Course Specification

Course Summary Information		
1	**Course Title**	MA Media Production
2	**Course Code**	PT1106
3	**Awarding Institution**	Birmingham City University
4	**Teaching Institution(s)** (if different from point 3)	BCU
5	**Professional Statutory or Regulatory Body (PSRB) accreditation** (if applicable)	N/A

6	**Course Description**
	This master's course is designed to equip you with the professional skills necessary to succeed in the digital media production industry, while grounding your knowledge in production theory. You will gain a comprehensive understanding of visual and audio mediums and their ongoing evolution. The course embeds professional practice throughout its curriculum, preparing you for careers across a range of digital media, including contemporary online platforms as well as established television and radio broadcasting. You will be encouraged to apply academic thinking to evaluate the current state of digital media, and critically reflect on your performance. Throughout your studies, you will be supported by experienced academic staff, such as documentary producer Sam Coley and television producer Emily Rushmer. You will have access to Adobe Creative Cloud applications and our state-of-the-art facilities at the Parkside campus, including radio and TV studios, VR and Motion Capture equipment, 360 Cameras, and audio and video editing suites. A full range of video and still cameras, lighting, and audio recording equipment will be available for hire, to help you complete your course work. If you have an interest in video production, you will develop an in-depth understanding of production processes and explore online content development and distribution. Students with an interest in audio production will build skills in sound design, multitrack editing, and audio mastering, with opportunities to create podcasts, on-demand content, or traditional radio documentaries and features. The course includes training in live studio production and presentation skills, along with techniques for creating targeted content for social media platforms. The course encourages aspiring freelancers to develop their entrepreneurial and networking abilities to help launch a professional career. Specialist production modules are designed to mirror industry approaches, requiring teamwork for some assessments. This practical approach has enabled numerous recent MA students to transition seamlessly into professional production roles. The course provides a comprehensive blend of practical experience, theoretical knowledge, and professional development, to ensure you are well-prepared for a career in the digital media production industry.

7	Course Awards		
7a	**Name of Final Award**	**Level**	**Credits Awarded**
	Masters of Arts Media Production Master of Arts Media Production with Professional Placement	*L7* *L7*	*180* *240*
7b	**Exit Awards and Credits Awarded**		
	Post Graduate Certificate Post Graduate Diploma	*L7* *L7*	*60 credits* *120 credits*

8	Variation from the University Regulations
	Not applicable

9	Delivery Patterns		
Mode(s) of Study	**Location(s) of Study**	**Duration of Study**	**Code(s)**
Full Time	*City Centre*	*12 months*	*PT1106*
With Placement	*City Centre*	*18 months*	*PT1456*

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 Aims
	The aims of this course are to: • Develop critically-aware, ethical graduates who are creative problem solvers and innovators • Equip students with skills and knowledge that facilitate long-term employability, empowering them to adapt to ongoing change in the media production industry • Establish and develop professional production practices across multiple media platforms and formats • Foster an understanding of critical issues and debates within the media production industry • Cultivate applied knowledge of the legal, regulatory, and ethical contexts within which media production occurs • Develop an understanding of, and application of, a range of methodologies to further knowledge and understanding in the field of media production

12	**Course Learning Outcomes**
	Knowledge and Understanding
1	Critically evaluate and synthesize professional conventions, production practices, and industry perspectives, which demonstrate an understanding of the interrelationships between these systems of knowledge.
2	Analyse and integrate a range of research methodologies to conduct theoretical, production, and professional inquiries, demonstrating a systematic understanding of their application and relevance
3	Analytically evaluate and apply key legal, regulatory, and ethical frameworks within the context of digital media production, demonstrating a professional understanding of these contexts.
4	Systematically and critically analyse the creative, editorial, ethical, and legal challenges associated with digital media production.
5	Develop and apply advanced methodologies to justify and support editorial decision-making within the context of digital media production
	Skills and other attributes
6	Design and develop a range of advanced specialist digital media production projects and activities
7	Apply and develop advanced interpersonal, team, and networking skills to strategically enhance team performance and contribute to specialist professional communities.
8	Systematically organise and communicate information using criteria developed for specific audiences.
9	Select and adapt appropriate advanced problem-solving strategies, methods and techniques to design effective media productions that reflect industry conventions, for specific target audiences.
10	Design and develop advanced specialist projects and/or activities to strategically enhance own and/or others learning, work or practice.

13	**Level Learning Outcomes**
	Upon completion of 60 credits at Level 7 / the PG Cert, students will be able to:
1	Engage with media production practices and develop an awareness of professional conventions and industry contexts in relation to your practice.
2	Develop and evaluate techniques and methods for the production of different forms of media and for diverse contexts.
3	Engage with debates in media scholarship and industry, from global and local perspectives.
4	Communicate ideas creatively demonstrating an understanding of audiences.
5	Evaluate your individual performance, learning and media skills.
	Upon completion of 120 credits at Level 7 / the PG Dip, students will be able to:
6	Engage critically with a range of scholarly research, media and creative industry debates.
7	Analyse and synthesise industry standard creative production and planning skills to develop solutions to media problems.
8	Apply creative and advanced level knowledge and skills within real world contexts to create original media work.
9	Situate your media practice within scholarly and / or industry contexts.
10	Reflect critically your professional and personal development as a media practitioner.

14	Course Learning, Teaching and Assessment Strategy
	Students will engage in a variety of hands-on projects, both individually and in teams, which mirror real-world media production environments. These projects include creating production portfolios to showcase technical skills and creativity, and taking part in live presentations and studio assessments. Workshops, seminars, and masterclasses with industry professionals will provide insights into current industry practices and trends. Students will take part in critical discussions and analyse media content, to develop an understanding of media theory and how it can inform production practices. Diverse assessment methods will test practical skills and knowledge understanding throughout the course. Students will submit production portfolios, which demonstrate their ability to plan, produce, and evaluate media projects. Written evaluations will accompany these portfolios, requiring students to critically reflect on their work, methodologies, and outcomes. Peer assessments and presentations will also form part of the assessment strategy, encouraging collaborative learning and critical peer feedback. Completing both individual and team projects will ensure students develop self-reliance and collaborative skills, in preparation for the media production industry. The final assessment can be a research informed dissertation, or a practical production project. Feedback will include written comments, 'feed forward' advice, one-on-one tutorials, and peer reviews. Students will receive constructive insights into their progress, strengths, and areas for improvement. Students are expected to engage actively with all elements of the course, including regular attendance, good communication, and a proactive approach to collaborative projects. Students are required to demonstrate initiative in their learning and take responsibility for their personal development. Participation in discussions, workshops, and collaborative projects is critical. Students should be open to feedback and willing to critically evaluate their work to further self-awareness and help identify areas for future improvement.

15	Course Requirements
15a	**Level 7:** ***In order to complete this course a student must successfully complete all the following CORE modules (totalling 180 credits):***

Module Code	Module Name	Credit Value
MED7330	Documentary and On Location Production	20
MED7366	Research in Practice	20
ADM7016	Communities of Practice and Research	0
MED7386	Storytelling techniques	20
MED7330	Live Studio Production	20
MED7389	Post-Production and Content Distribution	20
ADM7006	Collaborative Practice	20
MED7382	Major Project	60

15b	Structure Diagram

SEMESTER ONE	SEMESTER TWO

Level 7

Core MED7330: Documentary and On Location Production (20 credits) MED7386 : Storytelling Techniques (20 credits) ADM7006 : Collaborative Practice (20 credits) ADM7016: Communities of Practice and Research (0 credits)	Core MED7332: Live Studio Production(20 credits) MED7389 : Post-Production and Content Distribution (20 credits) MED7366: Research in Practice (20 credits) ADM7016: Communities of Practice and Research (0 credits)

SEMESTER THREE	

Level 7

Core MED7382: Major Project (60 credits)	

16	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 7

Workload

XX% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	146
Directed Learning	1070
Private Study	584
Total Hours	1,800

Balance of Assessment

Assessment Mode	Percentage
Coursework	80%
Exam	0%
In-Person	20%