

School of Creative Arts

Title of Programme: Postgraduate Media

Programme Code: CCPGFM

# Programme Specification

This programme specification is relevant to students entering:  
01 September 2022

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



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

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>	MA Animation
<b>(Qualification and Subject)</b>	MA Concept Art
	MA Digital Media Arts
	MA Games Art and Design
<b>FHEQ level of award</b>	7
<b>UCAS code(s)</b>	Not applicable
<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.

### 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 digital Media particularly.

The programme contains four named discipline areas offered as MA awards.

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

The programme structure and its inter-relationship in shared projects 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.

The programme aims to produce principled, expert and knowledgeable graduates who are able to support the continuing transformation of their creative industry sectors in ways that benefit workers, audiences and wider society.

**Animation** The range of activities in animation includes 2D, 3D and hybrid digital animation practices. This award is focussed on animation directing and sets out to further develop skills, knowledge and understanding of visual narratives and encourages students to challenge their preconceptions of what animation is used for and what it can do.

**Concept Art** focuses on the early-stage creative development and visual research processes used in the games, film and animation industries. Students may specialise in one area such as character or environment design or develop a broadly-based practice.

**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 on-campus modules allow for student choice in whether learning is accessed online or on campus through hybrid delivery (subject to visa and funding body constraints).

### 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.

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 Leader, 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, Concept Art, 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
A1 - demonstrate a systematic knowledge and understanding of advanced techniques, processes and technologies relevant to the specialist award of study;	Acquisition of knowledge and understanding (A1 – A8) is through a mixture of:  general and specialist group lectures; demonstrations and workshops, seminars and symposium discussions, individual and small group face-to-face and online tutorials;	Knowledge and understanding (A1 – A8) are assessed through a mixture of verbal assignments using spoken and written media, posters and, presentations, project outcomes and commentaries of various kinds.
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;	processes of enquiry conducted during self-managed independent study;  reflective consideration of project work in process and on completion.	
A3 - demonstrate knowledge and understanding of issues key to creative industries, institutions and academic environments in relation to the award of study;	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.	
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;		
For MA Animation		

A6 – demonstrate an advanced awareness and knowledge of one or more specialisms within the field of Animation.

**For MA Concept Art**

A7 – demonstrate an advanced awareness and knowledge of one or more specialisms within the field of Concept Art.

**For MA Digital Media Arts**

A8 – demonstrate an advanced awareness and knowledge of one or more specialisms within the field of Digital Media Arts.

**For MA Games Art and Design**

A9 – demonstrate an advanced awareness and knowledge of one or more specialisms within the field of Games Art and Design.

Intellectual skills:	Teaching/learning methods & strategies	Assessment
<p>B1- evaluate materials, processes, techniques and technologies and their application to specialist practice;</p> <p>B2 - evaluate and critically discuss 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>

Practical skills:	Teaching/learning methods & strategies	Assessment
<p>C1 - initiate, develop and realise original creative work, which demonstrates initiative, personal responsibility, autonomy and a critical awareness of current practices, structures, audiences and registers of communication;</p> <p>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.);</p> <p>C3 - work independently and take responsibility for project planning, implementation and decision-making at a professional level;</p> <p><b>For MA Animation</b> C4 - effectively employ current practices, techniques and technologies within the field of animation to produce original creative work that demonstrates expertise and professionalism in its production.</p> <p><b>For MA Concept Art</b> C5 - effectively employ current practices, techniques and technologies within the field of concept art to produce original creative work that demonstrates expertise and professionalism in its production.</p> <p><b>For MA Digital Media Arts</b> C6 - effectively employ current practices, techniques and technologies within the</p>	<p>Practical skills (C1 – C7) 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 – C7) are assessed through coursework assignments and project realisation.</p>

field of digital media arts to produce original creative work that demonstrates expertise and professionalism in its production.

**For MA Games Art and Design**

C7 - effectively employ current practices, techniques and technologies within the field of games art and design to produce original creative work that demonstrates expertise and professionalism in its production.

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 appropriate project planning and organisation methods;</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 independently identify goals for continuing professional development.</p>	<p>Transferable skills (D1 – D5) 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 reflective personal blog.</p>	<p>Transferable skills (D1 – D5) 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 year) modes, each of which can be studied by distance learning or on campus. The two study modes share delivery so that students studying on campus may elect to access some parts of their learning online while enrolled on on-campus modules.

At a future date when internal and external constraints allow, it is planned to validate a blended study mode which will incorporate a planned transition from one study mode (typically online) to another (typically students might study their final semester on campus).

All combinations of study and attendance modes may not be available to all students and some combinations may not be eligible for some funding.

Professional and Statutory Regulatory Bodies  
No accreditation.

Work-Based Learning, including Sandwich Programmes  
There is no work-based learning.

### 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, Online full-time, Online part-time

### Entry point: Semester A

All students must take four common modules, all of which are delivered in parallel on campus and online to a total of 120 credits.

Optional Common Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Practice 1: Developing Skills <b>or</b> Practice 1: Developing Skills (Online)	7CTA2017 7WCT2000	30 30	English English	0 0	100 100	0 0	A, AB A, AB
Digital Media: Sources and Significance <b>or</b> Digital Media: Sources and Significance (Online)	7CTA2018 7WCT2001	30 30	English English	0 0	100 100	0 0	A, AB A, AB
Practice 2: Creative Project Development <b>or</b> Practice 2: Creative Project Development (Online)	7CTA2019 7WCT2002	30 30	English English	0 0	100 100	0 0	B, C B, C
Exploring Professional Practice <b>or</b> Exploring Professional Practice (Online)	7CTA2020 7WCT2003	30 30	English English	0 0	100 100	0 0	B, AB B, AB

For the award of **MA Animation**, in addition to 120 credits from the modules listed above, students must pass:

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Major Study: Animation <b>or</b>	7CTA2021	60	English	0	100	0	C, ABC
Major Study: Animation (Online)	7WCT2004	60	English	0	100	0	C, ABC

For the award of **MA Concept Art**, in addition to 120 credits from the modules listed above, students must pass:

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Major Study: Concept Art <b>or</b>	7CTA2022	60	English	0	100	0	C, ABC
Major Study: Concept Art (Online)	7WCT2005	60	English	0	100	0	C, ABC

For the award of **MA Digital Media Arts**, in addition to 120 credits from the modules listed above, students must pass:

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Major Study: Digital Media Arts <b>or</b>	7CTA2023	60	English	0	100	0	C, ABC
Major Study: Digital Media Arts (Online)	7WCT2006	60	English	0	100	0	C, ABC

For the award of **MA Games Art and Design**, in addition to 120 credits from the modules listed above, students must pass:

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Major Study: Games Art and Design <b>or</b>	7CTA2024	60	English	0	100	0	C, ABC
Major Study: Games Art and Design (Online)	7WCT2007	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

Both on campus and online study modes share the same structure and, as far as possible, integrated teaching to support students' sense of community and to facilitate peer learning.

Semester A	Semester B	Semester C
Digital Media: Sources and Significance 30 credits	Exploring Professional Practice 30 credits	Major Study 60 credits
Practice 1: Developing Skills 30 credits	Practice 2: Creative Project Development 30 credits	

### Structure of part-time Postgraduate Media awards

Both on campus and online study modes share the same structure and, as far as possible, teaching. 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, 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 1

Semester A	Semester B	Semester C
Digital Media: Sources and Significance 30 credits	Practice 2: Creative Project Development 30 credits	
Practice 1: Developing Skills 30 credits		

#### Year 2

Semester A	Semester B	Semester C
Exploring Professional Practice 30 credits		Major Study 60 credits

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)
Master of Arts	Animation	180 credit points including at least 150 at level 7	3 semesters	A1, A2, A3, A4, A5, A6, B1, B2, B3, B4, C1, C2, C3, C4, D1, D2, D3, D4.
Master of Arts	Concept Art	180 credit points including at least 150 at level 7	3 semesters	A1, A2, A3, A4, A5, A7, B1, B2, B3, B4, C1, C2, C3, C5, D1, D2, D3, D4

Master of Arts	Digital Media Arts	180 credit points including at least 150 at level 7	3 semesters	A1, A2, A3, A4, A5, A8, B1, B2, B3, B4, C1, C2, C3, C6, D1, D2, D3, D4
Master of Arts	Games Art and Design	180 credit points including at least 150 at level 7	3 semesters	A1, A2, A3, A4, A5, A9, B1, B2, B3, B4, C1, C2, C3, C7, D1, D2, D3, D4

  

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 90 at level 7	2, 3 Semesters	A2; A3; A5; B2; B3; C2; C3; C4; D2; D3
Postgraduate Certificate	Media	60 credit points, including at least 45 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 and UPR AS14) with the exception of those listed below, which have been specifically approved by the University:

None.

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, tutorials and practicals (either on campus or online), is not acceptable. Online teaching is typically synchronous, and students are expected to adjust their daily schedules to accommodate any differences in time zone.

Students may be required to attend some specific timetabled sessions for their programme and some modules have additional specific participation requirements in place which will normally be highlighted within the relevant DMD (Definitive Module Document) or other assessment documentation (module guide or assignment brief).

## 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 or administrator.

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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 (Screen) 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.
- Programme administrators
- A programme committee with responsibility for overseeing 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 (Screen) to oversee and advise on programme related issues.
- A Postgraduate Coordinator to facilitate cross programme/award activity.
- A 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
- Student Representative(s) on the programme committee.
- An induction week at the beginning of each new academic year.
- Overseas Orientation coordinated centrally by the university and locally within the School.
- Designated labs, studios and workshop facilities in the School of Creative Arts.
- On-site shop for materials, Loan Stores for camera, lighting, sound and other equipment.
- All Masters level students are encouraged to attend post-graduate research seminars and research groups.
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc.
- The Creative Arts Toolkit.
- Office of Dean of Students, incorporating Chaplaincy, Counselling and nursery
- StudyNet, a versatile on-line inter-active intranet and learning environment
- Guided student-centred learning on StudyNet module sites
- Access to extensive digital and print collections of information resources
- Attractive modern study environments in 3 Learning Resources Centres
- Medical Centre
- University Disability
- An Equality Office
- Careers Enterprise and Employment Services
- The Students Union.

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## 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:

- An online Student Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- An online Module Website 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:

An honours degree (2:2) or above in a closely related subject area, or at least three years equivalent professional experience together with a portfolio which demonstrates appropriate skills in the chosen award field.

For current entry requirements, please refer to the relevant page for the Course on the University website or on the online prospectus.

### English Language

All international students are required to demonstrate suitable levels of English language competence regardless of study mode. This can be through previous study in English, but we often require specific performance in English tests. All entrants 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).

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)

**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.

## MA Animation

		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	A7	A8	A9	B1	B2	B3	B4	C1	C2	C3	C4	C5	C6	C7	D1	D2	D3	D4
Practice 1: Developing Skills	7CTA2017	x			x						x		x	x	x	x	x						x		x
Practice 1: Developing Skills (Online)	7WCT2000	x			x						x		x	x	x	x	x						x		x
Digital Media: Sources and Significance	7CTA2018		x	x	x							x	x			x						x	x		x
Digital Media: Sources and Significance (Online)	7WCT2001		x	x	x							x	x			x						x	x		x
Practice 2: Creative Project Development	7CTA2019	x	x		x	x					x		x	x	x	x	x					x	x		x
Practice 2: Creative Project Development (Online)	7WCT2002	x	x		x	x					x		x	x	x	x	x					x	x		x
Exploring Professional Practice	7CTA2020			x	x						x	x			x	x						x	x	x	x
Exploring Professional Practice (Online)	7WCT2003			x	x						x	x			x	x						x	x	x	x
Major Study: Animation	7CTA2021	x	x	x	x	x	x				x		x	x	x	x	x	x				x	x	x	x
Major Study: Animation (Online)	7WCT2004	x	x	x	x	x	x				x		x	x	x	x	x	x				x	x	x	x

All MA Animation students must take either the on campus or online version of every module.



## MA Concept Art

		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	A7	A8	A9	B1	B2	B3	B4	C1	C2	C3	C4	C5	C6	C7	D1	D2	D3	D4
Practice 1: Developing Skills	7CTA2017	x			x						x		x	x	x	x	x						x		x
Practice 1: Developing Skills (Online)	7WCT2000	x			x						x		x	x	x	x	x						x		x
Digital Media: Sources and Significance	7CTA2018		x	x	x							x	x			x						x	x		x
Digital Media: Sources and Significance (Online)	7WCT2001		x	x	x							x	x			x						x	x		x
Practice 2: Creative Project Development	7CTA2019	x	x		x	x					x		x	x	x	x	x					x	x		x
Practice 2: Creative Project Development (Online)	7WCT2002	x	x		x	x					x		x	x	x	x	x					x	x		x
Exploring Professional Practice	7CTA2020			x	x						x	x			x	x						x	x	x	x
Exploring Professional Practice (Online)	7WCT2003			x	x						x	x			x	x						x	x	x	x
Major Study: Animation	7CTA2022	x	x	x	x	x		x			x		x	x	x	x	x		x			x	x	x	x
Major Study: Animation (Online)	7WCT2005	x	x	x	x	x		x			x		x	x	x	x	x		x			x	x	x	x

All MA Concept Art students must take either the on campus or online version of every module.



## MA Digital Media Arts

		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	A7	A8	A9	B1	B2	B3	B4	C1	C2	C3	C4	C5	C6	C7	D1	D2	D3	D4
Practice 1: Developing Skills	7CTA2017	x			x						x		x	x	x	x	x						x		x
Practice 1: Developing Skills (Online)	7WCT2000	x			x						x		x	x	x	x	x						x		x
Digital Media: Sources and Significance	7CTA2018		x	x	x							x	x			x						x	x		x
Digital Media: Sources and Significance (Online)	7WCT2001		x	x	x							x	x			x						x	x		x
Practice 2: Creative Project Development	7CTA2019	x	x		x	x					x		x	x	x	x	x					x	x		x
Practice 2: Creative Project Development (Online)	7WCT2002	x	x		x	x					x		x	x	x	x	x					x	x		x
Exploring Professional Practice	7CTA2020			x	x						x	x			x	x						x	x	x	x
Exploring Professional Practice (Online)	7WCT2003			x	x						x	x			x	x						x	x	x	x
Major Study: Animation	7CTA2023	x	x	x	x	x			x		x		x	x	x	x	x			x		x	x	x	x
Major Study: Animation (Online)	7WCT2006	x	x	x	x	x			x		x		x	x	x	x	x			x		x	x	x	x

All MA Digital Media Arts students must take either the on campus or online version of every module.

## MA Games Art and Design

		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	A7	A8	A9	B1	B2	B3	B4	C1	C2	C3	C4	C5	C6	C7	D1	D2	D3	D4
Practice 1: Developing Skills	7CTA2017	x			x						x		x	x	x	x	x						x		x
Practice 1: Developing Skills (Online)	7WCT2000	x			x						x		x	x	x	x	x						x		x
Digital Media: Sources and Significance	7CTA2018		x	x	x							x	x			x						x	x		x
Digital Media: Sources and Significance (Online)	7WCT2001		x	x	x							x	x			x						x	x		x
Practice 2: Creative Project Development	7CTA2019	x	x		x	x					x		x	x	x	x	x					x	x		x
Practice 2: Creative Project Development (Online)	7WCT2002	x	x		x	x					x		x	x	x	x	x					x	x		x
Exploring Professional Practice	7CTA2020			x	x						x	x			x	x						x	x	x	x
Exploring Professional Practice (Online)	7WCT2003			x	x						x	x			x	x						x	x	x	x
Major Study: Animation	7CTA2024	x	x	x	x	x				x	x		x	x	x	x	x				x	x	x	x	x
Major Study: Animation (Online)	7WCT2007	x	x	x	x	x				x	x		x	x	x	x	x				x	x	x	x	x

All MA Games Art and Design students must take either the on campus or online version of every module.

## KEY TO PROGRAMME LEARNING OUTCOMES

### Knowledge and Understanding

- A1. 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. **For the award of Animation:** Demonstrate an advanced awareness and knowledge of one or more specialisms within the field of Animation.
- A7. **For the award of Concept Art:** Demonstrate an advanced awareness and knowledge of one or more specialisms within the field of Concept Art.
- A8. **For the award of Digital Media Arts:** Demonstrate an advanced awareness and knowledge of one or more specialisms within the field of Digital Media Arts.

### Practical Skills

- C1. Initiate, develop and realise original creative work, which demonstrates initiative, personal responsibility, autonomy and a critical awareness of current practices, structures, 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. Work independently and take responsibility for project planning, implementation and decision-making at a professional level;
- C4. **For the award of Animation:** Effectively employ current practices, techniques and technologies within the field of animation to produce original creative work that demonstrates expertise and professionalism in its production.
- C5. **For the award of Concept Art:** Effectively employ current practices, techniques and technologies within the field of concept art to produce original creative work that demonstrates expertise and professionalism in its production.
- C6. **For the award of Digital Media Arts:** Effectively employ current practices, techniques and technologies within the field of digital media arts to produce original creative work that demonstrates expertise and professionalism in its production.
- C7. **For the award of Games Art and Design :** Effectively employ current practices, techniques and technologies within the field of games art and design to produce original creative work that demonstrates expertise and professionalism in its production

- A9. **For the award of Games Art and Design:** Demonstrate an advanced awareness and knowledge of one or more specialisms within the field of Games Art and Design.

### **Intellectual Skills**

- B1. Evaluate materials, processes, techniques and technologies and their application to specialist practice
- B2. Evaluate and critically discuss 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.

### **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 appropriate project planning and organisation methods
- D3. Effectively deploy a range of personal and entrepreneurial skills to meet professional aspirations.
- D4. Evaluate and reflect upon personal strengths 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 2021
<b>Relevant to level/cohort</b>	Level 7 entering September 2022
<b>Administrative School</b>	School of Creative Arts

Table 3 Course structure

Course details		
Course code	Course description	HECOS
CCPGFMAT	MA Animation	100057
CTWANIM	MA Animation (online)	100057
CTCAM	MA Concept Art	100363
CTWCAM	MA Concept Art (online)	100363
CCPGFMDMA	MA Digital Media Arts	100717
CTWDMAM	MA Digital Media Arts (online)	100717
CTMEGAD	MA Games Art and Design	100363
CTWGADM	MA Games Art and Design (online)	100363