PROGRAMME SPECIFICATION

for the award of

BSc (Hons) Digital Media Production

Managed by the Faculty of Technology, Design and Environment

delivered by School of Arts

Date approved: Date approval confirmed, on recommendation of University validation panel or other authorised body.

Applies to students commencing study in: September 2018

RECORD OF UPDATES

<table>
<thead>
<tr>
<th>Date amended*</th>
<th>Nature of amendment**</th>
<th>Reason for amendment**</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 2016</td>
<td>Transferred to new template, update graduate attribute from global to active citizenship</td>
<td>CMA Compliance, Update to graduate attribute</td>
</tr>
<tr>
<td>October 2016</td>
<td>Checked for errors and amended by Subject Coordinator and Programme Lead.</td>
<td>Subject specialist knowledge.</td>
</tr>
<tr>
<td>March 2017</td>
<td>Addition of Work Experience Placement module and Sandwich Mode (emergency change) Module made compulsory from Sept 2017</td>
<td>Major Changes U08830 Image Technology and New Placement module</td>
</tr>
<tr>
<td>March 2017</td>
<td>Minor Changes</td>
<td>Removal of U08825 Controlling Sound and Light Updates to module U08831 Lighting and Effects</td>
</tr>
<tr>
<td>Sept 2018</td>
<td>Major Change</td>
<td>Replacement of L4 with new compulsory modules – common year with DX</td>
</tr>
<tr>
<td>November 2019</td>
<td>Addition of Banner codes</td>
<td>New programme and module codes added due to new student records system</td>
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<tr>
<td><strong>SECTION 1: GENERAL INFORMATION</strong></td>
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<tr>
<td><strong>Awarding body:</strong></td>
<td>Oxford Brookes University</td>
<td></td>
</tr>
<tr>
<td><strong>Teaching institution and location:</strong></td>
<td>Oxford Brookes University, Wheatley Campus</td>
<td></td>
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<tr>
<td><strong>Language of study:</strong></td>
<td>English</td>
<td></td>
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<tr>
<td><strong>Final award:</strong></td>
<td>BSc (Hons)</td>
<td></td>
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<tr>
<td><strong>Programme title:</strong></td>
<td>Digital Media Production</td>
<td></td>
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<tr>
<td><strong>Interim exit awards and award titles available:</strong></td>
<td>CertHE, DipHE, BSc</td>
<td></td>
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<tr>
<td><strong>Brookes course code:</strong></td>
<td>BSCH-DO/DO (BSCO-DO, DHEN-DO)</td>
<td></td>
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<tr>
<td><strong>UCAS code:</strong></td>
<td>P310</td>
<td></td>
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<tr>
<td><strong>JACS code:</strong></td>
<td>P304</td>
<td></td>
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<tr>
<td><strong>HECoS code:</strong></td>
<td>100440</td>
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| **Mode of delivery:** | Full-time (face to face/on-campus)  
Part-time (face to face/on-campus) |
| **Mode/s and duration of study:** | Full time: 3 years  
Sandwich mode (4 years if work placement is chosen)  
Part time: up to 8 years |
| **QAA subject benchmark statement/s which apply to the programme:** | NA |
| **Professional accreditation attached to the programme:** | NA |
| **University Regulations:** | The programme conforms to the University Regulations for the year of entry as published/archived at:  
http://www.brookes.ac.uk/regulations/ |
SECTION 2: WHY STUDY THIS PROGRAMME?

The BSc Digital Media Production provides students with the techniques and the expertise with industry standard tools that are needed for the creation of contemporary media products.

Historically training for employment within the broadcasting sector was principally provided by the BBC, and animation and cinema by similar industry organisations but as both the industry and more importantly technology has developed gaps in levels of training are becoming more obvious.

The benefits for a student on a course with meaningful links to an industry are substantial. Similarly, if an employer can be reasonably certain of the standard of a student applying for work experience it benefits both student and employer as they can with reasonable confidence expect the student to function as part of a their team rather than merely perform menial tasks.

It is essential that the course can supply industries such as the film industry or broadcasting sector with the original creative talent that is constantly needed so it is important that any course also addresses this concern by developing a student’s creativity, originality, problem solving ability as well as stimulate and facilitate intellectual development.

The programme covers digital film, video and audio production, computer graphics and animation, and the making of interactive products for distribution via new media platforms. Students will have the opportunity to demonstrate the ability to deal with complex issues systematically and creatively, and show originality in tackling and solving problems.

A defining aspect of the new BSc DMP is the breaking of the course into cohesive, interlinked, ‘themed’ semesters that introduce and develop a complimentary skill set. Each semester is made up from four modules, three ‘taught’ modules that develop a range of theoretical, academic, practical and professional skills and one ‘project’ module that allows demonstration of the students learning and understanding.

The ‘project’ module will take the form of a task to be achieved or a problem to be solved and the students will have to draw from the knowledge and skills gained in the ‘taught’ modules, synthesis a response and produce a solution. This allows for many different solutions to the same problem / task and students will take control of managing and completing their own projects drawing on all of their knowledge rather than following a set of instructions to complete the tasks.

The Themed Semesters

Level 4 – Semesters One and Two
The first year for BSc DMP and BA DMP is common. The compulsory modules are:
DIGP4015/U66500 Creative Skills 1 Semester 1
DIGP4016/U66501 Media Narratives 1 Semester 1
DIGP4017/U66502 From Script to Screen(double) Semester 1
DIGP4018/U66503 Creative Skills 2 Semester 2
DIGP4019/U66504 Media Narratives 2 Semester 2
DIGP4020/U66505 Production Project(double) Semester 2
Level 5 – Semester One

The Hardware / Creative Interface

Level 5 introduces more complex and inter-disciplinary solutions to the production of media artefacts. Skills in computer programming and image processing and transmission are developed and students for the first time are given an optional choice depending, either in networking or lighting and effects. The skillset developed in these five modules are then put into practice through a large outside broadcast ‘live event’.

Level 5 also introduces the notion of optional ‘pathways’ within the course with students being able to tailor their studies to a particular career aspiration.

Key Taught Skills
Computer Programming (DMX etc)
Image Processing / Compression
Media Transmission Techniques (Satellite / cabled etc)
Specialist Optional Skillset

Skills Developed in Project
Teamwork
Time Management
Creative Solutions to Task

Level 5 – Semester 2

‘High End’ Media Production

The final themed semester draws together all the skills developed over the previous three semesters and allows students to really start to specialise in an area of media production that interests them. The theme is ‘Narrative’ but the solution to the problem allows students to take the project in a direction that fits with their special interests. They could produce a ‘Factual Programme’ or specialise in media hardware systems through the TV News Project Module or produce a CGI animated sequence or digital film drama through the Narrative Project Module

Key Taught Skills
Advanced Image Capture Techniques
Interface between ‘Live Action’ and CGI
Advanced Video Post-Production

Skills Developed in Project
Teamwork
Time Management
Creative Solutions to Task

Level 6

Specialist Themes and Autonomous Media Professionals

At level 6 students will be expected to specialise to a high level in one area of the creative media industry and work as autonomous industry professionals as part of an integrated media department company working on external projects, liaising with clients with real life budgets and real life outcomes.

Key Taught Skills
Professional Skills
Business Management Skills
Specialist Production Skills

Skills Developed
Teamwork
Time Management
Professionalism
At all stages of the course there is an emphasis on what happens after graduation and to this end right from level 4 there is a drive towards professional portfolio building. On graduation students will not only have a degree but will leave with a significant showreel / portfolio of work that will showcase their skills and abilities.

These portfolios will develop over the course of the degree, starting with demonstrations of general transferable skills such as project management and by graduation be focused on highly specialist areas which will be determined by the student’s optional module choices.

- To address the need for ever more highly-skilled graduates who are grounded in the technical realities of the Creative Industries
- To apply the skills in independent learning, self-management and critical thinking and address new industrial partnerships and project-based collaborations across the Creative Industries which demand an increasingly fluid and mobile workforce;
- To provide students with a comprehensive understanding of the principles of digital audio and video, compression standards and formats
- To provide students with critical awareness of novel methods and techniques used in the creation of contemporary video, audio, graphics and animation and develop entrepreneurial flair and leadership skills in graduates.
- To enhance the students’ employability by providing them with the ability to use industry standard tools for digital video production and computer animation
- To enable students to gain and demonstrate systematic understanding of the skills of project management as applied to the media industry
- To enable students to critically evaluate media products and their own work in the field.
- To enable students to acquire the necessary technical knowledge and skills essential for employment in contemporary media industry addressing technological convergence and divergence, and the proliferation of new platforms, screens, devices and working practices.
- To produce confident and creative students with appropriate knowledge and skills, who are reflective practitioners, aware of ethical, legal and compliance issues, and their own responsibility to those who use and consume their products.
- To enable students to understand how to connect and utilise a range of tools and communication pathways that enable a variety of workflows across both geography and discipline.

Please refer to the following link to view the staff profiles within the School of Arts:
http://arts.brookes.ac.uk/staff/index.html

**SECTION 3: PROGRAMME LEARNING OUTCOMES**

On successful completion of the programme, graduates will demonstrate the following Brookes Attributes:

**3.1 ACADEMIC LITERACY**

<table>
<thead>
<tr>
<th>A1</th>
<th>Demonstrate comprehensive understanding of the principles of digital images, audio and video, compression standards, formats and delivery through the creation of professional grade media artefacts.</th>
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</table>
| A2   | Evaluate industry standard media equipment and workflows and their application in the studio and in the field

*Updated May 2016*
<p>| | |</p>
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<thead>
<tr>
<th></th>
<th></th>
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<tbody>
<tr>
<td><strong>A4</strong></td>
<td>Apply critical awareness of management principles and practices to media and multimedia production</td>
</tr>
<tr>
<td><strong>A5</strong></td>
<td>Design, animate and produce complex visual and audio artefacts and critique the output</td>
</tr>
<tr>
<td><strong>A5</strong></td>
<td>Evaluate and select hardware and software tools appropriate for various computer based video and audio editing techniques</td>
</tr>
</tbody>
</table>

### 3.2 RESEARCH LITERACY

| **B1** | Research, analyse and communicate solutions to complex issues relevant to creative media production. |
| **B2** | Design, execute and analyse the results of experimental approaches to problem solving. |
| **B3** | Identify and utilise trustworthy information sources, such as the AES and IEEE Libraries, to develop a coherent understanding of current issues in the domain. |
| **B4** | Analyse and evaluate current and historical, technical and cultural research as relevant to media production and associated technologies |

### 3.3 CRITICAL SELF-AWARENESS AND PERSONAL LITERACY

| **C1** | Demonstrate self-direction, originality and creativity in the design and development of media products |
| **C2** | Manage media production from conception to delivery, demonstrating critical self-evaluation and reflection |
| **C3** | Demonstrate self-management, initiative and personal responsibility in decision making in complex and unpredictable situations |
| **C4** | Analyse personal strengths and weaknesses, evaluate their impact in team-based work and utilise appropriate communication and problem resolution strategies |

### 3.4 DIGITAL AND INFORMATION LITERACY

| **D1** |   |
Search systematically across a range of digital and other information sources and synthesise information from those sources to present a reasoned solution or argument to a professional standard.

Create digital artefacts that convey meaning, emotion and culturally contextualised information to a targeted audience.

### 3.5 ACTIVE CITIZENSHIP

**E1**
Demonstrate an awareness of, and work in a manner guided by, the legal, professional, ethical and social issues relevant to the digital media industry.

**E2**
Evaluate the role of digital media products in effectively engaging target audiences in a variety of international social, cultural and business contexts.

### SECTION 4: CURRICULUM CONTENT & STRUCTURE

#### 4.1 PROGRAMME STRUCTURE AND REQUIREMENTS:

<table>
<thead>
<tr>
<th>Code</th>
<th>Module Title</th>
<th>Credits</th>
<th>Level</th>
<th>Status</th>
<th>Coursework: Exam ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIGP4015/U6650</td>
<td>Creative Skills 1</td>
<td>15</td>
<td>4</td>
<td>Compulsory</td>
<td>100% CW</td>
</tr>
<tr>
<td>DIGP4016/U6650</td>
<td>Media Narratives 1</td>
<td>15</td>
<td>4</td>
<td>Compulsory</td>
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</tr>
<tr>
<td>DIGP4017/U6650</td>
<td>From Script to Screen(double)</td>
<td>30</td>
<td>4</td>
<td>Compulsory</td>
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<tr>
<td>DIGP4018/U6650</td>
<td>Creative Skills 2</td>
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<tr>
<td>DIGP4019/U6650</td>
<td>Media Narratives 2</td>
<td>15</td>
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<tr>
<td>DIGP4020/U6650</td>
<td>Production Project(double)</td>
<td>30</td>
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<tr>
<td>DIGP5007/U0883</td>
<td>Image Technology</td>
<td>15</td>
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<tr>
<td>DIGP5003/U0882</td>
<td>Integrated Project 3 - Live Event</td>
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<td>5</td>
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<tr>
<td>DIGP5006/U0882</td>
<td>Digital Cinematography 2</td>
<td>15</td>
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<tr>
<td>DIGP5012/U0886</td>
<td>Media Composer 201 – Professional Picture and Sound</td>
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<td>5</td>
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<tr>
<td>DIGP5008/U0883</td>
<td>Lighting &amp; Effects</td>
<td>15</td>
<td>5</td>
<td>Alt.Comp_1</td>
<td>100% CW</td>
</tr>
<tr>
<td>DIGP5002/U0882</td>
<td>Coms &amp; Networks</td>
<td>15</td>
<td>5</td>
<td>Alt.Comp_1</td>
<td>100% CW</td>
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<tr>
<td>DIGP5001/U0882</td>
<td>Digital Modelling</td>
<td>15</td>
<td>5</td>
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<td>100% CW</td>
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<tr>
<td>DIGP5009/U0883</td>
<td>Broadcast Systems 1</td>
<td>15</td>
<td>5</td>
<td>Alt.Comp_2</td>
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<td>DIGP5010/U0883</td>
<td>TV News Production 1</td>
<td>15</td>
<td>5</td>
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<tr>
<td>DIGP5011/U0883</td>
<td>Integrated Project – Narrative</td>
<td>30</td>
<td>5</td>
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<td>100% CW</td>
</tr>
</tbody>
</table>
DIGP5014/U0886 8 Independent Study (Level 5) 15 5 Acceptable 100% CW
DIGP5013U08865 Work Experience Placement 0 5 Compulsory for SW mode 100% CW
DIGP6017/U0889 9 Media Technology Project 30 6 Compulsory 100% CW
DIGP6003/U0887 2 Media Entrepreneurship 15 6 Compulsory 100% CW
DIGP6011/U0880 0 Professional, Legal, & Ethical Issues 15 6 Compulsory 100% CW
DIGP6006/U0887 5 Physical Special Effects Technology 15 6 Alt.Comp_3 100% CW
DIGP6007/U0887 6 Broadcast Systems 2 15 6 Alt.Comp_3 100% CW
DIGP6008/U0887 7 Digital Cinematography 3 15 6 Acceptable 100% CW
DIGP6001/U0887 0 Digital Modelling 2 15 6 Acceptable 100% CW
DIGP6009/U0887 8 Digital Image Processing & Colour Grading 15 6 Acceptable 100% CW
DIGP6010/U0887 9 Media Composer 205 15 6 Acceptable 100% CW
DIGP6015/U0886 6 Acoustics & Recording Studio Design 15 6 Acceptable 100% CW
DIGP6012/U0888 1 Motion Capture 15 6 Acceptable 100% CW
DIGP6013/U0888 2 TV News Production 2 30 6 Acceptable 100% CW
COMP6010/U0888 Independent Study (Level 6) 15 6 Acceptable 100% CW

4.2 PROGRESSION AND AWARD REQUIREMENTS
Students must pass all modules marked ‘Compulsory’; at least one module from those marked ‘Alternative Compulsory’; as well as meeting the usual university rules for undergraduate programmes.

For a Named Dip HE student must pass U08824 and U08830.

4.3 PROFESSIONAL REQUIREMENTS
Graduates from this programme will be eligible to join the IET as Incorporated Engineers and BECTU as student / graduate members.

SECTION 5: TEACHING AND ASSESSMENT
Students will attend lectures to acquire the knowledge and understanding of the key concepts for each topic; however the programme has a greater emphasis on the practical elements. These enable students to practice essential skills in a variety of contexts, and build a wide set of experiences on which to reflect and develop professional expertise. The practical elements will be based around laboratory sessions, workshops and seminars, on location filming and interface with external clients, allowing students to experiment with the technology in different environments.

Most modules include an element of team working, enabling students to collaborate with their peers, developing an awareness of their own abilities as reflected by feedback from others. Team work will also be used to assess the students’ acquisition of personal and inter-personal skills, so important for this degree and for most career paths in the media industry. The aim is to provide an environment in which students can grow in confidence in their own abilities and appreciate the value of the educational experience from a variety of perspectives.
A distinctive element of the revised programme is the specific recognition of the staged development of practical skills. Level 4 modules are intended to provide grounding in essential knowledge, and an introduction to the ways in which this knowledge can be applied for specific effects. The application will focus on controlled, in-house projects, where some of the vagaries of real-world projects can be controlled. Level 5 will develop students’ knowledge and understanding, and also expose them to more realistic projects, initiated, sponsored and otherwise supported by real-world clients.

Within the DMP course there is a separation of modules into ‘taught’ modules and ‘project’ modules and although the project module in a semester is a culmination of the teaching in the other modules, it still requires some elements of teaching to be in place and it is therefore important the project runs alongside the other modules and that there is still a taught component, such as:-

- To pick up specific skills not covered in the specialist modules (for example, interview techniques, how to prepare a pitch for a client etc.)
- Individual or group tutorials to discuss the on-going project.
- Whole year group production meetings, critiques or reviews.
- Project related screenings, guest lectures or visits.

The project module will either be group assessment, individual assessment or a mixture of both depending on the scale of the project; however group assessment has to be very clearly defined so that every student contributes equally and is graded fairly.

To this end, every group project is assessed on the basis of the participants undertaking a ‘specialist’ role not sharing tasks. In this way it is easy to assess individual contribution and also allow students to experience professional working methods where they will be expected to collaborate in teams with wide ranging skillsets.

The teaching, learning and assessment strategies of the programme are interrelated. The aim of the programme team is to provide a learning environment where students will readily participate in the learning process. Students will be actively involved with, and contribute to, their own learning through structured activities and discussions led by tutors and fellow students.

Emphasis will be placed upon an applied approach to resolving creative, technical, ethical, legal and individual issues informed by theory and acquired practice, utilising the accumulated knowledge and practice within the digital media community.

By paying due regard to the Oxford Brookes University Assessment Compact, the assessments on this programme have been designed to develop imagination and creativity, in addition to learning of technical skills, shaped by the underlying theory, and requirements of the industry. Assessments do not present students with a set of hurdles, but rather guide them through the staged acquisition of a complex set of professional skills. Feedback on the assessment tasks is provided in a timely manner, emphasizing achievement of the learning outcomes of the modules and the programme. Where appropriate, self- and peer- assessment is used to encourage students to involve themselves in their own professional development.

A core value of the programme is to provide the opportunity for students to develop the ability to work as an individual or within a team and experience team building skills within cross-cultural contexts. The latter is achieved by recruiting students from many different countries and cultures. Students on the programme will therefore come from a wide variety of backgrounds and have experienced different teaching and learning methods and environments. The multi-cultural composition of the student body will contribute to the international experience of participants by in-class discussion of personal home-country experiences in using the web, ways of presenting news and issues of ethics, privacy and copyright around the world.

The programme has an emphasis on the development and application of research skills, reflecting the view that a successful career is likely to depend increasingly on one’s capacity for conducting well-grounded research and analysis. Research literacy is practiced and assessed in most modules of this programme. Critical self-awareness and personal literacy is also imbedded in all modules of the
programme by encouraging self-direction, originality and creativity in the design and development of media products.

The industrial relevance of the programme is ensured by the use of visiting lecturers with specialist expertise and practitioners who contribute to a wider understanding of the relevance of the programme to today’s dynamic environment and ensure its currency. Teaching and learning also draw on the diverse professional background, experience and knowledge of academics teaching on the course, who are active practitioners in the areas of video/film production, graphics and animation and web media and project management.
SECTION 6: ADMISSION TO THE PROGRAMME

6.1 ENTRY REQUIREMENTS

Prior qualifications necessary for entry to the programme, including English language requirements.

From 2017 entry, typical offers:

- A-LEVEL BBC or equivalent, preferably including science subjects
- IB 30 points, preferably including science
- BTEC DDM, in a related subject eg music technology, media production etc
- UCAS 112 points

Points may be counted from qualifications equivalent to 3 A-levels only.

Please follow this link for details of the new UCAS Tariff: http://www.brookes.ac.uk/studying-at-brookes/how-to-apply/ucas-tariff—achieving-120-points/

Specific entry requirements

- GCSE: Mathematics at grade C minimum, and English Language at grade C minimum.

Students for whom English is not their main language also need to show that their English is at a high enough level to succeed in their studies. See the university's general English language requirements: http://www.brookes.ac.uk/international/applying-to-arriving/how-to-apply/english-language-requirements/

SECTION 7: PREPARATION FOR EMPLOYMENT

Students graduate from the course with a broad skill set that equips them to move into a career in the media industry. Graduates from this programme are likely to find employment in a wide variety of careers including, film and television production and post-production, the computer games industry, live television production, web design, graphic design and animation.

As part of the professional practice module students work for organisations such as local and national charities, Oxford City Council, Oxford University and NGOs which enhances their employment opportunities.

As previous stated, students graduating from courses with meaningful links with employers are highly sought after by employers and to this end, local and national media companies will contribute to the students experience here at Brookes.

Media companies and professionals have been involved in curriculum development and where ever possible will be involved in delivery of content to the students. For example, a BAFTA award winning documentary production company will be involved in the delivery and assessment of the first themed semesters project work, an Oscar winning special effects company will be involved in specialist motion capture capture projects and students will be taught video editing by Avid certified instructors and be given the opportunity to take professional qualifications alongside their degree studies.

Alongside this, students at level 6 will be involved in the running of a professional media production company where they will produced real work for real clients with real budgets.

The Department of Computing and Communication Technologies has good links with a number of practitioners and specialists who contribute towards the programme. For example, independent film producers, video journalists and craft editors working for national broadcasting corporations have contributed to the newsroom operations, professional practice and research and study methods modules. Companies that have supported the programme by giving seminars and offering short-term industrial placements to students on the programme include BBC, ITV, SixTV, Vicon, Quicksilver, Audiomotion.
Some students are also given the opportunity of undertaking dissertations, either on behalf of, or with, media or game production companies.

The department maintains close links with the university Careers Office. Themed ‘mini’ careers fairs are organised by this office – with technology being a common theme. Students are encouraged to use the facilities offered, including CV workshops, and practice interviews and assessment-centre activities.

An Industrial Liaison Board is run within the department, with senior employees of regional and representative organisations as members. The board is consulted on major initiatives within the department, including programme revalidations, possible research partnerships, future trends and directions, and the feasibility of new course offerings.

An alumni organisation has recently been formed in the department. The aim is to invite ex-students who are now in a variety of technical and managerial roles, to network with each other, and with our current students. It is anticipated that this organisation will be of great benefit to students starting out on their careers, as well as for more senior alumni looking to exploit the skills and expertise of the staff and students in the department.

Research centres within the department are actively involved with Knowledge Transfer Partnerships, and other links with employer organisations. One of the spin-offs from these activities is the on-campus presence of industrial-based experts in fields closely related to our degree offerings.