

## Overview

<b>Programme Code</b>	45408
<b>Programme Title</b>	Media Production
<b>Awarding Institution</b>	Liverpool John Moores University
<b>Programme Type</b>	Degree with Foundation
<b>Language of Programme</b>	All LJMU programmes are delivered and assessed in English
<b>Programme Leader</b>	Wesley Nolan
<b>Link Tutor(s)</b>	

## Awards

Award Type	Award Description	Award Learning Outcomes
Target Award	Bachelor of Arts with Honours (Fnd) - BAHF	See Learning Outcomes Below
Alternative Exit	Bachelor of Arts (Fnd) - BAF	Demonstrate a broad and comparative knowledge of the general scope of the subject, its different areas and applications, and its interactions with related subjects. A detailed knowledge of a defined subject or a more limited coverage of a specialist area balance by a wider range of study. in each case, specialised study will be informed by current developments in the subject. demonstrate a critical understanding of the essential theories, principles and concepts of the subject(s) and of the ways in which these are developed through the main methods of enquiry in the subject.
Alternative Exit	Diploma of Higher Education (Fnd) - DHEF	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.
Alternative Exit	Certificate of Higher Education (Fnd) - CHEF	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.

### Alternate Award Names

## External Benchmarks

### Subject Benchmark Statement

UG-Communication, Media, Film and Cultural Studies (2019)

## Programme Offering(s)

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

## Aims and Outcomes

### 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.

### Learning Outcomes

Code	Description
PLO1	Evidence knowledge and understanding of a range of media texts from diverse cultural and industrial backgrounds;
PLO2	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);
PLO3	Reflect: develop an understanding of the student's own subject position with reference to screen-related texts and contexts;
PLO4	Create, research, pitch, plan, produce and post produce a range of content including non-fiction, fiction, live and mixed realities content;
PLO5	Design, carry out and present various forms of research in a variety of formats;
PLO6	Locate and select appropriate material for independent and tutor guided assessments (theoretical and/or practical);
PLO7	Work productively as part of a team;
PLO8	1Develop software skills that enable students to design and create digital artefacts;
PLO9	Critically evaluate developing professional skills and knowledge and formulate a personal plan for securing employment;
PLO10	Approach tasks in an organised and professional manner;

<b>Code</b>	<b>Description</b>
PLO11	Communicate effectively in a variety of forms including group discussion, oral presentations, written work and media texts;
PLO12	Evidence knowledge and understanding of the variety of cultural and industrial contexts in which these texts are produced, disseminated and received;
PLO13	Apply effective self-management including meeting deadlines, prioritising tasks and fulfilling own roles and responsibilities;
PLO14	Demonstrate the ability to adopt strategies to resolve problems;
PLO15	Take responsibility for own learning reflecting on progress and taking appropriate actions;
PLO16	Utilise the facilities of available ICT tools to enhance oral and written communication research skills and other activities;
PLO17	Work with numbers and interpret data;
PLO18	Apply effectively appropriate software to given tasks.
PLO19	Evidence knowledge and understanding of the techniques and practices involved in the production of creative and digital media artefacts;
PLO20	Evidence knowledge and understanding of the business theory, practices and approaches of the creative industries;
PLO21	Evidence knowledge and understanding of theoretical, historical and critical debates on creative industries;
PLO22	Analyse: describe and interpret artistic and cultural representations with an understanding of their generic, stylistic and institutional properties;
PLO23	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;
PLO24	Conceptualise: connect with the specific conditions of a creative business context in order to formulate key issues and questions;
PLO25	Synthesise: information, ideas, critical perspectives and creative production practices;

## Programme Structure

### Programme Structure Description

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 480 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 600 credit honours with study abroad programme. Of those 600 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 who started the programme in September 2021 will complete the programme as stated below.

<b>Programme Structure - 480 credit points</b>	
<b>Level 3 - 120 credit points</b>	
<b>Level 3 Core - 120 credit points</b>	<b>CORE</b>
[MODULE] 3100FNDJN Media Literacies Approved 2022.02 - 20 credit points	
[MODULE] 3101FNDLCP Preparing for Success: Academic Skills Approved 2022.01 - 20 credit points	
[MODULE] 3102FNDFS Investigating the City Approved 2022.01 - 20 credit points	
[MODULE] 3104FNDCW Creative Notebook Approved 2022.02 - 20 credit points	
[MODULE] 3105FNDJN Media Landscapes Approved 2022.01 - 20 credit points	
[MODULE] 3106FNDDR Creative Project Approved 2022.01 - 20 credit points	
<b>Level 4 - 120 credit points</b>	
<b>Level 4 Core - 120 credit points</b>	<b>CORE</b>
[MODULE] 4024MEDIA Digital Workflows Approved 2022.01 - 20 credit points	
[MODULE] 4025MEDIA Moving Image Approved 2022.02 - 20 credit points	
[MODULE] 4026MEDIA Storytelling Approved 2022.02 - 20 credit points	
[MODULE] 4027MEDIA Audio Approved 2022.02 - 20 credit points	
[MODULE] 4028MEDIA Industries Portfolio 1 Approved 2022.01 - 20 credit points	
[MODULE] 4029MEDIA Project Management Approved 2022.02 - 20 credit points	
<b>Level 5 - 120 credit points</b>	
<b>Level 5 Core - 100 credit points</b>	<b>CORE</b>
[MODULE] 5025MEDIA Mixed Realities Approved 2022.01 - 20 credit points	
[MODULE] 5027MEDIA Postproduction Approved 2022.01 - 20 credit points	
[MODULE] 5028MEDIA Digital Marketing Approved 2022.01 - 20 credit points	
[MODULE] 5029MEDIA Fiction Approved 2022.01 - 20 credit points	
[MODULE] 5030MEDIA Industries Portfolio 2 Approved 2022.01 - 20 credit points	
<b>Level 5 Optional - 20 credit points</b>	<b>OPTIONAL</b>
[MODULE] 5026MEDIA Non-Fiction Documentary Approved 2022.01 - 20 credit points	
[MODULE] 5031MEDIA Non-Fiction TV Studio Approved 2022.01 - 20 credit points	
<b>Optional placement - 120 credit points</b>	<b>OPTIONAL</b>
<b>Study Abroad - 120 credit points</b>	<b>OPTIONAL</b>
[MODULE] 5024MEDIA Study Year Abroad - Media Production Approved 2022.01 - 120 credit points	

<b>Optional Study Semester - 60 credit points</b>	<b>OPTIONAL</b>
[MODULE] 5023MEDIA Study Semester Abroad - Media Production Approved 2022.01 - 60 credit points	
<b>Level 6 - 120 credit points</b>	
<b>Level 6 Core - 120 credit points</b>	<b>CORE</b>
[MODULE] 6019MEDIA Development and Distribution Approved 2022.01 - 20 credit points	
[MODULE] 6020MEDIA Digital Disruption Approved 2022.01 - 20 credit points	
[MODULE] 6021MEDIA Specialisms Approved 2022.01 - 20 credit points	
[MODULE] 6022MEDIA Independent Project Approved 2022.01 - 40 credit points	
[MODULE] 6023MEDIA Industries Portfolio 3 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

<b>Variance</b>
Variance was approved for a 40 credit Production Project module [6012MEDIA] at Level 6 and year long modules Work Based Learning 6016MEDIA and Media Business Report [6018MEDIA] at Level 6.

## 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- 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.

## Opportunities for work related learning

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.

## Entry Requirements

Type	Description
BTECs	72 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.
Alternative qualifications considered	Scottish Higher 72 UCAS points to include an Advanced Higher
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 6.0 (minimum 5.5 in each component) or acceptable equivalent.
A levels	72 UCAS points from a minimum of 2 A Levels. Maximum of 20 AS points accepted.
Alternative qualifications considered	Prior to starting the programme applicants must have obtained grade 4 or grade C or above in English Language, Mathematics and a Science GCSE or an approved alternative qualification: <ul style="list-style-type: none"> <li>• Key Skills Level 2 in English/ Maths</li> <li>• NVQ Level 2 Functional skills in Maths and English Writing and or Reading</li> <li>• Skills for Life Level 2 in Numeracy/English</li> <li>• Higher Diploma in Maths/ English</li> <li>• Functional skills Level 2 in Maths/ English</li> <li>• Northern Ireland Essential Skills Level 2 in communication or Application of Number</li> <li>• Wales Essential Skills Level 2 in Communication or Application of Number</li> </ul>
Irish awards	Irish Leaving Certificate 72 UCAS tariff points. Maximum of 20 UCAS tariff points at Ordinary Level.
Access awards	At least 24 Merits and 21 Passes or any other combination that equates to 72 UCAS tariff points in a relevant subject

International Baccalaureate	24 IB points

**Extra Entry Requirements**