



UNIVERSITY OF  
PORTSMOUTH

## **COURSE SPECIFICATION**

### ***BA (Hons) Media and Communication with Foundation Year***

**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>Media and Communication with Foundation Year</i></b>
Final Award	<i>BA (Hons)</i>
Exit Awards	<i>DipHE, CertHE, BA</i>
Course Code / UCAS code (if applicable)	<i>U2957PYC, C2957S / P30F</i>
Mode of study	<i>Full Time</i>
Mode of delivery	<i>Campus</i>
Normal length of course	<i>4 years with Foundation, 5 years with Foundation and 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>Film, Media and Communication</i>
School/Department/Subject Group webpage	<a href="#"><i>School of Film, Media and Communication</i></a>
Course webpage including entry criteria	<a href="#"><i>BA (Hons) Media and Communication with Foundation Year</i></a>
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

- To provide a challenging, stimulating and self-rewarding study environment, where students can learn how to connect technical skills and creative practice to create innovative media for audiences.
- To provide a framework allowing students to follow a flexible, stimulating and coherent programme of study.
- To equip students with the necessary transferable skills for lifelong learning, employability and flexibility in the context of a changing global industry.
- To ensure the relevancy of course content through a connected curriculum, combining research expertise of staff and through liaison with the 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 study 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 creative media 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:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
A1	How the Media Industry works and your role within it.	Lectures, seminars	Presentations, case study
A2	Understand the use of changing technology involved in Media production.	Lectures, seminars, tutorials	Essays and presentations portfolio
A3	How to create and engage with hypothetical thinking (in production).	Seminars	Essays, portfolios
A4	The value of research in creative practice.	Lectures, Tutorials	Essays, Project Reports
A5	The use of computer based technology to create and manipulate media.	Workshops Masterclass	Portfolio exams

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

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
B1	Work reflectively and efficiently to create contemporary media.	Lectures, seminars	Project Reports Essays
B2	How to generate and evaluate ideas for creative practice.	Lectures, Seminars, tutorials and crits	Portfolio, presentation.
B3	Evaluate your own practice and apply critical thinking to it.	Lectures, tutorials	Portfolio, presentations, essays, project reports.
B4	Apply professional codes of conduct and appreciate the ethical considerations that underpin them.	Tutorials Seminars	Portfolio Presentation Project reports

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

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
C1	Develop a broad base of production practice.	Lectures, seminars and tutorials	Reports, portfolio.
C2	Be adaptable, creative and reflexive in producing output for a variety of audiences and in a variety of media.	Lectures, seminars, group work	Presentation
C3	Evaluate creative output to identify key strengths and weaknesses.	Lectures, seminars, tutorials	Presentations, treatments and reports.
C4	Apply standards for the communication and presentation of media.	Group work	Portfolio, presentation.

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

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
D1	Work in flexible, creative and independent ways, showing self-discipline awareness of relevant ethical considerations, self-direction and reflexivity.	Lectures, tutorials, group work	Portfolio, Report
D2	How to visualise and manage a project from inception to completion.	Lectures, group work	Portfolio, presentation
D3	Work professionally with expediency within a group.	Group work	Portfolio, presentation
D4	Deploy time management skills to work effectively.	Group work, workshops	Portfolio, presentation, reports
D5	Promote own work and develop strategies for career development.	Workshops Crits, seminars	Portfolio

## 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: Communication, Media, Film and Cultural Studies, Computing, Art and Design](#)
- [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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