

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Future Media, Content Creation and Production
2	Course Code	US1610 US1611 (PPY)
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	N/A

6	Course Description
	Developed and delivered in partnership with the BBC, our BA (Hons) Future Media, Content Creation and Production allows you to shape the future of media. This course prepares you to create innovative digital content for today's rapidly evolving media landscape. Combining creativity, storytelling and emerging technologies, you'll explore digital media production, platform-native content creation and new forms of online storytelling. Designed for the next generation of digital creators, this course is distinct from traditional broadcast and journalism degrees. You'll develop the creative, technical and professional skills needed to produce engaging content for social media, streaming platforms and immersive digital environments, enabling you to bring your creative and media expertise to multiple industries. Through project-based learning, you'll learn how to develop, produce and distribute content for platforms such as YouTube, TikTok, Instagram and on-demand services, while exploring emerging technologies including the virtual world of VR, XR and AR. Working individually and collaboratively, you'll respond to live briefs and real-world challenges, creating ethical, inclusive and audience-focused media experiences. You'll study in industry-standard facilities using professional software and technologies, supported by experienced academics and visiting industry experts. Opportunities to work with external partners on collaborative projects will help you gain valuable industry experience, build your professional network and develop an understanding of current creative practice. The course reflects the industry's move towards digital-first commissioning, emerging formats and audience-centred storytelling, while emphasising responsible media practice and public value. Teaching will take place at BCU's City Centre Campus and, subject to final planning approval, at the BBC's new Midlands headquarters at the Tea Factory, located just a short walk away in Birmingham's creative quarter. What's covered in this course? Reflecting today's media industries, the course recognises that digital creators often combine multiple roles, including content production, presentation, branding and community engagement.

	Alongside developing your creative media practice, you'll explore how platforms, algorithms and audience behaviours shape contemporary media, giving you the critical understanding needed to succeed in a fast-changing digital environment. Throughout your studies, you'll learn from the insights of BBC staff and other industry professionals, alongside opportunities to engage with broadcasters, producers and creative organisations across Birmingham's exciting media sector. You'll build a professional portfolio that showcases your creative and technical skills, graduating with the confidence, experience and industry-ready expertise to pursue careers across the creative and digital sectors or continue to postgraduate study so that you have a portfolio of future media content by the time you graduate.
--	--

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Future Media, Content Creation and Production	Level 6	360
	Bachelor of Arts with Honours Future Media, Content Creation and Production with Professional Placement Year	Level 6	480
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Future Media, Content Creation and Production	Level 4	120
	Diploma of Higher Education Future Media, Content Creation and Production	Level 5	240
	Bachelor of Arts Future Media, Content Creation and Production	Level 6	300

8	Variation from the University Regulations
	N/A

9	Delivery Patterns			
Mode(s) of Study		Location(s) of Study	Duration of Study	Code(s)
Full Time		City Centre and BBC Tea Factory	3 years	US1610
Full Time with Professional Placement Year		City Centre and BBC Tea Factory (and placement provider)	4 years	US1611

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 the course are: • To develop creative future media professionals with a range of technical and editorial skills • To support and encourage students to experiment with new and emerging media and bring their ideas and passions to life • To develop editorial decision making, lateral thinking and problem-solving skills • To develop creative camera, audio and editing skills • To develop and build confidence in students to realise their future media related ambitions • To provide students with opportunities to network and develop their employability skills • To navigate the media landscape and shape their future roles as industry ready leaders with insights from world leading partners. • To have an understanding of the best platform for their audiences and how that shapes their content creation.

12	Course Learning Outcomes
	Knowledge & Understanding
1	Analyse creative processes and practices in future media production.
2	Critically engage with future media texts and relevant data to draw informed insights.
3	Reflect critically on own creative practice with reference to academic, ethical and professional debates in future media content.
4	Apply appropriate research methods and sources to investigate future media formats, audiences and industry contexts.
5	Develop as a creative and editorially aware practitioner, able to experiment, take risks and shape original content grounded in secure research and audience insight.
	Skills and other attributes
6	Operate industry-standard recording, editing and production equipment and software to produce appropriate future media content.
7	Work within a professional future media context, demonstrating understanding of commissioning, funding, editorial and regulatory frameworks relevant to the future media content industries.
8	Produce content which demonstrates an understanding of future media forms, structures, audiences and specific communication registers.
9	Communicate effectively across written, verbal, audio and video media, including researching and pitching ideas to industry.
10	Perform effectively within a team and independently, demonstrating the ability to listen, contribute, research, pitch, lead and deliver a sustained individual project to professional standards.

13	Level Learning Outcomes
	<i>Upon completion of Level 4 / the Certificate of Higher Education, students will be able to:</i>
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 future media production and cultural practices of reception.
3	Identify and develop future media content across a broad base of media production platforms.
4	Reflect critically on your individual performance and learning
	<i>Upon completion of Level 5 / the Diploma of Higher Education, students will be able to:</i>
1	Develop ideas for production work that respond to contemporary commissioning cultures

2	Consolidate and develop advanced future media production and planning skills to reach a wide range of audiences.
3	Recognise a range of contemporary formats and work collaboratively to create future media content within format expectations.
4	Show an awareness of academic, professional, and personal opportunities.
5	Critically engage with and research contemporary issues related to future media, culture and society.
<i>Upon completion of 60 credits at Level 6 / the Bachelors Degree, students will be able to:</i>	
1	Critique a range of future media and cultural concepts and practices and their impact on society.
2	Synthesize industry standard creative future media production and planning skills to develop solutions to problems.
3	Apply professional level knowledge and skills within real world contexts to create distinctive work
4	Demonstrate industry-readiness and be equipped to pursue a career in future media content creation.

14	Course Learning, Teaching and Assessment Strategy
	All our taught courses align with our Learning, Teaching and Assessment Strategy. This ensures that your learning is shaped by the research, professional practice and industry expertise of our academic staff. The relationship between research and teaching means that your course reflects current developments in media and creative practice while encouraging curiosity, critical enquiry and experimentation. Our strategy also ensures that the curriculum is designed and delivered inclusively, enabling all students to participate, contribute and succeed. Our inclusive approach to curriculum and pedagogy reflects the diverse experiences, perspectives and aspirations of our student and staff community. This creates a learning environment that encourages thoughtful discussion of contemporary social, cultural and ethical issues while promoting equality, inclusion and social justice. We aim to foster collaborative learning communities and support students in becoming confident, reflective and professionally engaged practitioners. Throughout your studies, you will develop distinctive graduate attributes that will prepare you for further study, employment and lifelong learning. How you will learn Your learning will combine lectures, seminars, practical workshops, studio production, live broadcasts, industry projects and independent creative practice. The course has been developed in partnership with the BBC, providing opportunities to learn from industry professionals and engage with contemporary broadcasting and audio production practices. This is complemented by our wider network of industry, community and research partners, who contribute to an engaging and professionally relevant learning experience to ensure there is a diversity of industry experiences and insights. You will have opportunities to undertake work-based learning through a placement, enabling you to apply your knowledge and skills in professional settings. Flexible approaches to learning are embedded throughout the course, including recorded lectures, blended learning, on-campus teaching and intensive delivery for selected modules. We recognise that students enter higher education from a wide range of educational backgrounds, and throughout your first year we will support your transition by helping you develop the confidence, independence and academic skills needed to succeed. Where appropriate, external speakers, industry practitioners and academic specialists will contribute to your learning through guest lectures, workshops and visits.

Throughout the course, you will also build a professional portfolio of creative work that showcases your development and prepares you for employment within the audio and wider creative industries.

How you will be assessed

All assessments are designed to enable you to demonstrate achievement of the learning outcomes for each module and the course. Assessment develops a range of skills, expertise and abilities including research, organisational, communication and critical thinking skills. Assessment methods may include research reports, essays, case studies, practical productions, portfolios and presentations. Assessment is predominantly coursework-based and there are no formal examinations.

While most assessments are completed individually, some modules will include collaborative projects that reflect professional industry practice. Every module provides opportunities for formative assessment, allowing you to test your understanding, develop your work and receive guidance before final submission. Tutorials and other support sessions provide opportunities to discuss work in progress and receive constructive feedback. Following submission, you will receive feedback designed to support your continued development and enhance your future academic and creative work.

What we expect of you

Your course is designed to help you learn through questioning, investigating, experimenting, creating and reflecting on your own practice. By engaging fully with your studies and making the most of the support available, you will develop the knowledge, confidence and professional skills needed to succeed at university and beyond.

As you progress through the course, you will increasingly take responsibility for your own learning, developing the independence expected of a creative professional. In your final year, you will undertake a major independent project with academic supervision, demonstrating your ability to plan, research, produce and critically evaluate work to a professional standard.

15	Course Requirements																																																						
15a	Level 4: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td></td><td></td><td>30</td></tr><tr><td></td><td>Digital Storytelling</td><td>30</td></tr><tr><td></td><td>Core Production Skills</td><td>30</td></tr><tr><td></td><td>Creator Lab</td><td>30</td></tr><tr><td></td><td>Media Industries</td><td>30</td></tr></table> Level 5: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td></td><td>PR and Communications</td><td>30</td></tr><tr><td></td><td>Innovation Lab</td><td>30</td></tr><tr><td></td><td>Digital Content Creation</td><td>30</td></tr><tr><td></td><td>Commissioning and Making</td><td>30</td></tr></table> <i>In order to qualify for the award of Bachelor of Arts with Honours Future Media, Content Creation and Production with Professional Placement Year a student must successfully complete the following module:</i> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>PPY5003</td><td>Professional Placement Year</td><td>120</td></tr></table> Level 6: <i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td></td><td>Content Development and Strategy</td><td>30</td></tr><tr><td></td><td>Project Development</td><td>30</td></tr><tr><td></td><td>Professional Practice</td><td>30</td></tr><tr><td></td><td>Major Project</td><td>30</td></tr></table>	Module Code	Module Name	Credit Value			30		Digital Storytelling	30		Core Production Skills	30		Creator Lab	30		Media Industries	30	Module Code	Module Name	Credit Value		PR and Communications	30		Innovation Lab	30		Digital Content Creation	30		Commissioning and Making	30	Module Code	Module Name	Credit Value	PPY5003	Professional Placement Year	120	Module Code	Module Name	Credit Value		Content Development and Strategy	30		Project Development	30		Professional Practice	30		Major Project	30
Module Code	Module Name	Credit Value																																																					
		30																																																					
	Digital Storytelling	30																																																					
	Core Production Skills	30																																																					
	Creator Lab	30																																																					
	Media Industries	30																																																					
Module Code	Module Name	Credit Value																																																					
	PR and Communications	30																																																					
	Innovation Lab	30																																																					
	Digital Content Creation	30																																																					
	Commissioning and Making	30																																																					
Module Code	Module Name	Credit Value																																																					
PPY5003	Professional Placement Year	120																																																					
Module Code	Module Name	Credit Value																																																					
	Content Development and Strategy	30																																																					
	Project Development	30																																																					
	Professional Practice	30																																																					
	Major Project	30																																																					

15b Structure Diagram
Level 4

SEMESTER ONE	SEMESTER TWO
Core Digital Storytelling (30 credits)	Core Creator Lab (30 credits)
Core Core Production Skills (30 credits)	Core Media Industries (30 credits)

Level 5

SEMESTER ONE	SEMESTER TWO
Core PR and Communications (30 credits)	Core Digital Content Creation (30 credits)
Core Innovation Lab (30 credits)	Core Commissioning and Making (30 credits)

Level 5

PPY5003 (120cr) Professional Placement Year (if taken)

Level 6

SEMESTER ONE	SEMESTER TWO
Core Content Development and Strategy (30 credits)	Core Professional Practice (30 credits)
Core Project Development (30 credits)	Core Major Project (30 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. 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 assessments

The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4

Workload

16% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	192
Directed Learning	696
Private Study	312
Total Hours	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	192
Directed Learning	696
Private Study	312
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	93%
Exam	0%
In-Person	7%

Level 6**Workload****10.7% time spent in timetabled teaching and learning activity**

Activity	Number of Hours
Scheduled Learning	128
Directed Learning	414
Private Study	658
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	85%
Exam	0%
In-Person	15%