demonstrate the creative application of the script development process, properly referencing sources and ideas;

D Transferable Skills

This level provides opportunities for students to:

D1 Produce coherent, well-articulated and presented outcomes of work;

D2 Reflect critically on their decision-making and practice, and propose ways in which the work may be extended or improved;

D3 The ability to deliver work to a given length, format, brief and deadline;

Level I Learning Outcomes

A Subject Knowledge and Understanding

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

A1 A range of advanced concepts, theories and debates informing their subject specialisms;

A2 Developing research proposals that could act as the basis for further media investigation;

A3 A critical and analytical awareness of the role of the "author" in contemporary media practice;

A4 How in creative industries individuals, or collaborative Project-oriented teams, are formed, operate and complete their work;

B Intellectual Skills

This level provides opportunities for students to:

B1 Critically apply concepts, theories and debates to analysis within their subject specialisms;

B2 Critically evaluate theoretical models and methodologies through independent study and research;

B3 Develop an critical academic voice by developing arguments from evidence taken from primary and or secondary research;

B4 Critically evaluate research methodologies, methods and designs through independent study and research;

C Subject Specific Skills

This level provides opportunities for students to:

C1 Create and script a range of narrative formats;

C2 Produce a related media artefact;

C3 Develop and present an informed production strategy;

C4 Write industry-standard Reader's Reports and appropriate Script Editor's notes to a professional standard;

C5 Demonstrate knowledge and competence in the forms, styles and techniques of writing to the chosen format option;

D Transferable Skills

This level provides opportunities for students to:

D1 Work effectively and professionally to achieve set deadlines;

D2 Work effectively both independently and in groups, showing the ability to lead, and be led, and contribute to project development and tasks;

Level C Learning Outcomes

A Subject Knowledge and Understanding

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

A1 A range of concepts informing the academic study of media;

A2 Scriptwriting concepts and skills;

B Intellectual Skills

This level provides opportunities for students to:

B1 Apply a range of media concepts to analysis within subject specialisms;

B2 Develop arguments using evidence taken from reading, research and practice;

B3 Demonstrate an understanding of research as a process and set of methods and techniques requiring planning and organization;

B4 Develop an academic voice by developing an argument from evidence taken from primary and secondary research;

C Subject Specific Skills

This level provides opportunities for students to:

C1 Demonstrate their understanding of production techniques to realise collaboratively produced cross-platform work;

C2 Demonstrate a critical and analytical awareness of the role of the script in the development process of a media artefact;

C3 Demonstrate an ability to adapt and respond effectively in translating scripts through the production process to the screen;

C4 Develop and resolve multiple stories within a given format;

C5 Develop scriptwriting development documents for a variety of applications;

C6 Create scripts in a chosen narrative format;

C7 Effectively communicate ideas and illicit a specific intended response from the reader.

D Transferable Skills

This level provides opportunities for students to:

D1 Develop skills associated with independent study and writing including information gathering, processing and presentation;

D2 Evaluate and reflect on work undertaken, including their own role;

D3 Work in groups, as well as independently;

D4 Communicate ideas in a variety of forms;

D5 Work individually and collaboratively on project work;

BA (Hons) Television Production

Level H / Programme Learning Outcomes

A Subject Knowledge and Understanding

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

A1 Existing research and/or professional practice within areas of investigation

A2 Demonstrate a comprehensive understanding of professional, industrial and theoretical contexts and how they inform their practice;

A3 Demonstrate an understanding of the processes and requirements of the work placement, including the skills needed to work well within an industrial environment.

A4 An understanding of how media, cultural and creative organisations operate, communicate and are managed;

A5 Understand the importance of the commissioning and funding structures of the creative industries and demonstrate a capacity to work within the constraints imposed by them;

B Intellectual Skills

This level provides opportunities for students to:

B1 Critically analyse findings;

B2 Define and apply an appropriate research topic and framework;

C Subject Specific Skills

This level provides opportunities for students to:

C1 Draw on a comprehensive range of techniques to communicate their work effectively to a range of stake-holders and target audiences, including peers, tutors, professionals, and the public;

C2 Have produced and directed television projects that demonstrates a high standard of production and is appropriate for the visual medium of television;

C3 Demonstrate their critical understanding of industry standard practices as applied to the initiation, development, production and realisation of television programmes;

D Transferable Skills

This level provides opportunities for students to:

D1 Produce coherent, well-articulated and presented outcomes of work;

D2 Develop their understanding of their own creative processes, practices and development through engagement in production and exhibition;

D3 Work in groups, showing the ability at different times to lead, by led, contribute, and be an effective agent for high-quality outcomes and practice;

Level I Learning Outcomes

A Subject Knowledge and Understanding

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

A1 A range of advanced concepts, theories and debates informing their subject specialisms;

A2 Developing research proposals that could act as the basis for further media investigation;

B Intellectual Skills

This level provides opportunities for students to:

B1 Critically apply concepts, theories and debates to analysis within their subject specialisms;

B2 Critically evaluate theoretical models and methodologies through independent study and research;

B3 Develop a critical academic voice by developing arguments from evidence taken from primary and or secondary research;

C Subject Specific Skills

This level provides opportunities for students to:

C1 Be adaptable and creative in producing output for a variety of audiences and in a variety of media forms to a given length, format, brief and deadline;

C2 Produce work showing capability in operational aspects of multi-camera and live media production technologies, systems, techniques and professional practices;

C3 Produce work which is informed by, and contextualised within, a reflexive understanding of relevant theoretical issues and debates;

C4 Develop a critical, authorial and creative voice, demonstrating flair and style through the successful realisation of production briefs;

D Transferable Skills

This level provides opportunities for students to:

D1 Engage effectively and professionally in a range of production-work group scenarios, and display the ability to listen, contribute and lead;

D2 Evaluate production work in a reflexive manner with reference to appropriate debates and conventions;

Level C Learning Outcomes

A Subject Knowledge and Understanding

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

A1 A range of concepts informing the academic study of media;

A2 A range of visual techniques, and awareness of accepted screen grammar;

A3 The editorial and organisational processes through which television programmes are made;

A4 Their awareness for the historical and technical advancements for television production;

A5 A range of media technologies appropriate to the production process.

B Intellectual Skills

This level provides opportunities for students to:

B1 Apply a range of media concepts to analysis within subject specialisms;

B2 Develop arguments using evidence taken from reading, research and practice;

B3 Demonstrate an understanding of research as a process and set of methods and techniques requiring planning and organization;

B4 Develop an academic voice by developing an argument from evidence taken from primary and secondary research;

C Subject Specific Skills

This level provides opportunities for students to:

C1 Develop creative ideas and concepts based upon secure research strategies;

C2 Demonstrate their understanding of production techniques to realise collaboratively produced projects;

C3 Demonstrate an ability to tell stories using images and sounds;

C4 Produce work which demonstrates an understanding of media forms and structures, audiences and specific communication registers;

C5 Demonstrate an ability to operate a range of production and post-production equipment and software;

D Transferable Skills

This level provides opportunities for students to:

D1 Develop skills associated with independent study and writing including information gathering, processing and presentation;

D2 Evaluate and reflect on work undertaken, including their own role;

D3 Work in groups, as well as independently;

D4 manage time, personnel and resources effectively by drawing on planning, organisational, project management and leadership skills;

D5 Demonstrate effective team-working skills, showing at different times the ability to contribute and lead effectively.

BA (Hons) Media Production

Level H / Programme Learning Outcomes

A Subject Knowledge and Understanding

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

A1 The ways in which specific media and their attendant technologies make possible different kinds of aesthetic effects and forms;

A2 Ethical, professional, industrial and theoretical contexts and how they inform their practice;

A3 Media industry career options, and the key issues that underlie the gaining of employment in the media industry;

B Intellectual Skills

This level provides opportunities for students to:

B1 Synthesise the knowledge and practical skills required for their production focus at level H and ultimate career aspirations into a plan for acquisition;

B2 Demonstrate an ability to gather, organise and deploy ideas and information in order to formulate arguments cogently, and express and defend them effectively;

C Subject Specific Skills

This level provides opportunities for students to:

C1 Have acquired an advanced understanding and competence for a range of media production skills;

C2 Initiate, develop, and realise distinctive and creative work within various forms including aural, visual, audiovisual, or other electronic media;

C3 Conceive, develop, produce and deliver media artefact(s) of substantial scope;

C4 Produce work showing a high level of capability in operational aspects of media production technologies, systems, techniques and professional practices;

D Transferable Skills

This level provides opportunities for students to:

D1 Demonstrate an ability to comprehensively record and reflect on their learning and skills development.

D2 Work in flexible, creative and independent ways, showing self-discipline, self-direction and reflexivity.

D3 Draw on a comprehensive range of techniques to communicate and develop ideas effectively to a range of stake-holders and target audiences, including peers, tutors, professionals, and the public;

D4 Work productively in a team, showing abilities at different times to listen, contribute and lead effectively;

D5 Reflect critically on their decision-making and practice, and propose ways in which work may be extended or improved.

D6 Critically reflect on their strengths and weaknesses in the context of career aspirations and planning;

Level I Learning Outcomes

A Subject Knowledge and Understanding

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

A1 The broad historical and contemporary contexts that have determined the current structures and modus operandi of the UK's media industry in relation to its workforce;

A2 Industry standard practices (technical, conceptual and management) as applied to the initiation, development, production and realisation of media projects;

A3 Micro-businesses within the industry, with an appreciation of the pressures of work within the sector;

A4 The kind of subjective experiences that occupations within the media industry offer workers, and the strategies used by workers to navigate their careers within such an uncertain environment;

A5 Issues of professional ethics, work-life balance, and personal pressures typically faced by media workers;

A6 Demonstrate an understanding of the principles of relevant media technologies;

B Intellectual Skills

This level provides opportunities for students to:

B1 Critically apply concepts, theories and debates;

B2 Critically evaluate theoretical models and methodologies through independent study and research;

B3 Develop a critical academic voice by developing arguments from evidence taken from primary and or secondary research.

B4 Consider professional, cultural and procedural implications for the evolution of media technology;

C Subject Specific Skills

This level provides opportunities for students to:

C1 Demonstrate a comprehensive ability to plan effectively for a shoot, including pre-visualisation techniques, logistical planning, and a critical approach to risk assessment;

C2 Harness effective production techniques to tell strong, creative stories appropriate to the relevant medium;

C3 Produce work showing advanced capability in operational aspects of media production technologies, systems, techniques and professional practices;

C4 Demonstrate Originality, creativity and professionalism in the conception, pitching, management and realisation of media projects;

D Transferable Skills

This level provides opportunities for students to:

D1 Consider and evaluate their own work in a reflexive manner, with reference to professional debates and conventions;

D2 Work productively in a team, showing abilities at different times to listen, contribute and lead effectively;

D3 Demonstrate skills in communicating effectively orally and in written form, within both academic and professional contexts;

Level C Learning Outcomes

A Subject Knowledge and Understanding

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

A1 How collaborative project-orientated teams are formed, operate, and complete their work;

A2 The student's own creative processes and practice through engagement in production;

A3 The audio and visual conventions through which sounds, images and words make meaning;

A4 Knowledge of the underlying history, concepts, and principles associated with networked media production;

A5 A range of critical concepts and theories informing the academic study of the creative and media industries;

A6 A critical and analytical awareness of the role of the script in the development process of a media artefact;

A7 Regulatory and legal structures for broadcast;

B Intellectual Skills

This level provides opportunities for students to:

B1 Apply a range of media concepts to analysis;

B2 Develop arguments using evidence taken from reading, research and practice;

B3 Evaluate, interpret, and contextualise production work in relation to relevant media practice;

C Subject Specific Skills

This level provides opportunities for students to:

C1 Demonstrate originality, creativity and professionalism in the conception, pitching, management and realisation of media projects;

C2 Produce work showing capability in operational and technical aspects of media production technologies, systems, techniques and professional practices;

C3 Specify and produce media artefacts for defined target audiences, clients and end-users;

D Transferable Skills

This level provides opportunities for students to:

D1 Demonstrate a range of skills associated with independent study and writing including information gathering, processing and presentation;

D2 Work both individually and collaboratively and to demonstrate a responsible and informed approach to group production work;

LEARNING AND TEACHING STRATEGIES AND METHODS

Learning and teaching strategies are adopted which aim to develop students as independent self-motivated learners, who will develop their skills of setting and achieving goals, enabling them to become life-long learners after the end of the programme. Our students see themselves as central to the cohort's learning experience, creators of new knowledge and practices which can be shared amongst the community of learners. Whilst the collaborative experiences, e.g. Level C 'Collaborative Project' are an excellent exemplar of this, we seek .to promote opportunities for such collaborative learning through all units, both theory and practice orientated.

Lectures provide space for core teaching of subject areas to large groups of students, at all levels of delivery. Normally lectures are predominantly driven by an academic who passes on information to students 'on-mass', although attempts to engage students in discussions and exercises are good mechanisms for ensuring better engagement. Lectures last normally for 1-2 hours, although some scriptwriting lectures that include significant screening of work sometimes are timetabled for 3 hours.

Seminars are smaller-group sessions that are more interactive than lectures, and are used to discuss ideas that arise from lecture content. They are also used to develop small group projects; students engage in more active involvement and present / pitch work to their peers. Seminars last between 1-2 hours, and typically include 12-20 students each.

Workshops are delivered predominantly by a team of technical tutors who instruct students on the technology and techniques required to produce media artefacts. Workshops either take place in computer labs or studio-style spaces where students are briefed on kit, and supported in their use of it. Workshop group sizes vary due to the kit / space being used, from 8 – 20, for the larger lab-based workshops.

Tutorials come in different shapes and sizes – both formally as a teaching tool, and informally to support student progression through their units. Examples of tutorials include group-based tutorials supporting group-based projects, and individual tutorials mentoring students through individual projects including the dissertation and the final work produced at level H.

Online learning is provided mainly through the Virtual Learning Environment, MyBU, which provides information and links for support and further reading for all units. We are planning to increase online learning to become a key aspect of learning interactive software to help students customize their learning to the requirements of their projects in such a diverse landscape.

Fieldwork is normally conducted away from involvement with academic staff or technical tutors (an exception being work carried out in the HD Television Studio). Students work in groups across the campus, the nation and beyond to engage in practical media production activity. Seminars and tutorials are usually employed to help guide projects that require fieldwork activities, and a risk assessment system is in place to ensure student work away from campus has a health and safety overview.

ASSESSMENT STRATEGIES AND METHODS

Essays are used to test students' organization of ideas to effectively communicate issues, concerns, reflections, as well as critical engagement with theory and industry debates. Essays are required to adopt the Bournemouth University's Harvard Referencing system.

Peer assessment is one of the tools (alongside individual written reflective essays) used to tease out individual contributions to shared group work. Typically, peer assessment is introduced in a formative fashion at level C, and becomes a key assessment tool at level I. Peer assessment is also used formatively in seminars to help students reflect on their group working practice, and share good approaches to overcoming issues.

Artefacts represent the summation of individual or group-produced media production, and may exist in a tactile form such as a script, DVD or CD-Rom, or be virtual, such as a web design or radio broadcast. Artefacts are assessed via criteria and normally form a large percentage of a unit's mark, either on its own, or as part of a portfolio.

In-class tests are used to satisfy a technical standard of knowledge, predominantly employed on the Television Production and Media Production degrees.

Presentations are conducted in seminars and lectures either by individuals or by groups. Presentations are normally assessed 'on the spot' by two members of staff, and a sample are recorded by video camera for audit and review purposes. Presentations test important skills of communication, developing arguments, and resilience to questioning and thinking on their feet, important transferable skills for employment in the media communications industry.

WORK-BASED LEARNING (WBL) / PLACEMENT ELEMENTS

Students must complete a minimum of 4 weeks' work experience, but (with sufficient notice) can choose to do a minimum 30-week placement instead should they wish. The work placement must take place between the second and final year of study and be in the broad area of media production. In order to be allowed to proceed to the final year of study, students must:

- Complete a minimum of 30 weeks satisfactory work experience;
- Complete the placement log book satisfactorily; this may include assignments relating to the nature of their work and the organisation they are working in;
- Satisfactorily meet the performance criteria of the placement as determined by the completed assessment forms from the company, the Placement Development Advisor and the student.

For students studying on the full-time mode at least 4 working weeks of work experience is a graduation requirement (not a progression requirement into their final year as for the sandwich degrees).

The supervised work placement year draws on some or all of the units studied on the first two levels of the programme. It provides the opportunity for the student to develop their abilities and understanding of media production and related subjects, as well as providing a platform for successful entry into the profession following graduation. It applies and develops understanding and skills acquired in Levels C and I, makes a major contribution to the understanding of the final level units, further develops final projects or dissertation research by utilising the context of the work experience as appropriate and enhances students' prospects of future employment.

3 year full-time (FT) undergraduate programme with 4 week work placement

PROGRAMME DIAGRAM

BA (Hons) Media Production

* Units common to other programme(s)

Year 3 / Level H

Core units (Compulsory)

Advanced Specialist Production Skills (20)
The Industry Research Project (20)
Career Planning (20)
Ideas and Impact (20)
The Graduate Production Project (40)

Exit Qualification:
BA (Hons) Media Production

Requires 120 Level H credits, 120 Level I credits and 120 Level C credits and successful completion of a 4 week work placement

Year 2 / Level I

Core Units (Compulsory)

Client and Audience (20)
Work in the Media Industries (20)
Stories and Spaces (20)
Fictional Production (20)
Factual Production (20)
Media Theory Perspectives (20) *

Progression requirements
Requires 120 credits at Level I

Exit qualification: Dip HE Media Production

Requires 120 Level I credits and 120 Level C credits

Year 1 / Level C

Core units (Compulsory)

Networked Media (20)
Media in Transition (20)
Scriptwriting Fundamentals (20)
Audio Production (20)
Digital Film (20)
Developing Arguments (20) *

Progression requirements
Requires 120 credits at Level C

Exit qualification: Cert HE Media Production

Requires 120 Level C credits

4 year full-time undergraduate programme with a sandwich placement (FTSW)

PROGRAMME DIAGRAM

BA (Hons) Media Production

* Units common to other programme(s)

Year 4 / Level H

Core units (Compulsory)

Advanced Specialist Production Skills (20)
The Industry Research Project (20)
Career Planning (20)
Ideas and Impact (20)
The Graduate Production Project (40)

Exit qualification: BA (Hons) Media Production

Requires 120 Level H credits, 120 Level I credits and 120 Level C credits and successful completion of a placement year

Year 3 / Level P

Compulsory placement year in industry/business

Exemption is possible for those who have worked in business at a relevant level

Progression requirements
Satisfactory completion of at least a minimum 30 weeks of work in industry/business

Year 2 / Level I

Core Units (Compulsory)

Client and Audience (20)
Work in the Media Industries (20)
Stories and Spaces (20)
Fictional Production (20)
Factual Production (20)
Media Theory Perspectives (20) *

Progression requirements
Requires 120 credits at Level I

Exit qualification: Dip HE Media Production

Requires 120 Level I credits and 120 Level C credits

Year 1 / Level C

Core units (Compulsory)

Networked Media (20)
Media in Transition (20)
Scriptwriting Fundamentals (20)
Audio Production (20)
Digital Film (20)
Developing Arguments (20) *

Progression requirements
Requires 120 credits at Level C

Exit qualification: Cert HE Media Production

Requires 120 Level C credits

3 year full-time (FT) undergraduate programme with 4 week work placement

PROGRAMME DIAGRAM

BA (Hons) Digital Media Design

* Units common to other programme(s)

Year 3 / Level H

Core units (Compulsory)

The Dissertation (40) *
Developing Media Design Concepts (20)
Industry Perspectives (20)
The Graduate Project (DMD) (40)

Exit Qualification:
BA (Hons) Digital Media Design

Requires 120 Level H credits, 120 Level I credits and 120 Level C credits and successful completion of a 4 week work placement

Year 2 / Level I

Core Units (Compulsory)

Debates and Scholarship (20) *
Media Theory Perspectives (20) *
Design Iterations (40)
Applied Design (40)

Progression requirements
Requires 120 credits at Level I

Exit qualification: Dip HE Digital Media Design

Requires 120 Level I credits and 120 Level C credits

Year 1 / Level C

Core units (Compulsory)

Discipline and Research (20) *
Developing Arguments (20) *
The Collaborative Project (20) *
Concept and Ideation (20)
Development and Realisation (20)
Design for Digital Media Environments (20)

Progression requirements
Requires 120 credits at Level C

Exit qualification: Cert HE Digital Media Design

Requires 120 Level C credits

4 year full-time undergraduate programme with a sandwich placement (FTSW)

PROGRAMME DIAGRAM

BA (Hons) Digital Media Design

* Units common to other programme(s)

Year 4 / Level H

Core units (Compulsory)

The Dissertation (40) *
Developing Media Design Concepts (20)
Industry Perspectives (20)
The Graduate Project (DMD) (40)

Exit qualification: BA (Hons) Digital Media Design

Requires 120 Level H credits, 120 Level I credits and 120 Level C credits and successful completion of a placement year

Year 3 / Level P

Compulsory placement year in industry/business

Exemption is possible for those who have worked in business at a relevant level

Progression requirements
Satisfactory completion of at least 40 weeks of work in industry/business

Year 2 / Level I

Core units (Compulsory)

Debates and Scholarship (20) *
Media Theory Perspectives (20) *
Design Iterations (40)
Applied Design (40)

Progression requirements
Requires 120 credits at Level I

Exit qualification: Dip HE Digital Media Design

Requires 120 Level I credits and 120 Level C credits

Year 1 / Level C

Core units (Compulsory)

Discipline and Research (20) *
Developing Arguments (20) *
The Collaborative Project (20) *
Concept and Ideation (20)
Development and Realisation (20)
Design for Digital Media Environments (20)

Progression requirements
Requires 120 credits at Level C

Exit qualification: Cert HE Digital Media Design
Requires 120 Level C credits

3 year full-time (FT) undergraduate programme with 4 week work placement

PROGRAMME DIAGRAM

BA (Hons) Radio

* Units common to other programme(s)

Year 3 / Level H

Core units (Compulsory)

The Dissertation (40) *
Developing Concepts for Radio (20)
Radio Industry Perspectives (20)
The Graduate Project (R) (40)

Exit Qualification:
BA (Hons) Radio

Requires 120 Level H credits, 120 Level I credits and 120 Level C credits and successful completion of a 4 week work placement

Year 2 / Level I

Core Units (Compulsory)

Media Theory Perspectives (20) *
Debates and Scholarship (20) *
The Radio Station (40)
Advanced Radio Production (40)

Progression requirements
Requires 120 credits at Level I

Exit qualification: Dip HE Radio

Requires 120 Level I credits and 120 Level C credits

Year 1 / Level C

Core units (Compulsory)

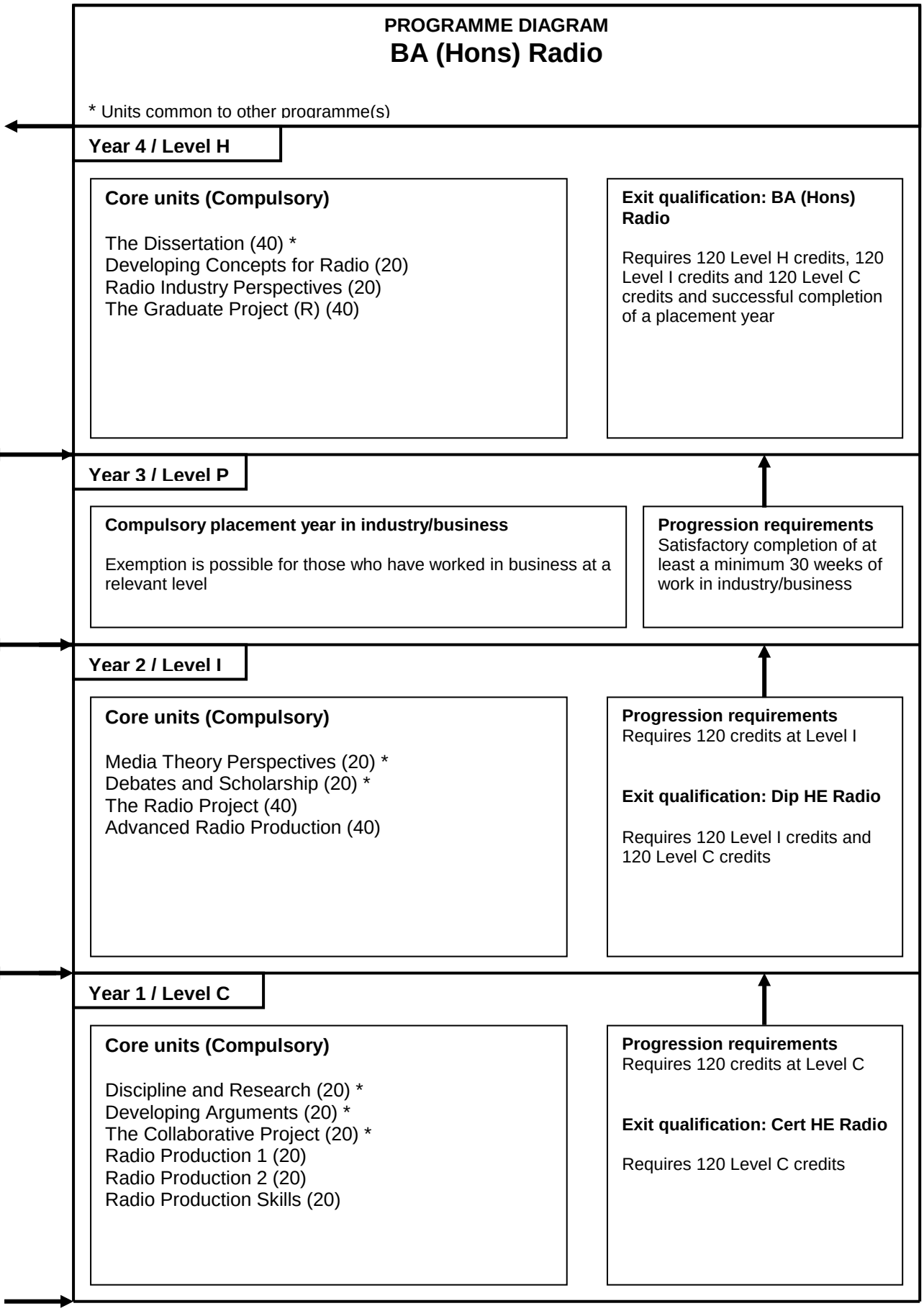
Discipline and Research (20) *
Developing Arguments (20) *
The Collaborative Project (20) *
Radio Production 1 (20)
Radio Production 2 (20)
Radio Production Skills (20)

Progression requirements
Requires 120 credits at Level C

Exit qualification: Cert HE Radio

Requires 120 Level C credits

4 year full-time undergraduate programme with a sandwich placement (FTSW)



3 year full-time (FT) undergraduate programme with 4 week work placement

PROGRAMME DIAGRAM

BA (Hons) Television Production

* Units common to other programme(s)

Year 3 / Level H

Core units (Compulsory)

The Dissertation (40) *
Concept Development for Television (20)
Television Industry Perspectives (20)
The Graduate Project (TV) (40)

Exit Qualification:
BA (Hons) Television Production

Requires 120 Level H credits, 120 Level I credits and 120 Level C credits and successful completion of a 4 week work placement

Year 2 / Level I

Core Units (Compulsory)

Media Theory Perspectives (20) *
Debates and Scholarship (20) *
Multi-Camera and Live Production (40)
Location Production (40)

Progression requirements
Requires 120 credits at Level I

Exit qualification: Dip HE Television Production

Requires 120 Level I credits and 120 Level C credits

Year 1 / Level C

Core units (Compulsory)

Discipline and Research (20) *
Developing Arguments (20) *
The Collaborative Project (20) *
The Language of Television (20)
Television Craft Skills (20)
Production Portfolio (20)

Progression requirements
Requires 120 credits at Level C

Exit qualification: Cert HE Television Production

Requires 120 Level C credits

4 year full-time undergraduate programme with a sandwich placement (FTSW)

PROGRAMME DIAGRAM

BA (Hons) Television Production

* Units common to other programme(s)

Year 4 / Level H

Core units (Compulsory)

The Dissertation (40) *
Concept Development for Television (20)
Television Industry Perspectives (20)
The Graduate Project (TV) (40)

Exit qualification: BA (Hons) Television Production

Requires 120 Level H credits, 120 Level I credits and 120 Level C credits and successful completion of a placement year

Year 3 / Level P

Compulsory placement year in industry/business

Exemption is possible for those who have worked in business at a relevant level

Progression requirements
Satisfactory completion of at least a minimum 30 weeks of work in industry/business

Year 2 / Level I

Core units (Compulsory)

Media Theory Perspectives (20) *
Debates and Scholarship (20) *
Multi-Camera and Live Production (40)
Location Production (40)

Progression requirements
Requires 120 credits at Level I

Exit qualification: Dip HE Television Production

Requires 120 Level I credits and 120 Level C credits

Year 1 / Level C

Core units (Compulsory)

Discipline and Research (20) *
Developing Arguments (20) *
The Collaborative Project (20) *
The Language of Television (20)
Television Craft Skills (20)
Production Portfolio (20)

Progression requirements
Requires 120 credits at Level C

Exit qualification: Cert HE Television Production

Requires 120 Level C credits

3 year full-time (FT) undergraduate programme with 4 week work placement

PROGRAMME DIAGRAM

BA (Hons) Scriptwriting for Film and Television

* Units common to other programme(s)

Year 3 / Level H

Core units (Compulsory)

The Dissertation (40) *
Pitching and Developing Documents (20)
Industry Perspectives (20)
The Major Script Project (40)

Exit Qualification:
BA (Hons) Scriptwriting for Film and Television

Requires 120 Level H credits, 120 Level I credits and 120 Level C credits and successful completion of a 4 week work placement

Year 2 / Level I

Core Units (Compulsory)

Media Theory Perspectives (20) *
Debates and Scholarship (20) *
Creating Narrative Formats (40)
Script Development and Project (40)

Progression requirements
Requires 120 credits at Level I

Exit qualification: Dip HE
Scriptwriting for Film and Television

Requires 120 Level I credits and 120 Level C credits

Year 1 / Level C

Core units (Compulsory)

Discipline and Research (20) *
Developing Arguments (20) *
The Collaborative Project (20) *
Introduction to Scriptwriting (20)
Script into Production (20)
The Resolved Drama Script (20)

Progression requirements
Requires 120 credits at Level C

Exit qualification: Cert HE
Scriptwriting for Film and Television

Requires 120 Level C credits

4 year full-time undergraduate programme with a sandwich placement (FTSW)

PROGRAMME DIAGRAM

BA (Hons) Scriptwriting for Film and Television

* Units common to other programme(s)

Year 4 / Level H

Core units (Compulsory)

The Dissertation (40) *
Pitching and Developing Documents (20)
Industry Perspectives (20)
The Major Script Project (40)

Exit qualification: BA (Hons) Scriptwriting for Film and Television

Requires 120 Level H credits, 120 Level I credits and 120 Level C credits and successful completion of a placement year

Year 3 / Level P

Compulsory placement year in industry/business

Exemption is possible for those who have worked in business at a relevant level

Progression requirements
Satisfactory completion of at least a minimum 30 weeks of work in industry/business

Year 2 / Level I

Core units (Compulsory)

Media Theory Perspectives (20) *
Debates and Scholarship (20) *
Creating Narrative Formats (40)
Script Development and Project (40)

Progression requirements
Requires 120 credits at Level I

Exit qualification: Dip HE Scriptwriting for Film and Television

Requires 120 Level I credits and 120 Level C credits

Year 1 / Level C

Core units (Compulsory)

Discipline and Research (20) *
Developing Arguments (20) *
The Collaborative Project (20) *
Introduction to Scriptwriting (20)
Script into Production (20)
The Resolved Drama Script (20)

Progression requirements
Requires 120 credits at Level C

Exit qualification: Cert HE Scriptwriting for Film and Television

Requires 120 Level C credits

ADMISSION REGULATIONS

The regulations for this framework/programme are the University's Standard Undergraduate Admission Regulations with the following amendments:

1. Applicants whose mother tongue is not English must offer evidence of qualifications in written and spoken English. Acceptable qualifications are:

    - IELTS (academic) 6.5 (with a minimum of 6 in each of four categories) ***or*** TOEFL (paper-based) 575 (with a minimum of 48 in each of three categories and an essay rating of at least 4) ***or*** TOEFL (internet-based) 90 with a minimum of 22 in each element, or direct equivalent.

2. Applicants may be allowed to enter BA (Hons) Radio with advanced standing, on the basis of the successful completion of FdA Radio Production through formal internal progression. The applicant should normally have achieved a minimum classification of Merit. Applicants would normally be interviewed as part of the admissions process.

3. Students who have successfully completed FdA Digital Media Practice and FdA Creative Multimedia Design with 120 Level C/4 credits and 120 Level I/5 credits with an overall Merit grade or above, will be eligible to apply for entry with advanced standing to the BA (Hons) Media Production and credited with 240 credits for Levels C and I.

4. Applicants from Bournemouth University International College programmes which have approved articulation routes must meet the minimum entry requirements in terms of course average and English requirements as stipulated by the Media School at Bournemouth University.

The University Standard Admission Regulations are available on the portal at http://portal.bournemouth.ac.uk/Documents/.

ASSESSMENT REGULATIONS

The regulations for this framework are the University's Standard Undergraduate Assessment Regulations.

The University Standard Assessment Regulations are available on the portal at http://portal.bournemouth.ac.uk/Documents/.

Originating Institution(s): Bournemouth University School: Faculty of Media and Communication Partner institution: N/A	Place(s) of Delivery: Bournemouth University Language of delivery (*if not English*): N/A Programme HESA JACS code: P310	Framework Title (in full): The Media Production Undergraduate Framework Programme Award and Title: **BA (Hons) Media Production** Interim Award and Titles & required credits: Dip HE Media Production (240 credits); Cert HE Media Production (120 credits)	Mode(s) of study: FT / FTSW Expected Length of study: 3 years (FT) or 4 years (FTSW) BU Credit Structure & ECTS: Level H 120 (60 ECTS) Level I 120 (60 ECTS) Level C 120 (60 ECTS)

Unit identification		Cost Centre(s) [4]						Unit Details					Assessment Regs: SR		
Unit version no.	Unit name	HESA JACS Subject Code	CC 1	%	HESA JACS Subject Code	CC2	%	Prog year FT	Prog year PT	Core / option	No of credits	Level (C,I,H, PgC, PgD, M)	Assessment Element Weightings		
													Exam 1	C/Work 1	C/Work 2
1	Developing Arguments	P300	145	100				1		Core	20	C		100	
2	Digital Film	W610	145	100				1		Core	20	C		100	
2	Audio Production	P312	145	100				1		Core	20	C		100	
1	Scriptwriting Fundamentals	P300	145	100				1		Core	20	C		100	
2	Networked Media	P304	145	100				1		Core	20	C		100	
1	Media in Transition	P304	145	100				1		Core	20	C		100	
1	Media Theory Perspectives	P300	145	100				2		Core	20	I		100	
1	Factual Production	P304	145	100				2		Core	20	I		100	
1	Fictional Production	P304	145	100				2		Core	20	I		100	
1	Stories and Spaces	P304	145	100				2		Core	20	I		100	
1	Client and Audience	P304	145	100				2		Core	20	I		100	
2	Work in the Media Industries	P300	145	100				2		Core	20	I		100	
1	Industry Research Project	P300	145	100				3/4		Core	20	H		100	
1	Advanced Specialist Production Skills	P310	145	100				3/4		Core	20	H		100	
1	Ideas and Impact	P310	145	100				3/4		Core	20	H		100	
1	The Graduate Production Project	P310	145	100				3/4		Core	40	H		100	
1	Career Planning	P300	145	100				3/4		Core	20	H		100	

Effective from [10] Prog Year / Month / Year			Contact in School: Associate Dean (Media Production): 01202 961749	Date approved: August 2014	Programme Specification version no: Version 4.1: June 2015	Placement: 4 weeks core / minimum 30 week optional alternative
Yr. 1	Sept	2014				
Yr. 2	Sept	2014	Name of Professional, Statutory or Regulatory Body (if appropriate): N/A		Diploma Supplement Statement regarding PRSB accreditation: N/A	
Yr. 3	Sept	2014				
Yr.4	-	-				

PROGRAMME PROFILE

Originating Institution(s): Bournemouth University School: Faculty of Media and Communication Partner institution: N/A	Place(s) of Delivery: Bournemouth University Language of delivery (*if not English*): N/A Programme HESA JACS code: W614	Framework Title (in full): The Media Production Undergraduate Framework Programme Award and Title: **BA (Hons) Television Production** Interim Award and Titles & required credits: Dip HE Television Production (240 credits); Cert HE Television Production (120 credits)	Mode(s) of study: FT / FTSW Expected Length of study: 3 years (FT) or 4 years (FTSW) BU Credit Structure & ECTS: Level H 120 (60 ECTS) Level I 120 (60 ECTS) Level C 120 (60 ECTS)

Unit identification		Cost Centre(s)						Unit Details					Assessment Regs:		
Unit version no.	Unit name	HESA JACS Subject Code	CC 1	%	HESA JACS Subject Code	CC2	%	Prog year FT	Prog year PT	Core / option	No of credits	Level (C,I,H, PgC, PgD, M)	Assessment Element Weightings		
													Exam 1	C/Work 1	C/Work 2
1	Developing Arguments	P300	145	100				1		Core	20	C		100	
2	The Language of Television	W611	145	100				1		Core	20	C		100	
2	Television Craft Skills	W610	145	100				1		Core	20	C	50	50	
1	Discipline and Research	P300	145	100				1		Core	20	C		100	
3	Collaborative Project	P310	145	100				1		Core	20	C		100	
2	Production Portfolio	W611	145	100				1		Core	20	C		100	
1	Media Theory Perspectives	P300	145	100				2		Core	20	I		100	
2	Multi-camera and Live Production	W611	145	100				2		Core	40	I		100	
1	Location Production	W611	145	100				2		Core	40	I		100	
1	Debates and Scholarship	P300	145	100				2		Core	20	I		100	
2	The Dissertation	P300	145	100				3/4		Core	40	H		100	
2	Concept Development for Television	P301	145	100				3/4		Core	20	H		100	P/F
2	Television Industry Perspectives	P301	145	100				3/4		Core	20	H		100	
3	The Graduate Project (TV)	W611	145	100				3/4		Core	40	H		100	

Effective from Prog Year / Month / Year			Contact in School: Associate Dean (Media Production): 01202 961749	Date approved: August 2014	Programme Specification version no: Version 4.1: June 2015	Placement: 4 weeks core /minimum 30 week optional alternative
Yr. 1	Sept	2013				
Yr. 2	Sept	2014	Name of Professional, Statutory or Regulatory Body (if appropriate): Creative Skillset		Diploma Supplement Statement regarding PRSB accreditation: N/A	
Yr. 3	Sept	2014				
Yr.4	-	-				

PROGRAMME PROFILE

Originating Institution(s): Bournemouth University School: Faculty of Media and Communication Partner institution: N/A	Place(s) of Delivery: Bournemouth University Language of delivery (*if not English*): N/A Programme HESA JACS code: W212	Framework Title (in full): The Media Production Undergraduate Framework Programme Award and Title**: BA (Hons) Digital Media Design** Interim Award and Titles & required credits: Dip HE Digital Media Design (240 credits); Cert HE Digital Media Design (120 credits)	Mode(s) of study: FT / FTSW Expected Length of study: 3 years (FT) or 4 years (FTSW) BU Credit Structure & ECTS: Level H 120 (60 ECTS) Level I 120 (60 ECTS) Level C 120 (60 ECTS)

Unit identification		Cost Centre(s)						Unit Details					Assessment Regs:		
Unit version no.	Unit name	HESA JACS Subject Code	CC 1	%	HESA JACS Subject Code	CC2	%	Prog year FT	Prog year PT	Core / option	No of credits	Level (C,I,H, PgC, PgD, M)	Assessment Element Weightings		
													Exam 1	C/Work 1	C/Work 2
1	Developing Arguments	P300	145	100				1		Core	20	C		100	
1	Concept and Ideation	W212	145	100				1		Core	20	C		100	
1	Development and Realisation	P304	145	100				1		Core	20	C		100	
1	Discipline and Research	P300	145	100				1		Core	20	C		100	
3	Collaborative Project	P304	145	100				1		Core	20	C		100	
1	Design for Digital Media Environments	W212	145	100				1		Core	20	C		100	
1	Media Theory Perspectives	P300	145	100				2		Core	20	I		100	
1	Design Iterations	W212	145	100				2		Core	40	I		100	
1	Debates and Scholarship	P300	145	100				2		Core	20	I		100	
1	Applied Design	W212	145	100				2		Core	40	I		100	
2	The Dissertation	P300	145	100				3/4		Core	40	H		100	
1	Developing Media Design Concepts	P304	145	100				3/4		Core	20	H		100	P/F
1	Industry Perspectives	P304	145	100				3/4		Core	20	H		100	
2	The Graduate Project (DMD)	P304	145	100				3/4		Core	40	H		100	

Effective from Prog Year / Month / Year			Contact in School:	Date approved:	Programme Specification version no.	Placement: 4 weeks core /minimum 30 week optional alternative
Yr. 1	Sept	2013	Associate Dean (Media Production): 01202 961749	August 2012	Version 4.1: June 2015	
Yr. 2	Sept	2014	Name of Professional, Statutory or Regulatory Body (if appropriate): N/A		Diploma Supplement Statement regarding PRSB accreditation: N/A	
Yr. 3	Sept	2015				
Yr.4	-	-				

PROGRAMME PROFILE

Originating Institution(s): Bournemouth University School: Faculty of Media and Communication Partner institution: N/A	Place(s) of Delivery: Bournemouth University Language of delivery (*if not English*): N/A Programme HESA JACS code: P312	Framework Title (in full): The Media Production Undergraduate Framework Programme Award and Title**: BA (Hons) Radio** Interim Award and Titles & required credits: Dip HE Radio (240 credits); Cert HE Radio (120 credits)	Mode(s) of study: FT / FTSW Expected Length of study : 3 years (FT) or 4 years (FTSW) BU Credit Structure & ECTS : Level H 120 (60 ECTS) Level I 120 (60 ECTS) Level C 120 (60 ECTS)

Unit identification		Cost Centre(s)						Unit Details					Assessment Regs:		
Unit version no.	Unit name	HESA JACS Subject Code	CC 1	%	HESA JACS Subject Code	CC2	%	Prog year FT	Prog year PT	Core / option	No of credits	Level (C,I,H, PgC, PgD, M)	Assessment Element Weightings		
													Exam 1	C/Work 1	C/Work 2
1	Developing Arguments	P300	145	100				1		Core	20	C		100	
1	Radio Production 1	P312	145	100				1		Core	20	C		100	
1	Radio Production Skills	P312	145	100				1		Core	20	C		100	
1	Discipline and Research	P300	145	100				1		Core	20	C		100	
3	Collaborative Project	P312	145	100				1		Core	20	C		100	
1	Radio Production 2	P312	145	100				1		Core	20	C		100	
1	Media Theory Perspectives	P300	145	100				2		Core	20	I		100	
3	The Radio Station	P312	145	100				2		Core	40	I		100	
1	Debates and Scholarship	P300	145	100				2		Core	20	I		100	
2	Advanced Radio Production	P312	145	100				2		Core	40	I		100	
2	The Dissertation	P300	145	100				3/4		Core	40	H		100	
2	Developing Concepts for Radio	P302	145	100				3/4		Core	20	H		100	P/F
2	Radio Industry Perspectives	P302	145	100				3/4		Core	20	H		100	
3	The Graduate Project (R)	P312	145	100				3/4		Core	40	H		100	

Effective from Prog Year / Month / Year			Contact in School:	Date approved:	Programme Specification version no:	Placement : 4 weeks core /minimum 30 week optional alternative
Yr. 1	Sept	2013	Associate Dean (Media Production): 01202 961749	August 2014	Version 4.1: June 2015	
Yr. 2	Sept	2014	Name of Professional, Statutory or Regulatory Body (if appropriate): N/A		Diploma Supplement Statement regarding PRSB accreditation: N/A	
Yr. 3	Sept	2014				
Yr.4	-	-				

PROGRAMME PROFILE

Originating Institution(s): Bournemouth University School: Faculty of Media and Communication Partner institution: N/A	Place(s) of Delivery: Bournemouth University Language of delivery (*if not English*): N/A Programme HESA JACS code: W810	Framework Title (in full): The Media Production Undergraduate Framework Programme Award and Title: **BA (Hons) Scriptwriting for Film and Television** Interim Award and Titles & required credits: Dip HE Scriptwriting for Film and Television (240 credits); Cert HE Scriptwriting for Film and Television (120 credits)	Mode(s) of study : FT / FTSW Expected Length of study: 3 years (FT) or 4 years (FTSW) BU Credit Structure & ECTS: Level H 120 (60 ECTS) Level I 120 (60 ECTS) Level C 120 (60 ECTS)

Unit identification		Cost Centre(s)						Unit Details					Assessment Regs:		
Unit version no.	Unit name	HESA JACS Subject Code	CC 1	%	HESA JACS Subject Code	CC2	%	Prog year FT	Prog year PT	Core / option	No of credits	Level (C,I,H, PgC, PgD, M)	Assessment Element Weightings		
													Exam 1	C/Work 1	C/Work 2
1	Developing Arguments	P300	145	100				1		Core	20	C		100	
1	Introduction to Scriptwriting	P301	145	100				1		Core	20	C		100	
1	Script into Production	P313	145	100				1		Core	20	C		100	
1	Discipline and Research	P300	145	100				1		Core	20	C		100	
3	Collaborative Project	P301	145	100				1		Core	20	C		100	
1	The Resolved Drama Script	P301	145	100				1		Core	20	C		100	
1	Media Theory Perspectives	P300	145	100				2		Core	20	I		100	
1	Creating Narrative Formats	P301	145	100				2		Core	40	I		100	
1	Script Development & Project	P313	145	100				2		Core	40	I		100	
1	Debates and Scholarship	P300	145	100				2		Core	20	I		100	
2	The Dissertation	P300	145	100				3/4		Core	40	H		100	
2	Pitching and Development Documents	P303	145	100				3/4		Core	20	H		100	P/F
2	Industry Perspectives	P301	145	100				3/4		Core	20	H		100	
1	Major Script Project	P301	145	100				3/4		Core	40	H		100	

Effective from Prog Year / Month / Year			Contact in School:	Date approved:	Programme Specification version no:	Placement:
Yr. 1	Sept	2013	Associate Dean (Media Production): 01202 961749	August 2014	Version 4.2: August 2015	4 weeks core /minimum 30 week optional alternative
Yr. 2	Sept	2014	Name of Professional, Statutory or Regulatory Body (if appropriate): Creative Skillset		Diploma Supplement Statement regarding PRSB accreditation: N/A	
Yr. 3	Sept	2014				
Yr.4	-	-				