Course Specification

Course Summary Information				
1	**Course Title**		BSc (Hons) Digital Media Computing	
2	**BCU Course Code**	**UCAS Code**	US0878	P310
3	**Awarding Institution**		Birmingham City University	
4	**Teaching Institution(s)** (if different from point 3)			
5	**Professional Statutory or Regulatory Body (PSRB) accreditation** (if applicable)			

6	**Course Description**
	We've developed this multidisciplinary course to combine computing and digital media. You'll be prepared for a world seeking those able to develop the next generation of digital media products. You'll study with support of the latest in digital media technology equipment. This includes digital TV studios, edit and dubbing suites. **What's covered in the course?** Our Digital Media Computing course is an intellectually challenging and highly rewarding programme that covers everything from coding to animation. It will prepare you to meet the professional and technical demands of industry. In the first year you will learn underlying principles of computer science, as well as visual design and human computer interaction, bringing these together through a collaborative innovation project and taking part in our annual Innovation Fest. This is where students get together to solve society's problems with creative technology. Previous projects have included medical assistance drones, accessible gaming controllers, and smart housing solutions. The event brings together students, academics and industry guests, so it's a great way to have fun, build experience and network, and win prizes! During the second and third year of study you will explore more in-depth the areas of web application development, digital media processing, media production and 3D modelling and animation. You will have opportunities to work on real world projects through a major group project in year two, as well as undertaking an individual project in the final year. You will develop key transferrable skills, such as teamwork, reflection and self-awareness. You'll also gain analytical skills through coursework tasks, as well as enhancing your problem solving using a range of systems and technologies. You will have the option to undertake an industrial placement after your second year, gaining valuable work experience, and on the course you'll acquire skills in web technology, programming, animation, 3D modelling, video production, human-computer interaction and interface design to develop web and interactive digital media applications.

7	Course Awards		
7a	**Name of Final Award**	**Level**	**Credits Awarded**
	Bachelor of Science with Honours Digital Media Computing Bachelor of Science with Honours Digital Media Computing with Sandwich Year	6 6	360 360
7b	**Exit Awards and Credits Awarded**		
	Certificate of Higher Education Digital Media Computing Diploma of Higher Education Digital Media Computing Bachelor of Science Digital Media Computing	4 5 6	120 240 300

8	Derogation from the University Regulations
	1. For modules with more than one item of assessment, students must achieve a minimum of 30% (undergraduate) or 40% (postgraduate) in each item of assessment in order to pass the module. 2. Compensation of marginal failure in up to 20 credits is permitted at each level. 3. Condonement of failed modules is not permitted.

9	Delivery Patterns		
Mode(s) of Study	**Location**	**Duration of Study**	**Code**
Full Time	City Centre	3 years	US0878
Sandwich	City Centre	4 years	US0878S

10	Entry Requirements
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/ or may be found by searching for the course entry profile located on the UCAS website.

11	Course Learning Outcomes
Knowledge and Understanding	
1	Demonstrate knowledge and understanding of essential facts, concepts, theories and principles of computer technology.
2	Demonstrate design principles, aesthetics and Human Factors applied to the creation of multimedia products.
3	Theory and practice of audio/visual acquisition and manipulation and their applications in multimedia systems.
4	Relate the management, organisational, planning and business theories and techniques and their application to the screen based media industry.
5	Demonstrate knowledge and understanding of relevant international regulatory and standards bodies and legislation on: media; copyright; intellectual property; health and safety.
Cognitive and Intellectual Skills	
6	Assimilate, interpret and analyse information, construct effective arguments and express valid conclusions.
7	Create solutions, integrating technical knowledge and design principles, for multimedia products and the implementation of multimedia projects.
8	Evaluate multimedia products to identify good practice and effective design and apply conclusions to own work.
9	Make judgments about the merits of different viewpoints and perspectives on commercial, economic, legal, ethical and social issues relevant to the media industry.
Practical and Professional Skills	
10	Select and use appropriate hardware/software to create, capture, process, store and distribute a broad range of assets used in digital media.
11	Design and produce digital media artefacts using a variety of software tools.
12	Systematically collect information and conduct research into aspects of industry, media law and technology, using a variety of web-based and traditional sources, and compile findings.
13	Apply management and organizational techniques to planning and implementing multimedia projects.
14	Demonstrate skills in the use of sophisticated development tools and systems in the implementation of multimedia projects.
15	Work effectively as a member of a development team, and undertake management and planning activities, recognising the different roles within a team
Key Transferable Skills	
16	Manage learning and self-development, including time management, prioritising workload and meeting deadline.
17	In co-operation with others, plan and undertake tasks and contribute to achieving team goals.
18	Make effective use of information and communications technologies, including word, image and data processing packages, the internet, email and electronic information retrieval systems.
19	Communicate effectively in writing and presentations to specialist and non-specialist audiences.
20	Use numerical data, applying appropriate technique.
21	Plan for personal and career development, recognising career opportunities including the fundamentals of freelance working.

12	**Course Requirements**

12a **Level 4:**

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
CMP4266	Computer Programming	20
CMP4267	Computer Systems	20
DIG4166	Website Design and Development	20
CMP4272	Data Structures and Algorithms	20
CMP4269	Network Fundamentals	20
CMP4285	Innovation Project	20

Level 5:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
DIG5127	Database and Web Application Development	20
DIG5125	Digital Media Processing	20
DIG5121	Video Production Technology	20
DIG5119	3D Modelling and Animation	20
DIG5128	Multimedia Group Project	40

Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
DIG6200	Individual Honours Project	40
DIG6115	Creative Visualisation	20
DIG6118	Cloud-Based Web Services	20
DIG6105	Cross Platform Media	20
CMP6172	Consultancy and IT Management	20

12b Structure Diagram

<table>
<tr><td>Semester</td><td colspan="3">Level 4</td></tr>
<tr><td>1</td><td>Website Design and Development
DIG4166
20 Credits</td><td>Computer Programming
CMP4266
20 Credits</td><td>Computer Systems
CMP4267
20 Credits</td></tr>
<tr><td>2</td><td>Innovation Project
CMP4285
20 Credits</td><td>Data Structures and Algorithms
CMP4272
20 Credits</td><td>Network Fundamentals
CMP4269
20 Credits</td></tr>
<tr><td></td><td colspan="3">Level 5</td></tr>
<tr><td>1</td><td>Database and Web Application Development
DIG5127
20 Credits</td><td>Digital Media Processing
DIG5125
20 Credits</td><td>Video Production Technology
DIG5121
20 Credits</td></tr>
<tr><td>2</td><td colspan="2">Multimedia Group Project
DIG5128
40 Credits</td><td>3D Modelling and Animation
DIG5119
20 Credits</td></tr>
<tr><td></td><td colspan="3">SANDWICH YEAR (Optional)</td></tr>
<tr><td></td><td colspan="3">Level 6</td></tr>
<tr><td>1</td><td>Cloud Based Web Services
DIG6118
20 Credits</td><td rowspan="2">Individual Honours Project
DIG6200
40 Credits</td><td>Creative Visualisation and Animation
DIG6115
20 Credits</td></tr>
<tr><td>2</td><td>Consultancy and IT Management
CMP6172
20 Credits</td><td>Cross Platform Media
DIG6105
20 Credits</td></tr>
</table>

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4

Workload

25% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	304
Directed Learning	470
Private Study	426
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	93%
Exam	0
In-Person	7%

Level 5

Workload

24% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	288
Directed Learning	196
Private Study	716
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0
In-Person	0

Level 6

Workload

19% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	222
Directed Learning	194
Private Study	784
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	94%
Exam	0
In-Person	6%