

Course Information Form (CIF)

The CIF provides core information to students, staff teams and others on a particular course of study.

Section 1 - General Course Information	
Course Title	Media Production
Qualification	BA (Hons)
Intermediate Qualification(s)	No named awards
Awarding Institution	University of Bedfordshire
Location of Delivery	Middle East University
Mode(s) of Study and Duration	Full-time over 3 years
Core Teaching Pattern	NA
FHEQ Level	Level 6 as defined by:- http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf
Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	N/A
PSRB Renewal Date	N/A
University of Bedfordshire Employability accreditation	
Route Code (SITS)	BAMEP-S+BAMEPAAF
Subject Community	Media
UCAS Course Code	P310
Relevant External Benchmarking	QAA Subject Benchmark Statement: Communication, Media, Film and Cultural Studies – 2008. The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies - October 2014

Section 2 - Published Information

Course Structure

MED014-1	4	Video Production Skills	30	C
MED010-1	4	American Cinema: History and Analysis	30	C
MED012-1	4	Media Theory and Research	30	C
MED040-1	4	Web Design	30	C
MED035-2	5	Working in the Media	30	C
MED015-2	5	Cinema Cultures	30	C
MED007-2	5	Documentary Practices	30	C
MED005-2	5	Developing Drama	30	O
MED034-2	5	New Media Production	30	O
MED026-2	5	Scriptwriting	30	O
MED021-2	5	Radio	30	O
MED023-3	6	Contemporary Practices and Debates in the Media	15	C
MED019-3	6	Sound and Image	15	C
MED021-3	6	Future Media	30	O
MED025-3	6	Scriptwriting: Editing and pitch	30	O
MED046-3	6	Special Project: Media Production	60	C
MED013-3	6	Radio 24/7	30	O
MED016-3	6	Uses of Film Theory	30	O
MED005-3	6	Experimental Film and Video	30	O
MED052-3	6	Routes to Market	30	O

Why study this course

Media Production is a well-established and successful course - many of our graduates have progressed to successful careers in the UK and international media. The course covers both theory and practice, and you will learn to combine these elements to communicate effectively. All students learn to make dramas and documentaries, and you can also specialize in an area such as the moving image, radio, new media or scriptwriting.

Course Summary – Educational Aims

The emphasis of this course is on the production process. Media production is influenced by many cultural, economic and political factors - you will study these factors, together with the history of the media, so that you can make really effective, powerful media products that connect with their target audience.

Media production is a broad area of study, and the design of the Media Production courses recognizes that you may wish to be a generalist, or you may wish to develop a particular specialism. Here at Bedfordshire students have the opportunity to develop their expertise in Moving Image, New Media, Radio or Scriptwriting. These courses enable you to achieve a specialist Media degree.

Entry requirements

<http://www.beds.ac.uk/howtoapply/ukugentryregs>
<http://www.beds.ac.uk/howtoapply/eu/guides>
<http://www.beds.ac.uk/howtoapply/international/apply>

PSRB details

Graduate Impact Statements

The course has been designed to develop graduates who are able to:

Use an advanced understanding of media production principles and practices to produce content for current and emerging media platforms and to apply critical contextual insights to complex media production challenges

Contribute specialist media production expertise productively to a multi-specialist production team working on professional media projects

Learn and use new ideas and techniques as they appear within an evolving media industry

Higher Education Achievement Report - Additional Information

You will have several opportunities to enhance your Higher Education Achievement Report during your time studying BA Media Production. For example, you will have an opportunity to become a PAL (Peer-assisted Learner) Leader, where by from Level 5 you have the option to aid your peers with their study and gain experience working within educational institution. Likewise, you will have an opportunity to participate in Media Junction, a departmental project, which allows students to network with media professionals and to work on media-related commissions within the university.

Learning and Teaching

The programme aims:

- To develop your personal skills so that you will have the confidence and ability to express yourself creatively both as an individual and as part of a team
- To facilitate your understanding of developments in the application of moving image media technologies and their implications for both media production and media distribution

- To promote your awareness of the cultural, social, political, economic and ethical implications of media production so that you will adopt a responsible approach to your professional practice
- To ensure that your professional practice is grounded in the body of media-related theoretical work that underpins our understanding of media production

To ensure that you can identify and address your on-going personal development needs and are capable of functioning as an independent learner throughout your future career

Developing your employability

Employability Framework

BA Media Production has been designed to provide students with a range of curricular, co-curricular and extra-curricular activities to enhance students' employability. At a curricular level, students will engage in an examination of the theoretical context of the industry in which they will seek employment. Furthermore assessments include the contextualisation of theory in practice in a setting of students' choice, allowing students to relate what they are learning to their employability. Within both their guided and independent learning students are encouraged to engage in the wider media industries network. They will also have an opportunity to participate in Media Junction. Within the employability strand students are supported to understand policy, programmes, partnership working and evidence of need when devising their own programming in their final year. The programme is also supported by seminars led by internal and external speakers. The organisation and structure of the course allows students to engage in a wide range of extra-curricular activities to enhance their employability.

Department (s)

Media Arts and Production.

<http://www.beds.ac.uk/howtoapply/departments/map>

Assessment

Assessment is an integral part of your learning. Your assessments will follow the pattern of teaching and learning. As you complete each stage of your production we will give you feedback and give you advice on how to further develop and improve your work so that you can take it to the next stage. We will assess both the processes you use to produce work and the quality of the final production. The media industry expects high quality work completed to absolutely fixed distribution deadlines. We will reflect this in our assessment of your work and so whilst the way in which you work is important, ultimately it is the quality of what you produce that will be the main influence on your grade.

The theoretical aspects of the course will be assessed through essays, presentations and computer-based examinations. This will prepare you for writing a dissertation for your final project if you wish.

As the course progresses we will move from well-defined conventional production briefs to more open-ended challenging briefs that require you to generate new ideas and new ways of working. You may also be required to research the availability of new production tools and apply them to your work.

We will always expect your production work to be contextualised. You will normally be required to submit a written evaluation of your production work along with some reflection on its strengths and weaknesses. You will also be required to relate your work to current genres and practices.

After Graduation

The creative, analytical and practical skills you will acquire will equip you for many different careers both within the media industries and beyond. You will graduate with immediately relevant vocational skills together with the ability to develop and plan your career, capitalising on the intellectual skills that will serve you throughout your life.

- Television
- Film
- Production

However, our graduates also opt for careers in teaching, in public relations and in public service.

Many students choose to continue in education and register on taught or research based Masters courses in media. Students can continue onto our MA Documentary or MA in Creative Digital Media Production. Students can also continue onto PhDs by research which can lead to a career in higher education

Student Support during the course

You may seek advice and support from Professional and Academic Development (PAD), a specialist support area which is available online and can help and support you in a range of areas including:

- The quality of your written assignments
- Your understanding of mathematical or statistical concepts
- Your organisational skills and how you approach studying
- Your time management and prioritising
- The strategies you use when reading
- Your language skills
- Aspects of your IT skills

In addition, a range of services are available to you as a student on this course in addition to information in your course handbook:

Library Services (<http://lrweb.beds.ac.uk>) and the Student Information Desk (<http://www.beds.ac.uk/studentlife/student-support/sid>) are your first point of reference and two of the services you will use most often. For an overview of those services, including Health and Well Being as well as Career Services please visit: <http://www.beds.ac.uk/studentlife/student-support>.

BREO: Bedfordshire Resources for Education Online (BREO) will be your access point for a range of material and resources to support you in each of the units you study.

Course-specific support includes the following:

All students at MEU will have an induction during the first week where all relevant information regarding the course will be presented and you will have an opportunity to meet your Course Leader, Course Administrator and a number of your tutors and others who would be supporting your programme of study.

Your Course Administrator will be there to advise you on:

- Specific information regarding your Course, particular Units, options, regulations, etc.
- Accuracy of your results
- Obligations regarding re-assessment and repeats
- Materials including the Course Handbook, and Induction information.

Tutors will be available to guide you if there are any academic issues. Tutors will provide you with feedback and direct you to a wide variety of resources embedded within your course to help you develop basic or advanced skills needed for studying and for business. You also have access to the Programme Committees via your elected student representatives.

All students have access to the on-campus library stock and local databases at MEU. The campus has effective internet connectivity, and teaching facilities include well equipped IT lecture rooms, with desktop computing facilities, laptop availability, multimedia projection facilities, wi-fi access, video-conferencing facilities and significant software provision. All students have full access to all learning resources via the MEU student *Portal*. The use of the *Portal* is supported through the extensive use of social media communications in providing ongoing support and guidance to students.

The Dean of Student Affairs has oversight for the provision of general student services including social welfare issues; the provision of support for students where unforeseen personal and private difficulties emerge while they are registered on their programme; social arrangements and student social events, including orientation activities, student trips and similar activities.

In addition to administrative staff additional detailed support is also provided to international students through centralised facilities on matters related to assessments, registry and accounts who provide advice and guidance to students throughout the calendar year.

Students are provided the opportunity to comment on any aspect of their learning experience to the Dean, to unit leaders and to course administrators, via dedicated e-mail addresses and through tutorial/seminar sessions.

All students at level 4 will be allocated a personal tutor. This academic will be responsible of monitoring your academic progress throughout your first year and beyond, and will help you with any academic or personal issues that might come up. The personal tutor is your consistent point of contact for support and guidance, but will on occasion refer you to other university staff for specific issues.

Further support is provided by lecturers who have Office Hours and by the CATS Faculty Office, and the media administration team.

Throughout your course, you will have continuous access to online support through both www.beds.ac.uk and via BREO VLE (Virtual Learning Environment). BREO provides a range of online resources, and should be the first port of call for you in terms of university wide and module specific announcements, as well as module specific materials. We recommend that you use BREO regularly, and that you use your university email where we send you updates about all aspects of your course which need your attention.

Students may be required, at the discretion of the Course coordinator, to participate in academic English support workshops or classes laid on by the University.

Our PAL (Peer Assisted Learning) scheme will provide additional support to new students from students at levels 5 and 6.

Students with disabilities

This programme makes intensive use of audio and visual materials and so if you have difficulty accessing these you should discuss this with the Dean of Student Affairs in conjunction with the course team at the outset to ensure that appropriate support is in place.

The Middle East University is committed to ensuring that curricula across all courses are inclusive to all students. The Dean of Student Affairs is available to discuss any issues students may have and can provide services such as sign language interpreters, note takers, dyslexia screening/tuition and support with mobility on campus. They offer confidential advice and information about academic and personal issues, adjustments in examinations and buying suitable equipment. The team communicates regularly with unit and course co-ordinators to ensure the needs of students are covered.

All students concerned that their studies may be affected by disability are encouraged to contact either their Course leader, Course co-ordinator or Personal Tutor for advice at whatever point in their course the need to do so becomes apparent.

Section 3 - Academic Information

This section will be used as part of the approval and review process and **peer academics** are the target audience.

Course Learning Outcomes

Upon successful completion of this course, you will be able to:

1. Work as part of a team to produce professional standard media and moving image products on-time and within budget
2. Apply critical and analytical theories of the media to your own practice and that of other practitioners
3. Engage critically with major intellectual debates around media and offer an evidenced and reasoned defence of your own ideas
4. Develop your own skills and attributes to enhance your employability
5. Evaluate and challenge conventions and practices within the media industries so that you can contribute to the future development of the sector
6. Articulate the relationships between your creative practice and the social, cultural, political, legal, ethical and economic context within which it occurs
7. Identify emerging gaps in your own skills base and construct a personal action plan.

In order to qualify for the award of BA Media Production (with Professional Practice year) students will need to meet all of the outcomes above and:

8. Demonstrate knowledge and analytical understanding of professional practice by successfully completing an approved period of approved work place practice.

Course-specific regulations

N/A

Teaching, Learning and Assessment

The special project is an important part of the course and carries an accordingly large weighting. In this self-initiated project, students are allowed to choose one of the areas covered in the course (be it in the core units, or in the practical pathways) and produce a dissertation or a media artefact that will help them bridge their studies and the world of work, or lead the to further study.

This unit also asks student to consider ethical issues related to the work.

Additional Academic Information

<p>Peer-assisted learning (PAL)</p> <p>Media Theory and Research MED 012-1</p>
<p>Initial Assessment</p> <p>Media Theory and Research MED 012-1</p>
<p>Improving students' learning</p> <p>Several units allow students to use work and feedback done for the first assessment to perform best in the second. For example, Documentary Practice MED 007-2 begins with a short film, where students exercise their practical and creative skills, which are then extended and enhanced in the second assessment which is an academic essay, the two combine to enable students to produce a longer film and self reflective contextual study for assignment 3..</p> <p>We do run support sessions in the first and second year to aid students towards their assessment, run by PAD or by the subject librarian</p>
<p>Academic Integrity</p> <p>Most units explain referencing and expect it to be applied throughout students' work. American Cinema: History and Analysis, and Media Theory and Research in the first year introduce referencing and appropriate use of sources, as well as research methodology for research. This is an essential element of ethical and professional academic practice which will be useful to you throughout the three years of your degree, and beyond</p>
<p>HEAR implementation</p>
<p>Internationalisation</p> <p>Cinema Cultures looks at alternatives to Hollywood and mainstream cinema, introducing students to film movements and industries from around the world and Documentary Practices explores the national cinemas the varying approaches to representing reality. This course tends to attract a high proportion of international and EU students, who bring their own knowledge and perspectives about the differences and similarities between UK and their own media institutions and practices. Students also have the option of attending and taking part in international film festivals such as IDFA and British Shorts Berlin.</p>
<p>Sustainability</p> <p>This course supports the University of Bedfordshire's sustainability agenda (http://www.beds.ac.uk/learning/course-design/sustainability). For example, most information within the course is provided electronically and paper free.</p>

Section 4 - Administrative Information

This section will be used as part of the approval and review process and peer academics are the target audience.

Faculty	Creative Arts Technologies and Science
Portfolio	Undergraduate Media Arts and Production
Department/School/Division	Media Arts and Production
Course Coordinator	David Green
Version Number	1/16
Approved by (cf Quality Handbook ch.2)	TQSC
Date of approval (dd/mm/yyyy)	13/04/2015
Implementation start-date of this version (plus any identified end-date)	2016/17

Form completed by:

Name: Gavin Stewart Date: 4th May 2016

Authorisation on behalf of the Faculty Teaching Quality and Standards Committee (FTQSC)

Chair: Date:

Course Updates		
Date (dd/mm/yyyy)	Nature of Update	FTQSC Minute Ref:
24/5/16	Update of sandwich year to professional practice and adjustment to employability section and CLO 8	