

## Course Specification

Course Summary Information		
1	<b>Course Title</b>	BA (Hons) Media Production
2	<b>Course Code</b>	US0905
3	<b>Awarding Institution</b>	Birmingham City University
4	<b>Teaching Institution(s)</b> (if different from point 3)	
5	<b>Professional Statutory or Regulatory Body (PSRB) accreditation</b> (if applicable)	

6	Course Description
	<p>Launch your media career with our BA (Hons) Media Production degree. Our industry-focussed programme is designed to develop critically thinking, innovative content creators for television, radio, podcasting, online, social media as well as new and emerging platforms ensuring you have the skills and attitude needed to adapt and change in line with industry.</p> <p>Supported by an experienced team of award-winning tutors with industry and academic experience, students will learn technical and editorial approaches to enable them to tell compelling stories for a range of audiences across multiple platforms. We'll help you to become 'industry-ready' as you learn from guest speakers and industry experts giving you the chance to make useful contacts and get a head start with work placements and other opportunities to gain professional skills.</p> <p>Through research-led teaching, you will create media content in our industry-standard television and radio studios, learning about all the important roles as you go. Working collaboratively, you will learn how to record audio and shoot and edit video, along with developing the technical and personal skills needed to operate our studios effectively. You will also learn how to develop and pitch your own ideas, a necessary skill in today's competitive industry, whilst becoming aware of sustainability and ethical issues affecting the media landscape.</p> <p>There will be opportunities to make traditional content such as magazine shows, documentaries, drama, adverts whilst also exploring new ideas in social media and experimental content. When you work in our enviable complex of six radio studios, you will be getting to grips with how to operate the studio, present a show, record interviews, create podcasts and use digital technology to edit and mix sound. As you progress through the course, you will put together music radio shows, short features and podcasts, with the option to run a live radio station at the University. This is a truly stimulating course, which will immerse you in the editorial and practical aspects of programme-making and content creation.</p>

<b>7</b>	<b>Course Awards</b>		
<b>7a</b>	<b>Name of Final Award</b>	<b>Level</b>	<b>Credits Awarded</b>
	Bachelor of Arts with Honours Media Production	6	360
<b>7b</b>	<b>Exit Awards and Credits Awarded</b>		
	Certificate of Higher Education Media Production	4	120
	Diploma of Higher Education Media Production	5	240
	Bachelor of Arts Media Production	6	300

<b>8</b>	<b>Variation from the University Regulations</b>		
	Not applicable		

<b>9</b>	<b>Delivery Patterns</b>			
	<b>Mode(s) of Study</b>	<b>Location(s) of Study</b>	<b>Duration of Study</b>	<b>Code(s)</b>
	Full-time	City Centre	3 years	US0905
	Professional Placement Year	City Centre	4 years	US1336

<b>10</b>	<b>Entry Requirements</b>	
	<b>Home:</b>	112 UCAS tariff points.  GCSE English Language or English Literature and GCSE Maths at grade C/4 or above.
	<b>EU:</b>	IELTS: 6.0 overall with no less than 5.5 in each band
	<b>International:</b>	IELTS: 6.0 overall with no less than 5.5 in each band
	<b>Access:</b>	<ul style="list-style-type: none"> <li>• Pass with 60 credits overall. At least 45 credits at Level 3.</li> <li>• Arts, Media and Publishing subjects preferred but other subjects also considered.</li> </ul>

<b>11</b>	<b>Course Aims</b>	
	The aims of the course are: <ul style="list-style-type: none"> <li>• To develop creative and thinking media professionals with a range of technical and editorial skills</li> <li>• To support and encourage students to experiment with media production and bring their ideas and passions to life</li> <li>• To develop editorial decision making, lateral thinking and problem-solving skills</li> <li>• To develop creative camera, audio and editing skills</li> <li>• To develop and build confidence in students to realise their media related ambitions</li> <li>• To provide students with opportunities to network and develop their employability skills</li> <li>• To navigate the media landscape and shape their future roles as creative leaders</li> </ul>	

<b>12</b>	<b>Course Learning Outcomes</b>
	<b>Knowledge &amp; Understanding</b>
1	Analyse creative processes and practices in media production.
2	Critically engage with media texts and relevant data in order to draw informed insights.
3	Evaluate own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions.
4	Employ appropriate methods and resources to explore research, drawing on a range of sources, and frameworks.
5	Develop as a creative thinker and practitioner, capable of experimenting and taking risks, and shaping concepts based on secure research strategies.
	<b>Skills and other attributes</b>
6	Utilise appropriate equipment, software or other resources in order to produce creative solutions to media production problems.
7	Operate within a professional context, as a thinking creative worker, aware of the commissioning and funding structures and of how to operate in a cultural industries workplace.
8	Produce work which demonstrates an understanding of media forms, structures, audiences and specific communication registers.
9	Communicate effectively in interpersonal settings, in writing and in a variety of media.
10	Perform productively and creatively in a group or team, as well as individually, showing abilities at different times to listen, contribute and lead, as well as act effectively by oneself.

<b>13</b>	<b>Level Learning Outcomes</b>
	<b><i>Upon completion of Level 4 / the Certificate of Higher Education, you will be able to:</i></b>
1	Develop a range of transition skills to successfully study at university level.
2	Engage with and understand a range of core theoretical concepts which underpin media production and cultural practices of reception.
3	Identify and develop media content across a broad base of media production platforms.
4	Reflect critically on your individual performance and learning.
	<b><i>Upon completion of Level 5 / the Diploma of Higher Education, you will be able to:</i></b>
1	Develop ideas for production work that respond to contemporary commissioning cultures
2	Consolidate and develop advanced media production and planning skills to reach a wide range of audiences.
3	Recognise a range of contemporary broadcast formats and work collaboratively to create production work within format expectations.
4	Show an awareness of academic, professional, and personal opportunities.
5	Critically engage with and research contemporary issues related to media, culture and society.
	<b><i>Upon completion of 60 credits at Level 6 / the Bachelor's Degree, you will be able to:</i></b>
1	Critique a range of media and cultural concepts and practices and their impact on society

<b>2</b>	Synthesize industry standard creative production and planning skills to develop solutions to problems.
<b>3</b>	Apply professional level knowledge and skills within real world contexts to create distinctive work.
<b>4</b>	Be industry ready and equipped for pursuing a career in your chosen field.

<b>14</b>	<b>Course Learning, Teaching and Assessment Strategy</b>
	<p>All of our taught courses align with our Learning, Teaching and Assessment strategy. This ensures that the teaching on your course will be shaped by the expertise in research and practice of our academic staff. The relationship between research and teaching ensures we can offer a curriculum that incorporates advances in research, emphasises the processes for producing knowledge and adopts an inquiry-based approach, designed to encourage new ideas and experimentation. Our strategy also ensures that the curriculum on your course will be designed and delivered inclusively. Our inclusive approach to curriculum and pedagogy reflects the wide range of contemporary issues which are of concern to our diverse student and staff population. This results in a curriculum which positively engages with and is willing to address and discuss issues of social justice and equality. Our approach is aimed at supporting the building of academic communities of practice and fostering high levels of scholarly professionalism in our students. All courses embed distinctive graduate attributes relevant to the subject and we hope that you will find your course engaging, challenging, stimulating and fun.</p> <p><b>How you will learn:</b>          Your learning will be through a mixture of lectures, practical workshops and seminars. Your course also provides an opportunity to undertake work-based learning through a placement. We embed flexible opportunities for you to access your curriculum including recorded lectures, blended learning, on-campus delivery and intensive delivery of some modules. We recognise that students progress to higher education from a variety of educational experiences and that university is a completely new educational environment for most of you. For that reason, you will find that in your first year with us there is a focus on supporting your transition which places an emphasis on developing both the confidence and the competencies required for being successful at your university assignments. Where appropriate, we will bring in external speakers or arrange visits relevant to your specialism. These may be from industry or be focused on a particular specialist academic interest. We have excellent links with industry, community and scholarly partners which we draw on to enhance your learning experience.</p> <p><b>How you will be assessed:</b>          All our assessments are designed to ensure that you meet the learning outcomes of your modules and thus of the course overall. Assessment types may include written research reports, essays, case studies, practical work, portfolios and presentations. There are no formal examinations on your course, but short classroom tests may be included within an element of assessment. You will be assessed as an individual but there may be times when you will be asked to work within teams and submit assessments as groups. All modules offer chances for formative assessment, that is, informal assessments that are used to assess your understanding before the final submission of your work. Formative assessments also help inform the teaching strategy within a module, identifying areas where we can offer extra help and guidance. We will offer tutorials and a chance</p>

for you to discuss your draft assessments before you submit them. Once marked, we will give formal feedback and 'feed forward' on all work submitted, aimed at helping you improve future submissions.

**What we expect of you:**

Your course is designed so that you experience learning through inquiry: questioning, investigating, examining, exploring, analysing and creating. By engaging fully with your studies and taking up the support we offer you, you will gain the confidence and skills you need to be successful in your studies. As you progress through your course, we will increasingly expect you to study independently. In your final year you will undertake a major project for which you will receive supervision, but we will expect you to organise your learning and undertake independent research. By the end of the course, as a result of your full engagement with your studies, you will be able to begin the next stage of your life as a confident, resilient and socially aware person.

<b>15</b>	<b>Course Requirements</b>																																		
<b>15a</b>	<p><b>Level 4:</b></p> <p><i>In order to complete this course, you must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffff00;">Module Code</th> <th style="background-color: #ffff00;">Module Name</th> <th style="background-color: #ffff00;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED4204</td> <td>Understanding Media Texts, Industries and Audiences</td> <td>20</td> </tr> <tr> <td>MED4191</td> <td>Television Skills</td> <td>20</td> </tr> <tr> <td>MED4190</td> <td>Radio &amp; Podcast Production</td> <td>20</td> </tr> <tr> <td>MED4195</td> <td>Investigating Media Texts, Industries and Audiences</td> <td>20</td> </tr> <tr> <td>MED4198</td> <td>Creative Production 1</td> <td>20</td> </tr> <tr> <td>MED4194</td> <td>Community and Industry Collaboration</td> <td>20</td> </tr> </tbody> </table> <p><b>Level 5:</b></p> <p><i>In order to complete this course, you must successfully complete all the following CORE modules (totalling 60 credits):</i></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #ffff00;">Module Code</th> <th style="background-color: #ffff00;">Module Name</th> <th style="background-color: #ffff00;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>MED5240</td> <td>Researching the Broadcast Media</td> <td>20</td> </tr> <tr> <td>MED5239</td> <td>Documentary &amp; Features</td> <td>20</td> </tr> <tr> <td>MED5238</td> <td>Creative Production 2</td> <td>20</td> </tr> </tbody> </table>		Module Code	Module Name	Credit Value	MED4204	Understanding Media Texts, Industries and Audiences	20	MED4191	Television Skills	20	MED4190	Radio & Podcast Production	20	MED4195	Investigating Media Texts, Industries and Audiences	20	MED4198	Creative Production 1	20	MED4194	Community and Industry Collaboration	20	Module Code	Module Name	Credit Value	MED5240	Researching the Broadcast Media	20	MED5239	Documentary & Features	20	MED5238	Creative Production 2	20
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***In order to complete this course, you must successfully complete at 20 credits from the following indicative list of CORE School modules.***

Module Code	Module Name	Credit Value
ADM5000	Work Placement	20
ADM5001	Live Project	20
ADM5006	Collaborative Practice	20

***In order to complete this course, you must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.***

Module Code	Module Name	Credit Value
MED5159	Bi-Media Drama	20
MED5164	Comedy in the Media and Popular Culture	20
MED5168	Fandoms and Subcultures	20
MED5181	Photojournalism	20
MED5196	Television Studio	20
MED5202	Creating Compelling Content	20
MED5217	Digital Storytelling	20
MED5219	Radio Documentary and Podcast Production	20
MED5230	Commercial Photography	20
MED5234	Emotion, Media and Culture	20
MED5258	Climate Change, Media Work, and You	20
MED5251	Television From Small Screens to Smart Screens	20
MED5244	Graphic Design	20
MED5247	PR Campaign Planning	20
MED5261	Digital Creators Lab: Media and Journalism	20
MED5249	Exploring PR, social media and influencers	20
MED5250	Live Music and Media	20
MED5245	Live Radio Production	20

**Professional Placement Year (optional)**

***In order to qualify for the Professional Placement Year, you must successfully complete the following Level 5 module:***

Module Code	Module Name	Credit Value
PLA5003	Professional Placement	120

**Level 6:**

***In order to complete this course, you must successfully complete all the following CORE modules (totalling 40 credits):***

Module Code	Module Name	Credit Value
MED6223	Creative Production 3	20
MED6228	Major Project Preparation	20

***In order to complete this course, you must successfully complete one module from the following list of CORE-OPTION modules (worth 40 credits)***

Module Code	Module Name	Credit Value
MED6225	Major Project - Dissertation	40
MED6226	Major Project - Hybrid	40
MED6227	Major Project - Production	40

***In order to complete this course, you must successfully complete at least 40 credits from the following indicative list of OPTIONAL modules.***

Module Code	Module Name	Credit Value
MED6174	Media Activism	20
MED6196	Understanding Social Media: Practices, Cultures and Debates	20
MED6210	Digital Futures	20
MED6212	Creative Camera	20
MED6215	Radio Station	20
EGL6155	Audio Drama and Podcast Writing	20
MED6233	Audience and User Experience	20
MED6230	Gender, Sexuality and the Body	20
MED6236	Race, Media and Culture	20
MED6232	Popular Music Narratives	20
MED6231	Media Production Company	20
MED6235	Communication in Action	20
MED6229	Feature Writing for News Media	20

**15b Structure Diagram**

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

**Level 4**

<b>SEMESTER ONE</b>	<b>SEMESTER TWO</b>
Core modules: MED4204 Understanding Media Texts, Industries and Audiences (20 credits) MED4191 Television Skills (20 credits) MED4190 Radio Podcasts & Production (20 credits)	Core modules: MED4195 Investigating Media Texts, Industries and Audiences (20 credits) MED4198 Creative Production 1 (20 credits) MED4194 Community and Industry Collaboration (20 credits)

**Level 5**

<b>SEMESTER ONE</b>	<b>SEMESTER TWO</b>
Core modules: MED5240 Researching Broadcast Media (20 credits) MED5239 Documentary & Features (20 credits)	Core module: MED5238 Creative Production 2 (20 credits)
	Core-option module: ADM5000 Work Placement (20 credits) Or ADM5001 Live Project (20 credits) Or ADM5006 Collaborative Practice (20 credits)
Option module (20 credits). One from: <ul style="list-style-type: none"> <li>• MED5181 Photojournalism</li> <li>• MED5245 Live Radio Production</li> <li>• MED5196 Television Studio</li> <li>• MED5164 Comedy in the Media and Popular Culture</li> <li>• MED5168 Fandoms and Subcultures</li> <li>• MED5258 Climate Change, Media Work, and You</li> <li>• MED5244 Graphic Design</li> <li>• MED5247 PR Campaign Planning</li> <li>• MED5202 Creating Compelling Content</li> </ul>	Option module (20 credits). One from: <ul style="list-style-type: none"> <li>• MED5230 Commercial Photography</li> <li>• MED5159 Bi-Media Drama</li> <li>• MED5234 Emotion, Media and Culture</li> <li>• MED5251 Television From Small Screens to Smart Screens</li> <li>• MED5219 Radio Documentary and Podcast Production</li> <li>• MED5261 Digital Creators Lab: Media and Journalism</li> <li>• MED5249 Exploring PR, social media and influencers</li> <li>• MED5250 Live Music and Media</li> <li>• MED5217 Digital Storytelling</li> </ul>

**Level 6**

<b>SEMESTER ONE</b>	<b>SEMESTER TWO</b>
Core modules: MED6223 Creative Production 3 (20 credits) MED6228 Major Project Preparation (20 credits)	Core-option module: MED6225 Major Project - Dissertation (40 credits) Or MED6226 Major Project - Hybrid (40 credits) Or MED6227 Major Project – Production (40 credits)
Option module (20 credits). One from: <ul style="list-style-type: none"> <li>• MED6229 Feature Writing for News Media</li> <li>• MED6215 Radio Station</li> <li>• MED6231 Media Production Company</li> <li>• MED6230 Gender, Sexuality and the Body</li> <li>• MED6232 Popular Music Narratives</li> <li>• MED6196 Understanding Social Media: Practices, Cultures and Debates</li> </ul>	Option module (20 credits). One from: <ul style="list-style-type: none"> <li>• MED6210 Digital Futures</li> <li>• MED6174 Media Activism</li> <li>• MED6236 Race, Media and Culture</li> <li>• MED6233 Audience and User Experience</li> <li>• MED6212 Creative Camera</li> <li>• MED6235 Communication in Action</li> <li>• EGL6155 Audio Drama and Podcast Writing</li> </ul>

**Professional Placement Year (Optional):**

Students on the Professional Placement Year version of this course will undertake their placement after their second year of study. They will then return to complete their third year as indicated above.

<b>16</b>	<b>Overall Student Workload and Balance of Assessment</b>
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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

##### **19% time spent in timetabled teaching and learning activity**

Activity	Number of Hours
Scheduled Learning	228
Directed Learning	712
Private Study	260
<b>Total Hours</b>	1200

##### Balance of Assessment

Assessment Mode	Percentage
Coursework	90%
Exam	0%
In-Person	10%

#### Level 5

##### Workload

##### **16% time spent in timetabled teaching and learning activity**

Activity	Number of Hours
Scheduled Learning	190
Directed Learning	730
Private Study	260
<b>Total Hours</b>	1200

**Balance of Assessment**

<b>Assessment Mode</b>	<b>Percentage</b>
Coursework	100%
Exam	0%
In-Person	0%

**Level 6**

**Workload**

**13% time spent in timetabled teaching and learning activity**

<b>Activity</b>	<b>Number of Hours</b>
Scheduled Learning	150
Directed Learning	714
Private Study	336
<b>Total Hours</b>	<b>1200</b>

**Balance of Assessment**

<b>Assessment Mode</b>	<b>Percentage</b>
Coursework	100%
Exam	0%
In-Person	0%