



UNIVERSITY OF  
PORTSMOUTH

## COURSE SPECIFICATION

### *BSc (Hons) Digital Media*

**Academic Standards, Quality and Partnerships  
Department of Student and Academic Administration**

**July 2021**

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# COURSE SPECIFICATION

<b>Course Title</b>	<b><i>BSc (Hons) Digital Media</i></b>
Final Award	<i>BSc (Hons)</i>
Exit Awards	<i>CertHE, DipHE, BSc</i>
Course Code / UCAS code (if applicable)	<i>U1515PYC, C1515S / P301</i>
Mode of study	<i>Full time</i>
Mode of delivery	<i>Campus</i>
Normal length of course	<i>3 years, 4 years with placement</i>
Cohort(s) to which this course specification applies	<i>September 2019 intake onwards</i>
Awarding Body	<i>University of Portsmouth</i>
Teaching Institution	<i>University of Portsmouth</i>
Faculty	<i>Creative and Cultural Industries</i>
School/Department/Subject Group	<i>School of Creative Technologies</i>
School/Department/Subject Group webpage	<a href="#"><i>School of Creative Technologies</i></a>
Course webpage including entry criteria	<i>No longer recruiting</i>
Professional and/or Statutory Regulatory Body accreditations	<i>None</i>
<a href="#"><u>Quality Assurance Agency Framework for Higher Education Qualifications (FHEQ) Level</u></a>	<i>Level 6</i>

This course specification provides a summary of the main features of the course, identifies the aims and learning outcomes of the course, the teaching, learning and assessment methods used by teaching staff, and the reference points used to inform the curriculum.

This information is therefore useful to potential students to help them choose the right course of study, to current students on the course and to staff teaching and administering the course.

Further detailed information on the individual modules within the course may be found in the relevant module descriptors and the Course Handbook provided to students on enrolment.

Please refer to the [Course and Module Catalogue](#) for further information on the course structure and modules.

## Educational aims of the course

The Educational Aims are:

- To provide a challenging, stimulating and self-rewarding study environment, where students can learn how to connect technical skills and creative practice to create new digital experiences.
- To provide a framework allowing students to follow a flexible coherent programme of study.
- To equip students with the necessary transferable skills for lifelong learning, employability and flexibility in the context of changing global labour markets.
- To ensure the relevancy of course content through a connected curriculum, combining research expertise of staff and through liaison with industry.
- To accommodate student needs in relation to maximising their career potential by enabling them to develop knowledge, understanding and skills in their chosen subject area.
- To promote professional standards of practice including study topics on relevant project management and leadership skills.
- To provide students with an opportunity to gain experience and skills relevant to employment (or further study) within the Digital Creative sector by choosing relevant work placement/work based learning/study options.

## Course Learning Outcomes and Learning, Teaching and Assessment Strategies

The [Quality Assurance Agency for Higher Education \(QAA\)](#) sets out a national framework of qualification levels, and the associated standards of achievement are found in their [Framework for Higher Education Qualifications](#) document.

The Course Learning Outcomes for this course are outlined in the tables below.

**A. Knowledge and understanding of:**

<b>LO number</b>	<b>Learning outcome</b>	<b>Learning and Teaching methods</b>	<b>Assessment methods</b>
A1	The role of changing technology in media production, content manipulation, distribution, access and participation.	Lectures, seminars, laboratory work, group work, case studies	Formative: reports Summative: essays, reports, artefacts, portfolios, oral presentations
A2	The value and utility of research in creative practice.	Lectures, seminars, laboratory work, group work, case studies	Formative: SWOT analysis, Tutorials, Critical reviews Summative: essays, reports, artefacts, portfolios, oral presentations and poster presentations
A3	Industrial software and technologies and their application domains.	Laboratory work, professional practice sessions	Formative: Technical exercises Summative: Artefacts, portfolios
A4	The digital media production process including concept production and post production.	Lectures, seminars, laboratory work, group work, case studies	Formative: Technical exercises Summative: artefacts, portfolios, presentations
A5	The manipulation of digital media by computer programming.	Laboratory work, group work	Formative: Technical exercises, live coding practice, prototypes Summative: artefacts, portfolios, presentations

**B. Cognitive (Intellectual or Thinking) skills, able to:**

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
B1	Consider and evaluate their own work in a reflexive manner, with reference to academic codes of practice and/or professional conventions, issues and debates.	Seminars, laboratory work, employability skills sessions	Formative: employability skills audit, peer reviews Summative: Essays, reflective reports, presentations
B2	Solve problems relating to a variety of digital media scenarios	Lectures, seminars, laboratory work, group work, case studies	Formative: Design challenges, live coding practice Summative: essays, reports, artefacts, portfolios, oral presentations
B3	Select appropriate algorithms to generate media effects.	Laboratory work, group work,	Formative: live coding practice, online quizzes, portfolio development Summative: reports, artefacts, portfolios, presentations
B4	Apply professional codes of conduct and appreciate the ethical considerations that underpin them.	Lectures, seminars, laboratory work, group work, case studies, employability skills sessions	Formative: Short form reports, project management documentation Summative: essays, reports, artefacts, portfolios, oral presentations
B5	Plan, conduct and produce a report on a programme of original research, both individually and in a group.	Lectures, seminars, laboratory work, group work	Formative: Critical reviews, oral presentations Summative: Essays, reports, projects

**C. Practical (Professional or Subject) skills, able to:**

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
C1	Use and manage appropriate software and hardware to produce designed outcomes.	Laboratory work, group work	Formative: Design challenges, live coding practice, technical exercises Summative: portfolios, artefacts, presentations
C2	Project manage based on a defined digital media brief.	Lectures, seminars, laboratory work, group work, employability skills sessions	Formative: project management documentation, project requirements documentation, risk assessment Summative: Reports, portfolios, artefacts, presentations
C3	Be adaptable, creative and reflexive in producing output for a variety of audiences and in a variety of multi-platform media.	Lectures, seminars, laboratory work, group work	Formative: design challenges, portfolio development Summative: Reports, portfolios, artefacts, presentations
C4	Produce scripts and programs to manipulate digital media.	Lectures, seminars, laboratory work, group work	Formative: Live coding practice, technical exercises Summative: portfolios, artefacts, presentations

C5	Apply standards for the communication and presentation of media.	Lectures, seminars, laboratory work, group work	Formative: portfolio development, design documentation Summative: Reports, portfolios, artefacts, presentations
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**D. Transferrable (Graduate and Employability) skills, able to:**

<b>LO number</b>	<b>Learning outcome</b>	<b>Learning and Teaching methods</b>	<b>Assessment methods</b>
D1	Work in flexible, creative and independent ways, showing self-discipline awareness of relevant ethical considerations, self-direction and reflexivity.	Lectures, seminars, laboratory work, group work, employability skills sessions	Formative: tutorials Summative: Essays, reports, portfolios, artefacts, presentations
D2	Work effectively in teams, and apply development methodologies.	Lectures, seminars, laboratory work, group work, employability skills sessions	Formative: peer reviews, tutorials and Summative: Reports, portfolios, artefacts, presentations
D3	Manage project time efficiently.	Lectures, seminars, laboratory work, group work, employability skills sessions	Formative: project management documentation, time management documentation Summative: Reports, portfolios, artefacts, presentations
D4	Communicate effectively through visual, oral written work.	Lectures, seminars, laboratory work, group work, employability skills sessions	Formative: portfolio development, oral presentations, tutorials Summative: Essays, reports, portfolios, artefacts, presentations
D5	Promote own work and develop strategies for career development.	Lectures, seminars, laboratory work, group work, employability skills sessions	Formative: portfolio development, oral presentations, tutorials Summative: Reports, portfolios, artefacts, presentations

## Academic Regulations

The current University of Portsmouth [Academic Regulations](#) will apply to this course.

## Support for Student Learning

The University of Portsmouth provides a comprehensive range of support services for students throughout their course, details of which are available at the [MyPort](#) student portal.

In addition to these University support services this course also provides access to:

CCI Creative Careers: Support to add degree-related and relevant work experience for CV building including a work placement year, summer or short internships and part-time work.

CCI Creative Skills: One to one support sessions and group tutorials in creative software and skills relevant to CCI courses and future careers.

CCI Academic Skills: Access to resources to support learning strategies and techniques through one to one tutorials or group workshops.

CCI Student Support Advisor: Help to find appropriate academic, pastoral or practical support. Specialist equipment and facilities relevant to the course.

## Evaluation and Enhancement of Standards and Quality in Learning and Teaching

The University of Portsmouth undertakes comprehensive monitoring, review and evaluation of courses within clearly assigned staff responsibilities. Student feedback is a key feature in these evaluations, as represented in our [Policy for Listening to and Responding to the Student Voice](#) where you can also find further information.

## Reference Points

The course and outcomes have been developed taking account of:

- [University of Portsmouth Curriculum Framework Specification](#)
- [University of Portsmouth Strategy](#)
- [University of Portsmouth Code of Practice for Work-based and Placement Learning](#)
- [Quality Assurance Agency UK Quality Code for Higher Education](#)
- [Quality Assurance Agency Qualification Characteristic Statements](#)
- [Quality Assurance Agency Subject Benchmark Statement: Computing, Art and Design and Communication, Media, Film and Cultural Studies](#)
- [Quality Assurance Agency Framework for Higher Education Qualifications](#)
- Requirements of Professional and/or Statutory Regulatory Bodies: **None**
- Vocational and professional experience, scholarship and research expertise of the University of Portsmouth's academic members of staff
- National Occupational Standards

## Disclaimer

The University of Portsmouth has checked the information provided in this Course Specification and will endeavour to deliver this course in keeping with this Course Specification. However, changes to the course may sometimes be required arising from annual monitoring, student feedback, and the review and update of modules and courses.

Where this activity leads to significant changes to modules and courses there will be prior consultation with students and others, wherever possible, and the University of Portsmouth will take all reasonable steps to minimise disruption to students.

It is also possible that the University of Portsmouth may not be able to offer a module or course for reasons outside of its control, for example, due to the absence of a member of staff or low student registration numbers. Where this is the case, the University of Portsmouth will endeavour to inform applicants and students as soon as possible, and where appropriate, will facilitate the transfer of affected students to another suitable course.

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