

Video Production and Streaming

Programme Information

2022.01, Approved

Overview

Programme Code	35835
Programme Title	Video Production and Streaming
Awarding Institution	Liverpool John Moores University
Programme Type	Degree

Awards

Award Type	Award Description	Award Learning Outcomes
Alternative Exit	Bachelor of Science (SW) - SBS	Students who obtain this award will have achieved most but not all of the programme learning outcomes of the equivalent Bachelors award with honours.
Recruitable Target	Bachelor of Science with Honours (SW) - SBSH	In addition to the learning outcomes listed above, students who obtain the alternative Sandwich target award will also gain experience in the application of skills and knowledge in a work situation through completing a one year sandwich placement.
Target Award	Bachelor of Science with Honours - BSH	N/A
Alternative Exit	Certificate of Higher Education - CHE	Demonstrate a range of audio editing and production techniques to develop custom video and/or streaming solutions to appropriate industry standards. Demonstrate a range of audio editing and production techniques to develop custom video and/or streaming solutions to appropriate industry standards. Use industry standard equipment in a professional manner. Use industry standard equipment in a professional manner. Propose solutions to problematic environments and equipment. Propose solutions to problematic environments and equipment. Describe and analyse the properties of industry standard video connectivity. Describe and analyse the properties of industry standard video connectivity. Recognise and define the primary components of a computer-based video production environment. Recognise and define the primary components of a computer-based video production environment. Appreciate technical specifications. Appreciate technical specifications. Demonstrate key skills appropriate to an video/media production specialist. Demonstrate key skills appropriate to an video/media production specialist. Describe and analyse the properties of industry standard data streaming systems. Describe and analyse the properties of industry standard data streaming systems.

Alternative Exit	Diploma of Higher Education - DHE	Explain the principles of studio and portable equipment and evaluate trade-offs in their selection and operation. Utilise and operate industry-standard media equipment in accordance with defined technical standards and practices. Evaluate and/or use appropriate live performance technology in a relevant situation. Develop a usable audio signal chain using effects within the studio environment. Develop and present plans to manage resources, people and time to achieve enterprise goals.
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Alternate Award Names	
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External Benchmarks

Subject Benchmark Statement	UG-Communication, Media, Film and Cultural Studies (2019), UG-Engineering (2019)
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Programme Offering(s)

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length Programme Length Unit
Full-Time, Face to Face	September	LJMU Taught	3 Years
Sandwich Year Out, Face to Face	September	LJMU Taught	4 Years

Aims and Outcomes

Educational Aims of the Programme	<p>The BSc (Hons) Video Production and Streaming programme is intended to produce graduates able to critically evaluate video production and to operate effectively in technical areas of live or recorded video industries, as well as to work within a content streaming environment. The programme aims to develop knowledge and understanding in appropriate areas of video recording and editing, data streaming, and media technology, together with a range of widening activities of relevance to live or recorded entertainment in associated modes of media content creation. The objectives of the programme are that graduates should be able to:</p> <ul style="list-style-type: none"> - Use a combination of general and specialist knowledge and understanding in the context of existing and emerging video production technology and allied media formats - Apply appropriate practical methods to commission, operate or maintain products, equipment, processes or services in the context of live, recorded or streaming entertainment. - Demonstrate knowledge and understanding of content creation and capture, technical operations and commercial management - Demonstrate effective communication and interpersonal skills - Demonstrate an understanding of professional standards and recognise obligations to society, the profession and the environment. - Encourage students to fully engage with the World of Work programme. Additionally for sandwich students: The aim is to provide students with an extended period of work experience at an approved partner that will complement their programme of study at LJMU. This will give the students the opportunity to develop professional skills relevant to their programme of study, as well as attitude and behaviours necessary for employment in a diverse and changing environment.
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Learning Outcomes

Code	Number	Description
PLO1	1	Develop a rigorous approach to the nature, application and operations of video production and streaming, and associated technology
PLO2	2	Determine the requirements to create and organise a video production and evaluate possible solutions and technical options.
PLO3	3	Design and create professional video and allied media productions based on industry standard packages.
PLO4	4	Apply problem-solving techniques to technical, operational, business and management issues
PLO5	5	Manage media related projects with respect to time and resources.
PLO6	6	Make effective use of a range of research techniques, methodologies, technologies and information sources.
PLO7	7	Work effectively in a team and independently to deliver objectives on time.
PLO8	8	Communicate effectively orally and in writing for a variety of purposes.
PLO9	9	Make effective use of a wide range of software packages for communication editing and presentation delivery.

PLO10	10	Manage own learning
PLO11	11	Deploy management of technological systems including associated people and organisational management; societal and legal aspects
PLO12	12	Appreciate issues and theory within video production and streaming environment
PLO13	13	Demonstrate the development of creative solutions based on appropriate research strategies
PLO14	14	Understand the importance of the commissioning and funding structures of the creative industries and demonstrate a capacity to work within the constraints imposed by them
PLO15	15	Critically evaluate own and others video production and data streaming, with reference to relevant technology, theory and practice.
PLO16	16	Plan, conduct and report on an individual project to make a video and/or media production showcasing mastery of a variety of technically complex operations.
PLO17	17	Integrate and evaluate information and data from a variety of sources.
PLO18	18	Identify problems, generate and select solutions, and plan implementation of improvements in a management and technical context.

Course Structure

Programme Structure Description	The programme is offered on a full-time and sandwich basis. Entry to the course can be at level 4, 5 or 6 for suitably qualified candidates. The placement year will follow Level 5 and students will be enrolled on a 480 credit honours sandwich programme. Of those 480 credits, 120 will be taken via a Level 5 Sandwich Year module 5210AMP. The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5. Students not undertaking a placement year are registered on the non-sandwich version of the programme and will have 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 5211AMP. 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.
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Programme Structure - 360 credit points	
Level 4 - 120 credit points	
Level 4 Core - 120 credit points	CORE
[MODULE] 4201AMP The Media Industry Approved 2022.01 - 10 credit points	
[MODULE] 4202AMP Spreadsheets and Data Presentation Approved 2022.01 - 10 credit points	
[MODULE] 4205AMP Sound Technology Approved 2022.01 - 20 credit points	
[MODULE] 4206AMP Radio and Podcasting Approved 2022.01 - 20 credit points	
[MODULE] 4207AMP Computing and Video Tools Approved 2022.01 - 20 credit points	
[MODULE] 4208AMP Video Acquisition Approved 2022.01 - 20 credit points	
[MODULE] 4209AMP Introduction to Post Production Approved 2022.01 - 20 credit points	
Level 5 - 120 credit points	
Level 5 Core - 120 credit points	CORE
[MODULE] 5201AMP Broadcast Standards Approved 2022.01 - 20 credit points	
[MODULE] 5202AMP The Media Entrepreneur Approved 2022.01 - 20 credit points	
[MODULE] 5203AMP Live Performance Operations Approved 2022.01 - 20 credit points	
[MODULE] 5204AMP Broadcast Studio Operations Approved 2022.01 - 20 credit points	
[MODULE] 5208AMP Networks and Streaming Approved 2022.01 - 20 credit points	
[MODULE] 5209AMP CGI and Special Effects Approved 2022.01 - 20 credit points	
Optional placement - 120 credit points	OPTIONAL
Placement Year - 120 credit points	OPTIONAL
[MODULE] 5210AMP Sandwich Year - Video Production and Streaming Approved 2022.01 - 120 credit points	
OR Study Abroad - 120 credit points	OPTIONAL
[MODULE] 5211AMP Study Year Abroad -Video Production and Streaming Approved 2022.01 - 120 credit points	
Level 6 - 120 credit points	

Level 6 Core - 120 credit points	CORE
[MODULE] 6200AMP Music Video Production Approved 2022.01 - 20 credit points	
[MODULE] 6202AMP Project Preparation Approved 2022.01 - 10 credit points	
[MODULE] 6203AMP Career Management Approved 2022.01 - 10 credit points	
[MODULE] 6205AMP Project Approved 2022.01 - 40 credit points	
[MODULE] 6206AMP Virtual Digital Studio Approved 2022.01 - 20 credit points	
[MODULE] 6207AMP Media Delivery and Monetization Approved 2022.01 - 20 credit points	

Teaching, Learning and Assessment

Teaching, Learning and Assessment	<p>Core knowledge and understanding is acquired mainly through practical fieldwork, lectures, laboratories and tutorials. Web-based or other open learning resources are also used in some modules. Group work is important in some modules. Development of the student as independent learner is achieved via the final year project, and by directed and independent learning approaches within other modules. Work based learning and graduate skills development are incorporated into the programme to provide a vocational element. By examination and coursework. Courseworks include media presentations, portfolio assessment; individual written reports; group reports. Promoted by lectures, tutorials, seminars, group discussions and other work, and assignment tasks. Developed to the most advanced stage through the final year project. Use of case studies and other 'work-based learning' such as guest lecturers, industry visits, at all levels. By assignment and examination. Examination questions may be based on case studies to develop students' ability to apply theory to practice. Assignment includes practical tasks (such as studio operations) and oral/written reports of work carried out. Final year project work is an important element. Practical work is carried out in studio, class and/or as assignment tasks. Industrial visits and guest lecturers are also used to provide additional work-based learning opportunities. In this way the relevance of theory to practice is developed to a strong extent. The final year project provides opportunity for these skills to be developed to a high level. By assignment such as portfolios, oral and written reports. Viva voce examination of the final year project takes place. Some assessment of practical skills may take place in examinations e.g. where appraisal of the use of a tool/technique is required; or where tools/techniques are applied to case study examples. Practical work is carried out in studio, class and/or as assignment tasks. Some modules are supported by open-learning resources etc. Key skills are developed in particular at Level 4 through professional development, and production work, further enhanced at Level 5 with entrepreneur work, and recording opportunities, and then at Level 6 with the final year project and production of a music video. However, the pervasiveness of key skills development opportunities throughout the programme is an important feature. By assignment such as portfolios, oral and written reports, participation in seminars or discussions. Viva voce examination of the final year project takes place.</p>
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Opportunities for work related learning

Opportunities for work related learning
<p>Industry standard hardware and software, and real life case studies are used throughout the programme. Industry processes and practices are also used and taught. There is the opportunity to carry out a final year project in industry. The industrial training year provides a work based learning opportunity for students studying the programme in sandwich mode.</p>

Entry Requirements

Type	Description
Alternative qualifications considered	<p>Applicants should have five GCSE (or equivalent) passes of at least grade C(*), normally including Mathematics and English (or IELTS 6.0) in addition to the following qualifications. (*) Where the highest level of maths qualification is GCSE, the result obtained should ideally be a grade B.</p>
A levels	<p>Typical total 112 UCAS tariff points including at least two awards giving at least 64 points at A2-level from Computing, IT, Maths, Physics, Music Technology or Media Technology.</p>
BTECs	<p>BTEC Extended Diploma in, for example, Information Technology, Media Technology or Music Technology. DMM. BTEC Diploma (such as IT or Media Tech) D*D* Applicants with a Advanced Diploma or Progression Diploma will be considered on an individual basis.</p>

Other international requirements	<p>The Department actively supports the University Equal Opportunities policy and strategy in its underlying philosophy to value and respect individuals, and its commitment to maximize the potential of each student. The School is committed to complying with legislation, in particular the Race Relations Amendment Act 2000 and the Special Educational Needs and Disability Act 2001. Applications from students with disabilities are positively welcomed. Applications are considered on the basis of academic criteria alone. Students are invited to contact the Equal Opportunities Unit for an information pack detailing the facilities, support available and physical access to the main University buildings. Students may also visit the University to discuss support strategies with the University Disability Welfare Advisor. English Language Requirements All applicants must provide evidence of competence in English. The level of English language required should be equivalent to 6.0 for IELTS within the previous 24 months. Equivalents to this score are: 1. UK GCSE English grade C or above 2. Test of English as a Foreign Language (TOEFL) score of 550 or above. 3. Cambridge Examination Board: Advanced Certificate of English, grade C or above. Applicants who have studied and successfully achieved a UK Degree within the previous 24 months are exempt from the requirements to produce evidence of competence in English.</p>
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Programme Contacts

Programme Leader

Contact Name
Karl Jones

Link Tutor

Contact Name
