



PROGRAMME SPECIFICATION

1. General information

Awarding body / institution	Leeds Trinity University
Teaching institution	Leeds Trinity University
'Parent' Faculty (ICE / BCDI / SHS)	BCDI
'Parent' School	DSM
Professional accreditation body (if applicable)	N/A
Final award (eg. BA Hons)	BA Hons
Title of programme(s)	Digital Media Production
Subsidiary award(s) (if any)	Certificate of Higher Education in Digital Media Production Diploma of Higher Education in Digital Media Production BA in Digital Media Production
Honours type (Single / Joint / Combined)	Single
Duration and mode(s) of study	Three years (full-time)
Month/year of approval of programme	June 2025
Start date (this version) (month and year)	September 2025
Periodic review next due (academic year)	TBC
HECoS subject code(s)	50%100443 (Media Production) 50% 100440 (Digital Media)
UCAS course code & route code (available from Admissions)	P602
SITS codes (Course / Pathway / Route) (available from Student Administration)	DGMEDPD (Route and Pathway code) BALTUDGMED (Course Code)
Delivery venue(s) (please also indicate partner institutions where relevant)	Horsforth Campus.....Yes City Campus.....No No approved partners

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 BA (Hons) in Digital Media Production provides you with the technical, creative and academic skills to work in the Creative Industries. You will develop your production skills using relevant kit and software packages, explore digital storytelling techniques across a range of platforms for a variety of audiences and build your confidence through professional development.

The programme will enable you to both design your own projects and respond to industry briefs. Emphasis will be placed on creative outputs, equipping you with the knowledge needed to make content for different media and audiences.

The programme will enable graduates to navigate a rapidly changing world and embed a deep understanding and use of digital technology. It will deliver the knowledge and understanding needed to gain valuable graduate-level employment skills in digital content creation roles, as well as provide skills and attributes for employment opportunities in the television, film and associated industries.

Programme Aims:

- Provide you with an inclusive and stimulating curriculum for the study of Digital Media Production.
- Enable you to establish and develop key skills in areas of creative practice, research and professional practice.
- Provide you with the creative, technical and project management skills to realise your goals.
- Prepare you for employment (including freelance opportunities) and/or further study.
- Enable you to make a useful contribution to the social, economic and cultural life of the region and beyond.
- Emphasise the cultural, technical and vocational relevance of the programme.
- Develop effective collaborations with the creative and cultural industries, other HEIs and wider creative and screen industry communities.

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) *(for example, lab skills and similar)*
- employability skills (postgraduate) (E) or attributes and skills (undergraduate) (AS)

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*.

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| K1 | coherent and detailed knowledge of the subject and associated Media applications, including reference to recent scholarly resources and evidence and the accurate use of scholarly conventions in so doing; |
| K2 | the ability to synthesise information and ideas and formulate creative ideas to address established issues or opportunities in digital media production both in familiar and unfamiliar contexts and environments; |
| K3 | the ability to identify and apply established principles, concepts, theoretical frameworks and approaches to digital media production, recognising their relative strengths in familiar and unfamiliar contexts and environments; |
| K4 | discipline currency with detailed knowledge of relevant professional work processes and applications relevant to digital media production industries and associated professions; |
| I1 | the ability to apply and appraise analytical techniques appropriate to the discipline of digital media production and associated disciplines; |

- I2 awareness of approaches to solving problems in both academic and professional environments;
- I3 consideration of ethics and values, including where appropriate sustainability, relevant to digital media production environments;
- I4 effective and sustained communication of ideas and arguments to peers and industry professionals.

Attributes and Skills Outcomes (undergraduate degree programmes)

- AS1 **Working Independently** - prioritising workload, anticipating and troubleshooting potential problems, and achieving this without requiring continual oversight from a supervisor or manager;
- AS2 **Research & Thinking Critically** - systematic investigation of resources to identify relevant information. Critical thinking refers to a process of independent scrutiny, allowing formation of a well-reasoned opinion for application of the research to decision-making and action;
- AS3 **Digital Confidence** - identifying, learning and confident adoption of digital tools, applications and software to improve existing processes, meet emerging challenges or develop new approaches;
- AS4 **Adaptability** - the ability to make the most of changing circumstances and adapt to new conditions;
- AS5 **Resilience** - the ability to recognise that you will be exposed to adversity but that you will be able to respond positively and ultimately adapt and grow from challenging events;
- AS6 **Professional Outlook** - preparing yourself to successfully research, plan and apply for opportunities through effectively articulating your skills and attributes whilst understanding how to present yourself in professional working environments to achieve your career goals;
- AS7 **Effective Communication** - the ability to work cooperatively with others to achieve a group objective and the recognition that good leadership empowers achievement of collective goals through combined efforts;
- AS8 **Ethics, Diversity, Sustainability** - making a positive impact on society and the environment as a whole;
- AS9 **Enterprise and Entrepreneurship** - entrepreneurship is the application of enterprise behaviours, attributes and competencies into the creation of cultural, social, or economic value. Enterprise is generating and applying ideas that are practical when undertaking a new venture or project.

3a External benchmarks

Statement of congruence with the relevant published subject benchmark statements
(including appropriate references to any PSRB, employer or legislative requirements)

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

The programme is congruent with relevant aspects of the following QAA Subject Benchmark Statements:

4. Learning outcomes for subsidiary awards

Guidance	
<p>The assessment strategy is designed so that each of these outcomes is addressed by more than one module at Level 4.</p>	<p>Learning outcomes for the award of <u>Certificate of Higher Education in Digital Media Production</u>:</p> <p>On successful completion of 120 credits at Level 4, students will have demonstrated an ability to:</p> <ul style="list-style-type: none"> i) interpret and evaluate ideas and concepts appropriate to the discipline of digital media production, across a range of subject related topics; ii) make sound judgements in accordance with basic disciplinary academic theories and concepts relating to the study of Media and apply those to relevant real-world and industry case studies; iii) evaluate the appropriateness and critically reflect on different approaches to solving problems within the discipline; iv) communicate the results of their work coherently via a broad range of appropriate assessment methods; <p>and will have had specific opportunities to display transferable skills relevant to employment related to the discipline.</p> <p>Learning outcomes for the award of <u>Diploma of Higher Education in Digital Media Production</u>:</p> <p>On successful completion of 240 credits, including 120 at Level 5, students will have demonstrated, in addition to the outcomes for a Certificate:</p> <ul style="list-style-type: none"> i) critical understanding of disciplinary principles relating to digital media production and specific subject related topics; ii) application of broader contextualisation and ideas from other subject related disciplines; iii) use of a wide range of disciplinary techniques across relevant academic theories and subject specific digital skills; iv) proficient and clear communication of the results of their work; <p>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.</p> <p>Learning outcomes for the award of an <u>Ordinary Degree in Digital Media Production</u>:</p>
<p>The assessment strategy is designed</p>	

so that each of these outcomes is addressed by more than one module over Levels 4, 5 & 6.	<p>On successful completion of 300 credits, including 60 at Level 6, students will have demonstrated, in addition to the outcomes for a Diploma:</p> <ul style="list-style-type: none"> i) an ability to make flexible and nuanced use of disciplinary concepts and techniques and to apply those skills effectively; ii) critical evaluation of approaches to solving problems in a disciplinary context relevant to digital media production; iii) an ability to work autonomously and self-manage time within a structured learning experience; iv) proficient, detailed and professionally presented communication of the results of their work in a variety of forms, showing high levels of skill and understanding; <p>and will have had the opportunity to develop transferable skills relevant to employment related to the discipline including successful completion of two professional work-based opportunities.</p>
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5. Content

Summary of content by theme

(providing a 'vertical' view through the programme)

Level 4

You will experiment and explore ideas surrounding story, character and genre development and apply these to a range of media platforms. You will develop practical skills in camera, lighting and sound and apply these to creating a variety of digital outputs. You will develop your knowledge and understanding of the creative industries and media organisations. You will develop communication and critical thinking skills to help understand professional roles within the sector. All these skills and attributes will be tested at the end of Level 4 by the Integrated Assessment.

Level 5

You will harness and build upon your practical skills to develop a more complex artefact relating to either fact or fiction programming. You will explore team building and methods of resilience as part of the professional pathway. You will start to curate your own career pathway based upon your personal interests and skills. This may include exploring audio and podcasting production or advanced story to script or choosing between creating fact or fictional content.

Level 6

You will create a substantial final year project on a topic of your choice, which reflects your interests developed at Level 5. This will sit alongside the professional pathway and final work-based hours. Additional modules are offered as part of the programme.

6. Structure

BA (Hons) Digital Media Production

Duration: 3 years full-time

Total credit rating: 360 (180 ECTS)

Level 4 – with effect from September 2025

Core: Students are required to take:

DSM4045	Professional Development	1	15 credits
DSM4025	Why Creative Industries Matter	1	15 credits
DSM4055	Applied Professional Practice	2	15 credits
DSM4035	Platforms, Genres and Formats	2	15 credits
DSM4023	Core Production Skills	1&2	30 credits
DSM4313	Digital Storytelling	1&2	30 credits

Level 5 – with effect from September 2026

Core: Students are required to take:

DSM5035	Professional Placement	1&2	15 credits
DSM5015	Advanced Production Skills	1&2	15 credits
DSM5163	Digital Content Creation	1&2	30 credits

Option: Students are required to choose 30 credits from:

DSM5143	Creating Factual Content	1&2	30 credits
DSM5033	Creating Fictional Content	1&2	30 credits

Option: Students are required to choose 30 credits from:

JOU5073	Radio and Podcasting	1	30 credits
DSM5173	Advanced Story to Script	1&2	30 credits

Between Levels 5 and 6, a one-year study abroad option may be available.

Level 6 – with effect from September 2027

Core: Students are required to take:

DSM6055	Professional Learning Through Work	1&2	15 credits
DSM6145	Final Major Project	1&2	45 credits

Option: Students are required to choose 60 credits from:

JOU6053	TV and Social Media	1	30 credits
JOU6063	Advanced Audio	2	30 credits
DSM6123	Science Fiction: Speculative Storytelling	1&2	30 credits
DSM6133	Fandoms and Franchising	1&2	30 credits

7. Learning, teaching and assessment

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

Each module will use the appropriate mode of teaching for the specific subject studied. In theoretical modules, this may take the form of interactive and discursive lectures, which contain contemporary case studies and illustrative examples to help develop subject knowledge. Many lectures will incorporate video clips to aid understanding and engagement and a few will include screenings, followed by a discussion, to help foster your understanding of character development, genre, narrative, style and form. Some modules will use the first part of the following session to debate the issues raised by that content, sometimes using post-activity questions as a discussion prompt. The group discussions/seminars are a way of ensuring you

understand and are able to contextualise the subject matter, and furthermore can apply the theoretical and academic models and frameworks to a particular media artefact.

Practical modules will incorporate a range of subject aligned workshops and practicals to aid development of key skills. Many of these activities will help you to navigate small group work and build your confidence in using specific kit or software. At Level 4, you will start by getting to grips with entry level kit and learning the basic principles of camerawork, lighting, editing and sound. As you progress on your practical pathway, you will develop a more complex skillset and produce technically proficient work to an industry standard, culminating in your final year artefact.

In line with the University's Learning, Teaching and Academic Experience Strategy, 2022-26, the BA (Hons) Digital Media Production programme has been developed to ensure our approach to assessment is both broad-ranging and creative. You are required to undertake a range of formative and summative assessment tasks that will support you in understanding how knowledge and skills are applied to real-world scenarios, while utilising a range of formats to ensure equitable and innovative assessment and permit student negotiation and choice.

You will have opportunities, at each level, to negotiate the mode of assessment. The creative production aspect means that negotiated topics are offered within the programme. In addition, employer and your input is sought to ensure the currency of the topics, skills, applications and technologies. Employers also provide input to the assessment formats through which the work is produced and findings are reported.

To embed the collaborative working environment essential in the creative industries, the programme also utilises synoptic and integrated assessment where possible as assessment for learning, with the integrated assessment at Level 4 being a prime example of this. This is further accentuated through the professional pathway at Level 5 and Level 6. This strand of the course also provides the Digital Media Production cohort the opportunity to collaborate and work with students on the Film and Games Design programmes.

Theoretical modules at Levels 4, 5 and 6 are in place to provide a critical framework, enabling you to develop a knowledge of academic principles and understanding that will benefit your practical and creative work. This is underpinned with research informed teaching. Thus, the variety of assessments designed for the programme are required to evaluate and encourage your participation in the wide range of learning opportunities the course offers to develop and produce relevant creative content.

Research is also embedded at each level via theoretical and practical modules, both in summative and formative assessment and through the weekly post-activity tasks. This culminates in the final year via the Final Major Project module. This will enable you to produce a substantial piece of work in the form of a traditional academic piece of writing, or as research by practice.

You are required to present your work in a variety of ways including artefacts, critical reflections, essays, portfolios, presentations, podcasts, practical project work, video essays, web design, evidencing industry engagement and/or employability-related activities.

You will have formative assessment in every module studied. In the professional and practical modules, formative assessment is central and students are specifically expected to provide feedback on the work of other students and discuss, in a reflective commentary, how formative feedback, received from peers and lecturers, has been incorporated into their own creative work.

The degree has been designed in line with the University's Curriculum for Social Justice design principles and practices and in consultation with the University's Centre for Excellence in Learning and Teaching (CELT), reflecting, for example, racial equality, inclusivity, personal experience, internationalisation, employability and enterprise, digital pedagogy.

7b) Programme learning outcomes covered

	Skills development																	
<i>Adjust LO codes as necessary. ⬇</i>	K1	K2	K3	K4	I1	I2	I3	I4		AS1	AS2	AS3	AS4	AS5	AS6	AS7	AS8	AS9
Lighter or hatched shading indicates modules that are not core, ie. not all students on this programme will undertake these.	Subject Knowledge	Information & Ideas	Identify & Apply Approaches	Evaluate Discipline Currency	Analytical Techniques	Problem Solving	Evaluate Capabilities	Communication Techniques		Working Independently	Research & Thinking Critically	Digital Confidence	Adaptability	Resilience	Professional Outlook	Effective Communication	Ethics, Diversity, Sustainability	Enterprise & Entrepreneurship
DSM4045 Professional Development																		
DSM4055 Applied Professional Practice																		
DSM4023 Core Production Skills																		
DSM4313 Digital Storytelling																		
DSM4025 Why Creative Industries Matter																		
DSM4035 Platforms, Genres and Formats																		
DSM5035 Professional Placement																		
DSM5033 Creating Fictional Content																		
DSM5143 Creating Factual Content																		
DSM5163 Digital Content Creation																		
DSM5015 Advanced Production Skills																		
DSM5173 Advanced Story to Script																		

JOU5073 Radio and Podcasting																		
DSM6055 Professional Learning Through Work																		
DSM6145 Final Major Project																		
DSM6123 Science Fiction: Speculative Storytelling																		
DSM6133 Fandoms and Franchising																		
JOU6053 TV and Social Media																		
JOU6063 Advanced Audio																		

8. Entry requirements

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

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)
The following regulations apply, together with the General Taught Academic Regulations: <ul style="list-style-type: none">• Bachelor's Degree Programme Regulations.

10. Prerequisites and additional information

Details of modules students <u>must</u> study and achieve credit for before enrolling on a module at a higher level, or attaining their final programme award <i>Include the rationale which justifies imposition of the prerequisite(s) and the mark/grade required.</i>
N/A

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.