

Programme Specification

A Programme Specification provides a concise summary of the main features of a programme and its intended learning outcomes. It is intended to be used by prospective students, current students, academic staff and potential employers.

Programme Title:	
BA (Hons) Media Production BA (Hons) Media Production with foundation year	
Programme (AOS) Code(s):	BM1MED1 BM1MED4
UCAS Code:	MED1 MED4
Name of Final Award:	Bachelor of Arts with Honours, BA (Hons)
Level of Qualification:	Level 6
Regime of Delivery:	Attendance
Mode(s) of Delivery:	Full Time
Typical Length of Study (Years):	3 Years / 4 years with Foundation Year
Professional Body Recognition / Accreditation (including specific requirements where applicable):	

Brief Description of the Programme

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

In addition to equipping students with a range of production skills across a variety of platforms, the course is also designed to prepare students for professional life within the media industry by offering the opportunity to engage in vocational experience or to undertake a live brief set by a client. This is designed to provide students the opportunity to hone and polish particular skills and prepare them to face the pressures and challenges of the professional industry.

Programme Aims

- 1 That graduates of the programme are able to tell stories and communicate effectively through multiple media, and combinations of media, in a range of virtual and physical spaces
- 2 That graduates of the programme are professionally competent particularly in the creative uses of digital film, audio, and networked media
- 3 That graduates of the programme are flexible and versatile, and are able to respond to the challenges and opportunities of structural and regulatory changes, new technologies, new convergences, and the shifting demands of clients and audiences

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| 4 | That graduates of the programme are confident in the exercise of their moral agency as informed, critical and reflective practitioners. |
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Programme Learning Outcomes

The Bucks Graduate Attributes focus on the development of innovative leaders in professional and creative capacities, who are equipped to operate in the 21st Century labour market and make a positive impact as global citizens. The attributes are developed through the programme.

ID	Learning Outcome
On successful completion of the programme a graduate will be able to:	
Graduate Attribute: Knowledge and its application (K)	
K1	Demonstrate a comprehensive, critical and reflexive understanding of the contextual and conceptual issues and debates relating to media production and/or related practice
K2	Demonstrate the acquisition and critical evaluation of coherent and detailed knowledge and systematic understanding in one or more designated key aspects of media production and/or related practice - at least some of which is at the forefront of the field
K3	Identify and critically evaluate the formal, aesthetic, editorial, technical and process choices, challenges and opportunities involved in the development and production of professional media production and/or related practice
K4	Demonstrate systematic and critical understanding of the commissioning and funding structures of media organisations and/or related sectors - and how they connect to concepts of audience, creativity and authorship
K5	Analyse and critically evaluate how media organisations and/or related practice organisations operate, communicate and are managed
K6	Use a range of established techniques beyond the context in which they were studied delivering a suitable professional outcome within a fixed time scale.
Graduate Attribute: Creativity (C)	
C1	Be adaptable and creative in delivering work to a given length, format, brief and deadline, and appropriate to a professional media context, whilst demonstrating sound knowledge and understanding of form, technique, audience, professional expectations and funding/commissioning structures
C2	Understand, and develop, industry practices as they relate to research-led creative initiation, development and realisation of professional media and/or related practice
C3	Produce coherent, well-articulated, researched and presented work that demonstrates authorial and creative voice, and which is informed by, and contextualised within, a reflexive understanding of relevant conceptual issues and debates
C4	Select and evaluate production techniques consistent with contemporary industry pipelines to produce
C5	Select, experiment with and make appropriate use of materials, processes, technologies and environments showing understanding of professional industry quality standards and attention to detail
Graduate Attribute: Social and ethical awareness and responsibility (S)	
S1	Be resourceful, ethical and entrepreneurial

S2	Understand and implement the social and professional norms of working within a variety of professional media environments.
S3	Demonstrate and awareness and understanding of legal regulations and guidelines as they relate to a range of media practices and processes.
Graduate Attribute: Leadership and self-development (L)	
L1	Work professionally, productively and reflexively in groups; at different times, working within and leading teams effectively
L2	Organise and manage self-directed projects, exercising initiative, sound judgement and reflexivity
L3	Demonstrate a critical and reflexive understanding of creative practices and processes through engaging in the production and exhibition of work
L4	Accept accountability for determining and achieving personal and/or group outcomes and to identify and undertake appropriate learning and professional development

Programme Structure

Programmes are structured in stages. The number of stages will vary depending on the mode (e.g. full-time, part-time), duration and location of study which will be detailed in the Programme Handbook.

Modules are set at a specific academic level and listed as either core (compulsory) or optional. The level indicates the relative academic difficulty which will increase through the programme. Passing modules will reward you with academic credit. The amount of credits will depend on the complexity of the module and the level of effort required, which is measured in 'notional learning hours'.

Our [Academic Advice webpages](#) provide more information on the structure of taught awards offered by the University.

Please note: Not all option modules will necessarily be offered in any one year. Other option modules may also be introduced at a later stage enabling the programme to respond to sector developments.

Foundation Level (Optional for students on degree programmes)

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
FY026	Preparing for Success Knowledge and Creativity	N/A	C	Yes
FY027	Preparing for Success Self-development and Responsibility	N/A	C	Yes
FY028	Inquiry and Research Skills	N/A	C	Yes
FY015	Introduction to Moving Image Production	N/A	C	Yes

Level Four

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
TV412	Tech Skills: Camera and editing	15	C	Yes
TV414	Writing for film and television: documentary	15	C	Yes

JN415	World of Journalism	15	C	Yes
TV413	Documentary Production	15	C	Yes
TV418	Writing for film and television: fiction	15	C	Yes
AP415	Introduction to recording	15	C	Yes
TV416	Technical skills: lighting and sound	15	C	Yes
TV419	An introduction to photography	15	C	Yes

Level Five

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
PH501	Photography for Design, Advertising and Promotion: Editorial	15	C	Yes
MG515	The Media Business	15	O	Yes
TV518	Music Video Production	15	O	Yes
MC564	Digital Marketing	15	O	Yes
TV530	Commercial Short Form Production	15	O	Yes
TV531	Advanced Screenwriting and Pitching	15	O	Yes
TV522	Client Production with Placement Plus	15	C	Yes
AP519	Sound Design for Moving Image	15	O	Yes
PH505	Photography for Design, Advertising and Promotion: Campaign and Publicity	15	O	Yes
TV512	Art Film Production	15	O	Yes
TV529	Advanced Editing and Compositing	15	C	Yes
TV528	Directing for Film	15	O	Yes
TV526	Pre-Production and Fiction Production Management	15	O	Yes
TV533	Advanced Camera, Lighting & Studio Multicamera Production	15	C	Yes

Level Six

Code	Module Title	Credit	Core / Option	Compensable (Normally Yes)
TV613	Podcasting: creation and production	15	C	Yes
TV614	Social media marketing	15	C	Yes
TV615	Filming on mobile phones	15	C	Yes
TV618	Professional Preparation 2	15	C	Yes
TV604	Industry Practice Research Project	30	O	No
TV605	Independent Script Project	30	O	No
TV622	Creative Group Production	15	O	No
TV626	Individual Microfilm Production	15	O	No

TV612	Placement Plus Work based project	30	O	No

Learning and Teaching Activities

Please see the [Academic Advice pages](#) for a description of learning and teaching activities that are recognised by the University. Detailed information on this specific programme is outlined below:

Activities will include:

- **Lectures**, which inform and develop subject –specific knowledge and understanding.
- **Demonstrations** and **workshops**, which will develop proficiency in the utilisation of production and post-production equipment for camera operation, lighting, recording of sound and editing filmic content.
- **Work simulations** and **work experience** that will develop student skills for employability.
- **Group tutorials** during which key theories and contemporary issues will be discussed.
- Group **project work** that will provide opportunities to further develop production skills and to experiment with the medium
- **Individual tutorials** that will provide support and guidance dependent upon each individual’s needs and career aspirations
- Use of a **range of technology systems** for the acquisition of media production skills that will prepare students for the technologically challenging work environment
- Delivery of course content is complemented by contributions from **industry professionals**

A variety of approaches, and good use of the latest technology, will be blended together to engage students in learning in class and beyond, and to encourage full student participation. Meanwhile, the Course Team will strive to ensure that all modules embrace current industrial practice wherever possible.

The teaching and learning strategies have been designed to ensure that there is progression from formal teaching through to student-centred independent learning as the student progresses through the levels of the programme. Guided independent study will include activities such as reading and research, planning for productions, and self-guided production activity on location.

Placements Plus

Alongside and as part of their studies, students will have opportunities to develop their transferrable skills for employment, including skills for work training, as part of the University’s Placements Plus programme. In addition to core skills development at Level 4, students will take the Level 5 Client Production with PlacementPlus module TV522 which will enable students to, undertake a live brief set by a client, and thus to further develop their job skills. The programme will culminate in the Level 6 short film project.

Additional Course Costs

There are costs associated with all studies, additional to the tuition fee, which require consideration, when planning and budgeting for expenditure. Costs are indicative and for the total length of the course shown unless otherwise stated and will increase with inflation; depending on the programme they may include equipment, printing, project materials, study trips, placement activities, DBS and/or other security checks.

- Books on the module reading lists will be made available via the LRC at the High Wycombe campus. Students will be expected to cover the costs for any suggested reading and visual material such as books, films, essays, etc that are not on the prescribed module reading lists. [SEP]
- Networking events will predominantly take place at Placement Plus locations, but may occasionally also take place at the High Wycombe campus. The typical additional cost that a student may incur for travel would amount to approximately £100 per annum. [SEP]
- DBS/security checks costs may need to be budgeted for placement plus activities, these may incur a course cost for BNU up to an additional £200 per annum if they arise.
- Graduation: Graduation costs per student are estimated at £100 - £200 total. This is an optional cost for all students as attending graduation is not a requirement in order to have a degree conferred.

Contact Hours

1 unit of credit is the equivalent of 10 notional learning hours. Full time undergraduate students study 120 credits (1200 hours) and full-time postgraduate students study 180 credits (1800 hours) per year or 'stage' of the course.

Course Stage	Scheduled Activities (Hours)	Guided Independent Study (Hours)	Placement / Study Abroad / Work Based Learning (Hours)
Foundation Year	336	864	0
Year One	457.75	742.25	0
Year Two	336.5	843.5	20
Year Three	299.5	880.5	20

Assessment Methods

The [Assessment and Examination webpages](#) provide further information on how assignments are marked and moderated, including a description of assessment activities. These also include further information about how feedback on assessed work is provided to students, including our commitment to ensure this is provided to students within 15 working days (the 'three-week turnaround').

A variety of assessment vehicles will be used as appropriate to the module, including assignments carried out in the student’s own time, in-class assignment, workshops, presentations and formal examination. The form of assessment has been chosen so as to motivate students to achieve their best, and create learning activities for the students.

Assessments will be appropriate to the task, achievable, motivating and vocationally focussed and will form a constructive part of the learning process. They will develop general transferable skills as well as academic skills and will provide sufficient opportunity for students to exhibit a level of innovation and creativity associated with excellence.

Approaches include:

- Group and individual portfolios of written work and media content that will include research, pre-production, production and post-production work submissions
- Critical self-evaluation and role analysis in the form of individual reflective written evaluations.
- Peer evaluation in the form of discussion of work in groups.
- Opportunity for external placement / work-based learning reports that will enhance each student’s capacity to adopt professional working practices.
- Tasks aimed at the assessment of specific production skills which will target each individual’s career aspirations.
- Independent work at the culmination of the degree comprising a **short media production**

Classification

Calculation of final award:	Level 5 - 33% / Level 6 – 67%
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For full details of assessment regulations for all taught programmes please refer to our [Results webpages](#). These include the criteria for degree classification.

Admissions Requirements

Please see the [Application webpages](#) for more information on how to apply, including a statement on how we support students from a variety of backgrounds. Please also see our [general entry requirements](#) for taught programmes. Applicants who do not meet our published entry requirements are encouraged to contact our admissions team for further advice and guidance.

Typical applicant profile and any programme-specific entry requirements

The course is aimed primarily at those who have successfully completed A levels, a National Diploma or similar, and have a desire to work within creative industries in the context of media production.

Applicants who do not meet the minimum requirements for the 3-year programme, or those who do not feel fully prepared for a Level 4 course, will be considered for the 4-year programme including a Foundation Year.

Do applicants required a Disclosure and Barring Service (DBS) Check?	No
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Opportunities for students on successful completion of the programme

Graduates from this course will be perfectly placed to pursue careers across the media industries, as well as related careers in content creation, journalism, PR, advertising and marketing.

Recognition of Prior Learning

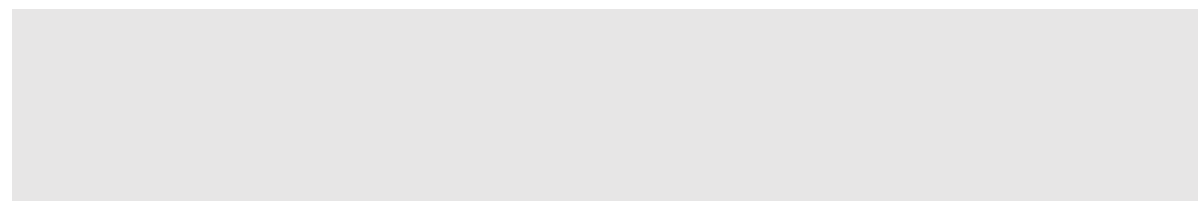
Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules. Please refer to our [Credit Accumulation webpages](#) for further guidance.

Student Support

During the course of their studies, students will be supported in the following ways:

- At the start of their studies all students will receive a full **induction** to the programme which will include introduction to the staff responsible for delivering the course, and access to library and IT facilities
- The **Programme Handbook** will outline the exact nature of the course and how it is structured, including the availability of option modules
- Each student will be allocated a **Personal Tutor** who will support their academic development, be able to advise and guide them with their studies and, where necessary, give advice on study options
- Students will be able to access our full range of **support services**, including the Learning Development Unit for skills and study support, the Library, the Careers and Employability Team, Student Finance Team, Accommodation and Counselling Services

Programme specific support (if applicable)



Appendices

Quality Assurance

Awarding Body:	Buckinghamshire New University
Language of Study:	English
QAA Subject Benchmark Statement(s):	Communication, Media, Film and Cultural Studies (2016)
Assessment Regulations:	<i>Academic Assessment Regulations</i> , accessible via the Academic Advice webpages (https://bucks.ac.uk/students/academicadvice)
Does the Fitness to Practise procedure apply to this programme?	No
Ethics Sub-committee	
Date Published / Updated:	June 2020, February 2021, July 2021, Sept 2022, March 2022
Date programme re-approval required:	2026

Other awards available on programme (Exit Qualifications)

Please refer to the *Academic Qualifications Framework* for Exit Qualifications recognised by the University and credit and module requirements.

Name of Exit Qualification:	Certificate of Higher Education (CertHE)
Full name of Qualification and Award Title:	CertHE Media Production
Credits requirements:	120 Credits
Module requirements:	ALL 120 Credits at Level 4
Learning Outcome	
Demonstrate an understanding of the contextual and conceptual issues and debates relating to media production and/or related practice	
Demonstrate the acquisition of knowledge and understanding in one or more designated key aspects of media production and/or related practice - at least some of which is at the forefront of the field	
Identify the formal, aesthetic, editorial, technical and process choices, challenges and opportunities involved in the development and production of professional media production and/or related practice	
Be adaptable in delivering work to a given length, format, brief and deadline, and appropriate to a professional media context, whilst demonstrating knowledge and understanding of form, technique, audience, professional expectations and funding/ commissioning structures	
Understand the social and professional norms of working within a variety of professional media environments.	

Name of Exit Qualification:	Diploma of Higher Education (DipHE)
Full name of Qualification and Award Title:	DipHE Media Production
Credits requirements:	240 Credits
Module requirements:	ALL 120 Credits at Level 4 ALL 120 Credits at Level 5
Learning Outcome	
Demonstrate a comprehensive and reflexive understanding of the contextual and conceptual issues and debates relating to media production and/or related practice	
Demonstrate the acquisition and evaluation of coherent and detailed knowledge and systematic understanding in one or more designated key aspects of media production and/or related practice - at least some of which is at the forefront of the field	
Identify and evaluate the formal, aesthetic, editorial, technical and process choices, challenges and opportunities involved in the development and production of professional media production and/or related practice	
Be adaptable and creative in delivering work to a given length, format, brief and deadline, and appropriate to a professional media context, whilst demonstrating sound knowledge and understanding of form, technique, audience, professional expectations and funding/commissioning structures	
Understand, and develop, industry practices as they relate to research-led creative initiation, development and realisation of professional media and/or related practice	
Be resourceful, ethical and entrepreneurial	
Understand and implement the social and professional norms of working within a variety of professional media environments.	

Name of Exit Qualification:	Ordinary Degree
Full name of Qualification and Award Title:	BA Media Production
Credits requirements:	300 Credits
Module requirements:	ALL 120 Credits at Level 4 ALL 120 Credits at Level 5 PLUS the following Level 6 modules: TV618 TV614 TV613 TV615
Learning Outcome	
Demonstrate a comprehensive, critical and reflexive understanding of the contextual and conceptual issues and debates relating to media production and/or related practice	
Demonstrate the acquisition and critical evaluation of coherent and detailed knowledge and systematic understanding in one or more designated key aspects of media production and/or related practice - at least some of which is at the forefront of the field	
Identify and critically evaluate the formal, aesthetic, editorial, technical and process choices, challenges and opportunities involved in the development and production of professional media production and/or related practice	

Be adaptable and creative in delivering work to a given length, format, brief and deadline, and appropriate to a professional media context, whilst demonstrating sound knowledge and understanding of form, technique, audience, professional expectations and funding/commissioning structures

Understand, and develop, industry practices as they relate to research-led creative initiation, development and realisation of professional media and/or related practice

Be resourceful, ethical and entrepreneurial

Understand and implement the social and professional norms of working within a variety of professional media environments.

Work professionally, productively and reflexively in groups; at different times, working within and leading teams effectively

Demonstrate a critical and reflexive understanding of creative practices and processes through engaging in the production and exhibition of work