PROGRAMME SPECIFICATION

for the award of

MSc Digital Media Production

Managed by the Faculty of Faculty of Technology, Design and Environment

delivered by School of Arts

Date approved:	August 2020
Applies to students commencing study in:	September 2020

RECORD OF UPDATES

Date amended*	Nature of amendment**	Reason for amendment**
August 2020	Transferred to new template	CMA Compliance
	DIGP7003 changed from 20 to 40 credit module	Student feedback
	DIGP7001 and DIGP7002 merged into a single 20 credit module	Student feedback
	DIGP7007 and DIGP7008 merged into a single 60 credit module	Student feedback
February 2017	Adding of new Research Methods module Updates to module P01003/4/5/9	Major and minor changes
October 2016	Checked for errors and amended by Film Subject Coordinator and Programme Lead.	Subject specialist knowledge.
July 2016	Transferred to new template, Removal of TOEFL	CMA Compliance, update to admissions.

Section 1: General information

Awarding body:	Oxford Brookes University
Teaching institution and location:	Oxford Brookes University, Headington Campus
Language of study:	English
Final award/s:	MSc
Programme title:	Digital Media Production
Interim exit awards and award titles available:	Postgraduate Diploma/Certificate
Brookes course code:	EG61/MSC-DO/PGD-DO
UCAS code:	P032094
JACS code:	H651
HECoS code:	100440
Mode of delivery: (Mode of Study given in brackets)	Face to face/on-campus (full-time) Face to face/on-campus (part-time)
Duration of study:	1 year full-time 2 years part-time (up to five years)
Subject benchmark statement/s which apply to the programme:	N/A
Professional accreditation attached to the programme:	N/A
Apprenticeship Standard:	N/A
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 MSc 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. The programme covers video and audio production, computer graphics and animation, and the making of interactive products for distribution via new media platforms, as well as the longer established media of television, video and audio.

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. This programme is distinctive from other media production courses in that it combines both the creative and technical aspects of video and graphics production with a particular focus on professional industry techniques used in digital media, such as beyond high resolution video workflows, motion capture and tracking, live studio operations, interactive new media forms and 3D modelling and animation techniques.

In addition, the programme develops professional skills by producing products for real clients to a specification, thus emulating real life situations. These programme features help to provide it with a significant competitive advantage. 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

1. Demonstrate comprehensive understanding of the principles of digital audio and video, compression standards and formats

2. Demonstrate and apply in-depth knowledge of industry standard media equipment and their application in the studio and in the field

3. Apply critical awareness of management principles and practices to media and multimedia production

4. Design, animate and produce complex visual artefacts and critique the output

5. Critically analyse and demonstrate systematic understanding of digital media production and processes

3.2 RESEARCH LITERACY

1. Research, analyse and interpret solutions to complex issues relevant to creative media production

2. Analyse, evaluate and apply appropriate theories and concepts from the areas of operations, human resources, finance and teamwork.

3.3 CRITICAL SELF-AWARENESS AND PERSONAL LITERACY

1. Demonstrate self-direction, originality and creativity in the design and development of media products including short films, digital animations and interactive media

2. Manage media production from conception to delivery, demonstrating critical self-evaluation and reflection

3. Demonstrate self-management, initiative and personal responsibility in decision making in complex and unpredictable situations

4. Evaluate and reflect on the quality of own professional manner and project management expertise, through the study of both good and poor performance.

3.4 DIGITAL AND INFORMATION LITERACY

1. Communicate solutions to complex problems through demonstrating research and the ability to synthesise information from a range of digital and other sources

3.5 ACTIVE CITIZENSHIP

1. Examine and critically analyse the role of digital media production 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:

Code	Module Title	Credits	Level	Status	Coursework: Exam ratio
DIGP7002	Modelling and Animation Techniques	20	7	Compulsory	100% Coursework
DIGP7003	Video Production	40	7	Compulsory	100% Coursework
DIGP7004	Newsroom Operation	20	7	Compulsory	100% Coursework
DIGP7005	Interactive Media	20	7	Compulsory	100% Coursework
DIGP7006	Professional Media Production	20	7	Compulsory	100% Coursework
DIGP7007	Research and Dissertation	60	7	Compulsory	100% Coursework

Code	End Point Assessment - title and description	Integrated	Non integrated
		Y/N	Y/N

4.2 PROGRESSION AND AWARD REQUIREMENTS

Indicate any specific requirements for progression and awards in respect of the modules that must be passed, including any requirements that must be met to qualify for interim exit awards:

For the award of PG Certificate students need to pass 60 CATs from the following list of modules:
- DIGP7002 Modelling and Animation Techniques
- DIGP7003 Video Production
- DIGP7004 Newsroom Operation
- DIGP7005 Interactive Media
- DIGP7006 Professional Media Production

For the award of PG Diploma students need to pass 120 CATs from the following list of modules:
- DIGP7002 Modelling and Animation Techniques
- DIGP7003 Video Production
- DIGP7004 Newsroom Operation
- DIGP7005 Interactive Media
- DIGP7006 Professional Media Production
- DIGP7008 Research and Dissertation

4.3 PROFESSIONAL REQUIREMENTS

N/A

SECTION 5: TEACHING AND ASSESSMENT

Students will attend lectures to acquire the knowledge and understanding of the key concepts for each topic and this will ensure that students acquire comprehensive understanding of the principles of digital audio and video, compression standards and formats.

However the programme has a greater emphasis on the practical elements. These elements 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. Through these, students will demonstrate and apply in-depth knowledge of industry standard media equipment and their application in the studio and in the field. The practical elements will be based around workshops and seminars, on location filming and interface with external clients, allowing students to experiment with the technology in different environments.

All assessment of this programme is based on coursework, which includes writing of treatments and scripts, creating videos and animated characters and often combining both, researching news stories and presenting them to an audience, interfacing with clients in a professional manner, giving presentations, creating project plans and risk assessment documents, and elements of self and peer feedback on works in progress. Students will learn how to research, analyse, interpret and communicate solutions to complex issues relevant to creative media production; they will also demonstrate self-direction, originality and creativity in the design and development of assessed media products.

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.

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.

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 utilising the wide variety of backgrounds of the cohort and the diverse experiences of teaching and learning methods and environments that students bring to the course. The inclusivity of the admissions and the multicultural composition of the University's student body will contribute to the international experience of participants.

The programme emphasises 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 many modules of this programme, most notably in the dissertation/project module. Critical self-awareness and personal literacy is also embedded 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 draws 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.

All modules on this program are 100% coursework assessed.

Some of the modules have a weekly lecture followed by a 2 hour supervised practical session that reinforces the concepts covered during the lecture. A significant proportion of students' time is spent on working on set assignments either individually or as a team. For example, for the newsroom operation module, students plan next week's programme by researching stories, filming on location, editing the footage and then producing a 30 minute news programme which incorporates all work done during the week. In the professional media production module, students work for a client to produce promotional videos and in the process they learn to bid for a project (by giving presentations to the clients and their peers), to plan and budget their project; they also learn about copyright, legal and ethical issues from guest lecturers who are active practitioners.

Students plan, organise and execute the products independently. However technical support, loan of equipment, and guidance is available during working hours in addition to the formal contact hours. Access to studios and edit suites is available.

SECTION 6: ADMISSION TO THE PROGRAMME

6.1 ENTRY REQUIREMENTS

Normally a first degree of at least lower second class level, in a discipline other than one very closely related to Media Technology is needed to be accepted to the course. Relevant professional qualifications or work experience can also be considered.

This is a conversion course, which means that the programme assume little prior knowledge of the discipline and applicants do not need to have a first degree in a specific subject area. However the degree should not be in one closely related to Media Technology.

Students whose first language is not English must satisfy the English language requirement of IELTS score of 6.5.

See the university's general English language requirements:
http://www.brookes.ac.uk/international/applying-to-arriving/how-to-apply/english-language-requirements/

6.2 DBS AND OTHER PRE-COURSE CHECKS REQUIRED

N/A

6.3 JOB ROLE/EMPLOYER PROFILE (DEGREE AND HIGHER APPRENTICESHIPS)

N/A

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 have found 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. The module allows students to develop contacts with external clients which can lead to future employment opportunities.

The dissertation/project module gives students the opportunity to individually research and develop work on a relevant topic and closely related to the discipline or field that students are pursuing in their career. The final product can be an asset to a student's creative portfolio of work.