

Overview

Programme Code	36342
Programme Title	Creative Media and Production
Awarding Institution	Liverpool John Moores University
Programme Type	Level 3/4/5 Qualification
Language of Programme	All LJMU programmes are delivered and assessed in English
Programme Leader	
Link Tutor(s)	Christopher Chadwick

Partner Name	Partnership Type
Coleg Cambria	Franchised

Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Foundation Degree Arts - FDA	See Learning Outcomes Below
Alternative Exit	Certificate of Higher Education - CHE	Demonstrate basic competency in production technique 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 he/she has 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.

Alternate Award Names	
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External Benchmarks

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

Mode of Study, Mode of Delivery	Intake Month	Teaching Institution	Programme Length
Full-Time, Face to Face	September	Coleg Cambria	2 Years

Aims and Outcomes

Educational Aims of the Programme

To develop students' critical and creative response to the media. To enable students to develop an awareness of a broad spectrum of the media industry including its 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 media industry. 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.

Learning Outcomes

Code	Description
PLO1	Demonstrate a developing awareness of current trends in media, and capacity to engage in textual, industrial and professional issues in critical terms;
PLO2	Display a clear grasp of professional standards and values associated with media production;
PLO3	Demonstrate an increasing competency in areas of production development, technique, scheduling, time management and administration;
PLO4	Demonstrate high level skills in creating and developing projects, working both individually and as part of a team;
PLO5	Learn how to be more independent and reflective in his/her learning and how to take more responsibility for his/her study choices;
PLO6	Demonstrate high-level transferable skills in written and oral communication, problem solving, teamwork, leadership, and research and information technology;
PLO7	Demonstrate an understanding of the role of technology in terms of media production, content manipulation, distribution, access and use.

Programme Structure

Programme Structure Description

Structure - 240 credit points	
Level 4 Core - 240 credit points	CORE
[MODULE] 4513CCMED Digital Media Tools Approved 2022.01 - 20 credit points	
[MODULE] 4515CCMED Production Practice Approved 2022.01 - 20 credit points	
[MODULE] 4519CCMED Themes of Contemporary Media Approved 2022.01 - 20 credit points	
[MODULE] 4521CCMED Introduction to the Media Industry Approved 2022.01 - 20 credit points	
[MODULE] 4522CCMED Understanding Narrative Approved 2022.01 - 20 credit points	
[MODULE] 4523CCMED Digital Production Practice Approved 2022.01 - 20 credit points	
Level 5 Core - 240 credit points	CORE
[MODULE] 5512CCMED Multiplatform Production Approved 2022.01 - 20 credit points	
[MODULE] 5513CCMED Compositing and Post Production Approved 2022.01 - 20 credit points	
[MODULE] 5514CCMED TV Studio Production Approved 2022.01 - 20 credit points	
[MODULE] 5515CCMED Drama Approved 2022.01 - 20 credit points	
[MODULE] 5518CCMED Applying for Placements and Jobs Approved 2022.01 - 10 credit points	
[MODULE] 5520CCMED Digital Media Ethics, Compliance and Copyright Approved 2022.01 - 10 credit points	
[MODULE] 5522CCMED Digital Media Cultures Approved 2022.01 - 20 credit points	

Module specifications may be accessed at <https://proformas.ljmu.ac.uk/Default.aspx>

Approved variance from Academic Framework Regulations

Variance

All learners at Coleg Cambria have the right to be assessed through the medium of Welsh. Students who wish to be assessed through the medium of Welsh should inform their module tutor at the earliest possible opportunity, normally at the start of the module and then should complete a formal application within three weeks of the module's commencement, this formal process will allow translation arrangements to be made. At submission, any work presented in Welsh will be translated into English for assessment purposes. Assessed work to be translated must be submitted through the normal formal process common to the submission of assessment materials. Our translators have been instructed to translate without changing the meaning of the work that is being presented or improving the clarity of expression. Once translated it is a student's right to inspect the translated work for accuracy. As part of the submission process students will be asked to confirm that the translation appropriately reflects their original work as submitted, however at this stage, students are not allowed to make any substantial changes to their work other than to correct any inaccuracies in translation. The internal examiner will then mark the translated work and be able to confer with the translator where the presentation and/or meaning may appear unclear due to the nature of the translation. The marked translation and Welsh original will then be made available for external verification, during which further checks may be conducted regarding the accuracy of translation.

Teaching, Learning and Assessment

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-led workshops and demonstrations. Coursework includes: essays of various lengths; individual and group presentations; individual and group critical self-evaluation dossiers; research exercises; reports; individual work-based learning and independent study reports; dissertations. Group and individual productions of media artefacts. Knowledge and understanding is assessed by coursework, individual and group productions of media artefacts. 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 media artefacts. Intellectual skills are assessed through the range of assessment used on the Creative Media programme. The forms of assessment are structured over the two years of the programme 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. 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 is also enhanced by workshops 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 research files and critical evaluation documents, research exercises and evidence of learning in the workplace such as reflective dossiers. 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 two years of the programme 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.

Opportunities for work related learning

Creative Media is an industry-linked Foundation degree route that has working to industry standards and briefs and familiarity with industry practice central to its learning. Students undertake Work Related Learning through live briefs which simulate a working environment, for example in the Television Studio Production module. Students are encouraged to submit their projects to festivals and other relevant opportunities in order to think beyond assessment to the real world of production and to acquire valuable networking opportunities. At Level 4, in the module Introduction to the Media Industry, students are introduced to the breadth of the media industry in the North West and entrepreneurial approaches to media. At Level 5 a core module, Applying for Jobs and Placements, raises awareness of the ways in which the media industry is organised.

Entry Requirements

Type	Description
Irish awards	Irish Leaving Certificate 104 UCAS tariff points. Maximum of 20 UCAS tariff points at Ordinary Level.
International Baccalaureate	24 IB points
Alternative qualifications considered	Scottish Higher 104 UCAS points to include 2 Advanced Higher.

Alternative qualifications considered	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
A levels	104 UCAS points from a minimum of 2 A Levels. Maximum of 20 AS points accepted.
Access awards	At least 9 Distinctions and 36 Merits or any other combination that equates to 104 UCAS tariff points in a relevant subject.
Other international requirements	International applications will be considered in line with UK qualifications. Any applicant whose first language is not English will be required to have IELTS 6.5 (minimum 6.0 in each component) or acceptable equivalent.
BTECs	104 UCAS Tariff points.
Alternative qualifications considered	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.

Extra Entry Requirements