

# Digital Media Technology BSc (Hons)



Faculty of  
**Technology, Engineering  
and the Environment**

## COURSE FACTS

Faculty	Technology, Engineering and the Environment
School	Digital Media Technology
Application	Apply through UCAS. Institution code B25, Course code P310
Location	City Centre Campus, Millennium Point
Duration	Full-time: three years, sandwich: four years



## KEY FACTS

- Develop in-depth and comprehensive knowledge of digital media technologies that define and create multimedia artefacts, products and services, in areas including Web and Interactive Application Development, Animation, 3D Modelling and Video Production.
- Embrace a combination of creative and technical disciplines that will enable you to work and develop a career in the fast growing and highly competitive digital media sector.
- Learn from an experienced team of academics and practitioners who offer not only academic expertise, but also current industry relevance, practice and business acumen.
- Our graduates that have gone on to work for the BBC, Blitz Games Studios, Capita, Clusta, Czech Television (Ceská televise), Gas Street Works, Ernst & Young, IBM, ITV, Fast Fwd Multimedia Ltd, Morgan Motor Company, RDF Television, and SKY TV.

## WHY CHOOSE US?

- Access a wide range of Creative network opportunities, multimedia events and guest speakers which bring the insights, contacts and the realities of the media world to your studies.
- Study at our City Centre Campus which is a multi-million pound centre of excellence in the heart of Birmingham's Eastside development and made up of two linked buildings: the landmark Millennium Point building and the new Parkside building, home to cutting-edge facilities, including the largest University TV studio, housed within a purpose-built Media Centre.
- Our strong industry links will add currency, consistency and colour to your subject, putting you in prime position to take advantage of industrial placements, real-life projects and career opportunities.

## COURSE OVERVIEW

The course is aimed at students who wish to pursue a career as media technologists in the growing interactive media industry sector.

The course develops broad cross-disciplinary skills and awareness. In particular, it offers an excellent combination of creative and technical thinking. You will gain knowledge and skills in web and rich internet application development, animation, 3D-modelling and video production.

The University and the School of Digital Media Technology is committed to maintaining state of the art facilities and a team of experienced academic staff and practitioners across the disciplines of digital media technology.

Industry Theme	Production Theme	Design Theme	Technology Theme	Scripting Theme
<b>YEAR 1</b>				
Media Industry	Web Design and Production	Multimedia Design and Graphics	Media Technology	Web Development
<b>YEAR 2</b>				
Media Industry	Video Production	3D Modelling and Animation	Media Technology	Interactive Applications Development
<b>YEAR 3</b>				
Physical Interaction	Post Production and Video Enhancement	Media Technology Project	Digital Image Processing	Web Server Applications

## COURSE STRUCTURE

The BSc (Hons) Digital Media Technology programme is based around the five themes of industry, production, design, technology and scripting.

The **industry theme** is intended to provide students with an understanding of the business and financial framework of the media industry, an appreciation of the impact of new technologies and to develop skills for project management and entrepreneurship.

The **production theme** focuses on the principle features of multimedia design and production including the planning, technical, and practical processes involved in the production of visual media.

Students exploring the **design theme** will deal with the principles of design and visual communication, and exploration of the creative process. A significant proportion of the theme is focused on animation and 3D-modelling.

The **technology theme** examines the principles of analogue and digital technologies associated with the acquisition, processing, storage and transmission of signals associated with audio visual practice, application and system design.

The **scripting theme** develops knowledge and skills in scripting to produce interactive web and rich internet applications.

## ASSESSMENT

A range of assessment methods are used throughout the course including continuous assessment, in-class tests, examinations, laboratory exercises and project work. Using these methods, all-round ability will be appraised providing the best opportunity to excel.

## ENTRY REQUIREMENTS

- 280 points minimum from two six-unit or one 12-unit A-Level (GCE or VCE)
- Pass National Diploma with Merit/Merit/Distinction
- Advanced Diplomas are accepted
- AGNVQ overall Merit and GCSE Maths at grade C or above
- Irish Leaving Certificate: 280 points
- Scottish Highers: 280 points from four Highers
- International Baccalaureate: 30 points

## FURTHER STUDY

The University offers a range of taught (MSc) and research (MPhil and PhD) postgraduate courses. Details can be found on the postgraduate section of the website.

## EMPLOYABILITY

Graduates from this course have enjoyed excellent employment prospects with many successfully entering the media industry sector working both as freelancers and as employees, both within digital media agencies, and across wider sectors in companies and organisation increasingly dependent on expertise our graduates have to offer.

In Birmingham we have graduates employed in the top digital agencies competing with the best in the UK such as 383 Project, Clusta Digital, Gas Street Works and Substrakt.

Birmingham City University,  
Faculty of Technology, Engineering and the  
Environment, Curzon Street, Millennium Point,  
Birmingham, B4 7XG

For enquiries:  
T: +44 (0)121 331 5595  
F: +44 (0)121 331 7994  
W: [www.bcu.ac.uk/enquiries](http://www.bcu.ac.uk/enquiries)

TEE-1013