

Title of Programme: BA (Hons) Digital Media Design

Programme Code: CTDMD

# Programme Specification

This programme specification is relevant to students entering:  
01 September 2023

Associate Dean of School (Academic Quality Assurance):  
Tony Rosella

Signature



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:**

Section	Amendment

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

# Programme Specification BA (Hons) Digital Media Design

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 they take 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 Qualification</b>	BA (Hons)
<b>All Final Award titles</b>	BA (Hons) Digital Media Design
<b>(Qualification and Subject)</b>	BA (Hons) Digital Media Design (Sandwich)
	BA (Hons) Digital Media Design with a Year Abroad
	BA (Hons) Digital Media Design with a Year Abroad (Sandwich)
<b>FHEQ level of award</b>	6

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## A. Programme Rationale

The Digital Media Design Programme attracts artists and designers who wish to explore and create interactive, multimedia content for a variety of digital platforms (for example, television, web, animation, installation art and games).

The Programme explores the digital domain – multimedia platforms, mobile devices, augmented and virtual realities – and establishes a rich, hybrid area of study for the 21st Century. By using practice-based approaches and theory-led methodologies, the programme aims to provide the student with the necessary knowledge and skills to become part of the digital revolution.

In this rapidly expanding field, students learn how digital media are produced and are given the opportunity to explore areas such as web-based content, mobile apps, interactive advertising, responsive objects and environments, networked information and social-media systems, interactive video, live performance technology and digital art installations.

Through project-based learning and teamwork practices, students will work in an environment which encourages them to identify their strengths and to learn and grow as part of a team, preparing them for the demands of the contemporary working environment and for the future. The award place great emphasis upon employability, offering visits to industry as well as lectures and seminars delivered by industry expert

Potential employment prospects include:

- Media Production houses
  - Content Creation
  - Mobile and Web applications
  - Web design
- User experience expert – in industries such as games, mobile, TV, Web;
- Interactive designer / developer
- Digital Branding / Advertising
- Digital artist / creative programmer / coder
- Video Blogger
- Indi game developer

The programme welcomes students from a wide range of backgrounds and precursor experiences. The programme also welcomes the broadening perspectives brought by international students.

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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:**

- Provide students with a knowledge and understanding of the key roles played by communicative, cultural and media activities in shaping everyday social and psychological life through the construction of public culture, in international and global perspectives and in the creation of new expressive forms and by generating symbolic resources through which people individually and collectively imagine the past, define the present and develop projects for the future.
- Enable students, through Critical and Cultural Studies delivered as an integral part of studio projects, to develop a range of enquiry, communication and media production skills that enable them to gather, evaluate and use information from diverse sources, to communicate ideas, information and feelings with due regard to technical, aesthetic and affective domains and cultural difference and to manage the methods and methods of media production.
- Prepare students for a range of career opportunities and the responsibilities of professional practice in media activities or related fields through the development of an informed critical awareness of cultural, technical, creative, economic, legal and ethical, national and international contexts or areas in which their future career aspirations may be realised.
- Develop an informed critical awareness of and ability to appropriately employ processes of designing digital media artefacts that delight, inform and entertain and that are fit for their purpose.
- Develop an understanding of audiences, their experiences of interaction and of communication in visual, sonic and interactive domains.
- Develop an informed critical awareness of and the ability to use effectively, a range of contemporary digital media activities and practices. Develop an understanding of how cultural phenomena may be analysed and discussed.

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## 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 to the QAA benchmark statements for communication, media, film and cultural studies and 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 (2021) have been used as a guiding framework for curriculum design.

*There has also been reference to the Frameworks for Higher Education Qualifications of UK Degree Awarding Bodies (2014). 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 and learning methods	Assessment strategy
<p>A1 - Processes of digital media design and realisation which include enquiry, planning, realisation and evaluation of outcomes and the techniques, processes and technologies used to create media artefacts and document the processes involved.</p> <p>A2 - The history of communication and media technologies and a recognition of the different ways in which the history of and current developments in, media and communication in a globalising culture can be understood in relation to technological change.</p> <p>A3 - The roles of communication systems, modes of representations and systems of meaning in the ordering of societies and of particular media forms and genres and the way in which they organise understandings, meanings and affects.</p> <p>A4 - The ways in which people engage with cultural texts and practices and make meaning from them of the aesthetic and formal qualities at play and their relation to meanings, in particular cultural forms and an understanding of the narrative processes, generic forms and modes of representation at work</p>	<p>Acquisition of knowledge and understanding (A1 – A6) is through a combination of lectures, demonstrations of software and other processes, workshop activities, seminar and symposium discussions, individual and group tutorials, peer and buddy learning activities, presentations and critiques, the carrying out and completion of study tasks and assignments of varying kinds that require enquiry, communication and the realisation of media artefacts of one kind or another.</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>The nature of assignment for formative and summative learning emphasises the integration of processes of enquiry, communication, critical thinking and practical skills.</p>	<p>Knowledge and understanding (A1 – A6) are assessed through the content, expression and form of work presented on completion of study tasks and assignments in a variety of forms. These include:</p> <ul style="list-style-type: none"> <li>• Interactive media where display elements of text, image, colour, sound and multi-modal composition work with the effects of user actions to create meaning.</li> <li>• Written texts in a range of formats, expressed in a range of registers and intended for different audiences.</li> <li>• Spoken word recordings and performances where the voice is scripted and edited, or extemporised, addressing a variety of audiences and media formats.</li> <li>• Static and moving image-based artefacts where composition and editing produce meaningful juxtapositions in spatial or temporal domains.</li> <li>• Sound-based artefacts where sequence and phenomena from mixing create meaningful juxtapositions in sonic and temporal domains.</li> </ul>

<p>in media and cultural texts.</p> <p>A5 – Processes for the creative invention of content and form of artefacts fit for a given purpose, the design decision process, the handling of digital media processes.</p> <p>A6 – Understand the contested nature of some objects of study within the fields of communication, media, film and cultural studies and the social and political implications of the judgements which are made.</p>		
Intellectual skills	Teaching and learning methods	Assessment strategy
<p>B1 - Formulate and define media artefacts using design decision making methodologies including the ability to invent, propose and select from alternatives, consider audiences and evaluate artefacts in terms of their fitness for a stated purpose, consideration of aesthetic and formal elements and processes of testing and evaluation.</p> <p>B2 - Understand forms of communication, media and culture as they have emerged historically and appreciate the processes through which they have come into being with appropriate reference to the diversity of contemporary cultures and an understanding of how different groups variously make use of and engage with forms of communication, media and culture.</p>	<p>Intellectual skills (B1 – B5) are developed through a combination of lectures, demonstrations of software and other processes, workshop activities, seminar and symposium discussions, individual and group tutorials, peer and buddy learning activities, presentations and critiques, the carrying out and completion of study tasks and assignments of varying kinds that require enquiry, communication and the realisation of media artefacts of one kind or another.</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>The nature of assignments for formative and summative learning emphasises the integration of processes of enquiry, communication, critical thinking and practical skills.</p>	<p>Intellectual skills (B1 – B5) are assessed through the content, expression and form of work presented on completion of study tasks and assignments in a variety of forms.</p> <p>These include:</p> <ul style="list-style-type: none"> <li>• Interactive media where display elements of text, image, colour, sound and multi-modal composition work with the effects of user actions to create meaning.</li> <li>• Written texts in a range of formats, expressed in a range of registers and intended for different audiences.</li> <li>• Spoken word recordings and performances where the voice is scripted and edited, or extemporised, addressing a variety of audiences and media formats.</li> </ul>

<p>B3 - Consider and evaluate their own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions.</p> <p>B4 - Evaluate designs for interactive media artefacts that are fit for purpose in terms of audiences, contexts and underlying technologies.</p> <p>B5 – Critically appraise some of the widespread common-sense understandings and misunderstandings of the field, as well as identify the debates and disagreements to which these give rise.</p>		<ul style="list-style-type: none"> <li>• Static and moving image-based artefacts where composition and editing produce meaningful juxtapositions in spatial or temporal domains.</li> <li>• Sound-based artefacts where sequence and phenomena from mixing create meaningful juxtapositions in sonic and temporal domains.</li> </ul>
Practical skills	Teaching and learning methods	Assessment strategy
<p>C1 - Use a range of digital media software applications, associated hardware and storage devices and design methodologies to realise project artefacts of an appropriate quality including the documentation of design decisions and processes.</p> <p>C2 – Generate media artefacts using appropriate tools and techniques in response to a given brief or one of their own devising and which shows competence in operational aspects of media production technologies, systems, techniques and professional practices.</p> <p>C3 - Put to use a range of IT skills such as data analysis, word-processing, search engines and other systems to gather,</p>	<p>Practical skills (C1 – C5) are developed through a combination of lectures, demonstrations of software and other processes, workshop activities, seminar and symposium discussions, individual and group tutorials, peer and buddy learning activities, presentations and critiques, the carrying out and completion of study tasks and assignments of varying kinds that require enquiry, communication and the realisation of media artefacts of one kind or another.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learned and to broaden their individual knowledge and understanding of the subject.</p> <p>The nature of assignment for formative and summative learning emphasises the integration of processes of enquiry, communication, critical thinking and practical skills.</p>	<p>Practical skills (C1 – C5) are assessed through work presented on completion of study tasks and assignments in a variety of forms.</p> <p>These include:</p> <ul style="list-style-type: none"> <li>• Interactive media where display elements of text, image, colour, sound and multi-modal composition work with the effects of user actions to create meaning.</li> <li>• Written texts in a range of formats, expressed in a range of registers and intended for different audiences.</li> <li>• Static and moving image-based artefacts where composition and editing produce meaningful juxtapositions in spatial or temporal domains.</li> </ul>

<p>evaluate and use information of many kinds.</p> <p>C4 - Initiate, develop and realise distinctive expressive and creative work within various forms of digital and/or electronic media and experiment, as appropriate, with forms, conventions, languages, techniques and practices.</p> <p>C5 - Use quantitative and qualitative approaches to gather material and use appropriate methodologies to reach sound conclusions.</p>	<p>Students are expected to transfer and apply the skills and knowledge of practical processes acquired in one place, to other situations, tasks and processes.</p>	<ul style="list-style-type: none"> <li>• Sound-based artefacts where sequence and phenomena from mixing create meaningful juxtapositions in sonic and temporal domains.</li> <li>• Installation-based artefacts where live data is used to create visually pleasing and meaningful interpretations.</li> </ul>
Transferable skills	Teaching and learning methods	Assessment strategy
<p>D1 - Work in flexible, creative and independent ways, showing self-discipline, self-direction and reflexivity.</p> <p>D2 - Gather, organise and evaluate sources and deploy ideas and information in order to formulate arguments cogently and express them effectively in written, oral or in other forms, to record experiences and solve problems.</p> <p>D3 - Communicate effectively in inter-personal settings, in writing and in a variety of media and work productively in a group or team, showing abilities at different times to listen, to contribute and lead effectively.</p> <p>D4 - Be adaptable, creative and self-reflexive in producing output for a variety of audiences and in a variety of media forms.</p>	<p>Transferable skills (D1 – D5) are developed a combination of lectures, demonstrations of software and other processes, workshop activities, seminar and symposium discussions, individual and group tutorials, peer and buddy learning activities, presentations and critiques, the carrying out and completion of study tasks and assignments of varying kinds that require enquiry, communication and the realisation of media artefacts of one kind or another.</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>The nature of assignment for formative and summative learning emphasises the integration of processes of enquiry, communication, critical thinking and practical skills.</p> <p>Students are expected to transfer and apply skills and knowledge acquired in one place, to other situations, tasks and processes.</p>	<p>Transferable skills (D1 – D5) are assessed through work presented on completion of study tasks and assignments in a variety of forms.</p> <p>These include:</p> <ul style="list-style-type: none"> <li>• Interactive media where display elements of text, image, colour, sound and multi-modal composition work with the effects of user actions to create meaning.</li> <li>• Written texts in a range of formats, expressed in a range of registers and intended for different audiences.</li> <li>• Spoken word recordings and performances where the voice is scripted and edited, or extemporised, addressing a variety of audiences and media formats.</li> <li>• Static and moving image-based artefacts where composition and editing produce meaningful</li> </ul>

D5 - Show insight into a range of attitudes and values arising from globalisation, international traditions and practices within and beyond their discipline.	Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and through the use of personal development plans.	juxtapositions in spatial or temporal domains.  • Sound-based artefacts where sequence and phenomena from mixing create meaningful juxtapositions in sonic and temporal domains.
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## D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full time (3 years), sandwich or with a year abroad (4 years) and sandwich and a year abroad (5 years) modes and leads to the following awards:

BA (Hons) Digital Media Design  
BA (Hons) Digital Media Design (Sandwich)  
BA (Hons) Digital Media Design with a Year Abroad  
BA (Hons) Digital Media Design with a Year Abroad (Sandwich)

Entry is normally at level 4 with A-level or equivalent qualifications as detailed in section G but is possible at subsequent levels subject to appropriate qualifications and experience. Intake is normally Semester A (September).

### Professional and Statutory Regulatory Bodies

No accreditation.

### Work-Based Learning, including Sandwich Programmes

A designated Sandwich programme leads to a University award in the sandwich mode, with the word "(Sandwich)" appearing on the final award certificate. In order for the programme to lead to an award in the sandwich mode, the student must undertake a period of approved work experience of not less than 30 weeks full-time equivalent with no possibility of exemption, usually between the end of Level 5 and the beginning of Level 6. This will usually be completed within the United Kingdom but, with prior approval, may be completed within other countries. Progress of the student's training and development is monitored through visits from University academic staff and/or through reports from the student. Students will be required to document this period of work in accordance with the guidelines produced by the School. Students on the Sandwich programme will be registered on the Sandwich Year Module (6CTA1008).

Students who have not achieved the minimum progression requirements at the end of Level 5 may be prevented from undertaking a sandwich placement. Students who are on the sandwich programme but have a 'Failed' grade in any Level 4 or Level 5 module will not normally be allowed to register to repeat this module until they return from placement.

Students may choose to combine study abroad and work experience awards, by completing a full Year Abroad followed by a Sandwich, over 2 years, leading to the award of "with a Year Abroad (Sandwich)".

Where a student enrolls on Year Abroad or Sandwich, but encounters circumstances that prevent completion of the minimum number of weeks required, they may, with permission from their programme leader, be transferred onto single semester Study Abroad and/or Employment Experience.

### Other Work Experience (Short and Medium Term)

In addition to offering a full Sandwich year (as explained above and referred to in the School as a 'Long Term Work Experience'), we encourage students to participate in shorter work experiences/placements.

With agreement from the Programme Leader, a student negotiated work experience is available within this Programme at Level 5.



This means that, with prior written agreement, a student may undertake:

**a work experience in place of *an assessed component within one of the named modules below* (referred to as a 'Short Term Work Experience')**

Work-Based Learning is included in ***Professional Development*** (5CTA2004) as a mandatory element of the module.

5CTA1259\_Teamwork Practices (30 credits, Semester A)

or...

5CTA1153\_Independent Project (30 credits, Semester B)

**a work experience *entirely in place of one of the named modules below* (referred to as a 'Medium Term Work Experience')**

5CTA1259\_Teamwork Practices (30 credits, semester A) / 5CTA1258\_User Experience Design (15 credits, Semester A)

Or...

5CTA1153\_Independent Project (30 credits, Semester B) / 5CTA1155\_Storytelling and Gaming (15 credits, semester B)

### **Student Exchange programme**

#### **Incoming Exchange**

Incoming Study Abroad students study the course at level five.

In such cases, an Approved Study Pattern for single-semester study will be determined at the commencement of the study period. The Study Pattern should clearly specify the format/quantity/weighting of assessments that are to be submitted at the conclusion of the study period – please see the relevant DMDs for more information.

NOTE: Visiting students wishing to study for a single semester in the School of Creative Arts may participate in the Level 5 activities within a single Programme only during the required semester.

### **Study Abroad**

All students on the course are eligible to complete a study abroad option, usually between levels four and five, or levels five and six. Study abroad is normally one full year, but students can opt to complete one semester of study abroad and one semester of work experience, with the permission of the school.

**Further details available at** <https://www.herts.ac.uk/international/overseas-study/study-abroad>.

Students wishing to study abroad at a host institution in another country, or to complete a work placement during their studies, may choose to undertake one of the following:

- Sandwich (for a full year)
- Year Abroad (for a full year)

Some students may alternatively be eligible for the following:

- Study Abroad (for a single semester only)\*
- Employment Experience (for a single semester only)\*\*
- Employment Experience and Study Abroad (Employment Experience for a single semester + Study Abroad for a single semester)\*\*\*

\* Students can choose to Study Abroad for a single semester only in either semester A or B. Students will be made Dormant for the semester they are not engaged with.

\*\* Students can choose Employment Experience for a single semester only in either semester A or B. Students will be made Dormant for the semester they are not engaged with. Students wishing to undertake Employment Experience for the whole year will be registered on the Sandwich option.

\*\*\*Students can choose to combine Employment Experience for a single semester and Study Abroad for a single semester in the same academic year only. There is no condition to which way around this takes place.

Students choosing to undertake Sandwich, Year Abroad, Study Abroad and/or Employment Experience will need to decide in advance of the following eligible academic year and discuss this with the Programme Leader and Student Record Administrator first.

Students normally progress to the next level of study in the academic year following any of the above.

A designated Year Abroad programme leads to a University award in Study Abroad mode and the words "with a Year Abroad" appear on the award certificate. The Year Abroad will provide students with the opportunity to expand, develop and apply the knowledge and skills gained at the start of their course in the School of Creative Arts (UH), within a different organisational and cultural environment in a partner academic institution. The host institution will appoint a Programme Co-ordinator who will oversee the student's programme during the Year Abroad and will liaise with the appointed UH Supervisor.

Students undertaking a full Year Abroad may undertake a period of study at an approved partner institution as an additional year either between Levels 4 and 5 (students must have passed 120 credits) or between Levels 5 and 6 (students must have passed 240 credits).

Alternatively, in exceptional cases where the curriculum provided at an approved franchise partner is aligned with that of their home programme and where this has been formally agreed by the Programme Leader, students may undertake this study period in place of Level 5 (Year 2) at the School of Creative Arts (UH). In this case, successful students will receive credit for 120 credits at Level 5 and their final degree classification will be calculated in line with those for a direct Level 6 entrant (i.e. Level 5 achievement/grades will not be taken into account).

## Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours 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; sandwich; year abroad; study abroad; employment experience

**Entry point** Semester A

### Level 4

Compulsory Modules Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Media in Mind: histories, theories, contexts (C&CS)	4CTA1216	30	0	100	0	AB

Visual Communication and Core Media Production	4CTA1298	45	0	100	0	A
Interaction and Hybrid Media Construction	4CTA1300	45	0	100	0	BB

#### Level 4 modules for Hertfordshire International (HIC) students

Students studying the first year with Hertfordshire International College (HIC) will be enrolled on HIC modules but are taught alongside University of Hertfordshire Level 4 students.

Compulsory Modules Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Media in Mind: histories, theories, contexts (C&CS) - HIC	4CTA1235	30	0	100	0	AB
Visual Communication and Core Media Production - HIC	4CTA1299	45	0	100	0	A
Interaction and Hybrid Media Construction - HIC	4CTA1301	45	0	100	0	B

#### OPTIONAL - Year 2 - Year Abroad

Students may elect to take a year abroad, as optional experience:

Optional Modules Module Titles	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Year Abroad	5CTA0001	0	0	100	0	AB

In order to achieve the 'with a Year Abroad' Award students must complete Module 5CTA0001 between levels 4 and 5 of their study. Please note: this is a representative module and it is understood that actual activity may fall outside these dates.

#### Level 5

Compulsory Modules Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Connections and Perspectives I: exploring Creative Media and Digital Cultures (C&CS)	5CTA1157	15	0	100	0	A
Connections and Perspectives II: exploring Creative Media and Digital Cultures (C&CS)	5CTA1158	15	0	100	0	B
Teamwork Practices	5CTA1259	30	0	100	0	A

Independent Project	5CTA1153	30	0	100	0	B
User Experience Design	5CTA1258	15	0	100	0	A
Storytelling and Gaming	5CTA1155	15	0	100	0	B

### **Sandwich Year, Year Abroad, Study Abroad or Employment Experience (Year 3 – OPTIONAL)**

Students may elect to take a sandwich placement year, a year abroad, single semester study abroad or single semester Employment Experience within a single year as optional experience.

	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
<b>Optional Modules</b>						
Module Titles						
Sandwich Year (Creative Arts)	6CTA1008	0	0	100	0	A,B

In order to achieve the Sandwich Award students must complete module 6CTA1008 between levels 5 and 6 of their study. Please note: this is a representative module and it is understood that actual activity may fall outside these dates.

### **Year Abroad**

	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
<b>Optional Modules</b>						
Module Titles						
Year Abroad (Creative Arts)	6CTA0001	0	0	100	0	AB

In order to achieve the 'with a Year Abroad' award students must complete Module 6CTA0001 between levels 5 and 6 of their study. Please note: this is a representative module and it is understood that actual activity may fall outside these dates.

### **Study Abroad**

	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
<b>Optional Modules</b>						
Module Titles						
Study Abroad (Creative Arts)	6CTA1166	0	0	100	0	AB

In order to achieve the 'with Study Abroad' award students must complete Module 6CTA1166 between levels 5 and 6 of their study. Please note: this is a representative module and it is understood that actual activity may fall outside these dates.

## Employment Experience

Optional Modules Module Titles	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Employment Experience (Creative Arts)	6CTA1165	0	0	100	0	AB

In order to achieve the 'with Employment Experience' award students must complete Module 6CTA1165 between levels 5 and 6 of their study. Please note: this is a representative module and it is understood that actual activity may fall outside these dates.

## Level 6 – (Year 3 Full Time, Year 4 Sandwich)

Compulsory Modules Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Degree Project	6CTA1102	60	0	100	0	AB
Dissertation (C&CS)	6CTA1103	30	0	100	0	AB
Professional Practices	6CTA1104	30	0	100	0	AB

Progression to levels 5 and 6 requires a minimum of 90 and 210 credits respectively.

The award of an Honours degree requires 360 credit points passed with a minimum of at least 120 at level 6 including the final degree project appropriate to the award title.

## Full time study mode (3 years)

LEVEL 4		
Semester A		Semester B
<b>Visual Communication and Core Media Production</b> 4CTA1298 / 4CTA1299 (HIC) 45 credits		<b>Interaction and Hybrid Media Construction</b> 4CTA1300 / 4CTA1301 (HIC) 45 credits
<b>Media in Mind: histories, theories, contexts (C&amp;CS)</b> 4CTA1216 / 4CTA1235 (HIC) 30 credits		
LEVEL 5		
Semester A		Semester B

<b>Teamwork Practices</b> 5CTA1259 30 credits	<b>Independent Project</b> 5CTA1153 30 credits
<b>User Experience Design</b> 5CTA1258 15 credits	<b>Storytelling and Gaming</b> 5CTA1155 15 credits
<b>Connections and Perspectives I (C&amp;CS)</b> 5CTA1157 15 credits	<b>Connections and Perspectives II (C&amp;CS)</b> 5CTA1158 15 credits
<b>LEVEL 6</b> Semester A	Semester B
<b>Degree Project</b> 6CTA1102 60 credits	
<b>Dissertation (C&amp;CS)</b> 6CTA1103 30 credits	
<b>Professional Practices</b> 6CTA1104 30 credits	

### Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

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)
BA (Hons)	Digital Media Design Digital Media Design (Sandwich) Digital Media Design with a Year Abroad Digital Media Design with a Year Abroad (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
University Certificate		45 credit points at level 4	4	See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
Certificate of Higher Education		120 credit points at level 4	4, 5	See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>

Diploma of Higher Education	Digital Media Design	240 credit points including at least 120 at level 5	5, 6	A1, A2, A3 B1, B2, B6 C1, C3, C5 D1, D2, D3,
BA (Hons)	Digital Media Design Digital Media Design (Sandwich) Digital Media Design with a Year Abroad Digital Media Design with a Year Abroad (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2, A3, A4, A5 B1, B2, B3 C1, C2, C3, C4, C5 D2, D4
BA (Hons)	Digital Media Design with Study Abroad	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	Digital Media Design with Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)
BA (Hons)	Digital Media Design with Study Abroad and with Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)

## Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12](#) and [UPR AS14](#)) with the exception of those listed below, which have been approved by the University:

- 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. Attendance requirements 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.

### Students transferring between UH and Franchise Partners:

In instances where a student has transferred between the UH and a Franchised version of this programme (or vice versa), final degree classification will be determined using the standard UH methodology (i.e. L5 performance will count towards classification, in addition to L6) irrespective of the location of the final year of study.

The programme operates a University-wide policy for treatment of serious adverse circumstances and students receive details in the Student Handbook.

Digital Media Design is a course focussed on contemporary digital practice and technology; we expect students to be following professional standards in their individual practice which includes making regular, comprehensive backups of all work. Students on Digital Media Design are not able to request extensions to published assignment deadlines due to failure of their personal computing or other equipment.

Further programme-specific regulations (requiring School-level approval) are given below:

- **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.

## **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 Subject Group Leader with an overview of the programme.
- The Programme Leader, who is responsible for advising students on the programme as a whole and chairing the programme committee.
- Student representatives on programme committees.
- Module Leaders.
- A School Admissions Tutor with specific responsibility for open days and selection.
- A programme committee, 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.
- A designated administrative team to deal with day-to-day administration associated with the modules within the programme.

### **Support**

Students are supported by:

- The Creative Arts Toolkit <http://catoolkit.herts.ac.uk>
- Orientation for overseas students.
- An induction week at the beginning of each new academic session.
- Academic Subject Group Leader to oversee and advise on programme related issues.
- Programme Leader/Year Tutor to help students understand the course/programme structure.
- Tutors to provide academic and pastoral support.
- You will have a Personal Tutor who will be an important point of contact, able to help you gain a good understanding of the School and programme you are studying.
- Technical Officer support.
- Student representatives on Programme Committees.
- On-site shop for materials; Loan Stores for camera and other equipment.
- Academic English support.
- International Students support.
- A versatile on-line inter-active intranet and learning environment.
- Guided student-centred learning on Canvas module sites.
- Attractive modern study environments in two Learning Resources Centres.
- 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 Dean of Students, Student Wellbeing (incorporating Counselling, Mental Health and Disability Support) Chaplaincy, and Day Nursery.
- Medical Centre.
- University Disability Advisors.
- An Equal Opportunities Officer.
- The Careers and Employment.



- Hertfordshire Students' Union.
- Dedicated programme site.

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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:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) 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/>.

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## G. Entry requirements

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

Selection is based on a portfolio interview, after which students may be required to complete a Foundation Year or Foundation Diploma before progressing to the degree course.

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:

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

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

## BA (Hons) Digital Media 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	B5	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5
Level 4	Visual Communication and Core Media Production	4CTA1298	X	X	X	X	X		X	X		X		X	X	X		X	X		X	X	
	Interaction and Hybrid Media Construction	4CTA1300	X				X	X	X		X	X	X	X	X		X	X	X	X	X	X	X
	Media in Mind: Histories, Theories, Contexts (C&CS)	4CTA1216		X	X	X		X		X	X		X			X	X			X			X
Level 5	Teamwork Practices	5CTA1259	X		X		X		X		X	X		X			X	X	X		X	X	
	Independent Project	5CTA1153	X				X	X					X	X	X	X	X		X				
	User Experience Design	5CTA1258	X	X					X		X	X			X			X		X		X	
	Storytelling and Gaming	5CTA1155	X		X	X				X		X		X			X						
	Connections and Perspectives I: Exploring Creative Media and Digital Cultures	5CTA1157		X	X	X		X		X	X		X			X			X	X	X		X
	Connections and Perspectives II: Exploring Creative Media and Digital Cultures	5CTA1158		X	X	X		X		X	X		X			X			X	X	X		X
Level 6	Degree Project	6CTA1102	X	X	X	X	X	X	X			X	X	X	X	X	X	X	X		X	X	X
	Dissertation (C&CS)	6CTA1103		X	X	X				X	X	X				X		X		X			X
	Professional Practices	6CTA1104	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

- A1. Processes of digital media design and realisation which include enquiry, planning, realisation and evaluation of outcomes and the techniques, processes and technologies used to create media artefacts and document the processes involved.
- A2. The history of communication and media technologies and a recognition of the different ways in which the history of and current developments in, media and communication in a globalising culture can be understood in relation to technological change.
- A3. The roles of communication systems, modes of representations and systems of meaning in the ordering of societies and of particular media forms and genres and the way in which they organise understandings, meanings and affects.
- A4. The ways in which people engage with cultural texts and practices and make meaning from them, of the aesthetic and formal qualities at play and their relation to meanings, in particular cultural forms and an understanding of the narrative processes, generic forms and modes of representation at work in media and cultural texts.
- A5. Processes for the creative invention of content and form of artefacts fit for a given purpose, the design decision process, the handling of digital media processes.
- A6. Understand the contested nature of some objects of study within the fields of communication, media, film and cultural studies and the social and political implications of the judgements that are made.

### Intellectual Skills

- B1. Formulate and define media artefacts using design decision making methodologies including the ability to invent, propose and select from alternatives, consider audiences and evaluate artefacts in terms of their fitness for a stated purpose, consideration of aesthetic and formal elements and processes of testing and evaluation.
- B2. Understand forms of communication, media and culture as they have emerged historically and appreciate the processes through which they have come into being with appropriate reference to the diversity of contemporary cultures and an understanding of how different groups variously make use of and engage with forms of communication, media and culture.
- B3. Consider and evaluate their own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions.
- B4. Evaluate designs for interactive media artefacts that are fit for purpose in terms of audiences, contexts and underlying technologies.
- B5. Critically appraise some of the widespread common-sense understandings and misunderstandings of the field, as well as identify the debates and disagreements to which these give rise.

### Practical Skills

- C1. Use a range of digital media software applications, associated hardware and storage devices and design methodologies to realise project artefacts of an appropriate quality including the documentation of design decisions and processes.
- C2. Generate media artefacts using appropriate tools and techniques in response to a given brief or one of their own devising and which shows competence in operational aspects of media production technologies, systems, techniques and professional practices.
- C3. Put to use a range of IT skills such as data analysis, word-processing, search engines and other systems to gather, evaluate and use information of many kinds.
- C4. Initiate, develop and realise distinctive expressive and creative work within various forms of digital and/or electronic media and experiment, as appropriate, with forms, conventions, languages, techniques and practices.
- C5. Use quantitative and qualitative approaches to gather material and use appropriate methodologies to reach sound conclusions.

### Transferable Skills

- D1. Work in flexible, creative and independent ways, showing self-discipline, self-direction and reflexivity.
- D2. Gather, organise and evaluate sources and deploy ideas and information in order to formulate arguments cogently and express them effectively in written, oral or in other forms, to record experiences and solve problems.
- D3. Communicate effectively in inter-personal settings, in writing and in a variety of media and work productively in a group or team, showing abilities at different times to listen, to contribute and lead effectively.
- D4. Be adaptable, creative and self-reflexive in producing output for a variety of audiences and in a variety of media forms.
- D5. Show insight into a range of attitudes and values arising from globalisation, international traditions and practices within and beyond their discipline.

## Section 2

### Programme management

<b>Relevant QAA subject benchmarking statements</b>	Communication, Media, Film and Cultural Studies, General Business and Management and Art and Design
<b>Type of programme</b>	Undergraduate
<b>Date of validation/last periodic review</b>	January 16
<b>Date of production/ last revision of PS</b>	March 2023
<b>Relevant to level/cohort</b>	Level 4 entering September 2023
<b>Administrative School</b>	School of Creative Arts
<b>Language of Delivery</b>	English

**Table 4 Course structure**

Course details			
Course Code	Course Description	HECOS	UCAS
CTDMD	BA (Hons) Digital Media Design	100636 (100%)	W212