

PROGRAMME SPECIFICATION

1. Key Information

Programme Title:	BA (Hons) Media Production BA (Hons) Media Production with Foundation Year
Awarding Institution:	Buckinghamshire New University
Teaching Institution(s):	Buckinghamshire New University
Subject Cluster:	Film, TV & Media Production
Award Title (including separate Pathway Award Titles where offered):	BA (Hons) Media Production
Pathways (if applicable)	
FHEQ level of final award:	6
Other award titles available (exit qualifications):	Certificate of Higher Education Diploma of Higher Education BA Media Production
Accreditation details:	
Length of programme:	3 years 4 years with Foundation Year
Mode(s) of Study:	Full Time
Mode of Delivery:	In person (on-site) delivery
Language of study:	English
QAA Subject Benchmark(s):	Communication, Media, Film and Cultural Studies (2019)
Other external reference points (e.g. Apprenticeship Standard):	
Course Code(s):	BAMEDIFT / BAMEDIFY
UCAS Code(s):	
Approval date:	01 December 2022
Date of last update:	

2. Programme Summary

This forwarding looking and industry facing course will provide you with an in depth and detailed skill base in media production incorporating a wide range of number of disciplines and practices. The course equips you for a career as a media practitioner with transferable skills that are vital for working within the media and creative industries.

You will learn from media professionals and have access to state of the art and current industry equipment and facilities. You will be creating and producing content across a range of platforms. These will include disciplines such as video, audio, photography and online.

At the same time you will be exploring issues of how we tell stories using different media and how audiences experience stories across a range of different platforms and channels. You will study at our High Wycombe campus and also have the option to study at our teaching base at Pinewood Studios, so you'll be able to get a feel for life on set, develop your skills and understanding of this fast-paced industry.

3. Programme Aims and Learning Outcomes

Programme Aims

This programme aims to:

1. Enable graduates to tell stories and communicate effectively through multiple media, and combinations of media, in a range of virtual and physical spaces
2. Provide the opportunities for learners to become professionally competent particularly in the creative uses of digital film, audio, and networked media
3. Produce professional media creators who are flexible and versatile, and 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
4. Provide experiences that enable learners to become confident in the exercise of their moral agency as informed, critical and reflective practitioners

Programme Learning Outcomes

Knowledge and Understanding (K)

On successful completion of the programme you will be able to:

ID	Learning Outcome
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	Acquire and critically evaluate coherent and detailed knowledge and systematic understanding in one or more designated key aspects of media production and/or related practice.
K3	Show informed awareness and understanding of legal regulations and guidelines as they relate to a range of media practices and processes.
K4	Demonstrate systematic and critical understanding of the commissioning and funding structures of media organisations and related sectors, and how they connect to concepts of audience, creativity and authorship.
K5	Develop industry practices as they relate to research-led creative initiation, development and realisation of professional media.

Analysis and Criticality (C)

On successful completion of the programme you will be able to:

ID	Learning Outcome
C1	Analyse and critically evaluate the ways in which media organisations operate, communicate and are managed.
C2	Analyse media texts, showing critical understanding of relevant issues relating to aesthetics, technique, format, production context and audience.
C3	Demonstrate a critical and reflexive understanding of creative practices and processes through engaging in the production and exhibition of work.

C4	Identify and critically evaluate the formal, aesthetic, editorial, technical and process choices, challenges and opportunities involved in the development and production of professional media texts and/or related practice.
C5	Produce coherent, well-articulated, researched and presented work that demonstrates an authorial and creative voice, and which is informed by, and contextualised within, a reflexive understanding of relevant conceptual issues and debates.

Application and Practice (P)

On successful completion of the programme you will be able to:

ID	Learning Outcome
P1	Use a range of established techniques beyond the context in which they were studied, delivering a suitable professional outcome within a fixed time scale.
P2	Exhibit adaptability and creativity 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 or commissioning structures.
P3	Select, experiment with and make appropriate use of materials, processes, technologies and environments, showing understanding of professional, industry quality standards and attention to detail.
P4	Organise and manage self-directed projects, exercising initiative, sound judgement and reflexivity.
P5	Collaborate professionally, productively and reflexively, effectively contributing to or leading in different situations.

Transferable skills and other attributes (T)

On successful completion of the programme you will be able to:

ID	Learning Outcome
T1	Show resourcefulness, ethical awareness and entrepreneurial skills.
T2	Show accountability through reflection for determining and achieving personal and/or group outcomes, in order to to identify appropriate learning and professional development needs.
T3	Implement the social and professional norms of working within a variety of professional contexts.
T4	Organise and apply ideas and information and research to develop cogent arguments.
T5	Communicate clearly and effectively in written, oral and/or digital multimedia formats.

Graduate Attributes

The BNU Graduate Attributes of: Knowledge and its application; Creativity; Social and ethical awareness and responsibility; and Leadership and self-development 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. On this programme, attributes are developed through the practical application of technical and creative skills and knowledge relating to a range of media disciplines and practices, informed critically by contextual understanding of media forms, industries and audiences

(K1-2, C2, C4). Through individual and collaborative group work including client-led projects, the attributes of leadership and self-development and of creativity are developed (C3, C5, P1-5, T2, T4-5). The application of media skills and knowledge leads to an understanding of the ways in which stories are told and experienced by different audiences, and of the role of media regulations and ethics, creating socially and ethically aware professionals with skills suited to a wide range of media industry employment (K3-5, C1, T1, T3).

4. Entry Requirements

The University's [general entry requirements](#) will apply to admission to this programme. The course is aimed primarily at those who have successfully completed A levels, a National Diploma or similar. Applicants are expected to show a keen interest in the media, some ability to convey ideas through images and sound, and a desire to work within creative industries in the context of media production. Good written and verbal communication skills are also essential with a good command of English language and IT skills. If your background is in subjects not related to the media, we encourage you to apply, and to contact the Course Leader to discuss your interest in this area of study.

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. If you do not meet the entry requirements you may, if you have relevant professional experience, be invited for interview, where you will be required to demonstrate the necessary knowledge and understanding for entry onto the course.

Previous study, professional and / or vocational experiences may be recognised as the equivalent learning experience and permit exemption from studying certain modules in accordance with our [accreditation of prior learning](#) (APL) process.

5. Programme Structure

Pathway 1 or stand-alone course **[add further tables for each additional pathway]**

Level	Modules (Code, Title and Credits)	Exit Awards
Foundation Year	<p>Core modules: Preparing for Success Knowledge and Creativity Preparing for Success Self-Development and Responsibility Inquiry and Research Skills Introduction to Moving Image Production</p> <p>Option modules: No option modules are available at this level.</p> <p>Opportunity modules: No Opportunity modules are available at this level.</p>	N/A. No credit is awarded at this Level.
Level 4	<p>Core modules: (20 credits)</p> <p>Production Skills with Analysis 1 20 Filmmaking 1 20</p> <p>Sound Design for Moving Image 20 Filmmaking 2 20</p> <p>Filmmaking 3 20</p> <p>Option modules: No option modules are available at this level.</p> <p>Opportunity modules: You must choose 2 x 10 credit Level 4 Opportunity modules from the Opportunity module catalogue www.bnu.ac.uk/oppmodes</p>	

<p>Level 5</p>	<p>Core modules: (20 credits) Advanced Technical and Production Skills 20 Introduction to Photography 20 Genre Studies for Film and TV 20</p> <p>Optional modules (20 credits) Choose 2 modules to the total of 40 credits Art Film and Music Video 20 Sound Design Projects 20 Advanced Screenwriting and Pitching 20 Location sound & Audio Post-Production 20 Virtual Film Production 20</p> <p>Opportunity modules: You must choose 2 x 10 credit Level 5 Opportunity modules from the Opportunity module catalogue www.bnu.ac.uk/oppmodules</p>	<p>Diploma of Higher Education, awarded on achievement of 240 credits, including a minimum of 120 credits at Level 5</p>
<p>Level 6</p>	<p>Core modules: (20 credits) Podcasting: Creation and Production 20</p> <p>Choose one of the following project options: (40 credits) Independent Production Project Independent Script Project. Industry Practice Research Project</p> <p>Option modules: (20 credits) Choose 3 modules to the total of 60 credits: Individual Microfilm and Creative Group Production 20 Non-Fiction and Factual Storytelling 20 Digital Marketing 20 Sound Design Final Portfolio 20 New Media and Innovation 20 News and Current Affairs 20 Creative Skills with Applied Virtual Production 20</p>	<p>Ordinary Degree, awarded on achievement of 300 credits, including 60 credits at Level 6 and 120 credits at each of Levels 4 and 5</p> <p>Honours Degree, awarded on achievement of 360 credits, including 120 credits at each of Levels, 4, 5 and 6</p>

	Opportunity modules: No Opportunity modules are available at this level.	
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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 changes in the subject area.

6. Learning, Teaching and Assessment

Learning and 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 postproduction equipment for camera operation, lighting, recording of sound and editing filmic content.
- Work simulations and work experience that will develop learner 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 learners for the technologically challenging work environment. Delivery of course content is complemented by contributions from industry professionals

Assessment

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

Contact Hours

You can expect to receive up to 12 hours of scheduled learning activities per week. This may include lectures, seminars, workshops or work placement hours. A full breakdown of contact hours can be found in individual module descriptors.

7. Programme Regulations

This programme will be subject to the following assessment regulations:

- Academic Assessment Regulations

8. Support for learners

The following systems are in place to support you to be successful with your studies:

- The appointment of a personal tutor to support you through your programme
- A programme handbook and induction at the beginning of your studies
- Library resources, include access to books, journals and databases - many of which are available in electronic format – and support from trained library staff
- Access to Blackboard, our Virtual Learning Environment (VLE), which is accessible via PC, laptop, tablet or mobile device
- Access to the MyBNU portal where you can access all University systems, information and news, record your attendance at sessions, and access your personalised timetable
- Academic Registry staff providing general guidance on University regulations, exams, and other aspects of learners and course administration
- Central learner services, including teams supporting academic skills development, career success, learner finance, accommodation, chaplaincy, disability and counselling
- Support from the Bucks Learners' Union, including the Learners' Union Advice Centre which offers free and confidential advice on University processes.

9. Programme monitoring and review

BNU has a number of ways for monitoring and reviewing the quality of learning and teaching on your programme. You will be able to comment on the content of their programme via the following feedback mechanisms:

- Formal feedback questionnaires and anonymous module 'check-ins'
- Participation in external surveys
- Programme Committees, via appointed learner representatives
- Informal feedback to your programme leader

Quality and standards on each programme are assured via the following mechanisms:

- An initial event to approve the programme for delivery
- An annual report submitted by the External Examiner following a process of external moderation of work submitted for assessment
- The Annual Monitoring process, which is overseen by the University's Education Committee
- Review by the relevant PSRB(s)
- Periodic Subject Review events held every five years
- Other sector compliance and review mechanisms

10. Internal and external reference points

Design and development of this programme has been informed by the following internal and external reference points:

- The Framework for Higher Education Qualifications (FHEQ)
- The QAA Subject Benchmark Statement – see detailed mapping below
- The BNU Qualifications and Credit Framework
- The BNU Grading Descriptors
- The University Strategy

Mapping of Subject Benchmark Statement and any relevant Apprenticeship Standard to Programme Learning Outcomes

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Knowledge of the central role that communications, media, film and cultural agencies play at local, national, international and global levels of economic, political and social organisation, and the ability to explore and articulate the implications of this			X	X		X				X				X					X	X

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
Benchmark / Standard requirement	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Understanding of production processes and professional practices within media, cultural and communicative industries	X			X	X	X		X	X		X	X	X		X	X		X		
Critically informed competencies in the management and operation of production technologies, procedures and processes	X	X			X			X	X		X	X	X	X	X			X		

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
Benchmark / Standard requirement	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
The ability to engage with and to advance creative processes in one or more forms of media or cultural production		X			X			X	X	X	X	X	X					X	X	X
Knowledge of a range of communicative situations and the ability to work across a variety of group and independent modes of study.	X	X			X			X	X	X	X		X	X	X		X	X	X	

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
Benchmark / Standard requirement	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
The ability to work across a variety of group and independent modes of study and within these to demonstrate flexibility and the capacity for critical self reflection.		X			X			X	X	X		X		X	X		X		X	X
Engagement with forms of critical analysis, argument and debate, expressed through an appropriate command of oral, written and other forms of communication	X	X			X		X	X	X	X		X			X		X	X	X	X
Awareness of the diversity of approaches to understanding communication, media, film and culture in both historical and	X	X			X	X	X			X	X		X				X	X	X	

Subject Benchmark Statement / Apprenticeship Standard:	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)				
Benchmark / Standard requirement	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
contemporary contexts, and of the uses and implications of these approaches																				
Knowledge of a range of communicative situations and cultural practices, along with the ability to produce detailed analyses of these, and to make comparisons and connections	X	X			X	X		X	X	X						X		X	X	X

Mapping of Programme Learning Outcomes to Modules

Programme Learning Outcome	Knowledge and understanding (K)					Analysis and Criticality (C)					Application and Practice (P)					Transferable skills and other attributes (T)					
	Module Code (Core)	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Level 4																					
Production Skills with Analysis 1	X	X	X	X	X	X	X	X	X	X		X		X						X	X
Filmmaking 1		X	X		X			X	X			X	X	X	X				X		X
Sound design for Moving Image	X	X								X	X	X									
Filmmaking 2		X	X		X			X		X		X		X	X	X				X	X
Filmmaking 3	X	X	X			X	X	X	X	X		X	X	X	X			X	X	X	X
Level 5																					
Advanced Technical and Production Skills	X	X	X	X					X		X	X	X			X	X	X			
Introduction to Photography	X		X				X	X	X	X		X	X	X	X	X	X	X			X
Genre Studies for Film and TV	X					X	X		X	X		X		X	X			X		X	X
Level 6 Core																					
Podcasting: Creation and Production	X	X	X			X	X	X	X	X	X	X			X	X	X	X			