Media & Creative Industries

Final award	BA (Hons)
Intermediate awards available	Cert HE, Dip HE
UCAS code	V000 - Level 1 entry (3 Year full time route) LPV0 - Level 0 entry (Extended 4 year full time route)
Details of professional body accreditation	N/A
Relevant QAA Benchmark statements	Communication, Media, Film and Cultural Studies
Date specification last up-dated	May 2013

The summary - UCAS programme profile

BANNER BOX:

Media & Creative Industries is an innovative degree programme that speaks to the needs of the 21st century student. Combining media and cultural theory with media practice and employability skills, the degree draws on expert teaching across the disciplines of journalism, advertising and multimedia to provide students with an excellent employability platform for entry into a range of careers.

ENTRY REQUIREMENTS

The minimum requirements for entry for Level 1 entry is 240 UCAS tariff points from: A/AS level (Including 2 A2 passes), GNVQ, AVCE, Scottish Highers, International Baccalaureate. European Baccalaureate, BTEC / SCOTEC Diploma, Relevant Access Course or successful completion of the Level 0. Other qualifications, including overseas, may be considered.

We also welcome applicants from mature students who do not have formal qualifications but may have relevant experience. Students applying to this programme will be expected to demonstrate a specific interest in this area of study and should have a commitment to engaging with the subject. Applicants may be invited for interview. Students may also be admitted through Accreditation of Experiential Learning (AEL) or Accreditation of Certificated Learning (ACL) processes.

If you have the potential, commitment and enthusiasm to study for a degree but are unable to meet the entry requirements for your chosen degree programme you can apply for the Extended Degree programme route. An Extended Degree includes a Level 0 year, making the period of study 4 years or 5 years if the Extended Degree programme is taken on a part-time basis. The programme provides a supportive learning space for students to experience academic studies at university and helps develop confidence and academic skills in preparation for Levels 1-3. The programme is also highly rated by students who successfully complete the programme.   Successful completion of the programme guarantees entry to a

range of Single Honours programmes or a Combined Programme of study within the School of Arts and Digital Industries.

More details of the Extended Degree programme can be found here

Overseas Qualifications

The number of overseas qualifications which are accepted for entry are too numerous to list, but you can get advice from the British Council or our admissions unit on 020 8223 2835 (study@uel.ac.uk). You must be able to understand and express yourself in both written and spoken English and some evidence e.g. For level 1 entry a TOEFL score of 550 or an IELTS score of 6.0 (no skill level below 5) and for Level 0 entry an IELTS score of 5.5 (no skill level below 5) would be required.

ABOUT THE PROGRAMME

What is Media & Creative Industries?

The Department for Culture, Media and Sport (DCMS) has stated that however the creative industries are specifically defined in terms of which discreet disciplines constitute it, collectively they are growing in importance. "As economies around the world have become more competitive and productive, the keys to economic success have become more dependent on creative ingenuity and skill. In the 'information age' of the twenty-first century it is talent, imagination, skills and knowledge:
creativity."   (http://creativeconomy.britishcouncil.org) The Media & Creative Industries degree seeks to provide students with the necessary skill sets to successfully enter a range of creative industries whilst simultaneously developing personal development skills that will allow for entry into freelance or portfolio working.

Media & Creative Industries at UEL

This highly inter-disciplinary programme draws on staff expertise and research from a broad range of disciplines within the Creative Industries. It is supported by state-of-the-art production facilities and is underpinned by a strong commitment to student guidance and support to allow for an enhanced student experience at all levels of study.

The degree speaks to the changing nature of employment within the context of a global economy, and therefore provides students with the necessary range of skill sets to ensure that students are prepared for the world of creative work. In this respect all students under take rigorous training in media and cultural theory, complemented by employability training through a range of modules that draw on a variety of industry speakers and access to specific work experience. Module choice is structured around 4 key creative industries: Advertising, Journalism, Media Production and Multi Media Design. Students choose to specialise in 1 of these industries in their first year and then build on these skills as they progress through the degree. Students at final level can also choose the type of dissertation this wish to undertake: Theory; multi-media project; industry placement or media practice.

Programme structure

This BA (hons) degree is a total of 3 years in length and can be studied on a part-time or full-time basis and speaks to world that is being significantly informed by media convergence, which forms the central theme of the programme's taught content.   Students are guided during their induction towards one area of creative practice which then underpins their studies going forward through the following three years. The development of this specific area of creative practice is complemented by modules in cultural and media theory and by a study of the creative industries through guest speakers, placements and assessments based around industry briefs.

In the third year of the degree students have the unique opportunity to take one of four forms of dissertation: theoretical; multi-media project; media production; industry project/media placement.

Learning environment

Lectures, seminars, workshops, personal tutorials, individual supervision of projects, web-based learning, study support groups, production space, technical support, external visits, guest speakers and events, networking opportunities. We have state-of-the-art production and editing facilities in our Multimedia Production Centre and excellent resources and facilities in our newly built Library, at the Docklands campus, and also online.

Assessment

The majority of modules on the programme are assessed through essays, presentations, or where applicable, production pieces. Assessment is undertaken individually and in groups in relation to both theoretical and more practice-based modules. Assessment is continuous throughout each semester. There are no examinations on any required modules in programme.

Work experience/placement opportunities

One of the unique points of difference of this degree is that it engages with the concept of employability across all modules and at all levels of study. Because the subject of study is media and the creative industries, then students are theoretically and practically engaging with what it means to work in these environments at every opportunity, enhanced by specific opportunities for work experience at levels two and three.

Throughout the degree programme students are encouraged to engage in a range of work experience in order to enhance both their own personal development skills , their CV and their professional portfolio, which all students are encouraged to build up whilst they are studying.

Added value

This degree engages with the concept of 'graduateness' from the outset and is devised in response to the question: what do employers want from graduates today? In view of this, rather than the job market being something you only consider in the final year of your final semester, this degree programme tackles the issue of career development from the outset in

terms of : personal development skills; media production skills; analytical thinking and critical reflection skills; project development and management skills; working to live industry briefs and pitching concepts and ideas.

IS THIS THE PROGRAMME FOR ME?

If you are interested in...

- Working in a range of creative industries but want more than a single subject degree has to offer
- Developing a range of transferable skills that will prepare you for a range of careers
- Exploring a range of issues and debates that centre on media convergence and how that informs the worlds of newspaper and magazine publishing; advertising; branding; multimedia design and media production

If you enjoy...

- Working across a range of disciplines
- Practical and creative work-based learning
- Studying the historical, cultural, political-economic and technological aspects of the creative industries
- Being assessed in a variety of different ways so that you can demonstrate your oral, written and practical skills
- Studying individually but also working as part of a team
- Taking advantage of all the London has to offer culturally to enhance your studies

If you want...

- A highly original and unique degree that is both exciting and challenging
- A programme of study that is informed by choice but where you will be supported in your choices at every opportunity by your programme leader
- To engage in a range of assessment tasks that reflect the kinds of issues, debates and skills that are valued in the media and creative industries
- A degree where at times you will have a fixed peer group on your modules but also engagement with a diverse range of students across the School of Arts and Digital Industries at UEL
- The opportunity to undertake a range of different types of dissertation

Your future career

Your future career and where you want to be when you graduate is at the heart of this degree. Whether it be working at the BBC, for a PR company, in an advertising or branding agency, or freelancing the requisite skill sets are made available through the modules and industry pathways that this degree offers.

Graduates also go on to postgraduate study and research, including UEL's PhD and Masters programmes, or to further industry training in a wide range of fields.

How we support you

There is a structured introduction to the programme and to study skills, with guidance throughout. Each student has a personal tutor responsible for providing regular guidance and support in relevant areas of personal and academic life. In addition, students have ready access to academic tutors on each of their modules and technical support staff for production work. Academic support for study and research skills is also provided in themed workshops. There is support for a wide range of needs provided within the programme, School or University-wide. This includes a writing centre, study skills support, support for students with disabilities, welfare, advice and counselling services. The School's Student Enquiry Desk provides a full-time drop-in service for students in matters of programme management, administration and progression.

Bonus factors

- Close proximity to London's media and creative industries, specialist libraries, exhibitions and venues
- A creative campus with students studying a range of related arts, social sciences and cultural industries subjects
- To be amongst an international, socially rich and culturally dynamic student population
- Range of dissertation formats
- Places employability at the heart of the curriculum

Outcomes section

Programme aims and learning outcomes

What is this programme designed to achieve?

This programme is designed to give you the opportunity to:

- Engage with debates on the nature of the contemporary creative industries in relation to both production and consumption
- Develop production skills that allows for the generation of media content: web-based; film; advertising or journalistic content
- Undertake work-based experiential learning
- Carry out an independent research, production project or full-length industry placement in the field of the creative industries

Knowledge and understanding

- Of a range of theories and debates pertinent to the creative industries as academic discipline and business sector.
- Of media convergence as a theoretical concept and its implications for the creative industries
- How to work in an interdisciplinary manner in terms of research practices and approaches towards a range of media production outputs
- To recognise the value of qualitative research in informing industry-based project work

- Development of a specialism within the creative industries: media practice; journalism; advertising' multimedia

'Thinking' skills

- To develop a critically informed analysis of the key debates underpinning the constituent members of the creative industries
- To research and produce critically aware media production
- To conceptualise the links between theory and practice with reference to the creative industries
- To be able to respond to industry briefs in a time-sensitive manner

Subject-Based Practical skills

- To be able to write as required for a number of different formats as required by the discipline in question eg: journalistic practice; advertising copy; film treatment
- To be able to produce industry relevant outputs across a range of creative industries: advertising pitches; web pages; viral advertisements; newspaper and magazine articles; short films

Skills for life and work

- Effective team working: organising and managing tasks with individual and group roles and responsibilities
- Working independently with the development of necessary time-management skills
- Research skills: how to plan and design research projects; how to locate, select and synthesise sources of information
- Communication: how to present ideas and information accurately and effectively

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Structure section

The programme structure

Introduction

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 0 - equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme
- 1 - equivalent in standard to the first year of a full-time undergraduate degree programme
- 2 - equivalent in standard to the second year of a full-time undergraduate degree programme
- 3 - equivalent in standard to the third year of a full-time undergraduate degree programme
- M - equivalent in standard to a Masters degree

Credit rating

The overall credit-rating of this programme is 360 credits.

Typical duration

The expected duration of this programme is three years when attended in full-time mode or five years in part-time mode. It is possible to move from a full-time mode of study to a part-time mode of study and vice-versa, to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

How the teaching year is divided

The teaching year begins in September and ends in June and is divided into two semesters. **This programme allows students to join in September only**. A student, normally registering for 6 modules in one year (3 modules in each Semester) would do so in a full-time attendance mode of study and a student registering for up to 4 modules in one year (2 modules in each Semester) would do so in part-time attendance mode of study.

What you will study when

This programme is part of a modular degree scheme. A student registered in a full-time attendance mode will take six or seven 20 credit modules per year. An honours degree student will complete six modules at level one, six at level 2 and six at level 3. This degree is NOT part of Combined Honours and cannot be taken in conjuction with any other degree programme.

Modules are defined as:

- Core - Must be taken
- Option - Select from a range of identified modules within the field

Programme Structure: BA (Hons) Media & Creative Industries

Level	Module Code	Title	Skills Module	Credits	Status Single
1	CC1201	Introduction to Visual Cultures and Narrative Form	No	20	option
1	CC1202	Cultural Politics	No	20	option
1	CC1501	Introduction to Journalism	No	20	option
1	CC1504	Journalism Writing	No	20	option
1	CC1701	An Introduction to The Advertising Industry	No	20	option
1	CC1703	Promotion and Branding: Theory & Practice	No	20	option
1	MS1102	Identity, Difference and Race	No	20	option
1	MS1302	Introduction to Web Page Design	No	20	option
1	MS1304	Introduction to New Media	No	20	option
1	MS1404	Media Production 2	No	20	option
1	CC1***	Understanding Convergence Culture	Yes	20	core
1	VT1016	Fashion: A Cultural Context	No	20	option
2	CC2103	News Reporting	No	20	option
2	CC2501	Understanding Culture and the Culture Industries	No	20	core
2	CC2502	Photo Journalism	No	20	option
2	CC2503	Transforming Audiences	No	20	option
2	CC2507	Journalism Portfolio I	No	20	option
2	CC2701	The Practice of Advertising	No	20	option

2	CC2703	Media Lab II: Photography & Promotional Culture	No	20	option
2	CC2508	Working in the Culture Industries	Yes	20	core
2	MS2306	New Media Research Methodologies	No	20	option
2	MS2402	Media Production 4	No	20	option
2	MS2405	Media Production 3	No	20	option
2	VT2007	Photography 1: Historical	No	20	option
2	VT2008	Photography 2: Contemporary	No	20	option
2	VT2012	Networked Culture	No	20	option
3	CC3***	Dissertation: Theory*	Yes	40	option
3	CC3***	Dissertation – Community/Industry placement & critical reflection*	Yes	40	option
3	CC3104	Copywriting in the Creative Industries	No	20	option
3	CC3201	Modern Times: Modernity & Postmodernity	No	20	option
3	CC3202	Culture Power and Resistance in the 21st Century	No	20	option
3	CC3501	Multi-media Newsroom Practices	No	20	option
3	CC3502	Magazine Media	No	20	option
3	CC3503	Media Law, Ethics and Regulation	No	20	option
3	CC3505	Journalism Portfolio 2	No	20	option
3	CC3704	The Advertising Business	No	20	option
3	MS3102	Public Relations and Promotion	No	20	option
3	MS3305	New media: Theory and Practice – User Experience Design	No	20	option
3	MS3307	Dissertation: Multimedia Research Project (Theory)*	Yes	40	option

3	MS3400	Dissertation: Practice (Production)*	Yes	40	option
3	MS3409	Mobile Media Practice	No	20	option
3	MS3401	Globalisation and the Media	No	20	option
3	MS3402	Digital Media Practices	No	20	option

All students must take one 40 credit dissertation

Requirements for gaining an award

In order to gain an honours degree you will need to obtain 360 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 120 credits at level three or higher

In order to gain an ordinary degree you will need to obtain a minimum of 300 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 60 credits at level three or higher

In order to gain a Diploma of Higher Education you will need to obtain at least 240 credits including a minimum of 120 credits at level one or higher and 120 credits at level two or higher

In order to gain a Certificate of Higher Education you will need to obtain 120 credits at level one or higher.

Degree Classification

Where a student is eligible for an Honours degree, and has gained a minimum of 240 UEL credits at level 2 or level 3 on the programme, including a minimum of 120 UEL credits at level 3, the award classification is determined by calculating:

$$\text{The arithmetic mean of the best 100 credits at level 3} \times 2/3 + \text{The arithmetic mean of the next best 100 credits at levels 2 and/or 3} \times 1/3$$

and applying the mark obtained as a percentage, with all decimals points rounded up to the nearest whole number, to the following classification

70% - 100% First Class Honours

60% - 69% Second Class Honours, First Division

50% - 59%   Second Class Honours, Second Division
40% - 49%   Third Class Honours
0% - 39%   Not passed

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Assessment section

Teaching, learning and assessment

Teaching and learning:

Knowledge and understanding is developed through

- Presentation of frameworks of information in lectures
- Student centred seminar discussions

'Thinking' skills are developed through

- Analysis of specified texts and informed reading
- Seminar discussions and presentations

Practical skills are developed through

- Working in groups in workshops/on performance activities
- Using IT to research for information
- Project work

General skills are developed through

- Tutorial support to discuss individual progress and personal development
- Group project work

Assessment:

Knowledge and understanding is assessed by

- Coursework essays, reports, evaluations, presentations
- Dissertation and project writing

'Thinking' skills are assessed by

- Coursework essays, reports, evaluations, presentations
- Seminar discussion
- Reflecting on and evaluating own and peer work

Practical skills are assessed by

- Tutor observation and support
- Completed project work
- Completion of Skills agenda modules

Skills for life and work (general skills) are assessed by

- Involvement in/contribution to seminars, workshops and performance work
- Group project work
- Dissertation planning and completion

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Quality section

How we assure the quality of this programme

Before this programme started

Before the programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;
- the programme met any professional/statutory body requirements;
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

How we monitor the quality of this programme

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);
- student feedback.

Drawing on this and other information programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the University's Quality Standing Committee.

Once every six years an in-depth review of the whole field is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

The role of the programme committee

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the University's quality assurance procedures.

The role of external examiners

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme;
- To ensure that justice is done to individual students.

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;
- Providing feedback through an annual report that enables us to make improvements for the future

Listening to the views of students

The following methods for gaining student feedback are used on this programme:

- Module evaluations
- Student representation on Programme Committees (meeting 2 times a year)
- Annual Student Satisfaction questionnaire
- The Personal Tutorial System

Students are notified of the action taken through:

- circulating the minutes of the Programme Committee
- providing details on the programme online noticeboard

Listening to the views of others

The following methods are used for gaining the views of other interested parties:

- Annual student satisfaction questionnaire
- Questionnaires to former students
- Regular meetings at Field level

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Further Information section

Where you can find further information

Further information about this programme is available from:

- The Programme Leader, Helen Powell: h.l.powell@uel.ac.uk
- The UEL web site
- The student handbook
- Module study guides
- UEL Manual of Regulations and Policies
- UEL Quality Manual
- Regulations for the Academic Framework
- School Web Pages
- Visit our gallery of student work
  here: http://www.uel.ac.uk/adi/showcase/studentwork/