

## Course Specification

Course Summary Information			
1	<b>Course Title</b>		BSc (Hons) Digital Media Technology
2	<b>BCU Course Code</b>	<b>UCAS Code</b>	US0925      1001
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>Digital Media development requires a comprehensive understanding of image, video and mixed reality processing. BSc (Hons) Digital Media Technology, aims to develop you with the versatile and rich combination of skills that will enable you to design and develop tomorrow's digital media products.</p> <p>You'll have the opportunity to practice professional skills by delivering the course content in a project-driven and practice-like way, in specialist labs containing the latest hardware and software. Your skills will be further developed through the group project based module which take place in year two of the programme.</p> <p>We also have well-established links with companies such as BBC, Microsoft and Cisco, ensuring that the programmes remain current and relevant to industry. The course also enables you to interact with potential employers by collaborating with industrial partners and participating in various events throughout the academic year.</p> <p>Graduates will be equipped for careers related to media and computing. You could explore careers in multimedia development, web and interactive application development and multimedia content development.</p> <p>You'll also have the opportunity to take a Professional placement year between your second and third year. This is highly recommend as it will give you an invaluable opportunity to hone your expertise, try out a potential career path and get relevant workplace experience that is valued by so many employers. The course is also part of the Erasmus scheme, which allows you to study abroad within the EU for a semester, normally during the second year of your course.</p> <p>Our Digital Media Technology degree is part of the School of Computing and Digital Technology, located at the Millennium Point Building as part of the City Centre Campus, in the heart of Birmingham. Millennium Point was built as a focus for science, technology and education within Birmingham and the wider region, providing an excellent environment for exploring advanced technology.</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 Science with Honours Digital Media Technology	6	360
	Bachelor of Science with Honours Digital Media Technology with Professional Placement Year	6	480
<b>7b</b>	<b>Exit Awards and Credits Awarded</b>		
	Certificate of Higher Education Digital Media Technology	4	120
	Diploma of Higher Education Digital Media Technology	5	240
	Bachelor of Science Digital Media Technology	6	300

<b>8</b>	<b>Derogation from the University Regulations</b>
	<ol style="list-style-type: none"> <li>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.</li> <li>2. Compensation of marginal failure in up to 20 credits is permitted at each level.</li> <li>3. Condonement of failed modules is not permitted.</li> </ol>

<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	US0925
	with Professional Placement Year	City Centre	4 years	US1098

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

<b>11 Course Learning Outcomes</b>	
<b>Knowledge and Understanding</b>	
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.
<b>Cognitive and Intellectual Skills</b>	
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
<b>Practical and Professional Skills</b>	
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
<b>Key Transferable Skills</b>	
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.

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<b>12a</b>	<p><b>Level 4:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>CMP4266</td> <td>Computer Programming</td> <td>20</td> </tr> <tr> <td>CMP4267</td> <td>Computer Systems</td> <td>20</td> </tr> <tr> <td>CMP4285</td> <td>Innovation Project</td> <td>20</td> </tr> <tr> <td>DIG4166</td> <td>Website Design and Development</td> <td>20</td> </tr> <tr> <td>DIG4167</td> <td>Media Technology</td> <td>20</td> </tr> <tr> <td>DIG4168</td> <td>Multimedia Design and Graphics</td> <td>20</td> </tr> </tbody> </table> <p><b>Level 5:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>DIG5108</td> <td>Sound for Visual Effects</td> <td>20</td> </tr> <tr> <td>DIG5120</td> <td>Narrative Design</td> <td>20</td> </tr> <tr> <td>DIG5121</td> <td>Video Production Technology</td> <td>20</td> </tr> <tr> <td>DIG5119</td> <td>3D Modelling and Animation</td> <td>20</td> </tr> <tr> <td>DIG5128</td> <td>Multimedia Group Project</td> <td>40</td> </tr> </tbody> </table> <p><b>Professional Placement Year (optional)</b></p> <p><i>In order to qualify for the award of Bachelor of Science with Honours Digital Media Technology with Professional Placement, a student must successfully complete all of the Level 6 modules below above as well as the following Level 5 module:</i></p> <table border="1"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>PPY5004</td> <td>Professional Placement</td> <td>120</td> </tr> </tbody> </table> <p><b>Level 6:</b></p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table border="1"> <thead> <tr> <th style="background-color: #ffffcc;">Module Code</th> <th style="background-color: #ffffcc;">Module Name</th> <th style="background-color: #ffffcc;">Credit Value</th> </tr> </thead> <tbody> <tr> <td>DIG6200</td> <td>Individual Honours Project</td> <td>40</td> </tr> <tr> <td>DIG6115</td> <td>Creative Visualisation</td> <td>20</td> </tr> <tr> <td>DIG6105</td> <td>Cross Platform Media</td> <td>20</td> </tr> <tr> <td>CMP6172</td> <td>Consultancy and IT Management</td> <td>20</td> </tr> <tr> <td>DIG6113</td> <td>Professional Practice</td> <td>20</td> </tr> </tbody> </table>		Module Code	Module Name	Credit Value	CMP4266	Computer Programming	20	CMP4267	Computer Systems	20	CMP4285	Innovation Project	20	DIG4166	Website Design and Development	20	DIG4167	Media Technology	20	DIG4168	Multimedia Design and Graphics	20	Module Code	Module Name	Credit Value	DIG5108	Sound for Visual Effects	20	DIG5120	Narrative Design	20	DIG5121	Video Production Technology	20	DIG5119	3D Modelling and Animation	20	DIG5128	Multimedia Group Project	40	Module Code	Module Name	Credit Value	PPY5004	Professional Placement	120	Module Code	Module Name	Credit Value	DIG6200	Individual Honours Project	40	DIG6115	Creative Visualisation	20	DIG6105	Cross Platform Media	20	CMP6172	Consultancy and IT Management	20	DIG6113	Professional Practice	20
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**12b Structure Diagram**

BSc (Hons) Digital Media Technology is normally studied over three years, full-time. The course is divided into modules of 20 or 40 credits.

<b>Semester</b>	<b>Level 4 – Year 1</b>		
<b>1</b>	Website Design and Development 20 Credits	Computer Programming 20 Credits	Computer Systems 20 Credits
<b>2</b>	Innovation Project 20 Credits	Multimedia Design and Graphics 20 Credits	Media Technology 20 Credits
<b>Level 5 – Year 2</b>			
<b>1</b>	Narrative Design 20 Credits	Video Production Technology 20 Credits	Sound for Visual Effects 20 Credits
<b>2</b>	Multimedia Group Project 40 Credits		3D Modelling and Animation 20 Credits
<b>Professional Placement - Year 3 (optional)</b> <b>Professional Placement Module 120 Credits</b>			
<b>Level 6 – Year 4</b>			
<b>1</b>	Cross Platform Media 20 Credits	Individual Honours Project 40 Credits	Creative Visualisation 20 Credits
<b>2</b>	Professional Practice 20 Credits		Consultancy and IT Management 20 Credits

### 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

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

Activity	Number of Hours
Scheduled Learning	304
Directed Learning	340
Private Study	556
<b>Total Hours</b>	<b>1200</b>

##### Balance of Assessment

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

#### Level 5

##### Workload

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

Activity	Number of Hours
Scheduled Learning	288
Directed Learning	206
Private Study	706
<b>Total Hours</b>	<b>1200</b>

##### Balance of Assessment

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

**Level 6****Workload****% time spent in timetabled teaching and learning activity**

<b>Activity</b>	<b>Number of Hours</b>
Scheduled Learning	222
Directed Learning	230
Private Study	748
<b>Total Hours</b>	<b>1200</b>

**Balance of Assessment**

<b>Assessment Mode</b>	<b>Percentage</b>
Coursework	92%
Exam	0
In-Person	8%