

Title of Programme: Postgraduate Media

Programme Code: CCPGFM

Programme Specification

This programme specification is relevant to students entering:
01 September 2025

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.

Summary of amendments to the programme

Date	Section	Amendment
23 Jan 2025	D	Removal of the semesters listed for part-time students in the full-time route Table1a

If you have any queries regarding the changes please email 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

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	University of Hertfordshire
University/partner campuses	College Lane Campus
Programme accredited by	Not applicable
Final Award (Qualification)	MA
All Final Award titles	MA 3D Modelling and VFX
(Qualification and Subject)	MA Creative AI for Screen MA Animation MA Concept Art MA Digital Comics MA Digital Media Arts MA Games Art and Design (MA Immersive Media) – not delivered until September 2026

FHEQ level of award 7

A. Programme Rationale

Overview

The aims of the Postgraduate Media programme 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 in relevant areas of the digital media industries.

The programme contains seven (eight from 2026) named discipline areas offered as MA awards.

- 3D Modelling and VFX
- Creative AI for Screen
- Animation
- Concept Art
- Digital Comics
- Digital Media Arts
- Games Art and Design
- Immersive Media (from 2026)

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.

3D Modelling and VFX More and more of what we see on our cinema and TV screens in films, episodic tv, commercials and even historical drama is planned created and integrated by creatives using powerful software and inventive pipelines. 3D characters, creatures, assets and environments are built and integrated or composited into high resolution film to enable new stories to burst into life. Students can choose from a multiplicity of VFX roles upon completion.

Creative AI for Screen There is a growing and wide variety of assistive tools for today's commercial artist and those who can harness these and ensure that their own creative practice remains ethically centred will help create rewarding new directions for the creative industries. Through this course students will discover Machine Learning, Generative AI, creative utilisation of algorithms and data, and how to manage an area of constant innovation and disruption in service of human values, ethics and amplified creativity. This course is for a new generation of artists that can use the emerging tools and shape AI in service of their own creative practice

Animation The main focus of this award is animation direction as applied to 2D, 3D and/or hybrid digital animation practices. The award 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 Comics are a direct way to find an audience for your imagination, whether through webcomics, webtoons, hypercomics or traditional comic publication. Students will explore the design skills needed to visualise engaging characters, worlds, panels and pages. They will develop their storytelling skills and examine the new possibilities for comics offered by digital display. In parallel with their creative practice, students will investigate the commercial practices behind the publication and dissemination of successful work.

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.

Immersive Media (to be delivered from 2026) examines the burgeoning areas typified by Virtual Reality or Augmented Reality (AR/VR), 360 degree and volumetric film, spatial computing and real time interaction, engaging a variety of senses in new experiences for a wide mix of industries, audiences or users. Students will explore user agency and notions of presence and representation, being able to create different mixes of the digital world and the physical for collective live events or individual VR experiences, using a range of new technologies to expand what is possible.

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. 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.

Work Related Learning

All students will experience working on a live brief set by an external client as a part of their study.

B. Educational Aims of the Programme

Diversity and Inclusion

Our programmes are purposefully designed to enable all students to engage meaningfully with the curriculum by being accessible and representative. We will support students to shape their learning experience, removing barriers and enabling them to succeed. The curriculum explicitly includes multiple and representative perspectives, valuing collective identities and individual diversity. Learning, teaching and assessment activities help students to understand how they can enhance outcomes both for themselves and for others. All students belong to a learning community, and during their studies we really want to hear their voices, encourage them to listen to others, and express themselves.

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:

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

Subject specific (Animation, Concept Art, Digital Media Arts, Games Art and Design, 3D Modelling and VFX, Creative AI for Screen, Immersive Media, Digital Comics) 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.

Graduate Attributes

Our graduates will be capable and professional, creative and enterprising, and will build their social and global awareness throughout. In addition to their subject expertise and proficiency, as a University of Hertfordshire graduate, they will be:

- Professionally focused
- Globally minded
- Sustainability driven
- Digitally capable and confident
- Inclusive and collaborative
- Evidence based and ethical

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 (2021) have been used as a guiding framework for curriculum design.

Knowledge and Understanding:	Teaching/learning methods & strategies	Assessment
<p>A1- Demonstrate a systematic knowledge and understanding of advanced techniques, processes and technologies relevant to the specialist award of study;</p>	<p>Acquisition of knowledge and understanding is through general and specialist group lectures; demonstrations and workshops, seminars and symposium discussions, individual and small group face- to-face and online tutorials;</p>	<p>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.</p>
<p>A2- Demonstrate a knowledge and understanding of research and enquiry methods and a critical awareness of current issues and debates at the forefront of current and emerging creative and professional practice;</p>	<p>processes of enquiry conducted during self-managed independent study;</p> <p>reflective consideration of project work in process and on completion.</p>	
<p>A3- Demonstrate knowledge and understanding of issues key to creative industries, institutions and academic environments in relation to the award of study;</p>	<p>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>A4- Demonstrate a critical awareness of the genres, aesthetic traditions, social, cultural and ethical frameworks relative to the award of study;</p>		
<p>A5- Demonstrate an awareness and knowledge of practices within the relevant award of study;</p>		
<p>For the Award of MA Animation</p>		
<p>A6- Demonstrate an advanced awareness and knowledge of one or more specialisms within the field of Animation.</p>		
<p>For the Award of MA Concept Art</p>		
<p>A7- Demonstrate an advanced awareness and knowledge of one or more specialisms within the</p>		

field of Concept Art.

For the Award of MA Digital Media Arts

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

For the Award of 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.

For the Award of MA 3D Modelling and VFX

A10- Demonstrate an advanced awareness and knowledge of one or more specialisms within the field of 3D Modelling and VFX.

For the Award of MA Creative AI for Screen

A11- Demonstrate an advanced awareness and knowledge of one or more specialisms within the field of AI within the screen industries.

For the Award of MA Digital Comics

A12- Demonstrate an advanced awareness and knowledge of one or more specialisms within the field of Digital Comics.

For the Award of MA Immersive Media

A13- Demonstrate an advanced awareness and knowledge of one or more specialisms within the field of Immersive Media.

Intellectual skills:

Teaching/learning methods & strategies

Assessment

B1- Evaluate materials, processes, techniques and technologies and their application to

Intellectual skills (B1 – B4) are developed through the methods and strategies set out in A above.

Intellectual skills (B1 – B4) are assessed through the methods and strategies set out in A above.

<p>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>Throughout, the learner is encouraged to develop intellectual skills further by independent study</p>	
<p>Practical skills:</p>	<p>Teaching/learning methods & strategies</p>	<p>Assessment</p>
<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>For the Award of MA Animation</p> <p>C4- Effectively employ current practices,</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>

techniques and technologies within the field of animation to produce original creative work that demonstrates expertise and professionalism in its production.

**For the Award of MA
Concept Art**

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.

**For the Award of MA
Digital Media Arts**

C6- 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.

**For the Award of 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.

**For the Award of MA 3D
Modelling and VFX**

C8- Effectively employ current practices, techniques and technologies within the field of 3D modelling and VFX to produce original creative work that demonstrates expertise and professionalism in its production.

**For the Award of MA
Creative AI for Screen**

C9- Effectively employ current practices, techniques and technologies within the field of AI art for the screen industries to produce original creative work that demonstrates expertise and professionalism in its production.

**For the Award of MA
Digital Comics**

C10- Effectively employ current practices, techniques and technologies within the field of digital comics to produce original creative work that demonstrates expertise and professionalism in its production.

**For the Award of MA
Immersive Media**

C11- Effectively employ current practices, techniques and technologies within the field of immersive media 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</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 personal development plan.</p>	<p>Transferable skills (D1 – D5) are assessed through coursework assignments and project realisation.</p>

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.

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

The Programme is offered in Full-Time (1 year) and Part-Time (2 year) modes, and leads to the award of a:

MA Animation
MA Concept Art
MA Digital Media Arts
MA Games Art and Design
MA 3D Modelling and VFX
MA Creative AI for Screen
MA Digital Comics
(MA Immersive Media – from September 2026)

All module delivery is hybrid and home students (i.e. those who do not require a student visa to study) studying on campus may elect to access some parts of their learning online while enrolled on on-campus modules.

Intake is normally Semester A (September).

Professional and Statutory Regulatory Bodies

No accreditation.

Work-Based Learning, including Sandwich Programmes

There is no work-based learning, but all students do a live external brief on campus as part of their course.

Programme Structure

The programme structure and progression information below (Table 1a and 1b) are provided for each of the awards. 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

Entry point: Semester A

MA Animation

Compulsory Modules Module Titles	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Practice 1: Developing Skills	7CTA2017	30	0	0	100	0	A
Digital Media: Sources and Significance	7CTA2018	30	0	0	100	0	A
Practice 2: Creative Project Development	7CTA2019	30	0	0	100	0	B
Exploring Professional Practice	7CTA2020	30	0	0	100	0	B
Major Study: Animation	7CTA2021	60	0	0	100	0	C

MA Concept Art

Compulsory Modules Module Titles	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Practice 1: Developing Skills	7CTA2017	30	0	0	100	0	A
Digital Media: Sources and Significance	7CTA2018	30	0	0	100	0	A
Practice 2: Creative Project Development	7CTA2019	30	0	0	100	0	B
Exploring Professional Practice	7CTA2020	30	0	0	100	0	B
Major Study: Concept Art	7CTA2022	60	0	0	100	0	C

MA Digital Media Arts

Compulsory Modules Module Titles	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Practice 1: Developing Skills	7CTA2017	30	0	0	100	0	A
Digital Media: Sources and Significance	7CTA2018	30	0	0	100	0	A
Practice 2: Creative Project Development	7CTA2019	30	0	0	100	0	B
Exploring Professional Practice	7CTA2020	30	0	0	100	0	B
Major Study: Digital Media Arts	7CTA2023	60	0	0	100	0	C

MA Games Art and Design

Compulsory Modules Module Titles	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Practice 1: Developing Skills	7CTA2017	30	0	0	100	0	A
Digital Media: Sources and Significance	7CTA2018	30	0	0	100	0	A
Practice 2: Creative Project Development	7CTA2019	30	0	0	100	0	B
Exploring Professional Practice	7CTA2020	30	0	0	100	0	B
Major Study: Games Art and Design	7CTA2024	60	0	0	100	0	C

MA 3D Modelling and VFX

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Titles							
Practice 1: Developing Skills	7CTA2017	30	0	0	100	0	A
Digital Media: Sources and Significance	7CTA2018	30	0	0	100	0	A
Practice 2: Creative Project Development	7CTA2019	30	0	0	100	0	B
Exploring Professional Practice	7CTA2020	30	0	0	100	0	B
Major Study: 3D Modelling and VFX	7CTA2077	60	0	0	100	0	C

MA Creative AI for Screen

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Titles							
Practice 1: Developing Skills	7CTA2017	30	0	0	100	0	A
Digital Media: Sources and Significance	7CTA2018	30	0	0	100	0	A
Practice 2: Creative Project Development	7CTA2019	30	0	0	100	0	B
Exploring Professional Practice	7CTA2020	30	0	0	100	0	B
Major Study: Creative AI for Screen	7CTA2078	60	0	0	100	0	C

MA Digital Comics

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Titles							
Practice 1: Developing Skills	7CTA2017	30	0	0	100	0	A
Digital Media: Sources and Significance	7CTA2018	30	0	0	100	0	A
Practice 2: Creative Project Development	7CTA2019	30	0	0	100	0	B
Exploring Professional Practice	7CTA2020	30	0	0	100	0	B
Major Study: Digital Comics	7CTA2079	60	0	0	100	0	C

MA Immersive Media

Please note that this award and study mode will not be offered until the 2026-27 academic year

	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Titles							
Practice 1: Developing Skills	7CTA2017	30	0	0	100	0	A
Digital Media: Sources and Significance	7CTA2018	30	0	0	100	0	A
Practice 2: Creative Project Development	7CTA2019	30	0	0	100	0	B
Exploring Professional Practice	7CTA2020	30	0	0	100	0	B
Major Study: Immersive Media	7CTA2080	60	0	0	100	0	C

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

Mode of study Part-Time

Entry point: Semester A

MA Animation

Year 1

	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Digital Media: Sources and Significance	7CTA2018	30	0	0	100	0	AB
Practice 1: Developing Skills	7CTA2017	30	0	0	100	0	AB
Practice 2: Creative Project Development	7CTA2019	30	0	0	100	0	C

Year 2

	Module Code	Credit Points	%Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Exploring Professional Practice	7CTA2020	30	0	0	100	0	AB
Major Study: Animation	7CTA2021	60	0	0	100	0	ABC

MA Concept Art

Year 1

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Digital Media: Sources and Significance	7CTA2018	30	0	0	100	0	AB
Practice 1: Developing Skills	7CTA2017	30	0	0	100	0	AB
Practice 2: Creative Project Development	7CTA2019	30	0	0	100	0	C

Year 2

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Exploring Professional Practice	7CTA2020	30	0	0	100	0	AB
Major Study: Concept Art	7CTA2022	60	0	0	100	0	ABC

MA Digital Media Arts

Year 1

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Digital Media: Sources and Significance	7CTA2018	30	0	0	100	0	AB
Practice 1: Developing Skills	7CTA2017	30	0	0	100	0	AB
Practice 2: Creative Project Development	7CTA2019	30	0	0	100	0	C

Year 2

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Exploring Professional Practice	7CTA2020	30	0	0	100	0	AB
Major Study: Digital Media Arts	7CTA2023	60	0	0	100	0	ABC

MA Games Art and Design

Year 1

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Digital Media: Sources and Significance	7CTA2018	30	0	0	100	0	AB
Practice 1: Developing Skills	7CTA2017	30	0	0	100	0	AB
Practice 2: Creative Project Development	7CTA2019	30	0	0	100	0	C

Year 2

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Exploring Professional Practice	7CTA2020	30	0	0	100	0	AB
Major Study: Games Art and Design	7CTA2024	60	0	0	100	0	ABC

MA 3D Modelling and VFX

Year 1

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Digital Media: Sources and Significance	7CTA2018	30	0	0	100	0	AB
Practice 1: Developing Skills	7CTA2017	30	0	0	100	0	AB
Practice 2: Creative Project Development	7CTA2019	30	0	0	100	0	C

Year 2

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Exploring Professional Practice	7CTA2020	30	0	0	100	0	AB
Major Study: 3D Modelling and VFX	7CTA2077	60	0	0	100	0	ABC

MA Creative AI for Screen

Year 1

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Digital Media: Sources and Significance	7CTA2018	30	0	0	100	0	AB
Practice 1: Developing Skills	7CTA2017	30	0	0	100	0	AB
Practice 2: Creative Project Development	7CTA2019	30	0	0	100	0	C

Year 2

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Exploring Professional Practice	7CTA2020	30	0	0	100	0	AB
Major Study: Creative AI for Screen	7CTA2078	60	0	0	100	0	ABC

MA Digital Comics

Year 1

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Digital Media: Sources and Significance	7CTA2018	30	0	0	100	0	AB
Practice 1: Developing Skills	7CTA2017	30	0	0	100	0	AB
Practice 2: Creative Project Development	7CTA2019	30	0	0	100	0	C

Year 2

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Exploring Professional Practice	7CTA2020	30	0	0	100	0	AB
Major Study: Digital Comics	7CTA2079	60	0	0	100	0	ABC

MA Immersive Media

Please note that this award and study mode will not be offered until the 2026-27 academic year

Year 1

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Digital Media: Sources and Significance	7CTA2018	30	0	0	100	0	AB
Practice 1: Developing Skills	7CTA2017	30	0	0	100	0	AB
Practice 2: Creative Project Development	7CTA2019	30	0	0	100	0	C

Year 2

	Module Code	Credit Points	% Test	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules							
Module Title							
Exploring Professional Practice	7CTA2020	30	0	0	100	0	AB
Major Study: Immersive Media	7CTA2080	60	0	0	100	0	ABC

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

Structure of Full-Time Postgraduate Media Awards

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

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
Major Study 60 credits		
Exploring Professional Practice 30 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 (normally):	Programme Learning Outcomes developed (see above)
Masters 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.
Masters 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
Masters 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
Masters 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
Masters of Arts	3D Modelling and VFX	180 credit points including at least 150 at level 7	3 Semesters	A1, A2, A3, A4, A5, A10, B1, B2, B3, B4, C1, C2, C3, C8, D1, D2, D3, D4
Masters of Arts	Creative AI for Screen	180 credit points including at least 150 at level 7	3 Semesters	A1, A2, A3, A4, A5, A11, B1, B2, B3, B4, C1, C2, C3, C9, D1, D2, D3, D4
Masters of Arts	Digital Comics	180 credit points including at least 150 at level 7	3 Semesters	A1, A2, A3, A4, A5, A12, B1, B2, B3, B4, C1, C2, C3, C10, D1, D2, D3, D4
Masters of Arts	Immersive Media	180 credit points including at least 150 at level 7	3 Semesters	A1, A2, A3, A4, A5, A13, B1, B2, B3, B4, C1, C2, C3, C11, D1, D2, D3, D4

Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
Postgraduate Certificate	Media	60 credit points, including at least 45 at level 7	1-2 Semesters	A2; B3; C2; C3; D2
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

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](#) 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 is not acceptable.
- 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).

E. Management of Programme & Support for student learning

Management

The programme is managed and administered through:

- A Dean of School who has overall responsibility for all programmes in the School;
- Associate Dean of School (AQA) who has delegated responsibility for programmes in the School of Creative Arts;
- An Associate Dean of School (Learning and Teaching) who has overall responsibility for learning and teaching with and on behalf of the Dean of School;
- A Head of the Screen Department 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 Tutor for each of the named awards;
- A designated administrative team to deal with day-to-day administration associated with the modules within the programme;
- A programme committee with responsibility for overseeing programme development, administration and student issues, the membership of which includes the programme administrator, Head of Department, programme leader, Postgraduate Coordinator, all teaching staff, student representatives, a technical officer and the Information Hertfordshire Manager;
- The Programme Leader, who is responsible for advising students on the programme as a whole and may chair the programme committee.

Support

Students are supported by:

- An induction week at the beginning of each new academic session.
- 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.
- 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.
- A versatile on-line inter-active intranet and learning environment.
- Guided student-centres learning on Canvas module sites.
- Access to extensive digital and print collections of information resources.
- Attractive modern study environments in 2 Learning Resource Centres.
- Student Success Hubs, which include a Mathematics Drop-in Centre.
- Medical Centre.
- University Disability Advisors
- Careers and Employment
- Hertfordshire Student's Union
- Dedicated programme site
- 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.
- Studio Technicians.
- Student Proctors.
- Accompanying Handbooks
- 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.

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 dedicated programme site
- 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/>.

G. Entry requirements

The normal entry requirements for the programme are:

A minimum 2.2 degree in a relevant field (applicants with degrees in non-related subjects will also be considered as long as their portfolio demonstrates the required level of relevant skills) plus an online portfolio which demonstrates an appropriate level of relevant skills. Accreditation of professional experience may be possible for practitioners without a degree.

A minimum IELTS score of 6.5 overall with at least 5.5 in all components (or equivalent) is required for those for whom English is not their first language.

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:
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

Postgraduate Media

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	A10	A11	A12	A13	B1	B2	B3	B4	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	D1	D2	D3	D4			
Practice 1: Developing Skills	7CTA2017	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	
Practice 2: Creative Project Development	7CTA2019	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		
Major Study: Animation	7CTA2021	x	x	x	x	x	x								x		x	x	x	x	x	x									x	x	x	x		

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	A10	A11	A12	A13	B1	B2	B3	B4	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	D1	D2	D3	D4		
Practice 1: Developing Skills	7CTA2017	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
Practice 2: Creative Project Development	7CTA2019	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	
Major Study: Concept Art	7CTA2022	x	x	x	x	x		x							x		x	x	x	x	x		x							x	x	x	x		

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	A10	A11	A12	A13	B1	B2	B3	B4	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	D1	D2	D3	D4	
Practice 1: Developing Skills	7CTA2017	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
Practice 2: Creative Project Development	7CTA2019	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
Major Study: Digital Media Arts	7CTA2023	x	x	x	x	x	x		x						x		x	x	x	x	x			x						x	x	x	x	

MA Creative AI for Screen

		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	A10	A11	A12	A13	B1	B2	B3	B4	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	D1	D2	D3	D4
Practice 1: Developing Skills	7CTA2017	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
Practice 2: Creative Project Development	7CTA2019	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	
Major Study: Creative AI for Screen	7CTA2078	x	x	x	x	x									x		x	x	x	x	x							x		x	x	x	

MA Digital Comics

		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	A10	A11	A12	A13	B1	B2	B3	B4	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	D1	D2	D3	D4
Practice 1: Developing Skills	7CTA2017	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
Practice 2: Creative Project Development	7CTA2019	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	
Major Study: Digital Comics	7CTA2079	x	x	x	x	x									x		x	x	x	x	x							x		x	x	x	

- 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;
- 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.
- A10. **For the award of 3D Modelling and VFX:** Demonstrate an advanced awareness and knowledge of one or more specialisms within the field of 3D Modelling and VFX .
- A11. **For the award of Creative AI for Screen:** Demonstrate an advanced awareness and knowledge of one or more specialisms within the field of Creative AI for Screen .
- A12. **For the award of Digital Comics:** Demonstrate an advanced awareness and knowledge of one or more specialisms within the field of Digital Comics .
- 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 & 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;
- C8. **For the award of 3D Modelling and VFX:** Effectively employ current practices, techniques and technologies within the field of 3D modelling and VFX to produce original creative work that demonstrates expertise and professionalism in its production;
- C9. **For the award of Creative AI for Screen:** Effectively employ current practices, techniques and technologies within the field of creative AI for screen to produce original creative work that demonstrates expertise and professionalism in its production;
- C10. **For the award of Digital Comics:** Effectively employ current practices, techniques and technologies within the field of digital comics to produce original creative work that demonstrates expertise and professionalism in its production;
- C11. **For the award of Immersive Media:** Effectively employ current practices, techniques and technologies within the field of immersive media to produce original creative work that demonstrates expertise and professionalism in its production;

A13. **For the award of Immersive Media:** Demonstrate an advanced awareness and knowledge of one or more specialisms within the field of Immersive Media .

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.

Table 3: Development of Graduate Attributes in the Constituent Modules

This map identifies where the Graduate Attributes are delivered in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the development of the Graduate Attributes (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own personal and professional development as the programme progresses. [Note that there is no requirement for the Graduate Attributes to be assessed through these modules]

D = Delivered

Module Title	Module Code	Professionally Focused	Globally Minded	Sustainability Driven	Digitally capable & confident	Inclusive and collaborative	Evidenced based and Ethical
Practice 1: Developing Skills	7CTA2017			D	D		
Digital Media: Sources and Significance	7CTA2018		D	D			
Practice 2: Creative Project Development	7CTA2019	D			D	D	
Exploring Professional Practice	7CTA2020	D	D	D			D
Major Study: Animation	7CTA2021	D			D	D	D
Major Study: Concept Art	7CTA2022	D			D	D	D
Major Study: Digital Media Arts	7CTA2023	D			D	D	D
Major Study: Games Art and Design	7CTA2024	D			D	D	D
Major Study:3D Modelling and VFX	7CTA2077	D			D	D	D
Major Study: AI tools and development for Creative Practice	7CTA2078	D			D	D	D
Major Study: Digital Comics	7CTA2079	D			D	D	D
Major Study: Immersive Media	7CTA2080	D			D	D	D

Section 2

Programme management

Relevant QAA subject benchmarking statements	None
Type of programme	Taught Postgraduate
Date of validation/last periodic review	October 24
Date of production/ last revision of PS	March 2024
Relevant to level/cohort	Level 7 entering September 2025
Administrative School	School of Creative Arts
Language of Delivery	English

Table 4 Course structure

Course details			
Course Code	Course Description	HECOS	UCAS
CTMVFXM	MA 3D Modelling and VFX	100363	N/A
CTCAISM	MA Creative AI for Screen	100887	
CCPGFMAT	MA Animation	100057	
CTCAM	MA Concept Art	100363	
CTDCM	MA Digital Comics	100062	
CCPGFMDMA	MA Digital Media Arts	100717	
CTMEGAD	MA Games Art and Design	100363	
CTIMM	MA Immersive Media	100636	