Media & Creative Industries

No longer recruiting

Final award	BA (Hons)
Intermediate awards available	BA, University Certificate, Cert HE, Dip HE
Mode of delivery	UEL on campus
UCAS code	V000
Details of professional body accreditation	N/A
Relevant QAA Benchmark statements	Media, Cultural & Communication Studies, Film Studies
UEL Academic School	Arts & Digital Industries
Date specification last up-dated	June 2014

Alternative locations for studying this programme

Location	Which elements?	Taught by UEL staff	Taught by local staff	Method of Delivery
N/A				
N/A				
N/A				

The summary - UCAS programme profile-

BANNER BOX:

This is an interdisciplinary programme that allows students to work across three subject disciplines within the School of Arts and Digital Industries. It speaks to students who wish to work in the Creative industries, but seek to defer in relation to choosing a single area of expertise but instead are looking to university as a platform to build a series of skill sets around theory, industry practice, production and critical thinking.

ENTRY REQUIREMENTS

The minimum requirements for entry for Level 4 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 or Relevant Access Course. 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.

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. You must be able to understand and express yourself in both written and spoken English and some evidence e.g. For Level 4 entry a TOEFL score of 550 or an IELTS score of 6.0 (no skill level below 5)

ABOUT THE PROGRAMME

The Media & Creative Industries programme offers you breadth and flexibility of subject choice within the focus of a single honours programme. Students choose from a series of complementary disciplines which will encourage the development of critical thinking, industry practice and production skills affiliated to the Creative Industries, all accompanied by a strong theoretical underpinning. The degree culminates in a final year-long dissertation allowing for specialisation in a topic affiliated to one of their three minor pathways. Students may draw upon the following 8 subjects:

- Advertising
- Creative & Professional Writing
- Cultural Studies
- Film
- Journalism
- Media & communication
- Digital Media Design
- Music Production & Performance

Programme structure

3 Years full-time or may be studied for up to 6 years part-time towards the completion of BA (Hons) Media & Creative Industries.

Learning environment

 Workshop-based lectures for whole modules; seminars for smaller groups and focussed discussion; individual tutorials for discussing assessments; production space; external visits; guest speakers

Assessment

There is continuous assessment of modules through a variety of forms of coursework.

Students with disabilities and/or particular learning needs should discuss assessments with the Programme Leader to ensure they are able to fully engage with all assessment within the programme.

Work experience/placement opportunities

A number of modules on the programme have placement opportunities embedded into them.

Project work

Students will have the opportunity to develop their own ideas and interests in project work on production modules and on non-production modules. Production projects will normally be based on collaborative small group work.

Added value

This degree speaks particularly to students who are looking to choose to study a particular range of disciplines so that they might acquire an appropriate skill set for working in the creative industries in either a full-time, portfolio or freelance basis.

IS THIS THE PROGRAMME FOR ME?

If you are interested in.....

- exploring new subjects to give you new career perspectives
- working on projects, both individual and group-based

- linking theory and practice in a range of subjects, often tied to live industry briefs
- experiencing varying aspects of the media, creative and cultural industries

If you enjoy....

- working with others in an innovative and stimulating intellectual environment
- being challenged to think critically and engage with new ideas and concepts
- discovering new ways to explore subjects as your interests develop

If you want....

- to be constantly stimulated by a range of disciplines that tap into what is happening across a range of media and creative industries
- to develop your critical thinking by applying what you are studying to the world around you, especially in relation to the fields of popular culture and media culture
- a wide range of assessment tasks set to challenge you but also keep you engaged to the point of submission

Your future career

This is not a vocational training degree. However, dependent on the disciplines chosen, it will provide you with a platform for a career (employed or free-lance) in a range of media and creative industries. Students who do well on this programme are those that make the most of all opportunities provided including placement opportunities; industry links and talks; attending guest speaker lectures and events.

How we support you

The programme gives great importance to active personal tutor support; regular access to advice sessions and tutorials; study skills development and personal development throughout your studies; use of the Writing Centre based in the School; and informed access to the UEL support network including student finance, IT , library and careers advice.

Programme aims and learning outcomes

What is this programme designed to achieve?

This programme is designed to give you the opportunity to:

- develop your understanding of the character and content of the media, creative and cultural industries by examination through the lens of a chosen range of subjects
- be able to draw on material from a range of sources and demonstrate an ability to synthesise them
- be able to assess a range of diverse perspectives and discuss the key aspects of each
- prepare for future employment in an informed way

What will you learn?

Knowledge

- Ability to communicate in a clear and informed way on key issues in your chosen subjects
- Ability to identify the key concepts and theories in your chosen subject routes

Thinking skills

- Understanding of a range of academic texts
- Ability to summarise and synthesise theories and evidence
- Understanding of contemporary debates in your chosen subjects

Subject-Based Practical skills

- Use of IT and the internet for information retrieval and presentation
- Knowledge of qualitative and quantitative research skills
- Completion of practical project or performance work in your chosen subjects on time

Skills for life and work (general skills)

- Ability to critically appraise arguments and evidence
- Group and communication skills for working with others
- Presentation skills and ability to manage your time effectively
- Organisational skills and critical self-awareness

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:

3   equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme

4   equivalent in standard to the first year of a full-time undergraduate degree programme

5   equivalent in standard to the second year of a full-time undergraduate degree programme

6   equivalent in standard to the third year of a full-time undergraduate degree programme

7   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 full-time or five years part-time.

It is possible to move from full-time to part-time 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. A student cannot normally continue study on a programme after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted. The limit for completion of a programme in part time mode is 8 years from first enrolment.

How the teaching year is divided

The teaching year begins in September and ends in June

A typical student, in full-time attendance mode of study, will register for 120 credits in an academic year. A student in a part-time mode of study may register for up to 90 credits in any academic year.

What you will study when

A student registered in a full-time attendance mode will take 120 credits per year. Typically this will be comprised of four 30 credit modules. The exact number may differ if the programme is comprised of 15, 45 or 60 credits modules. An honours degree student will complete modules totalling 120 credits at level four, modules totalling 120 credits at level five and modules totalling 120 credits at level six.

Level	Module Code	Module Title	Distance learning Y/N	Credits	Status*
6	CC6702	Promotional Culture & The Consumer	N	30	option

6	CC6700	Advertising **Dissertation**	N	30	option
6	CC6101	Creative Practice 3	N	30	option
6	CC6201	Culture, Power & Modernity	N	30	option
6	CC6200	Cultural Studies **Dissertation**	N	30	option
6	MS6203	European and World Cinemas	N	30	option
6	CC6505	Insight	N	30	option
6	CC6504	Journalism **Dissertation**	N	30	option
6	MS6102	Communication and Media Transformations	N	30	option
6	MS6100	Media and Communication **Dissertation**	N	30	option
6	MS6304	User Experience Design	N	30	option
6	PA630x	Contextual Studies 3: Music, Sound and the Body	N	30	option

*Please Note – A core module for a programme is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a programme is a module selected from a range of modules available on the programme. **However, it must be noted that the specific nature of this degree programme entails that students will be guided to take options that are relevant to their 3 subject specialisms.**

**Please note- all students at level 6 must choose to study one 30 credit dissertation.*

Requirements for gaining an award

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

1   A minimum of 120 credits at level four or higher

2   A minimum of 120 credits at level five or higher

3   A minimum of 120 credits at level six 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 four or higher
- A minimum of 120 credits at level five or higher
- A minimum of 60 credits at level six 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 four or higher and 120 credits at level five or higher

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

Degree Classification

Where a student is eligible for an Honours degree by passing a valid combination of module to comprise an award and has gained the minimum of 240 UEL credits at level 5 or level 6 on the current enrolment for the programme, including a minimum of 120 UEL credits at level 6, the award classification is determined by calculating;

The arithmetic mean of   The arithmetic mean of the
the best 90 credits at   x   0.8   +   next best 90 credits at levels x   0.2
level 6   5 and/or 6

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

Teaching, learning and assessment

Teaching and learning

Knowledge is developed through

- presentation of frameworks of information in lectures and student centred seminar discussions
- reading of specified texts on a weekly basis
- industry speakers and guest lecturers

Thinking skills are developed through

- close analysis of specified texts
- individual and small group exercises in seminar sessions and workshops.

Practical skills are developed through

- tutored introduction to media technologies
- practical demonstration workshops
- tutorial support
- independent practical studies
- project work

Skills for life and work (general skills) are developed through

- understanding of university and degree programme and structure
- tutorials to discuss individual progress
- group project work
- Individual coursework assignments

Assessment

Knowledge is assessed by

- coursework essays, case studies, reports, evaluations, presentations, production folders, pitching ideas.

Thinking skills are assessed by

- coursework essays, case studies, reports, evaluations, journals, presentations, production folders.

Practical skills are assessed by

- tutor-observation
- evidence of demonstrable understanding in completed project work
- evidence of understanding of formal specificity of medium

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

- involvement in and contribution to seminar/ workshop sessions
- ability to understand and meet requirements of module specifications
- attendance at regular tutorials
- involvement in and contribution to group project work

How we assure the quality of this programme

Before this programme started

Before this 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 Quality and Standards 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 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.

The external examiner reports for this programme are located on the UEL virtual learning environment (Moodle) on the school notice board under the section entitled 'External Examiner Reports & Responses'. You can also view a list of the external examiners for the UEL School by clicking on the link below.

http://www.uel.ac.uk/qa/externalexaminersystem/currentexaminers/

Listening to the views of students

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

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- Module evaluations
- Programme evaluations
- Student representation on programme committees (meeting 2 times year)

Students are notified of the action taken through:

- circulating the minutes of the programme committee
- Individual responses to students as required

Listening to the views of others

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

- Annual student satisfaction questionnaire
- External examiner reports

Where you can find further information

Further information about this programme is available from:

- The UEL web site (http://www.uel.ac.uk)
- The programme handbook
- Module study guides
- UEL Manual of General Regulations (http://www.uel.ac.uk/qa/policies/manual/)
- UEL Quality Manual (http://www.uel.ac.uk/qa/policies/qualitymanual/)
- School web pages