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**Programme Specification**

**Title of Course: BA Media Skills (Top-up)**

**Date Specification Produced: November 2012**

**Date Specification Last Revised: November 2020**

This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each module can be found in the Course Handbook on Canvas and in individual Module Descriptors.

**SECTION 1: GENERAL INFORMATION**

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| **Title:** | BA (Hons) Media Skills (top-up) |
| **Awarding Institution:** | Kingston University |
| **Teaching Institution:** | Kingston University |
| **Location:** | Penrhyn Road |
| **Programme Accredited by:** | None |

**SECTION2: THE PROGRAMME**

1. **Programme Introduction**

The Media Skills Top-up enables students who have successfully completed a Foundation Degree in Media Skills, or equilvalent study, to top up to a BA Honours Degree. It is expected that the Foundation Degree, or equivalent study, will provide students with an introduction to theoretical concepts for the study of media, and, principally, a ‘hands-on’ understanding of working within Media and related fields. The degree therefore provides the knowledge and exposure students need to either enter into the media, film and creative art industries during or after the course, or the opportunity and skills to continue in higher education. The top up programme is designed to augment these features of the Foundation by focussing upon developing advanced practical skills, and in addition deepening and augmenting their understanding of theoretical concepts and their application to the study of media texts, alongside developing independent learning skills.

Students on the top up programme will take a L6 modules designed to enhance their skills in these three areas to a level commensurate with a degree-level award.

1. **Aims of the Programme**

* to develop and enhance students’ skills and competencies through engaging with the practical side of media (scriptwriting, production) and in the production of a series of short projects:
* to provide the opportunity for students to realise their creative potential through these practical activities – both as a complement to their academic studies and for their own intrinsic value
* to cultivate a practical and theoretical approach to media that will require students to explore how different bodies of knowledge can be related one to the other and that will develop a capacity for intellectual flexibility
* to encourage the students’ intellectual curiosity and to foster their capacity for critical thought so that the study of Media will promote their ability to understand and be critical of developments in modern media and culture;
* to develop students’ ability to apply methods of analysis and achieve an understanding of theoretical perspectives which can enable them to appreciate the complexity of concepts, a variety of aesthetic qualities and forms, patterns of culture, and modes of representation.
* To develop an awareness of particular media forms (including film and television), movements and genres, along with their differing organisation of understandings, meanings and affects.
* to promote student independent learning and their assuming increasing responsibility for their own learning experiences
* to promote a range of key skills dealing with the oral and written presentation of information and argument, the production of media products, ICT skills, generic employability skills such as team-working, and competencies in research and investigation that are relevant to both their personal development and future employment;
* to develop a commitment to study and investigation that will encourage a student to embark on a process of lifelong learning ‑ including study of media, film and television at a higher level ‑ for both their own personal development and to enhance their future employment potential.

1. **Intended Learning Outcomes**

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA subject benchmarks for Communication, Media, Film and Cultural Studies (2019), Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014), and relate to the typical student.

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| **Programme Learning Outcomes** | | | | | |
|  | **Knowledge and Understanding**  **On completion of the course students will be able to:** |  | **Intellectual skills**  **On completion of the course students will be able to:** |  | **Subject Practical skills**  **On completion of the course students will be able to:** |
| A1 | Demonstrate advanced awareness of a range of processes and methods employed in media, film and television | B1 | Understand and apply the multidisciplinary approaches developed by the course | C1 | Demonstrate proficiency in a range of key transferable skills to do with ICT, oral presentations, report and essay writing that will serve to benefit future employment and lifelong learning processes; |
| A2 | Demonstrate understanding of a range of theoretical perspectives appropriate to the critical analysis and evaluation of media (including film and television) | B2 | Understand, analyse and critically evaluate a variety of concepts and theoretical perspectives and different kinds of empirical evidence related to media, film and television | C2 | Prepare and write formal academic essays, engage in discussion and oral presentations, follow proper academic protocols and show proficiency in a range of other key study skills |
| A3 | Demonstrate understanding of the relationship between practice and theory in media, film and television | B3 | Demonstrate specific competence in appropriate methods and techniques for the analysis of media texts | C3 | Demonstrate research skills for the practical investigation of media forms |
| A4 | Engage with appropriate historical and contextual issues | B4 | Direct and take control of their own learning experience | C4 | Demonstrate an advanced competence in a range of communications technologies (involving cameras, appropriate software and digital editing) concerned with recording and assembling sound and image, thereby enhancing their repertoire of useful transferable skills |
| A5 | Apply appropriate research methodologies for the study of media, film and television | B5 | Demonstrate competence in those skills required in research and analysis, and in the presentation of information and argument (in visual, written and oral form and for both essays and presentations) thereby enhancing their employability skills and their capacity to operate efficiently and critically in the wider culture and society | C5 | demonstrate their cultural creativity and competence in a range of screenwriting, pre-production and production skills |
| A6 | Apply theoretical concepts to media texts |  |  | C6 | exercise the skills necessary for collaborative work on planning, filming and post-production, independently of continuous staff supervision |
| A7 | Apply a range of practical skills to the writing, pre-production, production and post-production of media texts |  |  |  |  |

In addition to the programme learning outcomes identified overleaf, the programme of study defined in this programme specification will allow students to develop a range of Key Skills as follows:

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| **Key Skills** | | | | | | |
| **Self-Awareness Skills** | **Communication Skills** | **Interpersonal Skills** | **Research and information Literacy Skills** | **Numeracy Skills** | **Management & Leadership Skills** | **Creativity and Problem Solving Skills** |
| Take responsibility for own learning and plan for and record own personal development | Express ideas clearly and unambiguously in writing and the spoken work | Work well with others in a group or team | Search for and select relevant sources of information | Collect data from primary and secondary sources and use appropriate methods to manipulate and analyse this data | Determine the scope of a task (or project) | Apply scientific and other knowledge to analyse and evaluate information and data and to find solutions to problems |
| Recognise own academic strengths and weaknesses, reflect on performance and progress and respond to feedback | Present, challenge and defend ideas and results effectively orally and in writing | Work flexibly and respond to change | Critically evaluate information and use it appropriately | Present and record data in appropriate formats | Identify resources needed to undertake the task (or project) and to schedule and manage the resources | Work with complex ideas and justify judgements made through effective use of evidence |
| Organise self effectively, agreeing and setting realistic targets, accessing support where appropriate and managing time to achieve targets | Actively listen and respond appropriately to ideas of others | Discuss and debate with others and make concession to reach agreement | Apply the ethical and legal requirements in both the access and use of information | Interpret and evaluate data to inform and justify arguments | Evidence ability to successfully complete and evaluate a task (or project), revising the plan where necessary |  |
| Work effectively with limited supervision in unfamiliar contexts |  | Give, accept and respond to constructive feedback | Accurately cite and reference information sources | Be aware of issues of selection, accuracy and uncertainty in the collection and analysis of data | Motivate and direct others to enable an effective contribution from all participants |  |
|  |  | Show sensitivity and respect for diverse values and beliefs | Use software and IT technology as appropriate |  |  |  |

1. **Entry Requirements**

The minimum entry qualifications for the programme are:

Successful completion of a Foundation Degree in Media Skills.

1. **Programme Structure**

This programme is offered in full-time and part-time mode, and leads to the award of BA (Hons). Entry is at level 6. Intake is normally in September.

**E1. Professional and Statutory Regulatory Bodies**

None

**E2. Work-based learning**

Work placements are actively encouraged, although it is the responsibility of individual students to source and secure such placements. This allows students to reflect upon their own personal experience of working in an applied setting, to focus on aspects of this experience that they can clearly relate to theoretical concepts and to evaluate the relationship between theory and practice.

**E3. Outline Programme Structure**

The top up is made up of four modules each worth 30 credit points. Typically a student must complete 120 credits. All students will be provided with the University regulations and specific additions that are sometimes required for accreditation by outside bodies (e.g. professional or statutory bodies that confer professional accreditation). Full details of each module will be provided in module descriptors and student module guides.

A comprehensive list of all possible options is provided here. The option list in any given year will be carefully constructed to ensure that the course curriculum is coherent, enabling students to achieve the programme learning outcomes via their chosen selection of modules.

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| **Level 6** | | | | |
| **Compulsory modules** | **Module code** | **Credit**  **Value** | **Level** | **Teaching Block** |
| Media Research Project (through practice only) | MD6002 | 30 | 6 | 1&2 |
| **Option modules** | | | | |
| Issues in Contemporary Media and culture | MD6001 | 30 | 6 | 1&2 |
| Professional Communication: skills and practice for success in the workplace | HU6001 | 30 | 6 | 1&2 |
| Television Production | MD6017 | 30 | 6 | 1&2 |
| Box Set Drama – Writing for Television | CW6008 | 30 | 6 | 1&2 |
| Special Study: Art/ Media Management and Production | MD6016 | 30 | 6 | 1&2 |
| Special Study: Multi-platform political communication | MD6015 | 30 | 6 | 1&2 |

1. **Principles of Teaching, Learning and Assessment**

Utilising the principles underlying the Review of the Academic Framework, the aim of the top up degree is to allow students to both augment the practical skills they have developed during their studies for the Media Skills Foundation Degree, and to challenge students in new areas, including media theory and independent study, through a supportive environment. This provision will encourage and foster them to engage with new ideas and exercises appropriate to final year degree level study.

The highly practical nature of a Foundation Degree in Media Skills and equivalents, is recognised and enhanced in the top-up programme through the provision of Television Production which is based around studio production and taught in combination with students on the Media Technology degree.

Students on the Media Skills top-up will have the opportunity to study a wide range of key theoretical aspects of media, through the Special Study modules, where students’ critical thinking, writing and practical skills are further augmented. The small group and individual tutorial-based teaching structure offers both engagement with a small group cohort from a range of backgrounds and disciplines and also one to one supervision which will help develop individual research skills. This forms part of the strong student support, which will be in place to aid in the transition to the top up degree and to support the development of the necessary skills for advanced critical writing. Each student will be assigned a personal tutor in keeping with the personal tutor scheme to support the transition, and a diagnostic essay will be set in September and marked by the personal tutor to establish areas of strength and areas for development.

Optional modules are also part of the key strand designed to develop employability skills, through in this case the emphasis upon an oral presentation, which augments the skills of independence, organisation, research and expression also covered on the modules. Employability skills are further developed through the EN6013, Professional Communication Skills option, which provide an opportunity for students to gain firsthand experience of the realities of work in a media profession through a short period of work experience in a media organization.

Finally, students must take the Media Research Project (MD6002). This gives final year students the opportunity to focus on a major piece of practical independent work – consolidating and further developing the skills and knowledge they have acquired across the whole of their degree – through the production of Final Major Project.  Students must present their work-in- progress in a symposium event and help to organise it. This core module is designed with a strong employability focus, and aims to build students Professional Practice and Personal Development. This will partly be achieved through the organisation of the Symposium where students will have the opportunity to present their work in progress and work closely with the Careers and Employability Service to form and manage teams including Design Planning, Logistics Planning, Marketing Planning and Management Planning. The symposium and the independent research project will help students build some of the top skills for their career lives, including critical thinking, creativity, problem solving, decision making people management, negotiation and coordinating with others.

1. **Support for Students and their Learning**

Students are supported by:

* A Module Leader for each module
* A Course Leader to help students understand the programme structure
* Personal Tutors to provide academic and personal support
* A placement tutor to give general advice on placements
* Technical support to advise students on IT and the use of software
* A designated Course Administrator
* An induction week at the beginning of each new academic session
* Staff Student Consultative Committee
* Canvas – a versatile online interactive intranet and learning environment accessible both on and off-site
* LinkedIn Learning – an online platform offering self-paced software tutorials
* A substantial Academic Success Centre that provides academic skills support for both UG and PG students
* Student support facilities that provide advice on issues such as finance, regulations, legal matters, accommodation, international student support etc.
* A Student Achievement Officer who provides pastoral support
* Support for students with disabilities
* The Union of Kingston Students
* Careers and Employability Services team who will provide support for students prior to undertaking work placement(s).
* Faculty-aligned Careers Advisers who run workshops, weekly drop-ins and 1:1 appointments

1. **Ensuring and Enhancing the Quality of the Course**

The University has several methods for evaluating and improving the quality and standards of its provision. These include:

* External Examiners
* Boards of Study with student representation
* Annual Monitoring and Enhancement
* Periodic review undertaken at subject level
* Student evaluation including Module Evaluation Questionnaires (MEQs), Level Surveys and the NSS
* Moderation policies
* Feedback from employers

1. **Employability Statement**

The top up degree is designed to both deepen the range of practical skills developed in the foundation years and augment them with a range of transferrable academic skills which make them desirable to employers in a wide range of professional areas. Skills such as initiative and problem-solving, teamwork, communication skills, imagination and creativity, analytical and research skills, are increasingly recognised by the working world as highly valuable in careers from customer and public relations or sales and marketing to education. The Creative and Cultural industries are major contributors to the UK’s economy and our graduates have the skills they are looking for. The degree gives students a firm academic foundation to pursue a vocational training in the arts or other postgraduate study programmes.

Employability skills are embedded within the curriculum through the range of formative and summative assessments (including group and individual presentations, and practical projects) and through both the personal tutorial system and the provision of tutorial-based classes which are designed to firstly assist the students with the transition to university study, and then develop the key skills required. These skills are developed and augmented in collaboration with Kingston University’s Careers and Employability Service. We run a number of events for final year students where they can seek advice, get help with CVs and meet alumni working in a range of areas.

1. **Approved Variants from the Undergraduate Regulations**

None**.**

1. **Other sources of information that you may wish to consult**

<https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-communication-media-film-and-cultural-studies.pdf?sfvrsn=28e2cb81_4>

**Development of Programme Learning Outcomes in Modules**

This map identifies where the field/course learning outcomes are **summatively** assessed across the modules for this field/course. It provides an aid to academic staff in understanding how individual modules contribute to the field/course aims, a means to help students monitor their own learning, personal and professional development as the field/course progresses and a checklist for quality assurance purposes.

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|  |  |  | **Level 6** | | | | | | |
|  | **Module Code** |  | MD6002 | HU6001 | MD6001 | MD6015 | MD6016 | MD6017 | CW6008 |
| **Programme Learning Outcomes** | **Knowledge & Understanding** | A1 | S | S | S | S | S | S |  |
| A2 | S |  | S | S | S | S | S |
| A3 | S | S | S | S | S | S | S |
| A4 | S |  | S | S | S | S | S |
|  | A5 | S |  |  | S | S | S | S |
|  | A6 |  |  |  | S | S |  |  |
|  | A7 | S |  |  | S | S | S | S |
| **Intellectual Skills** | B1 | S | S | S | S | S | S | S |
| B2 | S | S | S | S | S | S | S |
| B3 | S |  | S | S | S | S | S |
| B4 | S |  | S | S | S | S | S |
|  | B5 | S | S | S | S | S | S | S |
| **Practical Skills** | C1 | S |  | S | S | S | S | S |
| C2 | S | S | S | S | S | S | S |
| C3 | S |  |  |  |  |  |  |
| C4 |  |  |  |  |  | S |  |
|  | C5 | S |  | S | S | S | S | S |
|  | C6 | S |  |  |  |  | S |  |

**Students will be provided with formative assessment opportunities throughout the course to practise and develop their proficiency in the range of assessment methods utilised.**

**Technical Annex**

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| **Final Award(s):** | BA (Hons) Media Skills (Top-up) |
| **Intermediate Award(s):** | None |
| **Minimum period of registration:** | 1 Year Full-time, 2 Years Part-time |
| **Maximum period of registration:** | 2 Years Full-time, 4 Years Part-time |
| **FHEQ Level for the Final Award:** | Honours |
| **QAA Subject Benchmark:** | Communication, Media, Film and Cultural Studies |
| **Modes of Delivery:** | Full-time and Part-time |
| **Language of Delivery:** | English |
| **Faculty:** | Kingston School of Art |
| **School:** | Arts, Culture and Communication |
| **Department:** | Journalism, Publishing and Media |
| **UCAS Code:** | P302 |
| **Course/Route Code:** | UFMSK1MSK01 (Full-time) |
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