Digital Broadcast Technology
MSc

BIRMINGHAM CITY University

COURSE FACTS

Faculty	Technology, Engineering and the Environment
School	Digital Media Technology
Application	For details on how to make an application visit www.bcu.ac.uk/student-info/how-to-apply
Location	City Centre Campus (Millennium Point)
Duration	Full time: One year Part time: Two years

KEY FACTS

- Delivered in Conjunction with the BBC and includes a one week, practical, hands-on residential at the BBC's Academy at Wood Norton in Worcestershire.
- Industry Links - This course has been developed in consultation with the BBC, Creative SkillSet, the Sector Skills Council for the Media Industry in England and other organisations in the Broadcast Industry

- This course provides the skills and knowledge to enable you to undertake a variety of technical roles in the Broadcast Industry, such as Broadcast Engineer, Broadcast System Engineer, Broadcast Systems Developer, Broadcast Solution Architect, Broadcast Infrastructure Engineer and Broadcast Support Engineer.

WHY CHOOSE US?

- The one week residential at the BBC Academy at Wood Norton in Worcestershire includes hand-on practical sessions using BBC facilities, delivered in conjunction with BBC training staff.
- Once a month, Creative Networks brings together people involved with screen-based and sound media industries creating networking opportunities with people who work in the Industry.

- The School of Digital Media Technology works closely with its sister School of Computing, Telecommunications and Networks (CTN) on this course. CTN is recognised both nationally and internationally for the high quality of our teaching and research and extensive industry partnerships. And it is established as one of the leading academies for Apple, Microsoft and Cisco Systems.

COURSE OVERVIEW

Broadcast technologies are continually evolving and converging with other information and media distribution formats, including the web, games and virtual environments. The UK has traditionally a recognised high calibre in the TV production and technology industries. This course aims to capitalise and maintain the UK expertise in this area, along with the requirement to continually evolve the delivery of technology in this rapidly changing area.

The course is designed both to prepare recent graduates for a technical/commercial career and to provide a route to the specialisation needed for a research career. It should also be suitable for past graduates of internet and communications related courses who may have worked for several years and wish to update their knowledge at the forefront of the discipline.

BBC

COURSE STRUCTURE

Postgraduate Certificate – 60 Credits			
Web Technologies **10 Credits**	Production Technologies **10 Credits**	Media Solutions and Architectures **20 Credits**	Networks Technologies **20 Credits**

Postgraduate Diploma – 120 Credits			
Work Flow Methods **20 Credits**	Research Methods **10 Credits**	Compression Encoding **20 Credits**	Media Acquisition and Presentation **10 Credits**

MSc Award – 180 Credits
Master's Project **60 Credits**

COURSE STRUCTURE

The study programme is designed to enable you to acquire and develop a thorough technical and theoretical understanding, focusing on vocational and practical skills directly relevant to industry. Alongside the development of technical and analytical skills, you will also develop team and professional development expertise through group work, peer review, and reflective evaluation and consideration of legal and ethical issues.

The course addresses broadcast technology in four main themes.

The **Web Technologies theme** covers web-based technologies including essential architectures and security, protocols and standards. The theme then expands the concepts to more advanced architectures and technologies required for industrial web-based media.

The **Media Distribution Architectures theme** covers network architectures and solutions, and their developments in the broadcast media industry.

The **Production theme** explores the technology behind media production, specifically how production workflow is evolving as media becomes less linear and is delivered to an interactive and multi-device viewing public. A necessary element in this theme is asset management and description. The Production Technology module addresses the studio-level technologies.

The **Media Technology and Formats theme** addresses signal technologies in their acquisition, presentation, compression and encoding in preparation for storage and transmission.

A Research Methods module prepares you for the Master's Project dissertation, as well as industry research activities beyond.

ASSESSMENT

A range of assessment methods are employed, with assessment criteria published in each assignment brief. Knowledge and skills are assessed, formatively and summatively, by a number of methods: coursework, examinations (seen and unseen, open and closed-book), presentations, practical assignments, vivas, online forums, podcasts and project work.

ENTRY REQUIREMENTS

We would normally expect you to hold at least a Second Class Honours degree or equivalent in an appropriate discipline. However, we can also consider your application without standard entry qualifications if you can provide evidence of the necessary knowledge and skills to successfully complete the course.

EMPLOYABILITY

Graduates from our undergraduate programmes have gone on to work for the BBC, Blitz Games Studios, Capita, Clusta, Czech Television (Česká televise), Gas Street Works, Ernst & Young, IBM, ITV, Fast Fwd Multimedia Ltd, Morgan Motor Company, RDF Television, and SKY TV.

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