

PROGRAMME SPECIFICATION

Bachelor of Science with Honours in Video Production and Streaming

Awarding institution	Liverpool John Moores University
Teaching institution	LJMU
UCAS Code	PP39
JACS Code	J900
Programme Duration	Full-Time: 3 Years, Sandwich Thick: 4 Years
Language of Programme	All LJMU programmes are delivered and assessed in English
Subject benchmark statement	Engineering Council UK Spec for IEng. QAA Communication, media, film and cultural studies (2016).
Programme accredited by	
Description of accreditation	
Validated target and alternative exit awards	Bachelor of Science with Honours in Video Production and Streaming Bachelor of Science with Honours (SW) in Video Production and Streaming Diploma of Higher Education in Video Production and Streaming Diploma in Higher Education (SW) in Video Production and Streaming Certificate of Higher Education in Video Production and Streaming
Programme Leader	Karl Jones

Educational aims of the programme

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:

- 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.

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

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

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.

Propose solutions to problematic environments and equipment.

Describe and analyse the properties of industry standard video connectivity.

Recognise and define the primary components of a computer-based video production environment.

Appreciate technical specifications.

Demonstrate key skills appropriate to an video/media production specialist.

Describe and analyse the properties of industry standard data streaming systems.

Alternative Exit/ Interim Award Learning Outcomes - Diploma in Higher Education (SW)

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

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.

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

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

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.

Alternative Exit/ Interim Award Learning Outcomes - Bachelor of Science with Honours (SW)

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

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 Learning Outcomes - Bachelor of Science with Honours

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

Knowledge and understanding

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

A1. Develop a rigorous approach to the nature, application and operations of video production and streaming, and associated technology

A2. Deploy management of technological systems including associated people and organisational management; societal and legal aspects

A3. Appreciate issues and theory within video production and streaming environment

A4. Demonstrate the development of creative solutions based on appropriate research strategies

A5. 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

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated

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.

Assessment

By examination and coursework. Courseworks include media presentations, portfolio assessment; individual written reports; group reports.

Skills and other attributes

Intellectual Skills

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

B1. Critically evaluate own and others video production and data streaming, with reference to relevant technology, theory and practice.

B2. 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.

B3. Integrate and evaluate information and data from a variety of sources.

B4. Identify problems, generate and select solutions, and plan implementation of improvements in a management and technical context.

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated

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.

Assessment

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.

Professional practical skills

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

C1. Determine the requirements to create and organise a video production and evaluate possible solutions and technical options.

C2. Design and create professional video and allied media productions based on industry standard packages.

C3. Apply problem-solving techniques to technical, operational, business and management issues

C4. Manage media related projects with respect to time and resources.

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated

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.

Assessment

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.

Transferable / key skills

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

D1. Make effective use of a range of research techniques, methodologies, technologies and information sources.

D2. Work effectively in a team and independently to deliver objectives on time.

D3. Communicate effectively orally and in writing for a variety of purposes.

D4. Make effective use of a wide range of software packages for communication editing and presentation delivery.

D5. Manage own learning

Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated

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.

Assessment

By assignment such as portfolios, oral and written reports, participation in seminars or discussions. Viva voce examination of the final year project takes place.

Alternative target awards

A student who is eligible for the following awards will be able to:

Bachelor of Science with Honours (SW) in Video Production and Streaming -

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.

Programme structure - programme rules and modules

Programme rules

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.

Level 6	Potential Awards on completion	Bachelor of Science with Honours
Core	Option	Award Requirements
6200AMP Music Video Production (20 credits) 6202AMP Project Preparation (10 credits) 6203AMP Career Management (10 credits) 6205AMP Project (40 credits) 6206AMP Virtual Digital Studio (20 credits) 6207AMP Media Delivery and Monetization (20 credits)		120 core credits at level 6 0 option credits at level 6
Level 5	Potential Awards on completion	
Core	Option	Award Requirements
5201AMP Broadcast Standards (20 credits) 5202AMP The Media Entrepreneur (20 credits) 5203AMP Live Performance Operations (20 credits)		120 core credits at level 5 0 option credits at level 5

5204AMP Broadcast Studio Operations (20 credits) 5208AMP Networks and Streaming (20 credits) 5209AMP CGI and Special Effects (20 credits)		
Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4201AMP The Media Industry (10 credits) 4202AMP Spreadsheets and Data Presentation (10 credits) 4205AMP Sound Technology (20 credits) 4206AMP Radio and Podcasting (20 credits) 4207AMP Computing and Video Tools (20 credits) 4208AMP Video Acquisition (20 credits) 4209AMP Introduction to Post Production (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)

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.

Criteria for admission

A/AS Level

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.

BTEC National Diploma

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.

Access

Yes- Must be in relevant subject and a transcript must be seen before an offer can be made. GCSE English & Maths covered in Access Dip.

Other

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.

Mature entry

Applicants offering other awards or combinations of unit awards will also be considered. All applications will be considered on an individual basis. We welcome applications from highly motivated applicants with relevant

experience but without the necessary formal qualifications. All applications will be considered on an individual basis.

Overseas qualifications

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.

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.