

PROGRAMME SPECIFICATION

Bachelor of Arts with Honours in Media Production

Awarding institution	Liverpool John Moores University
Teaching institution	LJMU
UCAS Code	P300
JACS Code	P310
Programme Duration	Full-Time: 3 Years
Language of Programme	All LJMU programmes are delivered and assessed in English
Subject benchmark statement	Communication, Media, Film and Cultural Studies (2019)
Programme accredited by	
Description of accreditation	
Validated target and alternative exit awards	Bachelor of Arts with Honours in Media Production Diploma of Higher Education in Media Production Certificate of Higher Education in Media Production
Programme Leader	Wez Nolan

Educational aims of the programme

To develop students as reflective practitioners.

To facilitate perspective transformation through transformative learning.

To develop students' critical and creative response to the media.

To enable students to develop an awareness of a broad spectrum of the creative industries including products, budget, legal and ethical issues and of the production skills and values that underpin its productions.

To facilitate students' acquisition of the specialist skills, knowledge and understanding necessary for a range of technical, creative, organisational and professional roles associated with the creative industries.

To develop transferable skills, including effective oral and written communication, research and evaluative techniques, and the ability to work effectively within groups.

To support students' learning through diverse teaching and assessment practices underpinned by staff development and research towards employability.

To encourage students to engage with the development of employability skills by completing a self-awareness statement and career plan.

Alternative Exit/ Interim Award Learning Outcomes - Certificate of Higher Education

A student who is eligible for this award will be able to:

Demonstrate basic competency in production techniques and media business;

Display an awareness of the professional skills and values upon which productions are based;

Demonstrate an understanding of critical approaches to media texts, audiences and institutions;

Show that they have acquired basic skills in written and oral communication, teamwork and problem solving research and information technology;

Display an understanding of new and emergent media forms;

Demonstrate basic competency using digital media tools.

Alternative Exit/ Interim Award Learning Outcomes - Diploma of Higher Education

A student who is eligible for this award will be able to:

Demonstrate a developing awareness of current trends in creative industries, and capacity to engage in textual, industrial and professional issues in critical terms;

Display a clear grasp of professional standards and values associated with media production;

Demonstrate an increasing competency in areas of production development, technique, scheduling, time management and administration;

Demonstrate high level skills in creating and developing projects, working both individually and as part of a team;

Demonstrate how to be more independent and reflective in his/her learning and how to take more responsibility for their study choices;

Demonstrate high-level transferable skills in written and oral communication, problem solving, teamwork, leadership, and research and information technology;

Demonstrate an understanding of the role of technology in terms of media production, content manipulation, distribution, access and use.

Target award Learning Outcomes - Bachelor of Arts with Honours

A student successfully completing the programme of study will have acquired the following subject knowledge and understanding as well as skills and other attributes.

A student who is eligible for this award will be able to:

1. Evidence knowledge and understanding of a range of media texts from diverse cultural and industrial backgrounds;
2. Evidence knowledge and understanding of the variety of cultural and industrial contexts in which these texts are produced, disseminated and received;
3. Evidence knowledge and understanding of the techniques and practices involved in the production of creative and digital media artefacts;
4. Evidence knowledge and understanding of the business theory, practices and approaches of the creative industries;
5. Evidence knowledge and understanding of theoretical, historical and critical debates on creative industries;
6. Analyse: describe and interpret artistic and cultural representations with an understanding of their generic, stylistic and institutional properties;
7. Historicise: comprehend the evolution of the creative industries within history. Identify the features of historical contexts and technologies that facilitate particular cultural expressions and inform the construction of particular identities;
8. Conceptualise: connect with the specific conditions of a creative business context in order to formulate key issues and questions;
9. Synthesise: information, ideas, critical perspectives and creative production practices;
10. Evaluate: exercise independent judgement in the selection of material for critical and creative activities; in the assessment of critical and creative contexts; and in the articulation of informed and reasoned arguments (expressed in oral, written, digital forms);
11. Reflect: develop an understanding of the student's own subject position with reference to screen-related texts and contexts;
12. Create, research, pitch, plan, produce and post produce a range of content including non-fiction, fiction, live and mixed realities content;
13. Design, carry out and present various forms of research in a variety of formats;
14. Locate and select appropriate material for independent and tutor guided assessments (theoretical and/or practical);
15. Work productively as part of a team;
16. Develop software skills that enable students to design and create digital artefacts;
17. Critically evaluate developing professional skills and knowledge and formulate a personal plan for securing employment;
18. Approach tasks in an organised and professional manner;
19. Communicate effectively in a variety of forms including group discussion, oral presentations, written work

and media texts;

20. Apply effective self-management including meeting deadlines, prioritising tasks and fulfilling own roles and responsibilities;

21. Demonstrate the ability to adopt strategies to resolve problems;

22. Take responsibility for own learning reflecting on progress and taking appropriate actions;

23. Utilise the facilities of available ICT tools to enhance oral and written communication research skills and other activities;

24. Work with numbers and interpret data;

25. Apply effectively appropriate software to given tasks.

Teaching, Learning and Assessment

The methods used to enable outcomes to be achieved and demonstrated are as follows:

Knowledge and understanding is acquired through lectures, seminars, tutorials, screenings, group work, practical workshops, independent study and work-based learning, VLE delivery and support. In addition, knowledge and understanding is also affected by tutor- and technician-led workshops and demonstrations.

Coursework includes: essays of various lengths; individual and group presentations; individual and group critical self-evaluation and reflection; research exercises; reports; individual work-based learning and independent study reports. Group and individual productions of creative artefacts.

Knowledge and understanding is assessed by coursework, individual and group productions of creative artefacts.

Reflections on the output's successes and areas for improvement and both the personal and overall technical level will facilitate growth as a reflective practitioner.

Intellectual skills are promoted through lectures and applied by students in seminars, group work, tutorials, independent study and the production of assessments. Some or all of these skills may also be developed through reflection on work-based learning and production of industry quality artefacts.

Intellectual skills are assessed through the range of assessment used on the Media Production programme. The forms of assessment are structured over the three years of the degree to allow students to develop the ability to think independently, to formulate and research their own topics, to plan and generate their own ideas and to build on their knowledge and interests in relation to career aspirations.

Professional practical skills are acquired through lectures, seminars, tutorials, group work, the production of assessments and particularly through independent study practice. Hands on use of media production tools and software and work-based learning are particularly significant in advancing these skills. All students are introduced to practical equipment through workshops and demonstrations. Knowledge and understanding are also enhanced by workshops run by visiting practitioners to familiarise students with current industrial practice and contexts.

Professional practical skills are assessed by coursework at all levels, that includes the production of reports, presentations (both individually and in groups), production projects, production files evidencing design and engagement with professional planning conventions, critical evaluation documents, research exercises and evidence of learning in the workplace through reflection points.

Transferable skills are developed through taught sessions, group work, practical workshops, independent study and work-based learning.

Assessment of transferable skills is through coursework at all levels. The forms of assessment are structured over the three years of the degree to allow students to develop certain transferable skills, such as those of presentation (oral and written) and communication, collaboration, self-reflection and the skills involved in learning independently. ICT skills, project management and engagement with recruitment processes will also be experienced.

Programme structure - programme rules and modules

The programme is taught and assessed within the Academic Framework. Students must take 120 credits of Media Production modules at each level of the programme (Level 4, Level 5 and Level 6). Each level of the programme should normally be completed in one academic year. Modules are of two types: Core or Option. Modules can be of 10, 20, 30 or 40 credits.

Students will be offered the opportunity of study abroad at Level 5.

Option A: replacement of 60 credits of Level 5 with appropriate study abroad

The programme will offer the opportunity of 60 credits of study at Level 5. Students will be enrolled on a 360 credit honours with study abroad programme. A 60 credits Level 5 study abroad module 5023MEDIA will

normally replace the semester 2 modules on the standard programme. This study abroad should cover the same learning outcomes as the modules being replaced. The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 120 credits at Level 5.

or:

Option B: additional study year abroad following Level 5

The programme will offer the opportunity of an additional study year abroad following Level 5. Students will be enrolled on a 480 credit honours with study abroad programme. Of those 480 credits, 120 will be taken via a Level 5 study abroad module 5024MEDIA. The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5.

Students beginning the programme prior to September 2022 will remain on the previous validated versions of the modules on their programme unless going on a Leave of absence / have been awarded Final Module Attempts by the Board of Examiners, which may require that they move to the new programme version.

Level 6	Potential Awards on completion	Bachelor of Arts with Honours
Core	Option	Award Requirements
6019MEDIA DEVELOPMENT & DISTRIBUTION (20 credits) 6020MEDIA DIGITAL DISRUPTION (20 credits) 6021MEDIA SPECIALISMS (20 credits) 6022MEDIA INDEPENDENT PROJECT (40 credits) 6023MEDIA Industries Portfolio 3 (20 credits)		120 core credits at level 6 0 option credits at level 6
Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5025MEDIA Mixed Realities (20 credits) 5027MEDIA Postproduction (20 credits) 5028MEDIA Digital Marketing (20 credits) 5029MEDIA Fiction (20 credits) 5030MEDIA Industries Portfolio 2 (20 credits)	5026MEDIA Non-Fiction Documentary (20 credits) 5031MEDIA Non-Fiction TV Studio (20 credits)	100 core credits at level 5 20 option credits at level 5
Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4024MEDIA Digital Workflows (20 credits) 4025MEDIA Moving Image (20 credits) 4026MEDIA Storytelling (20 credits) 4027MEDIA Audio (20 credits) 4028MEDIA Industries Portfolio 1 (20 credits) 4029MEDIA Project Management (20 credits)		120 core credits at level 4 0 option credits at level 4

Information about assessment regulations

All programmes leading to LJMU awards operate within the University's Academic Framework.
<https://www.ljmu.ac.uk/about-us/public-information/academic-quality-and-regulations/academic-framework>

Opportunities for work-related learning (location and nature of activities)

Media Production is an industry-linked degree route that has working to industry and broadcast standards, briefs and familiarity with industry practice at its core. Students undertake Work Related Learning through live briefs which simulate a working environment. For example, in the Television Studio Production pathway on Level 5 non-fiction, students are encouraged to submit their projects to festivals and seek out other relevant opportunities. This encourages them to think beyond assessment to the real world of production and to acquire valuable networking opportunities.

At Level 4, in the module Industry 1: Engagement, students are introduced to the breadth of the creative industries in the North West and globally. All students will have an opportunity to engage with the Careers, Employability and Enterprise team's schedule of events, workshops and resources. Career Pulse for example, which begins with a concentration on self-awareness. This provides a space for students, right at the start of their University career, to consider their own strengths and identify areas to develop and gain experience of over the course of their studies.

Students will also gain an awareness of the various stages of industry recruitment processes. This module has specific learning outcomes related to areas of self-awareness and/or personal development/professional planning.

At Level 5, Industry 2: Establishing, raises awareness of the various pathways to a career in the creative industries. Fulltime, Freelance and Start-ups will all be explored. Students will be introduced to the various agencies, financial and entrepreneurial approaches to media, with sessions delivered by LJMU's Centre for Entrepreneurship. Industry guests will also be invited to share insights and develop students' networking skills.

At Level 6, Industry 3: Employment, students will compile a final "graduate pack" to help them gain employment upon graduation. This will include a final version of their CV, a showreel, career action plan and online web presence (which began in Level 4). They will also have the option to either reflect on a placement, engage with a live brief or build a case study of a successful professional in an area of interest.

Criteria for admission

A/AS Level

104 UCAS points from a minimum of 2 A Levels. Maximum of 20 AS points accepted.

BTEC National Diploma

104 UCAS Tariff points.

Irish Leaving Certificate

104 UCAS tariff points. Maximum of 20 UCAS tariff points at Ordinary Level

Scottish Higher

104 UCAS points to include 2 Advanced Higher

International Baccalaureate

24 IB points

Access

At least 9 Distinctions and 36 Merits or any other combination that equates to 104 UCAS tariff points in a relevant subject

Other

Prior to starting the programme applicants must have obtained grade 4 or grade C or above in English

Language and Mathematics GCSE or an approved alternative qualification:

- Key Skills Level 2 in English/ Maths
- NVQ Level 2 Functional skills in Maths and English Writing and or Reading
- Skills for Life Level 2 in Numeracy/English
- Higher Diploma in Maths/ English
- Functional skills Level 2 in Maths/ English
- Northern Ireland Essential Skills Level 2 in communication or Application of Number
- Wales Essential Skills Level 2 in Communication or Application of Number

Mature entry

Applications are welcomed from mature and non-standard applicants who will be considered on an individual basis. These applicants may be required to submit an essay and/or attend an interview and should demonstrate potential and motivation and/or have relevant experience

Overseas qualifications

International applications will be considered in line with UK qualifications

Any applicant whose first language is not English will be required to have IELTS 6.0 (minimum 5.5 in each component) or acceptable equivalent

External Quality Benchmarks

All programmes leading to LJMU awards have been designed and approved in accordance with the UK Quality Code for Higher Education, including the Framework for Higher Education Qualifications in the UK (FHEQ) and subject benchmark statements where applicable.

The University is subject to periodic review of its quality and standards by the Quality Assurance Agency (QAA). Published review reports are available on the QAA website at www.qaa.ac.uk

Programmes which are professionally accredited are reviewed by professional, statutory and regulatory bodies (PSRBs) and such programmes must meet the competencies/standards of those PSRBs.

Support for students and their learning

The University aims to provide students with access to appropriate and timely information, support and guidance to ensure that they are able to benefit fully from their time at LJMU. All students are assigned a Personal Tutor to provide academic support and when necessary signpost students to the appropriate University support services.

Students are able to access a range of professional services including:

- Advice on practical aspects of study and how to use these opportunities to support and enhance their personal and academic development. This includes support for placements and careers guidance.
- Student Advice and Wellbeing Services provide students with advice, support and information, particularly in the areas of: student funding and financial matters, disability, advice and support to international students, study support, accommodation, health, wellbeing and counselling.
- Students studying for an LJMU award at a partner organisation will have access to local support services

Methods for evaluating and improving the quality and standards of teaching and learning

Student Feedback and Evaluation

The University uses the results of student feedback from internal and external student surveys (such as module evaluations, the NSS and PTES), module evaluation questionnaires and meetings with student representatives to improve the quality of programmes.

Staff development

The quality of teaching is assured through staff review and staff development in learning, teaching and assessment.

Internal Review

All programmes are reviewed annually and periodically, informed by a range of data and feedback, to ensure quality and standards of programmes and to make improvements to programmes.

External Examining

External examiners are appointed to programmes to assess whether:

- the University is maintaining the threshold academic standards set for awards in accordance with the FHEQ and applicable subject benchmark statements
- the assessment process measures student achievement rigorously and fairly against the intended outcomes of the programme(s) and is conducted in line with University policies and regulations
- the academic standards are comparable with those in other UK higher education institutions of which external examiners have experience
- the achievement of students are comparable with those in other UK higher education institutions of which the external examiners have experience

and to provide informative comment and recommendations on:

- good practice and innovation relating to learning, teaching and assessment observed by external examiners
- opportunities to enhance the quality of the learning opportunities provided to students

Please note:

This specification provides a concise summary of the main features of the programme and the 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 learning outcomes, content, teaching, learning and assessment methods of each module can be found in module and programme guides.