

Programme Specification

With effect from: September 2022

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 and Employability 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 and relevant Employability Outcomes for your level of study. To a greater or lesser extent, all Level Learning Outcomes at each level of your study are embedded in the assessment task(s) at that level. 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 relevant Employability Outcomes and achieve credit as per the Taught Programme Academic Regulations.

Level Learning Outcomes	
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.
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;

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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;
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 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;

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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.

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;

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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.

4 External Benchmarks

Statement of congruence with the relevant external benchmarks

All Leeds Trinity University programmes are congruent with the Framework for HE Qualifications (FHEQ) and, where appropriate, the Qualifications and Credit Framework (QCF) / National Qualification and Credit Framework (NQF).

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

5 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.

6 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

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MFC5133	Television Platforms	Semester 1 & 2	30
MFC5333	Online Community Management	Semester 1 & 2	30
JOU5073	Radio and Podcasting	Semester 1	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			
MFC6023	Transmedia Production	Semester 1 & 2	30
MFC6033	Digital Studio	Semester 1 & 2	30
JOU6063	Advanced Audio Production	Semesters 1, 2	30
Options: You are required to choose 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

7 Pre-requisites

Modules students must study and achieve credit for before enrolling on a module at a higher level, or attaining their final programme award

N/A

8 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

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assessment for your programme (including information on Integrated Assessment) within the relevant Assessment Handbooks.

9 Entry requirements

Do the University's standard entry requirements apply?	Yes
Detail of any deviation from and/or addition to the University's standard entry requirements (if applicable)	N/A

10 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

11 Technical Information

Awarding Body / Institution	Leeds Trinity University
Teaching institution	Leeds Trinity University
Parent School	School of Communication, Business and Law
Department	Communication
Professional accreditation body	N/A
Final award	BA (Hons)
Title of programme(s)	Media

Subsidiary award(s)	BA (Ordinary in) 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). Ration: 40:40:30
UCAS course code(s)	P300
SITS route codes	MEDIASH
Delivery venue(s)	Leeds Trinity University

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12 Level Learning Outcomes and Employability Outcomes

The grids below demonstrate where Level Learning Outcomes and Employability Outcomes are assessed at module level and ensure that students are assessed in all Level Learning Outcomes at each level of their study. Students might not be assessed in all Employability Outcomes at each level of study. However, all Employability Outcomes will have been assessed by the end the programme.

Level 4 <i>Adjust LO codes as necessary. ↓</i>	Assessed level learning outcomes											Skills development								
	K1	K2	K3	K4	I1	I2	I3	I4	P1	P2	P3	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.	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	Self-management	Teamworking	Business & sector awareness	Problem-solving	Communication	Application of numeracy	Application of IT	Entrepreneurship / enterprise	Social, cultural & civic awareness
ENG4512 Title of Module																				
ENG4772 Title of Module																				

Level 5 <i>Adjust LO codes as necessary. ↓</i>	Assessed level learning outcomes											Skills development								
	K1	K2	K3	K4	I1	I2	I3	I4	P1	P2	P3	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.	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	Self-management	Teamworking	Business & sector awareness	Problem-solving	Communication	Application of numeracy	Application of IT	Entrepreneurship / enterprise	Social, cultural & civic awareness
ENG5512 Title of Module																				

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ENG5772 Title of Module																				
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Level 6 <i>Adjust LO codes as necessary. ↓</i>	Assessed level learning outcomes											Skills development								
	K1	K2	K3	K4	I1	I2	I3	I4	P1	P2	P3	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.	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	<i>Insert brief text here</i>	Self-management	Teamworking	Business & sector awareness	Problem-solving	Communication	Application of numeracy	Application of IT	Entrepreneurship / enterprise	Social, cultural & civic awareness
ENG6512 Title of Module																				
ENG6772 Title of Module																				

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