

School of Creative Arts

Title of Programme: Postgraduate Media

Programme Code: CCPGFM

## Programme Specification

This programme specification is relevant to students entering:  
01 September 2020

Associate Dean of School (Academic Quality Assurance):  
Barbara Brownie

Signature



22 March 2020

A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

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### Summary of amendments to the programme

Date	Section	Amendment
Feb 2020	Copyright Statement	Remove reference to UH Admin Office
	E	Remove reference to a dedicated UH programme administrator

If you have any queries regarding the changes please email [AQO@herts.ac.uk](mailto:AQO@herts.ac.uk)

# Programme Specification Postgraduate Media

This programme specification (PS) is designed for prospective students, enrolled 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 for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

## Section 1

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	University of Hertfordshire
<b>University/partner campuses</b>	College Lane Campus
<b>Programme accredited by</b>	Not applicable
<b>Final Award (Qualification)</b>	MA
<b>All Final Award titles</b>	Animation
<b>(Qualification and Subject)</b>	Games Art and Design Digital Media Arts
<b>FHEQ level of award</b>	7
<b>Language of Delivery</b>	English

## A. Programme Rationale

### **Postgraduate Studies at the School of Creative Arts**

Central to the Postgraduate provision at the School of Creative Arts is the belief that the critical and theoretical concerns of contemporary cultural life permeate all aspects of artists', designers', filmmakers', musicians' and media professionals' work, whatever the medium. Therefore, we offer the highest levels of direction to help each student operate strategically in relation to their current direction as a professional creative.

The aims of the taught Postgraduate portfolio at the School of Creative Arts are to equip students with the necessary skills, knowledge and understanding at an advanced level, fostering their creativity and innovation to enhance employment and entrepreneurial opportunities in the local, national and global economies.

Typically, each programme of study will contain the following aims and objectives:

- to enable students to creatively exploit the potential of traditional, contemporary or emergent media;
- to empower students to develop original artefacts in art and design, media, music or film;
- to enable students to develop as professional 'creatives', able to realise their career aspirations within art and design, media music and film and related industries, or for further research;
- to facilitate the cultivation of the necessary practical, creative, conceptual, intellectual and professional skills for continuous professional and self development;
- to encourage an active, self-directed and high-level approach to learning;
- to foster critical analysis and creative synthesis throughout the programmes;
- to develop in students interpersonal skills to enable effective communication and team working and the ability to operate positively within a wider social, cultural and environmental context and reflect the professional context of the creative industries.

The provision has been structured to enable students to build and explore potential collaborations whilst maximising the student experience in a collective but on an independent basis. The provision offers a spread across the Postgraduate portfolio whilst maintaining the individuality and discreteness of each of the subjects on offer. Shared modules and experiences have been put in place offering students the opportunity to locate a real sense of student community and connectedness at this Higher Level of education.

## Overview

This programme of study offers a coherent learning experience that addresses current and emergent activities in the Creative and Cultural Industries generally and in areas of Media particularly.

The programme contains the following named discipline areas offered as MA awards:

- MA Animation
- MA Games Art and Design
- MA Digital Media Arts

The programme structure and its inter-relationship in shared modules with other postgraduate programmes in Creative Arts promotes cross-discipline discussion and maintains the enthusiasm and focus of discipline specialists studying towards the named awards.

On each of the awards learning is centred on the acquisition of practical skills and of a body of underlying knowledge about processes, the principles by which they operate and the ways in which they are used, with a parallel concern for theory and context, for a body of knowledge and understanding that enables an examination of the cultural resonances of the discipline.

The programme develops students' autonomy across a range of project management skills, in their synthesising, evaluative and critical thinking and in terms of their ability to identify and take enterprise opportunities in commercial, professional and social environments.

**Animation** The range of activities in animation is quite diverse as it includes VFX, 2D and 3D digital animation practices. This award sets out to further develop technical skills, knowledge and understanding and it asks that students challenge their preconceptions of what animation is used for and what it can do

**Digital Media Arts** focuses on an interdisciplinary approach and allows students to gain practical experience and knowledge of the ways that a range of contemporary digital media are produced and can be used, both alone and in combination. Students may work in one or more specialisms which can include video, kinetics, animation, sound, games art, photography, social and interactive media.

**Games Art and Design** looks at the construction and potentials of games across a wide range of applications in entertainment, education and communication. It fuses the technical knowledge of modelling and real-time rendering in 2D or 3D with an awareness of the psychological factors underpinning player engagement together with the aesthetic decision-making and traditional skills of the artist to create the next generation of interactive products.

## Teaching and Learning Strategies

The programme encourages and develops in its students an autonomy of purpose and an independence of mind based in the concept of the informed, expert, professional practitioner. At the heart of this is a learning and teaching methodology based around the idea of the enquiry. This concept structures our activities, promoting the transferable research and enquiry skills characteristic of Postgraduate education, enhancing critical thinking and evaluation, requiring creative invention, analysis and synthesis and ensuring practice in the communication of ideas, information and feelings.

The programme recognises that interdisciplinary working is a key feature of contemporary media practice and the programme offers both assessed and non-assessed opportunities for students to work with others.

The programme delivery recognises that masters-level students may have a range of responsibilities and situations which make flexible delivery patterns an important part of meeting students' needs and thus adopts a student-centred approach. There are both full-time and part-time pathways and all students can opt to take either or both of the two common modules (Research and Enquiry and Creative Economies) through conventional attendance or via distance-learning online.

## Enterprise and Employability

The programme has many strategies that develop in the student an awareness of enterprise and opportunities. These require students to address such things as markets and opportunities of a non-commercial kind, audiences and acts of consumption and how their work relates to current practices, instances and issues and to advancing knowledge, the application of new technologies and the invention of new methodologies.

Raising student awareness of and attitudes towards enterprise are embedded in the programme as part of transferable skills. Seen as a defining characteristic of Postgraduate study it is vital to such things as autonomy and self-management, curiosity and the articulation of what-if scenarios and in creative invention and synthesis. Students are required to ground their work in contemporary professional or academic practice. This ensures that they are dealing with the forefront in their chosen specialist area and maintain validity and relevance within their work.

## Work Related Learning

Students are encouraged to gain work experience as part of their learning on the Postgraduate Media Programme and all students will experience working on a live brief as a part of their study.

Work based, work related or work placement learning is encouraged and will normally take place in semesters B or C of the programme of study. Typically this may include one or multiples of experiential learning. Work related learning may take a variety of forms.

These discrete experience based activities may include live or collaborative projects where the brief is set by an external agency, time spent working away from the University in or with an established company or organisation, or with an established individual practitioner. The Programme Tutor, in discussion with the discipline lead tutor, has to approve any work related learning.

All work related learning experiences are managed through the School's established systems and protocols.

## Industry Links

The programme recognises that the Creative and Cultural Industries sector, its main industrial context, includes a wide range of commercial and social enterprise activities. The programme is industry facing and forward looking. It is centred on the issues of creativity and wealth creation in the media sectors of a knowledge economy. It is not, however, limited to immediate commercial concerns. The programme recognises that not all students will be commercially led, that many will have other motivations and interests including practice based research, alternative and sub-cultural allegiances, political and cultural agendas for change and innovation and it values those positions and stances.

Some of our students will want to step-beyond current industrial practice, to take ideas further and innovate new approaches, methodologies and bodies of aesthetic pleasures. In this the programme values experimentation and risk-taking, it encourages speculation and creative enquiry as much as it recognises and rewards commercially oriented work and 'client centred' approaches to the communication of ideas, information and feelings.

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## B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

**Additionally this programme aims to prepare students for the challenges of working professionally in a range of Media and Media related fields through:**

- acquisition of knowledge, understanding and skills that serve the needs of local, national and global economies and to prepare students for work in the rapidly evolving world of the creative and cultural industries;
- provision of a postgraduate learning environment for students which encourages exchanges between students studying various art and design disciplines at an advanced level and within a supportive peer learning context;

- provision of an informed understanding of the professional and commercial contexts in the creative industries and the application of these to other relevant contexts;
- provision of a repertoire of transferable skills.

**Subject specific (Animation, Digital Media Arts and Games Art and Design) aims are:**

- to enable students to operate as practitioners within their chosen field with reference to knowledge and understanding and skills that are at the forefront of their discipline;
- to provide a challenging environment which stimulates debate and fosters innovative and creative approaches to the subject;
- to provide students with a critically well-informed understanding of their chosen individual and discreetly differing disciplines at an advanced level;
- to provide students with a learning environment and intellectual framework which enables them to develop a conceptual and intellectual awareness of their chosen disciplines and current best practices at an advanced level.

### C. 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 the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014), and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

Knowledge and Understanding:	Teaching/learning methods & strategies	Assessment
<p>A1 - demonstrate a systematic knowledge and understanding of advanced techniques, processes and technologies relevant to the specialist award of study;</p> <p>A2 - demonstrate a knowledge and understanding of research and enquiry methods and a critical awareness of current issues and debates at the forefront of current and emerging creative and professional practice;</p> <p>A3 - demonstrate knowledge and understanding of issues key to creative industries, institutions and academic environments in relation to the award of study;</p> <p>A4 - demonstrate a critical awareness of the genres, aesthetic traditions, social, cultural and ethical frameworks relative to the award of study;</p>	<p>Acquisition of knowledge and understanding (A1 – A6) is through a mixture of:</p> <p>general and specialist group lectures; demonstrations and workshops, seminars and symposium discussions, individual and small group face-to-face tutorials and e-mail tutorials;</p> <p>processes of enquiry conducted during self-managed independent study;</p> <p>reflective consideration of project work in process and on completion.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p>	<p>Knowledge and understanding (A1 – A6) are assessed through a mixture of verbal assignments using spoken and written media, posters and, presentations, project outcomes and commentaries of various kinds.</p>

<p>A5 – demonstrate an awareness and knowledge of practices within the relevant award of study;</p> <p>A6 – demonstrate an advanced awareness and knowledge of one or more specialisms within the relevant award of study.</p>		
<p><b>Intellectual skills:</b></p>	<p><b>Teaching/learning methods &amp; strategies</b></p>	<p><b>Assessment</b></p>
<p>B1- evaluate materials, processes, techniques and technologies and their application to specialist practice;</p> <p>B2 - evaluate and discuss critically current issues, debates and trends relevant to the chosen award of study;</p> <p>B3 - critically evaluate, develop and contextualise own work, with informed reference to current theory and practice at or near the forefront of their field of study;</p> <p>B4 - develop to a high level: visual language, conceptual skills and practical expertise in the specific area of the award, which advance personal aspirations and potential opportunities at a professional level.</p>	<p>Intellectual skills (B1 – B4) are developed through the methods and strategies set out in A above.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study.</p>	<p>Intellectual skills (B1 – B4) are assessed through the methods and strategies set out in A above.</p>
<p><b>Practical skills:</b></p>	<p><b>Teaching/learning methods &amp; strategies</b></p>	<p><b>Assessment</b></p>
<p>C1 - initiate, develop and realise original creative work, which demonstrates initiative, personal responsibility, autonomy and a critical awareness of current practice, audiences and registers of communication;</p> <p>C2 - effectively employ a range of media and technology to communicate</p>	<p>Practical skills (C1 – C5) are developed through workshops, demonstrations and lecture discussions of underlying principles, theories and processes, through the use of skills and bodies of practice during self-managed independent study.</p>	<p>Practical skills (C1 – C5) are assessed through coursework assignments and project realisation.</p>

<p>ideas and information and create work which potentially evokes/invokes 'emotive responses' in others (audiences, etc.);</p> <p>C3 - effectively employ practices, techniques and technologies in the specialist field to produce original creative work;</p> <p>C4 - work independently and take responsibility for project planning, implementation and decision-making at a professional level;</p> <p>C5 - effectively employ current practices, techniques and technologies within the relevant award of study to produce original creative work that demonstrates technical expertise and professionalism in its production.</p>		
Transferable skills:	Teaching/learning methods & strategies	Assessment
<p>D1 - communicate complex ideas clearly to a range of audiences in visual, written and oral forms using appropriate academic and professional conventions;</p> <p>D2 - produce self-directed work of high quality demonstrating initiative, autonomy, personal responsibility, originality and critical self-awareness, managing time and resources efficiently through cogent planning and organisation;</p> <p>D3 - effectively deploy a range of personal and entrepreneurial skills to meet professional aspirations;</p> <p>D4 - evaluate and reflect upon personal strengths and the work of others and independently identify goals for continuing professional development.</p>	<p>Transferable skills (D1 – D4) are developed throughout the programme as part of self-managed independent study, in social learning situations and other group work activities, through reflection and commentaries on the work of self and others, through project process and realisation.</p> <p>Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.</p>	<p>Transferable skills (D1 – D4) are assessed through coursework assignments and project realisation.</p>

## D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full-time (1 year) and part-time (2 years) modes and leads to the award of a MA Degree with one of the following titles:

MA Animation  
MA Digital Media Arts  
MA Games Art and Design

Entry is normally at level 7 (with suitable degree qualifications). Intake is normally Semester A (September).

### Professional and Statutory Regulatory Bodies

No accreditation.

### Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

### Table 1a Outline Programme Structure

**Mode of study** Full time; Part time

**Entry point** Semester A

All students undertake five core modules of which, two are common modules shared by all the postgraduate programmes and three are programme specific modules.

<b>Compulsory/Core (common) Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
* Research and Enquiry <i>or</i>	7CTA1079	15	English	0	100	0	A
* Research and Enquiry (Online)	7WCT0001	15	English	0	100	0	A
* Creative Economies <i>or</i>	7CTA1060	15	English	0	100	0	B
* Creative Economies (Online)	7WCT0002	15	English	0	100	0	B

\* **Note** - with the prior agreement of the programme leader and subject to any Visa requirements, students may be offered the opportunity to take either the 'attendance' or the distance learning (online) versions of the Research and Enquiry and Creative Economies core modules.

### Compulsory/Core (programme specific) Modules

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Practice 1: Media	7CTA1090	30	English	0	100	0	A, AB
Practice 2: Media	7CTA1091	30	English	0	100	0	B, C
Media Discourses	7CTA1092	30	English	0	100	0	AB

For the award of **MA Animation**, in addition to the modules listed above, students must pass:

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Major Study: Animation	7CTA1073	60	English	0	100	0	C, ABC

For the award of **MA Digital Media Arts**, in addition to the modules listed above, students must pass:

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Major Study: Digital Media Arts	7CTA1075	60	English	0	100	0	C, ABC

For the award of **MA Games Art and Design**, in addition to the modules listed above, students must pass:

Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Major Study: Games Art and Design	7CTA1074	60	English	0	100	0	C, ABC

The award of an MA Degree requires 180 credit points at Level 7, which must include a Major Study module.

## Structure of full time Postgraduate Media awards

Semester A	Semester B	Semester C
<b>Research and Enquiry</b> (7CTA1079 15 credits)	<b>Creative Economies</b> (7CTA1060 15 credits)	<b>Major Study: [Name of Award]</b> (60 credits)  Animation (7CTA1073) Digital Media Arts (7CTA1075) Games Art and Design (7CTA1074)
<b>Practice 1: Media</b> (7CTA1090 30 credits)	<b>Practice 2: Media</b> (7CTA1091 30 credits)	
<b>Media Discourses</b> (7CTA1092 30 credits)		

## Structure of part time Postgraduate Media awards

As far as possible part-time students are integrated with the full-time cohort as this brings many benefits of social learning and a sense of belonging to a community. Many part-time students also bring to their learning and to the programme relevant prior experiences, some of which may result in APEL. The actual structure of the part-time experience for individual students reflects their precursor experiences and their current learning needs, their circumstances and capability to manage study. This student centred approach is about flexibility and opportunity; it enables effective learning and promotes success.

### Year One

Semester A	Semester B	Semester C
<b>Research and Enquiry</b> (7CTA1079 15 credits)	<b>Creative Economies</b> (7CTA1060 15 credits)	<b>Practice 2: Media</b> (7CTA1091 30 credits)
<b>Practice 1: Media</b> (7CTA1090 30 credits)		

### Year Two

Semester A	Semester B	Semester C
<b>Media Discourses</b> (7CTA1092 30 credits)		
<b>Major Study: [Name of Award]</b> (60 credits)  Animation (7CTA1073) / Digital Media Arts (7CTA1075) / Games Art and Design (7CTA1074)		

Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
Masters	Animation Digital Media Arts Games Art and Design	180 credit points including at least 150 at level 7	3 semesters	All programme learning outcomes (see Table 2)

Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
Postgraduate Diploma	Media	120 credit points, including at least 60 at level 7	2, 3 Semesters	All PgCert outcomes, plus A3; A5; B2; C4; D2; D3
Postgraduate Certificate	Media	60 credit points, including at least 30 at level 7	1-2 Semesters	A2; B3; C2; C3; D2

Masters and Diploma awards can be made "with Distinction" or "with Commendation" where criteria as described in [UPR AS14](#), Section D and the students' handbook are met.

## Programme-specific assessment regulations

The programme is compliant with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) (delete as applicable) and [UPR AS14](#)) with the exception of those listed below, which have been specifically approved by the University:

Further points of clarification and interpretation relevant to this specific programme are given below:

- Students are expected to commit to all elements of their programme of study, be punctual in their attendance and meet deadlines. Persistent, unexplained absence or late arrival/departure from lectures, seminars and practicals is not acceptable. Students may be required to attend some specific timetabled sessions for their programme. Some modules have additional specific attendance requirements in place which will normally be highlighted within the relevant DMD (Definitive Module Document) or other assessment documentation (module guide or assignment brief). Lack of attendance may inhibit the student's ability to meet the learning outcomes of such modules leading to reduced or fail grades through poor performance.
- It is a requirement of the programme that all coursework is submitted.
- The Programme is modular in structure and delivery and assessment is 100% coursework. This will be a mix of presentations, written work, as well as the submission of group work and practical work. The learning outcomes will be assessed against a standard appropriate to master degree level of study as set out in the learning outcomes.

The Programme operates the University policy for treatment of serious adverse circumstances and students receive details in the Student Handbook.

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## Other information relevant to the programme

- **Copyright:** Students retain the Intellectual Property Rights, including copyright, in their films, images and other artefacts. Unless specifically notified by the student, the student grants the University the right to use any of their material for non-commercial academic use including the promotion of the Programme, School of Creative Arts and the University. The student may withdraw this consent at any time by contacting their programme leader.

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## E. Management of Programme & Support for student learning

### Management

The programme is managed and administered through:

- Dean of School.
- Associate Dean of School (AQA) who has delegated responsibility for programmes in the School of Creative Arts.
- Academic Group Leader with an overview of the programme.
- A Postgraduate Coordinator supporting the Programme Leader and responsible for coordinating marketing and recruitment across the taught masters courses in the School.
- A Programme Leader who is responsible for the day to day management and admissions.
- A Tutor for each of the named awards.
- Module Leaders who are responsible for individual modules.
- A programme committee with responsibility for programme development, administration and student issues, the membership of which includes the programme administrator, academic group leader, programme leader, all teaching staff, student representatives, a technical officer and the Information Hertfordshire Manager.

### Support

Students are supported by:

- An Academic Group Leader to oversee and advise on programme related issues.
- A Postgraduate Coordinator to facilitate cross programme/award activity.
- Programme Leader to provide regular guidance and feedback in relation to the course.
- Personal tutors to provide academic and pastoral support.
- Studio Technicians.
- Student Proctors.
- Accompanying Handbooks, Module Booklets.
- The School Study Skills Booklet.
- Student representatives on the programme committee.
- An induction week at the beginning of the academic session.
- Orientation for overseas students.
- Designated studios within the postgraduate centre.
- Workshop facilities in the School of Creative Arts.
- On-site shop for materials, Loan Stores for camera and other equipment.
- Students have access to a full range of facilities across Art and Design.
- All Masters level students are encouraged to attend post graduate research seminars.
- StudyNet, a versatile on-line interactive intranet and learning environment.
- Guided student-centred learning on StudyNet module sites.
- Attractive modern study environments in two Learning Resources Centres and Learning Zones.
- Access to extensive digital and print collections of information resources.
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters accommodation, international student support etc.
- Office of the Dean of Students, incorporating Chaplaincy, Counselling and Nursery.
- An Accommodation Office.
- Medical Centre and Pharmacy.
- University Disability Advisors.

- An Equal Opportunities Officer.
- The Careers, Employment and Enterprise service for all current students and graduates.
- The Students' Union.
- The Creative Arts Toolkit: <http://catoolkit.herts.ac.uk>

## F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The [Ask Herts](#) website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>. Furthermore, the OfS has judged that the University of Hertfordshire delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK. Consequently, the University received a Gold award in the 2018 Teaching Excellence and Student Outcomes (TEF) exercise. This award was made in June 2018 and is valid for up to 3 years. The TEF panel's report and conclusions can be accessed at: <https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/provider/10007147>

## G. Entry requirements

The normal entry requirements for the programme are a 2:2 or above degree (BA or BSc) in a field related to the award the applicant intends to study.

Entry is also possible with a degree in an unrelated field where the applicant can demonstrate a knowledge of their chosen field, an appropriate depth of skills and practice in its broad areas and a body of understanding, knowledge and academic practices of an appropriate kind.

The programme welcomes and encourages admissions through professional or other experiences that demonstrate an appropriate level of preparedness in skills, knowledge and abilities to communicate ideas and which indicate that the applicant will benefit from postgraduate study. Such applicants need not have prior formal qualifications at degree level.

In all instances applicants are required to demonstrate through a portfolio of work and/or in a face-to-face or distance interview process, a confident and competent range of practical skills in their chosen discipline area, or a body of related skills that demonstrate preparedness for intensive new learning in workshop or software processes and a broad knowledge of their award field.

### English Language

All international students are required to demonstrate suitable levels of English language competence. This can be through previous study in English, but we often require specific performance in English tests. All undergraduates must be able to prove a minimum of IELTS 6.5 with at least 5.5 in every component or equivalent.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

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If you would like this information in an alternative format please contact:

School of Creative Arts, University of Hertfordshire

Telephone: 01707 285300

Email: [ctaadmin@herts.ac.uk](mailto:ctaadmin@herts.ac.uk)

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to [aqo@herts.ac.uk](mailto:aqo@herts.ac.uk)

## MA Animation / Digital Media Arts / Games Art and Design

**Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																			
		Knowledge & Understanding						Intellectual Skills				Practical Skills					Transferable Skills				
Module Title		Module Code	A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4
Level 7	Research and Enquiry	7CTA1079		X	X	X				X	X			X					X		X
	Research and Enquiry (Online)	7WCT0001		X	X	X				X	X			X					X		X
	Creative Economies	7CTA1060			X	X				X				X		X		X	X	X	X
	Creative Economies (Online)	7WCT0002			X	X				X				X		X		X	X	X	X
	Media Discourses	7CTA1092		X	X	X			X	X	X		X	X	X	X		X	X		X
	Practice 1: Media	7CTA1090	X			X			X		X	X	X	X	X				X		X
	Practice 2: Media	7CTA1091	X	X		X	X		X		X	X	X	X	X			X	X	X	X
	Major Study: Animation	7CTA1073	X	X	X	X		X	X		X	X	X	X	X		X	X	X	X	X
	Major Study: Digital Media Arts	7CTA1075	X	X	X	X		X	X		X	X	X	X	X		X	X	X	X	X
	Major Study: Games Art and Design	7CTA1074	X	X	X	X		X	X		X	X	X	X	X		X	X	X	X	X

**Key:** Learning Outcome which is assessed as part of the module

## KEY TO PROGRAMME LEARNING OUTCOMES

### Knowledge and Understanding

- A4. demonstrate a systematic knowledge and understanding of advanced techniques, processes and technologies relevant to the specialist award of study;
- A2. demonstrate a knowledge and understanding of research and enquiry methods and a critical awareness of current issues and debates at the forefront of current and emerging creative and professional practice;
- A3. demonstrate knowledge and understanding of issues key to creative industries, institutions and academic environments in relation to the award of study;
- A4. demonstrate a critical awareness of the genres, aesthetic traditions, social, cultural and ethical frameworks relative to the award of study;
- A5. demonstrate an awareness and knowledge of practices within the relevant award of study;
- A6. demonstrate an advanced awareness and knowledge of one or more specialisms within the relevant award of study.

### Intellectual Skills

- B1. evaluate materials, processes, techniques and technologies and their application to specialist practice;
- B2. evaluate and discuss critically current issues, debates and trends relevant to the chosen award of study;
- B3. critically evaluate, develop and contextualise own work, with informed reference to current theory and practice at or near the forefront of their field of study;
- B4. develop to a high level: visual language, conceptual skills and practical expertise in the specific area of the award, which advance personal aspirations and potential opportunities at a professional level.

### Practical Skills

- C1. initiate, develop and realise original creative work, which demonstrates initiative, personal responsibility, autonomy and a critical awareness of current practice, audiences and registers of communication;
- C2. effectively employ a range of media and technology to communicate ideas and information and create work which potentially evokes/invokes 'emotive responses' in others (audiences, etc.);
- C3. effectively employ practices, techniques and technologies in the specialist field to produce original creative work;
- C4. work independently and take responsibility for project planning, implementation and decision-making at a professional level;
- C5. effectively employ current practices, techniques and technologies within the relevant award of study to produce original creative work that demonstrates technical expertise and professionalism in its production.

### Transferable Skills

- D1. communicate complex ideas clearly to a range of audiences in visual, written and oral forms using appropriate academic and professional conventions;
- D2. produce self-directed work of high quality demonstrating initiative, autonomy, personal responsibility, originality and critical self-awareness, managing time and resources efficiently through cogent planning and organisation;
- D3. effectively deploy a range of personal and entrepreneurial skills to meet professional aspirations;
- D4. evaluate and reflect upon personal strengths and the work of others and independently identify goals for continuing professional development.

## Section 2

### Programme management

<b>Relevant QAA subject benchmarking statements</b>	None
<b>Type of programme</b>	Taught Postgraduate
<b>Date of validation/last periodic review</b>	October 15
<b>Date of production/ last revision of PS</b>	March 2020 / March 2019
<b>Relevant to level/cohort</b>	Level 7 entering September 2020
<b>Administrative School</b>	School of Creative Arts

Table 3 Course structure

Course details		
Course code	Course description	HECOS
CCPGFMAT CCPGFMDMA CTMEGAD	MA Animation MA Digital Media Arts MA Games Art and Design	100057 100717 100363