

APPENDIX 1: PROGRAMME SPECIFICATION

Bachelors Degree:

1. Qualification BSc (Hons)	2. Programme Title Film Production for the Advertising & Music Industries	3. UCAS Code W601 BSc/FPAMI	4. Programme Type Modular – Single, Full and Part time								
5. Main Purposes and Distinctive Features of the Programme:											
<p>Main Purposes</p> <ul style="list-style-type: none"> • To provide students with a broad based education in the design, development and application of technologies and concepts applied to narrative structures. • To equip students with the skills and knowledge necessary to pursue a successful career in the video industry with particular attention to short form filmmaking and client based productions provided by vendor based qualification and certification. • To develop in students an ability to design, produce and market visual and music design projects. • To develop in students an ability to critically analyse and specify requirements for a project and devise, direct and manage an implementation plan. • To promote in students a capability to adapt to a rapidly changing dynamic working environment. <p>Distinctive Features</p> <ul style="list-style-type: none"> • Vendor specific and accredited qualifications fed into the teaching and learning of video production. • Extensive practical activities using state of the art purpose built production studios using professional-grade digital cameras, full service lighting and sound gear, and desktop Apple Mac / PC computer systems with industry standard editing software. • Personalised learning programmes with specialised guest lecturers from the industry. • Work based assessed and supported placements with production companies providing on set, hands on experience. 											
6. What a graduate should know and be able to do on completion of the programme											
<p>To gain the qualification the learner will have demonstrated:</p> <table border="1"> <tr> <td>Knowledge and understanding in the context of the subject(s)</td><td>Subject-specific practical/professional skills</td></tr> <tr> <td> <ul style="list-style-type: none"> • Contextualised historical understanding and evaluation • Current computer-based production techniques using a range of software and hardware options • Familiarisation of types and application of cameras & lights along with Final Cut Pro editing software • Video concepts and structures evaluation and implementation • Marketing and distribution strategies and techniques • Project production, direction and management techniques and strategies </td><td> <ul style="list-style-type: none"> • Demonstrate practical abilities with cameras and lighting, studio based production, and post production • Demonstrate procedures and techniques for shooting and editing post production • Demonstrate competence in the utilisation of editing software appropriate to a range of multimedia applications • Appreciate the needs and aspirations of management, colleagues, the work force, members of the public, customers and representatives of other companies • Utilise techniques and technologies acquired on the programme in an industrial or commercial environment • Acquire new knowledge and skills relevant to the subject area of the programme recognising the relevance of knowledge and skills acquired during the programme • Awareness of the business issues relating to the video production industry </td></tr> <tr> <td>Cognitive skills in the context of the subject(s)</td><td>Other skills (e.g. key/transferable) developed in subject or other contexts</td></tr> <tr> <td> <ul style="list-style-type: none"> • Assist in the evaluation of a given set of creative requirements within a set application • Interpret a specification • Execute an implementation plan for a video project • Analyse appropriate approaches for a creative activity • Analyse and evaluate the characteristics of the range of equipment and setup • Identify and solve technical problems associated with design and implementation of practical video skills and post production • Relate the knowledge and skills obtained during the placement to new subject areas and disciplines </td><td> <ul style="list-style-type: none"> • Use a range of computing and IT facilities </td></tr> </table>				Knowledge and understanding in the context of the subject(s)	Subject-specific practical/professional skills	<ul style="list-style-type: none"> • Contextualised historical understanding and evaluation • Current computer-based production techniques using a range of software and hardware options • Familiarisation of types and application of cameras & lights along with Final Cut Pro editing software • Video concepts and structures evaluation and implementation • Marketing and distribution strategies and techniques • Project production, direction and management techniques and strategies 	<ul style="list-style-type: none"> • Demonstrate practical abilities with cameras and lighting, studio based production, and post production • Demonstrate procedures and techniques for shooting and editing post production • Demonstrate competence in the utilisation of editing software appropriate to a range of multimedia applications • Appreciate the needs and aspirations of management, colleagues, the work force, members of the public, customers and representatives of other companies • Utilise techniques and technologies acquired on the programme in an industrial or commercial environment • Acquire new knowledge and skills relevant to the subject area of the programme recognising the relevance of knowledge and skills acquired during the programme • Awareness of the business issues relating to the video production industry 	Cognitive skills in the context of the subject(s)	Other skills (e.g. key/transferable) developed in subject or other contexts	<ul style="list-style-type: none"> • Assist in the evaluation of a given set of creative requirements within a set application • Interpret a specification • Execute an implementation plan for a video project • Analyse appropriate approaches for a creative activity • Analyse and evaluate the characteristics of the range of equipment and setup • Identify and solve technical problems associated with design and implementation of practical video skills and post production • Relate the knowledge and skills obtained during the placement to new subject areas and disciplines 	<ul style="list-style-type: none"> • Use a range of computing and IT facilities
Knowledge and understanding in the context of the subject(s)	Subject-specific practical/professional skills										
<ul style="list-style-type: none"> • Contextualised historical understanding and evaluation • Current computer-based production techniques using a range of software and hardware options • Familiarisation of types and application of cameras & lights along with Final Cut Pro editing software • Video concepts and structures evaluation and implementation • Marketing and distribution strategies and techniques • Project production, direction and management techniques and strategies 	<ul style="list-style-type: none"> • Demonstrate practical abilities with cameras and lighting, studio based production, and post production • Demonstrate procedures and techniques for shooting and editing post production • Demonstrate competence in the utilisation of editing software appropriate to a range of multimedia applications • Appreciate the needs and aspirations of management, colleagues, the work force, members of the public, customers and representatives of other companies • Utilise techniques and technologies acquired on the programme in an industrial or commercial environment • Acquire new knowledge and skills relevant to the subject area of the programme recognising the relevance of knowledge and skills acquired during the programme • Awareness of the business issues relating to the video production industry 										
Cognitive skills in the context of the subject(s)	Other skills (e.g. key/transferable) developed in subject or other contexts										
<ul style="list-style-type: none"> • Assist in the evaluation of a given set of creative requirements within a set application • Interpret a specification • Execute an implementation plan for a video project • Analyse appropriate approaches for a creative activity • Analyse and evaluate the characteristics of the range of equipment and setup • Identify and solve technical problems associated with design and implementation of practical video skills and post production • Relate the knowledge and skills obtained during the placement to new subject areas and disciplines 	<ul style="list-style-type: none"> • Use a range of computing and IT facilities 										

<ul style="list-style-type: none"> • Critically analyse requirements for a video project 	<ul style="list-style-type: none"> • Communicate effectively orally and in writing • Manage time and resources effectively • Engage in continual professional development • Carry out effective and targeted work placement • Manage and direct a team of production personnel
---	---

7. Qualities, Skills & Capabilities Profile

The education and training goals of the programme seek to develop and demonstrate the following qualities, skills, capabilities and value in its graduates.

A) Cognitive	B) Practical	C) Personal & Social	D) OTHER
Design and synthesis	Computing hardware, software and video production equipment	Self motivation	Technical report writing
Applied problem solving	Editing application and conceptual implementation	Organisation and time management	Presentation
Flexibility of thought	Artistic evaluation and implementation	Team work	Investigation
Applied and theoretical problem solving	Writing skills	Resourcefulness in dealing with challenging professional relationships	Information gathering
Creative thinking	Oral communication skills	Lifelong learning / PDP	
	Problem solving skills		

8. Duration and Structure of Programme/Modes of Study/Credit Volume of Study Units

3 years full time; 4-5 years part time; organised on a 2 semesters per year basis.

360 credits of study required for the BSc (Hons) award comprising: -

120 credits at level 1 including embedded core skills

120 credits at level 2 including embedded core skills and a 30 credit Work Based Learning Project

120 credits at level 3 including embedded core skills and 40 credits of individual or team Project

HE6 Honours Modules	<u>Core Modules</u>	<u>Project</u>
	<ul style="list-style-type: none"> • Business Issues of Digital Media (20) • Company Structures (20) • Directing and Producing (40) • Project (Individual or Team) (40) 	40 credit individual or team project with self managed integration, extension & practical application of knowledge
HE5 Honours Modules	<u>Core modules</u>	<u>Project</u>
	<ul style="list-style-type: none"> • Music Video and Short Film Concepts and Structures (20) • Analysis and Synthesis of Foley Effects (20) • Digital Editing 2 (20) • The Independent Practitioner (30) • Work Based Learning (30) 	30 credit individual work based learning project in an industrial environment

HE4	<p>Core modules</p> <ul style="list-style-type: none"> • Silent Narrative in Context (20) • Science of Audio and Video (20) • Photography & Video (20) • Media Production (20) • Historical Overview of Music Video (20) • Visual Aesthetics in Concept Design (20) 	
	<p>9. Learning, Teaching and Assessment Strategy</p> <p><u>Learning and Teaching Methods</u> Active learning is promoted by lectures, seminars, demonstrations, videos and guided student centred activities. In particular, extensive use will be made of online study techniques. Practical skills will be acquired through laboratory sessions, demonstrations, assignments and projects.</p> <p><u>Assessment Methods</u> Assessment tasks are linked to the learning outcomes of each module and are normally completed by the end of each module. Types of assessment include written examinations (unseen or open-book), essays, assignments, projects, case study analyses, in-class tests (practical, written or online), demonstrations and interviews.</p> <p><u>Assessment Classification System</u> Pass mark for individual assessments = 40% All assessments for a module must be completed to a minimum pass standard</p> <p><u>Honours Classification Bands</u> 70% and above – First Class Honours 60 - 69% – Upper Second Class Honours 50 – 59% - Lower Second Class Honours 40 - 49% - Third class Honours</p>	<p>10. Other Information (including compliance with relevant University policies)</p> <p><u>Date programme first offered</u> September 2008</p> <p><u>Admissions Criteria</u></p> <p><i>Standard Requirements</i> UCAS points from at least two A2-level passes (or equivalent) including one science or technology-based subject and one music / art or design-related subject. Applicants for all these courses must also have five GCSE passes at grade C or above including Mathematics and English. Applicants may be required to attend for interview</p> <p>BSc (Hons) Top Up - Direct entry to the BSc (Hons) final year may be possible for applicants with an appropriate BTEC HND or FdSc.</p> <p><i>Non Standard Entry</i> Other equivalent qualifications, such as Scottish Higher passes, the Irish Leaving Certificate International Baccalaureate.</p> <p>or Pass in a Kitemarked Access to Higher Education course.</p> <p>or Applicants under 21 will normally also require five GCSE passes at grade C or above including Mathematics and English or equivalent. Mature applicants over 21 years, without the above qualifications, but with relevant life/work experience will be considered for admission following an interview with a member of the course team.</p> <p><u>Indicators of Quality and Standards</u></p> <ul style="list-style-type: none"> • Validated by panel with

	<ul style="list-style-type: none">• external subject specialists• External examiner validates assignments and examinations
--	---

APPENDIX 2: CURRICULUM OUTCOMES MAP

Modules	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	B5	B6	B7	B8	C1	C2	C3	C4	C5	C6	C7	D1	D2	D3	D4	D5	D6	
FPI 1000	X		X	X																	X	X	X	X	X	X	X	
FPI1001	X	X	X																		X	X	X	X	X	X	X	
FPI 1002	X		X																		X	X	X	X	X	X	X	
FPI 1003	X																					X	X	X	X	X	X	X
MWP 1003	X	X	X																		X	X	X	X	X	X	X	X
MWP 1005	X	X	X																		X	X	X	X	X	X	X	X
FPI 2000	X		X																		X	X					X	X
FPI 2001			X																		X	X					X	X
MWP 2008		X	X	X																	X	X					X	X
MPR 2016		X	X	X																	X	X					X	X
SED 2002	X	X	X	X																	X	X					X	X
FPI 3000				X																	X	X					X	X
MWD 3003				X	X																X	X					X	X
FPI 3002		X		X	X																X	X					X	X
LCT 3001	X	X	X	X																	X	X					X	X
SED 3000	X	X	X	X																	X	X					X	X
Knowledge and Understanding in the Context of the Subjects																												
A1 Contextualised historical understanding and evaluation																												
A2 Current computer-based production techniques using a range of software and hardware options																												
A3 Familiarisation of types and applications of sound processing and MIDI software																												
A4 Musical and compositional evaluation and implementation																												
A5 Marketing and promotional techniques																												
A6 Project production, direction and management techniques and strategies																												
Cognitive Skills in the Context of the Subjects																												
B1 Assist in the evaluation of a given set of creative requirements within a set application																												
B2 Interpret a specification																												
B3 Execute an implementation plan for a video project																												
B4 Analyse appropriate approaches for a creative activity																												
B5 Analyse and evaluate the characteristics of the range of equipment and setup																												
Other skills (e.g. key/transferrable) developed in subject or other contexts																												
C6 Acquire new knowledge and skills relevant to the subject area of the programme recognising the relevance of knowledge and skills acquired during the programme placement to new subject areas and disciplines																												
C7 Awareness of the business issues relating to the video production industry																												
Subject-specific practical/professional skills																												
C1 Demonstrate practical abilities with cameras and lighting, studio based production, and post production																												
C2 Demonstrate procedures and techniques for shooting and editing post production																												
C3 Demonstrate competence in the utilisation of editing software appropriate to a range of multimedia applications																												
C4 Appreciate the needs and aspirations of management, colleagues, the work force, members of the public, customers and representatives of other companies																												
C5 Utilise techniques and technologies acquired on the programme in an industrial or commercial environment																												



APPENDIX 3: CURRICULUM SKILLS MAP

Modules	Learning to Learn	Communication	Group Work	Problem Solving	Self-management	Use of I.T.	Numeracy	PDP	Information Literacy
FPI 1000	TDA	TDA	TDA	TDA	TDA	TDA	D	TDA	TDA
FPI 1001	TDA	TDA	TDA	TDA	TDA	TDA	D	D	TDA
FPI 1002	TDA	TDA	TDA	TDA	TDA	TDA	D	D	TDA
FPI 1003	TDA	TDA	TDA	TDA	TDA	TDA	D	D	TDA
MWP 1003	TDA	TDA	TDA	TDA	TDA	TDA	D	D	TDA
MWP 1005	TDA	TDA	TDA	TDA	TDA	TDA	D	D	TDA
FPI 2000	TDA	TDA	TDA	TDA	TDA	TDA	D	D	TDA
FPI 2001	TDA	TDA	TDA	TDA	TDA	TDA	D	D	TDA
MPR 2016	TDA	TDA	TDA	TDA	TDA	TDA	D	D	TDA
MWP 2008	TDA	TDA	TDA	TDA	TDA	TDA	D	D	TDA
SED 2002	DA	TDA	TDA	TDA	TDA	D	DA	DA	DA
FPI 3000	TDA	DA	DA	DA	DA		D	DA	DA
MWD 3003	TDA	TDA	DA	DA			D	DA	DA
FPI 3002	TDA	TDA	TDA	TDA	DA	TDA	D	D	TDA
LCT 3001	DA	DA	DA	DA	DA	DA	D	A	DA
SED 3000	DA	DA	DA	DA	DA	DA	D	A	DA

T: Taught
 D: Delivered
 A: Assessed



APPENDIX 4: ASSESSMENT SUMMARY TABLE

Modules	Core/ Option	Presentation	Practical	Coursework	In Class Assessment	Examination	Independent Study
FPI 1000	C			100			
FPI 1001	C	50		30		20	
FPI 1002	C			100			
FPI 1003	C			50	30	20	
MWP 1003	C			50	50		
MWP 1005	C		100				
LEVEL 1							
FPI 2000	C	10	50	20	20		
FPI 2001	C		70	30			
MPR 2016	C	20	80				
MWP 2008	C	20	80				
SED 2002	C		15	85			
LEVEL 2							
FPI 3000	C		50	20	30		
MWD 3003	C					50	50
FPI 3002	C	30		70			
LCT 3001	C			100			
SED 3000	C			50	25		25