



UNIVERSITY OF
PORTSMOUTH

COURSE SPECIFICATION

BA (Hons) Media and Digital Practice

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

July 2021

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COURSE SPECIFICATION

Course Title	<i>BA (Hons) Media and Digital Practice</i>
Final Award	<i>BA (Hons)</i>
Exit Awards	<i>CertHE, DipHE, BA</i>
Course Code / UCAS code (if applicable)	<i>U2733PYC, C2733S / P31P</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 Institutions</i>
School/Department/Subject Group	<i>School of Film, Media and Communication</i>
School/Department/Subject Group webpage	<i>School of Film, Media and Communication</i>
Course webpage including entry criteria	<i>No longer recruiting</i>
Professional and/or Statutory Regulatory Body accreditations	<i>None</i>
<u>Quality Assurance Agency Framework for Higher Education Qualifications (FHEQ) Level</u>	<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

- To provide a challenging and stimulating study environment.
- To provide a framework allowing students to follow a coherent but varied programme of study.
- To develop skills of critical thinking.
- To encourage the development of sophisticated skills of research.
- To encourage the development of sophisticated digital practice skills.
- To promote the student's ability to make independent judgments of a wide range of texts, visual and written.
- To develop versatile writing skills.
- To provide students with transferable skills in areas such as video production, digital artefact creation and applied writing.
- To provide students with learning opportunities that can bring to light strengths and talents.
- To provide students with pathway choices dependant on strengths and talents.
- To equip students with other transferable skills for flexibility in the context of changing labour markets. To foster knowledge and understanding of the media and related industries.
- To challenge individuals in a supportive environment to realize their potential as reflective thinkers, researchers and practitioners.
- To provide students with the skills and knowledge required to maximize career and postgraduate study opportunities.
- To provide the opportunity for students to pursue work-related learning and/or a work placement.
- To provide the opportunity to study abroad.

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:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
A1	The economic forces which frame the media, cultural and creative industries, and the role of such industries in areas of contemporary personal, social and cultural life.	Lectures, Seminars, Workshops, Tutorials.	Essays, Presentations, Reports, Blogs.
A2	The role of technology in terms of media production, media forms and genres to include access, use, meanings and effects.	Lectures, Seminars, Workshops, Tutorials.	Essays, Presentations, Reports, blogs Online quizzes. Student learning is developed and assessed via formative tasks and a strong emphasis on independent learning.
A3	The creative context of digital practice with media theory.	Lectures, Seminars, Workshops, Tutorials	Digital artefact creation and demonstration based on a foundation of theoretical context.
A4	How to identify and develop creative specialism.	Lectures, Seminars, Workshops, Tutorials	Personal tutorials, group discussion and presentations. Formative feedback, support and encouragement to expand and experiment.
A5	How to adapt to the fast developing and emerging digital media landscape.	Lectures, Seminars, Workshops, Tutorials	Personal project research, development, and management. Group work, innovation through digital skills and demonstrations. Personal development.

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

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
B1	Gather, retrieve and synthesise information.	Lectures, Seminars, Workshops, Tutorials.	Essays, Presentations, Reports, Analysis.
B2	Appreciate the complex contexts of the evolving media landscape.	Lectures, Seminars, Workshops, Tutorials.	Creation of digital artefacts. Group project management. Presentations. Essays. Placement. Learning is supported by work experience.
B3	Engage analytically and critically with media and communication events and products	Lectures, Seminars, Workshops.	Blog, presentations, project development, group work.
B4	Select and develop research methodologies to support projects and written work.	Lectures, Seminars, Workshops, Tutorials.	Study skills presentations, research methodologies essays, opportunities for online ethnography.
B5	Knowledge of media production software	Workshops, Tutorials.	Group work, digital artefact creation, opportunity to take Adobe professional accreditation qualification.

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

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
C1	Generate creative and original ideas.	Seminars, Tutorials. Workshops	Reports, Reviews. Features, Scripts, Essay, Artefact creation. Formative learning is incorporated and the emphasis on independent learning increases through the programme.
C2	Work flexibly and under pressure	Lectures, Seminars, Workshops, Tutorials.	Final project, dissertation, multiple assessment deadlines, group work.
C3	Work effectively in a team.	Lectures, Seminars, Tutorials.	Digital practice projects, presentations, group written document submissions.
C4	Flexible writing skills	Lectures, Workshops, Tutorials.	Essays, blogs online ethnography, presentations, scripts.
C5	Digital media production skills	Workshops, Tutorials.	Short films, Experimental digital artefacts, online interfaces, animation/rotoscoping, sound production.

D. Transferrable (Graduate and Employability) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
D1	Communicate through a range of media, visually, orally, written.	Lectures, Seminars, Workshops, Tutorials.	Essays, Reports, Presentations, digital practice projects, Scripts, Features, Market analyses. Oral presentations are developed via formative tutorials.
D2	Project manage.	Seminars, Workshops, Tutorials.	Documentary film making. Group pitches. Future digital trends research project. Formative tutorials.
D3	Improve own learning and performance.	Lectures, Workshops, Seminars, Tutorials.	Presentations, CV development. Formative assessments and meetings with personal/module coordinators with an emphasis on students' reflection on their own learning.

D4	Awareness of the world of work	Careers, Placements, Work Experience, Industry-based modules. Opportunity to complete Adobe Professional Accreditation.	All students participated in a Work-Based Learning unit in Teaching Block 2 of Level 5. Work placements are formally included in the course structures between Levels 5 & 6. In addition, students can take the Faculty Professional Experience module at Level 5 and access professional accreditation in digital practice.
D5	Industry awareness	Lectures, Seminars, Tutorials, work placement	Essays, industry related presentations and reports.

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:

Insert additional reference points or delete as required

- [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: Communication, Media, Film and Cultural Studies](#)
- [Quality Assurance Agency Framework for Higher Education Qualifications](#)
- Requirements of Professional and/or Statutory Regulatory Bodies: **N/A**
- 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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