Leeds Trinity University

APPROVED MAY 2020

Programme Specification

With effect from: September 2020

A programme specification is the definitive record of your programme of study at the University. It sets out the aims, learning outcomes, and indicative content of the programme. You should read this programme specification alongside the relevant module descriptors and the University's Taught Programme Academic Regulations.

This specification only applies to the delivery of the programme indicated below. The details in this specification are subject to change through the modifications or periodic review processes.

1   Programme name and award

This programme specification relates to the following award(s)
BA (Hons) Media

2   Aims of the programme

Rationale and general aims, including what is special about this programme
The Media degree at Leeds Trinity is a practice-based course which will develop your technical and creative abilities. The programme aims to: 1.   provide robust and contemporary academic and professional frameworks for the study of, and a career in, the media industry, with particular focus on creative online content; 2.   develop proficiency in the use of a range of facilities, equipment and software relevant to the creative industries and an ability to utilise technical means appropriately in the design and delivery of imaginative and distinctive work; 3.   question, review and evaluate your ideas and to enhance this ability through sourcing and researching relevant material; 4.   prepare you, through the development of an appropriate range of knowledge, skills and attributes, for changing work practices and career pathways including entrepreneurial and freelance work in fields within the creative industries.

3   Level Learning Outcomes

Learning outcomes are expressed in terms of:

- Knowledge and understanding (K)
- Intellectual / cognitive / 'thinking' skills (I)
- Practical skills specific to the subject (P)
- Employability skills (E)

We design assessment tasks to enable you to demonstrate the level learning outcomes for your level of study. To a greater or lesser extent, all level learning outcomes are embedded into each assessment task. This means we can take a more integrated view of your overall performance at a level.

To progress to the next level, or to receive an award, you will need to satisfy the Level Learning Outcomes below and achieve credit as per the Taught Programme Academic Regulations.

Level Learning Outcomes	
Level 6	
K1	Subject knowledge: an ability to make flexible use of concepts and techniques relevant to theory and practice in a variety of diverse media forms;
K2	Disciplinary knowledge: frame appropriate research questions; design and conduct research projects using qualitative and quantitative methods as appropriate; and to analyse and present the results;
K3	Professional knowledge: engagement with contemporary professional practice in the media industry including the capacity to identify, create and take opportunities; make innovative contributions, generate ideas, and learn from mistakes;
I1	Analysis: critical evaluation of approaches to solving problems in media projects, including the ability to innovate new solutions and respond to emerging problems;
I2	Argument: effective responses to ongoing feedback from various collaborative partners, audiences, users, or regulators in the development of sophisticated individual or group projects;
I3	Creativity: produce a range of ideas to go beyond established approaches and to design original projects; produce original insights, perspectives, and understandings resulting from the integration of a range of information; and independently identify and define problems and develop and implement appropriate solutions;
P1	Equipment: demonstrate a level of functional and technical expertise to select and use appropriate tools to complete projects to a professional level of accomplishment; demonstrate an active interest in acquiring new expertise and experiment with new processes, tools, or technologies. new processes, tools, or technologies;
P2	Professional practice: secure application of project management skills to the design and delivery of original individual or group projects to a professional standard.
Level 5	
K1	Subject knowledge: a critical understanding of concepts and techniques relevant to theory and practice in relation to diverse media forms;
K2	Disciplinary knowledge: a critical understanding of the reciprocal relation between theory and practice in the media industry;
K3	Professional knowledge: the application of research and development in creation and management of a range of media projects;
I1	Analysis: selection of appropriate research methodologies and the ability to apply concepts and techniques outside their initial context;
I2	Argument: independent engagement with contemporary debates and scholarship in the production of secure work, in various formats, using accurate scholarly conventions;

I3	Creativity: develop ideas and initiate projects based on own knowledge and interests; demonstrate awareness of and identify limitations of own thinking style; select from and use a range of techniques to apply imaginative thinking to a problem; and reformat a range of information into a framework for a given purpose.
P1	Equipment: the appropriate selection and use of available pre-production, production and post-production technologies in the design and delivery of a substantial individual or group project;
P2	Professional practice: ability to apply issues of ethics, ownership and health and safety within the design and delivery of complex commercial projects.
Level 4	
K1	Subject knowledge: knowledge and understanding of media as a historical and contemporary phenomenon in a range of social and cultural contexts;
K2	Disciplinary knowledge: to identify and understand the reciprocal relation between theory and practice in the media industry;
K3	Professional knowledge: understanding the role of research and development in the creation and management of a range of media projects;
I1	Analysis: use of analytical techniques appropriate to the study and practice of media in its theoretical, aesthetic and practical aspects;
I2	Argument: an ability to formulate, structure, and present arguments on the basis of individual learning, making use, where appropriate, of relevant resources and the accurate use of scholarly conventions;
I3	Creativity: produce ideas when prompted and to define projects within a given framework; recognise dominant ways of solving a problem and suggest alternatives; and collect and categorise information according to a prescribed format;
P1	Equipment: proficiency in the use of relevant technologies (hardware and software), such as in-studio and on-location equipment and post-production software;
P2	Professional practice: ability to work within the law and within safety guidelines both in the studio, the editing suite, and when on location.

Employability Outcomes	
Employability skills are embedded and assessed throughout your programme. Therefore, we use a generic set of employability outcomes at all levels of study.	
E1	**Self-management** – the ability to plan and manage time; readiness to accept responsibility and improve their own performance based on feedback/reflective learning; the ability to take initiative and be proactive, flexible and resilient;
E2	**Team-working** – the ability to co-operate with others on a shared task and to recognise and take on appropriate team roles; leading, contributing to discussions and negotiating; contributing to discussions; awareness of interdependence with others;
E3	**Business and sector awareness** – an understanding of the key drivers for business success, including the importance of customer/client satisfaction and innovation; understanding of the market/sector in which an organisation operates; the ability to recognise the external context and pressures on an organisation, including concepts such as value for money, profitability and sustainability;
E4	**Problem-solving** – a capacity for critical reasoning, analysis and synthesis; a capacity for applying knowledge in practice; an ability to retrieve, analyse and evaluate information from different sources;
E5	**Communication** – the ability to present information clearly and appropriately, both orally and in writing, and to tailor messages to specific audiences and purposes;

E6	**Application of numeracy** – a general awareness of mathematics and its application in practical contexts; the ability to carry out arithmetic operations and understand data, to read and interpret graphs and tables and to manage a budget;
E7	**Application of information technology** – the ability to identify and use the appropriate IT package for a given task; familiarity with word-processing, spreadsheets and file management; the ability to use the internet and email effectively;
E8	**Entrepreneurship/enterprise** – the ability to demonstrate an innovative approach and creativity, to generate ideas and to identify and take opportunities;
E9	**Social, cultural & civic awareness** – embracement of an ethos of community and civic responsibility; an appreciation of diversity and ethical issues; an understanding of cultures and customs in the wider community.

3.1 External Benchmarks

Statement of congruence with the relevant external benchmarks
This programme is congruent with QAA Benchmark Statement: Communication, Media, Film and Cultural Studies (December 2019): https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-communication-media-film-and-cultural-studies.pdf?sfvrsn=28e2cb81_4

4 Indicative Content

Summary of content by theme
The Media programme enables you to develop creative, entrepreneurial and industry-specific skills in four key areas: professional practice; creative practice; media analysis, and collaborative project work. The programme is designed with a progressive and convergent structure that establishes the core knowledge, skills and attributes in the first year and then synthesises them in the second year within pre-defined projects in order to equip and prepare you for the full-independent project work in the final year. In this way, the programme is designed to deliver the creative and industry-specific skills through vertical strands that provide a means of developing skills. The programme focuses on using these skills in an independent and creative way, to be delivered mainly through online platforms as an independent producer, but they are also highly relevant through more traditional platforms and the knowledge gained in each of these areas across all three years of undergraduate study will help you both set up as an independent producer of online content or as an employee of the creative media sector. At Levels 5 and 6 placement modules allow you to test and refine your skills in a professional context, engage in networking and explore the kinds of employment your degree is preparing you for. The strands ultimately converge in an individual research project and a professional industry project.

5   **Programme Structure**

Programme Structure – BA (Hons) Media (Single Honours)			
Duration	3 years full-time		
Total credit rating	360 (180 ECTS)		
Level 4– With effect from September 2020			
Core: You are required to take the following modules			
Module Code	Module Title	Semester	Credits
MFC4003	Professional Development	Semester 1&2	30
MFC4013	Digital Design	Semester 1&2	30
MFC4023	Core Production Skills	Semester 1&2	30
MFC4033	Contemporary Media Analysis	Semester 1&2	30
Level 4 Integrated Assessment is an activity combining skills across the level – details will be made available to students.			
Level 5– With effect from September 2021			
Core: You are required to take the following modules			
Module Code	Module Title	Semester	Credits
MFC5003	Professional Placement	Semester 1&2	30
MFC5113	Interactive Storytelling	Semester 1&2	30
MFC5093	Media, Power and Culture	Semester 1&2	30
Options: You are required to choose 30 credits from the following modules			
Module Code	Module Title	Semester	Credits
MFC5023	Digital Visualisation: Concept to Practice	Semester 1&2	30
MFC5133	Television Platforms	Semester 1&2	30
MFC5333	Online Community Management	Semester 1&2	30
Level 6– With effect from September 2022			
Core: You are required to take the following modules			
Module Code	Module Title	Semester	Credits
MFC6003	Professional Project	Semester 1&2	30
MFC6013	Research Project	Semester 1&2	30

Options: You are required to choose 30 credits from the following modules			
Module Code	Module Title	Semester	Credits
MFC6023	Transmedia Production	Semester 1&2	30
MFC6033	Digital Studio	Semester 1&2	30

Core: You are required also to take 30 credits from the following modules			
Module Code	Module Title	Semester	Credits
MFC6193	Creative Project	Semester 1&2	30
MFC6025	Writing for TV	Semester 1	15
ENG6515	Sexuality Studies	Semester 1	15
MFC6035	Franchising Intertextuality	Semester 1	15
MFC6015	Cult Fandom	Semester 2	15
ENG6575	Fantasy and Gender	Semester 2	15

5.1   Pre-requisites

Modules which **must** be passed before enrolment to a module at a higher level
N/A

6   Learning, Teaching and Assessment

The University's Learning, Teaching and Assessment Strategy informs the design of your programme. You can find more information about learning, teaching and assessment for your programme within the relevant Assessment Handbooks.

7   Entry requirements

Honours degree programmes (Level 4, 5 and 6)
Applicants should normally have achieved the following prior to registration for the programme:
5 academic qualifications, of which at least 2 should be level 3 qualifications equivalent to A2 and must also include GCSE grade C or 4 or above in English Language (or equivalent qualification). All required GCSEs will be listed by programme on the University website. Some equivalent qualifications and the current typical offer conditions in terms of UCAS Tariff points are detailed in the undergraduate prospectus.
Applications are welcome from those with few or no formal qualifications. Any previous relevant work experience and learning will be assessed and, where appropriate, accredited as part of the application process. Please see Leeds Trinity's Recognition of Prior Learning Guidelines and Procedure.

Additional support needs

Students with disabilities or other support needs are welcome and are expected to

be able to participate fully in this programme. Arrangements will be made, via the normal University support systems, to accommodate students with additional support needs wherever possible, with reasonable adjustments made to accommodate individual needs.

Programme-specific requirements / unavoidable restrictions on participation in the programme
N/A

8   Technical Information

Awarding Body / Institution	Leeds Trinity University
Teaching institution	Leeds Trinity University
Parent School	School of Communication, Business and Law
Department	Department of Communication
Professional accreditation body	N/A
Final award	BA (Hons)
Title of programme(s)	Media
Subsidiary award(s)	BA [Ordinary] in Media Diploma of Higher Education in Media Certificate of Higher Education in Media
Honours type	Single
Duration and mode(s) of study	3 years; full-time
Month/year of approval of programme	May 2020
Periodic review due date	TBC
HECoS subject code(s)	100440 (digital media), 100443 (media production), 100444 (media and communication studies). Ratio: 40:40:30
UCAS course code and route code	P300
SITS codes	MEDIASH
Delivery venue(s)	Leeds Trinity University

PROGRAMME SPECIFICATION

1.   General information

Awarding body / institution	**Leeds Trinity University**
Teaching institution	**Leeds Trinity University**
'Parent' School *(ICE / SAC / SSHS)*	**SAC**
Academic Group *(or Cluster if clearer)*	**MFC**
Professional accreditation body *(if applicable)*	**n/a**
Final award *(eg. BA Hons)*	**BA (Hons)**
Title of programme(s)	**Media**
Subsidiary award(s) *(if any)*	**Certificate in Higher Education in Media** **Diploma in Higher Education in Media**
Honours type *(Single / Joint / Combined)*	**Single**
Duration and mode(s) of study	**3 years; full-time**
Month/year of approval of programme	
Start date (this version) *(month and year)*	**September 2018**
Periodic review next due *(academic year)*	
JACS subject code(s) *(Level 3)* **(Please refer to HESA listing on AQO website)**	**P300**
UCAS course code & route code **(available from Admissions)**	**P300**
SITS codes *(Course / Pathway / Route)* **(available from Student Administration)**	**MEDIASH**
Delivery venue(s)	**Leeds Trinity University**

2.   Aims of the programme

Rationale and general aims, including what is special about this programme *(from the student's and a marketing perspective)*
The Media programme aims to enable students to graduate with: a good knowledge and understanding of the media and the wider culture in which it exists; the skills to both produce and critique professional media artefacts; the skills to enhance their employability within media related roles and beyond; and sufficient understanding and awareness of social issues to be an engaged citizen of the world. Aims: - - To enable students to understand the ways in which media and their relationship with culture and society have been explained by media theorists

- To enable students to understand, apply and evaluate a range of concepts, theories and perspectives in the analysis and production of media artefacts
- To provide students with a good knowledge and understanding of the contemporary media landscape in terms of organisation, power and change
- To enable students to understand the role power plays in the production of knowledge and the role of the media and the storyteller in that process
- To enable students to become a creative and proficient teller of stories across a range of media forms
- To equip students with the skills to make you an effective independent researcher and communicator
- To equip students with skills of effective team-working and collaborative creation and thus enable them to succeed in employment in the media industries and beyond
- To encourage students to explore widely in the search for ideas, inspiration and answers
- To give students the wisdom and confidence to tell the stories that will shape their world for the better

3.   Student learning outcomes of the programme

Learning outcomes in terms of:
  – **knowledge and understanding (K)**
  – **intellectual / cognitive / 'thinking' skills (I)**
  – **practical skills specific to the subject (P)**
  – **employability skills (E)**

The 'K1', etc codes are used in section 7b) and module descriptors to refer to each of these learning outcomes.

On successful completion of the programme students will have demonstrated:

K1   coherent and detailed knowledge of a range of media forms and processes and their cultural context;

K2   understanding of a range of concepts, theories and approaches appropriate to the study of these media forms and processes and their relationship with the wider culture;

K3   knowledge of appropriate research practices, procedures and traditions and some awareness of their strengths and limitations;

K4   understanding of the contingency of knowledge and of the role of power in its production; with specific reference to the role of media and an awareness of their own responsibility and potential as shapers of truth;

I1   secure use of analytical techniques appropriate to the study of media and the evaluation and production of media texts;

I2   an ability to formulate, structure, and present a detailed and sustained argument on the basis of their individual learning making use, where appropriate, of recent scholarly resources and the accurate use of scholarly conventions;

I3   the ability to devise and present stories tailored to best suit a range of media forms and platforms and to address a range of audiences and thus to enhance their impact;

I4   the ability to originate, develop and realise their own distinctive and creative work;

P1   the ability to employ media-specific practical skills in production-based work (creative, technical, and/or vocational), and to utilise theoretical frameworks to inform that work.

Employability skills

E1   **Self-management** – the ability to plan and manage time; readiness to accept responsibility and improve their own performance based on feedback/reflective learning; the ability to take initiative and

be proactive, flexible and resilient;

E2   **Teamworking** – the ability to co-operate with others on a shared task and to recognise and take on appropriate team roles; leading, contributing to discussions and negotiating; contributing to discussions; awareness of interdependence with others;

E3   **Business and sector awareness** – an understanding of the key drivers for business success, including the importance of customer/client satisfaction and innovation; understanding of the market/sector in which an organisation operates; the ability to recognise the external context and pressures on an organisation, including concepts such as value for money, profitability and sustainability;

E4   **Problem-solving** – a capacity for critical reasoning, analysis and synthesis; a capacity for applying knowledge in practice; an ability to retrieve, analyse and evaluate information from different sources;

E5   **Communication** – the ability to present information clearly and appropriately, both orally and in writing, and to tailor messages to specific audiences and purposes;

E6   **Application of numeracy** – a general awareness of mathematics and its application in practical contexts; the ability to carry out arithmetic operations and understand data, to read and interpret graphs and tables and to manage a budget;

E7   **Application of information technology** – the ability to identify the appropriate IT package for a given task; familiarity with word-processing, spreadsheets and file management; the ability to use the internet and email effectively.

E8   **Entrepreneurship/enterprise** – the ability to demonstrate an innovative approach and creativity, to generate ideas and to identify and take opportunities;

E9   **Social, cultural & civic awareness** – embracement of an ethos of community and civic responsibility; an appreciation of diversity and ethical issues; an understanding of cultures and customs in the wider community.

   See also the learning outcomes for subsidiary awards set out in section 4 below.

3a   External benchmarks

Statement of congruence with the relevant published subject benchmark statements
(including appropriate references to any PSRB, employer or legislative requirements)
The programme learning outcomes have been informed throughout by the QAA's subject benchmark statement for 'Communication, media, film and cultural studies' programmes (2008). Those elements of the statement most relevant to a media programme have been directly replicated.

4.   Learning outcomes for subsidiary awards

Guidance	
	Generic Learning outcomes for the award of <u>Certificate of Higher Education</u>:
The assessment strategy is designed	

so that each of these outcomes is addressed by more than one module at Level 4.	On successful completion of 120 credits at Level 4, students will have demonstrated an ability to: i) interpret and evaluate data appropriate to the Media; ii) make sound judgements in accordance with basic disciplinary theories and concepts; iii) evaluate the appropriateness of different approaches to solving problems within the discipline; iv) communicate the results of their work coherently; and will have had specific opportunities to display transferable skills relevant to employment related to the discipline.
The assessment strategy is designed so that each of these outcomes is addressed by more than one module over Levels 4 & 5.	**Generic Learning outcomes for the award of <u>Diploma of Higher Education</u>:** On successful completion of 240 credits, including 120 at Level 5, students will have demonstrated, **in addition to the outcomes for a Certificate**: i) critical understanding of disciplinary principles within Media; ii) application of concepts outside their initial context; iii) use of a range disciplinary techniques; iv) proficient communication of the results of their work; and will have had the opportunity to develop transferable skills relevant to employment related to the discipline including successful completion of at least one professional placement or school-based training component.
The assessment strategy is designed so that each of these outcomes is addressed by more than one module over Levels 4, 5 & 6.	**Generic Learning outcomes for the award of an <u>Ordinary Degree</u>:** On successful completion of 300 credits, including 60 at Level 6, students will have demonstrated, **in addition to the outcomes for a Diploma:** i) an ability to make flexible use of disciplinary concepts and techniques within Media; ii) critical evaluation of approaches to solving problems in a disciplinary context; iii) an ability to work autonomously within a structured learning experience; iv) effective communication of the results of their work in a variety of forms; and will have had the opportunity to develop transferable skills relevant to employment related to the discipline including successful completion of two professional placements or school-based training placements.

5.   Content

Summary of content by theme (providing a 'vertical' view through the programme)

The Media degree programme contains a range of modules organised into three strands. These provide you with knowledge, understanding and skills relevant to media and relating to: analysis and theory; creativity and production; and industry and professionalism.

At Level 4 you are provided with a solid foundation of knowledge and understanding of the ways in which the media and the wider culture in which it exists can be understood and analysed. You also learn the skills necessary for creating and communicating stories across a variety of media. As well as this you also gain an understanding of the changing media landscape and the potential career roles within it and part of this learning takes place during your professional placement in a media related organisation.

At Level 5 you are encouraged to continue to gain production skills and industry knowledge across a range of media whilst starting to specialise. You can choose from options including fiction film and documentary film making, radio and podcast production, digital effects, social media management, journalism and public relations. Feeding into your understanding of the context and potential of these media forms is the 'Media, Culture and Society' module and the experience you once again acquire during another professional placement. To prepare you for Level 6 you also take a research methods module.

This brings you to Level 6 able to tackle larger projects more independently. These include a 40-credit research project as well as your choice of medium for your 40-credit production piece. This is where you get to specialise and show what you can do with the skills and understanding you have gained on the degree. Alongside these major projects you will also choose 40 more credits from a range of modules including *Professional Learning Through Work*.

6. Structure

BA (Hons) MEDIA (Single Honours)

Duration: 3 years full-time / 6 years part-time
Total credit rating: 360 (180 ECTS)

<u>Level 4</u> – with effect from September 2018

Core: Students are required to take:

MFC 4042	Mapping the Media Landscape	Sem 2	20 credits
MFC 4362	Online Storytelling	Sem 2	20 credits
MFC 4012*	Professional Development and Placement 1	Sem 1 & 2	20 credits
MFC 4022*	Analysing Media and Culture	Sem 1 & 2	20 credits
MFC 4141	Radio and Podcast Production	Sem 1 or 2	10 credits
MFC 4151	Television Production	Sem 1 & 2	10 credits
MFC 4342*	Image Creation	Sem 1 & 2	20 credits
Integrated Assessment Block*		Sem 2	

<u>Level 5</u> – with effect from September 2018

Core: Students are required to take:

MFC 5012	Professional Development and Placement 2	Sem 1 & 2	20 credits
MFC 5022	Media, Culture, Society	Sem 1 & 2	20 credits
MFC 5032	Researching Media, Film and Culture	Sem 1 & 2	20 credits

Option: Students are required to choose 40 credits from:

JOU 5052	Radio and Podcast for Journalists	Sem 2	20 credits
MFC 5042	Script to Screen	Sem 1 & 2	20 credits
MFC 5062	Digital Effects	Sem 1 & 2	20 credits
MFC 5202	Documentary: Theory and Practice	Sem 1 & 2	20 credits
MFC 5572	Digital Narratives	Sem 1 & 2	20 credits
JOU 5152	Magazine Feature Writing	Sem 1 & 2	20 credits

JOU 5992	PR in Practice	Sem 1 & 2	20 credits

Option: Students are required to choose 20 credits from:

MFC 5112	Understanding Disney	Sem 1 & 2	20 credits
MFC 5132	Television Genres	Sem 1 & 2	20 credits
MFC 5582	Online Community Management	Sem 1 & 2	20 credits
MFC 5632	Negotiated Study Module	Sem 1 & 2	20 credits

Level 6 – with effect from September 2019

Core: Students are required to take:

MFC 6234	Media, Film and Culture Research	Sem 1 & 2	40 credits

Option: Students are required to choose at least 40 credits from:

JOU 6002	Advanced Radio Production*	Sem 2	20 credits
JOU 6352	Professional Learning Through Work	Sem 1 & 2	20 credits
MFC 6014	Media Production Portfolio	Sem 1 & 2	40 credits
MFC 6044	Advanced Documentary Production*	Sem 1 & 2	40 credits
MFC 6404	Advanced Short Film Production*	Sem 1 & 2	40 credits
MFC 6564	Transmedia Production*	Sem 1 & 2	40 credits
JOU 6942	Specialist Magazine Writing	Sem 1 & 2	20 credits
JOU 6992	PR Management	Sem 1 & 2	20 credits

Option: Students are required to choose at least 20 credits from:

MFC 6202	Contemporary Cult Television	Sem 1	20 credits
MFC 6092	Contemporary Cultural Issues	Sem 1 & 2	20 credits
MFC 6162	Film and Television Adaptation	Sem 1 & 2	20 credits
MFC 6182	Science Fiction	Sem 1 & 2	20 credits
MFC 6242	Negotiated Media Project	Sem 1 & 2	20 credits
BMM 6302	Entrepreneurship and Creativity	Sem 1 & 2	20 credits

* There is a prerequisite for enrolment on this module – please refer to tutor.
+ The indicated module(s) are not available to visiting students.

7.   Learning, teaching and assessment

7a) Statement of the strategy for learning, teaching and assessment for the programme

The learning and teaching across the programme has been designed to:

- Develop understanding of media and theoretical perspectives relevant to its study
- Develop an understanding of industry perspectives and issues, practical skills and their application in a range of settings
- Allow students to develop a selection of written, audio, video and digital skills applicable across a range of industries

The programme incorporates key aspects of the new Learning and Teaching Strategy, particularly in terms of the way students work to develop practical and research skills. All practical modules and core Level 5 and Level 6 research modules involve interactive workshops, student-led enquiry and formative feedback. In these modules, along with some theory and research modules, students are able to negotiate their assessment and also, in some cases, the mode of assessment.

In the delivery of our modules we emphasise supervised small group activity and student-led enquiry. In the production modules almost all teaching sessions involve working in small groups or individually and the assessments also follow this structure. In the theoretical modules small group work is always included in the range of learning approaches used. Typically this involves students in small seminar discussion groups. Across all modules students are encouraged to identify their own focus for the application of the skills and concepts they are learning. In production

modules students choose the topics they wish to create a story about and in the theoretical modules they identify examples to analyse using the concepts and theories they are learning. They are also encouraged to combine the two: crafting and analysing their own production work using the insights and knowledge learnt in their theoretical modules.

Taking into account the range of academic backgrounds of students likely to join the programme, Level 4 delivers a broad, common core of academic, production, and employability skills to enable students to progress on equal terms. At Level 5, students progress on to more complex and specialised areas, deepening their knowledge of the media, acquiring research skills and reinforcing and developing their core practical skills in producing more substantial creative work. At Level 6, students direct their own learning through increased module choice and the opportunity to determine the content of those modules. At this level students apply the skills and knowledge gained at lower levels to explore their own interests and creative work, and a high level of independent study is expected.

The programme uses a range of approaches to learning and teaching appropriate to the subject matter, student numbers, and the need for variety and balance in the use of teaching methods to support different learning styles. Academic modules use a range of teaching methods including lectures, tutorials, screenings, seminars, workshops, and supervisions. Production modules use online tutorials, interactive workshops and lectures, tutorials, and supervisions and consultations. Guest speakers from industry or academia may be included in module schedules to provide up-to-date industry or alternative academic perspectives.

Group work is an integral part of the programme and is a part of both the academic and production pathways. For academic modules this takes the form of collaboration in small groups in research and problem-solving. Group assessment also takes place in the form of group presentations in some modules. Practice-based modules typically break down a cohort into small groups for project work. Wherever group work results in the award of a single mark to the whole group a report reflecting on the group work experience is also required.

An awareness of ethical issues relating to media is built into the programme through its core academic and production modules, and through the development and application of research skills as part of the Level 5 research methods module and Level 6 research modules.

Assessment on the Media programme:

Modes of assessment used include essays, dissertations, reports, reflective reports, individual and group presentations, films, audio recordings, artefacts, photography, other digital online media forms, scripts, blog posts and portfolios. Formative assessment, either formally assessed or in the form of module tutor and supervisor feedback on proposals, plans, designs, etc. is built into all modules. Informal peer and self-assessment are also included in several modules e.g. those involving the production of textual analyses at Level 4 and of films at Level 5. Students are also encouraged to be reflexively critical of their work in their reflective reports on production modules and of their performance and experience in the workplace in their weekly reflective reports for their professional placement. Students also produce online portfolios as part of their Professional Development and Placement modules which encourage them to look at their creative output through the eyes of an unknown professional who might be considering offering them employment.

The two professional placements are also crucial learning experiences within the degree programme. Students are also encouraged to take up other opportunities to engage with external organisations/clients through working with Trinity Vision. The links Trinity Vision have built up with third sector organisations also enables students to learn about the range of ways in which they could get involved in ethical causes and encourages them to become more socially aware and engaged.

Students engage in Integrated Assessment at Level 4. It brings students together from all MFC programmes to work together on projects requiring the application of the full range of their

developing knowledge and skills. This project generally takes the form of a television programme presented as live and containing several pre-recorded pieces filmed on location. The Integrated Assessment is not independently credit-bearing but it is integral to the phase one roll-out of integrated assessment in that it is assessed and marked, and these marks fulfil 30 percent of the module learning objectives as noted in the structure above (*).

We make every effort to make the programme accessible to all. This includes making learning materials available in advance of sessions, providing these in an accessible form, liaising with specialists, e.g. RNC College for the Blind, to share best practice in terms of supportive software and hardware, making adjustments to accommodate specific needs in relation to assessment and, if necessary, devising bespoke assessments and projects for individual students.

We believe that our flexible approach to learning and teaching can work as an example to the students of how embracing adaptation and innovation in tackling new problems can invigorate professional life and bring about solutions to problems you didn't realise you had and improvements far beyond those initially hoped for.

7b) Programme learning outcomes covered

Adjust LO codes as necessary. ↓ *These must match module descriptors.*	Assessed learning outcomes of the programme										Skills development								
	K1	K2	K3	K4	I1	I2	I3	I4	P1		E1	E2	E3	E4	E5	E6	E7	E8	E9
Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.	Media forms & processes	Concepts & theories	Research practices	Power/knowledge	Analysis	Argument	Storytelling	Creativity	Productioin skills		Self-management	Teamworking	Business & sector awareness	Problem-solving	Communication	Application of numeracy	Application of IT	Entrepreneurship / enterprise	Social, cultural & civic awareness
LEVEL 4 CORE																			
Integrated Assessment Block	■		■		■		■	■			■	■	■	■	■	■	■	■	■
MFC 4012: Professional Development and Placement	■		■		■		■	■			■	■	■	■	■	■	■	■	
MFC 4022: Analysing Media and Culture	■	■	■	■	■	■		■			■			■	■		■		■
MFC 4042: Mapping the Media Landscape	■	■	■	■			■					■			■				■
MFC 4141: Radio and Podcast Production	■		■	■	■		■	■	■		■					■	■		
MFC 4151: Television Production					■		■	■	■		■	■		■		■	■		
MFC 4342: Image Creation	■				■		■		■		■	■				■			
MFC 4362: Online Storytelling	■	■	■		■	■	■		■		■				■				■
LEVEL 5 CORE																			
MFC 5012: Professional Development and Placement	■	■	■		■		■	■			■	■	■	■	■	■	■	■	
MFC 5022: Media, Power & Culture	■	■		■	■		■				■			■	■				■
MFC 5032: Researching Media, Film, and Culture	■	■	■		■	■					■	■		■	■				■
LEVEL 5 OPTIONS																			
MFC 5042: Script to Screen																			

Adjust LO codes as necessary. ↓ These must match module descriptors.	Assessed learning outcomes of the programme										Skills development								
	K1	K2	K3	K4	I1	I2	I3	I4	P1		E1	E2	E3	E4	E5	E6	E7	E8	E9
Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.	Media forms & processes	Concepts & theories	Research practices	Power/knowledge	Analysis	Argument	Storytelling	Creativity	Productioin skills		Self-management	Teamworking	Business & sector awareness	Problem-solving	Communication	Application of numeracy	Application of IT	Entrepreneurship / enterprise	Social, cultural & civic awareness
JOU 5052: Radio and Podcast for Journalists																			
MFC 5062: Digital Effects																			
MFC 5202: Documentary Theory and Practice																			
MFC 5572: Digital Narratives																			
JOU 5152: Magazine Feature Writing																			
JOU 5992: PR in Practice																			
MFC 5112: Understanding Disney																			
MFC 5132: Television Genres																			
MFC 5582: Online Community Management																			
MFC 5632: Negotiated Study Module																			
LEVEL 6 CORE																			
MFC 6234: Media, Film and Culture Research	X	X	X	X	X	X	X		X		X		X	X	X	X			X
LEVEL 6 OPTIONS																			
MFC 6014: Media Production Portfolio	X		X		X		X	X	X		X		X	X		X	X	X	
MFC 6032: Radio and Podcast Production	X				X		X	X	X		X					X	X		

	Assessed learning outcomes of the programme										Skills development								
Adjust LO codes as necessary. ↓ *These must match module descriptors.*	K1	K2	K3	K4	I1	I2	I3	I4	P1		E1	E2	E3	E4	E5	E6	E7	E8	E9
Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.	Media forms & processes	Concepts & theories	Research practices	Power/knowledge	Analysis	Argument	Storytelling	Creativity	Productioin skills		Self-management	Teamworking	Business & sector awareness	Problem-solving	Communication	Application of numeracy	Application of IT	Entrepreneurship / enterprise	Social, cultural & civic awareness
MFC 6044: Advanced Documentary Production	X	X	X	X	X		X	X	X		X	X	X	X	X	X	X	X	X
~~MFC 6322: Professional Learning Through Work~~ Replaced by JOU6352	X	X	X	X	X		X	X	X		X	X	X	X	X		X	X	X
MFC 6404: Advanced Short Film Production	X	X	X		X	X	X	X	X		X	X	X	X	X	X	X	X	X
MFC 6564: Transmedia Production	X		X	X	X		X	X	X		X	X	X	X	X	X	X	X	X
JOU 6942: Specialist Magazine Writing	X	X	X	X	X	X		X	X		X		X	X	X	X		X	X
JOU 6992: PR Management	X	X	X	X		X		X	X		X	X	X	X	X		X	X	X
MFC 6092: Contemporary Cultural Issues	X	X	X	X	X	X	X	X			X		X	X	X		X		X
MFC 6162: Film and Television Adaptation	X	X		X	X	X	X				X		X		X				X
MFC 6182: Science-Fiction	X	X		X	X	X	X						X	X					X
MFC 6202: Contemporary Cult Television	X	X		X	X	X	X				X		X		X				X
MFC 6242: Negotiated Media Project	X	X	X		X	X	X	X	X		X		X	X		X	X	X	
BMM 6302: Entrepreneurship and Creativity							X	X	X		X	X	X	X	X	X	X	X	X
JOU 6002: Advanced Radio Production	X	X	X	X	X		X	X	X		X	X	X	X	X	X	X	X	X

8. Entry requirements

Honours degree programmes
Applicants should normally have achieved the following prior to registration for the programme: 5 academic or vocational qualifications, of which at least 2 should be GCE 'A' levels (or equivalent at level 3) and one should be GCSE English Language at grade C (or equivalent). Some equivalent qualifications and the current typical offer conditions in terms of UCAS Tariff points are detailed in the undergraduate prospectus. For students whose first language is not English, a pass in an approved test in English is needed, e.g. the International English Language Testing Service (IELTS), with a minimum of 6.0 and with no component below 5.5, or accepted equivalent test. Full details of entry requirements are published by course on the Leeds Trinity website. Applications are welcome from those with few or no formal qualifications. Any previous relevant work experience and learning will be assessed and, where appropriate, accredited as part of the application process. Please see Leeds Trinity's Principles and Guidelines for the Recognition of Prior Learning.

9. Progression, classification and award requirements

Details of requirements for student progression between levels and receipt of the award(s) (A certain level of attainment which <u>must</u> be achieved in a specific module; any modules exempted from condonement, any deviation from the standard institutional stipulations for award classification, e.g. exclusion of Level 4 module marks from Foundation Degree classification)
Undergraduate Taught Course Academic Regulations apply. The following modules are exempted from condonement: MFC 4012 *Professional Development and Placement* MFC 5012 *Professional Development and Placement*

10. Prerequisites

Details of modules which <u>must</u> be passed before enrolment on a module at a higher level
The specialist production option modules listed below are the only modules that require a pre-requisite. MFC 5042 *Script to Screen* is a pre-requistie for MFC 6404 *Advanced Short Film Production*: the Level 5 module provides key creative and practical skills and knowledge without which students will be at a disadvantage at Level 6. MFC 5042 *Script to Screen* or MFC 5202 *Documentary: Theory and Practice* are pre-requisites for MFC 6044 *Advanced Documentary Production* to ensure students have the required production film skills for this module. JOU 5052 *Radio and Podcast Production* is a pre-requisite for JOU 6002 *Advanced Radio Production*: the Level 5 module provides key creative and practical skills and knowledge without which students will be at a disadvantage at Level 6. MFC5572 *Digital Narratives* is a pre-requisite for MFC 6564 *Transmedia Production*: the Level 5 module provides key creative and practical skills and knowledge without which students will be at a disadvantage at Level 6.

11. Additional support needs

Arrangements made to accommodate students with additional support needs and any unavoidable restrictions on their participation in the programme/scheme
Students with disabilities or other support needs are welcome and are expected to be able to participate fully in this programme. Arrangements will be made, via the normal University support systems, to accommodate students with additional support needs wherever possible, with reasonable adjustments made to accommodate individual needs. Students with serious visual or hearing impairments may be unable to achieve some of the learning outcomes of some modules and wherever possible alternative forms of learning and assessment will be devised to compensate for this. The specific details of each individual student's needs can be discussed at the application stage.