



**Definitive Programme Document: Creative Media  
(Bachelor's with Honours)**

Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	College of Liberal arts
Department	Digital Academy
Main campus	Newton Park
Other sites of delivery	Paintworks, Bristol
Other Schools involved in delivery	N/A
<b>Name of award(s)</b>	
	<b>Creative Media</b>
Qualification (final award)	BA (Hons)
Intermediate awards available	CertHE, DipHE
Routes available	Specialised Award
Sandwich year	Optional
Duration of award	3 years full-time, 4 years with Sandwich
Modes of delivery offered	Campus-based
Regulatory Scheme <sup>1</sup>	Undergraduate Academic Framework
Exemptions from regulations/framework <sup>2</sup>	Yes
<b>Professional, Statutory and Regulatory Body accreditation</b>	
	N/A
Date of most recent PSRB approval (month and year)	N/A
Renewal of PSRB approval due (month and year)	N/A
<b>UCAS code</b>	
	WP93
<b>Route code (SITS)</b>	
	CMPSPS
Relevant QAA Subject Benchmark Statements (including date of publication)	Communication, Media, Film and Cultural Studies 2016
Date of most recent approval	March 2018
Date specification last updated	March 2018

## Exemptions

The following exemptions are in place:

Programme/Pathway	Regulations/Framework	Brief description of variance	Approving body and date
BA (Hons) Creative Media	Undergraduate Academic Framework	Exemption requested to depart from Framework, Paragraph 1.4	Academic Quality Standards Committee, 15-Feb-2018

<sup>1</sup> This should also be read in conjunction with the University's Qualifications Framework

<sup>2</sup> See section on 'Exemptions'

## Programme Overview

The BA Creative Media programme is designed to address the long felt needs of media and creative industries and is developed and delivered in partnership with them. The degree course will develop students' creative potential through an innovative curriculum that encourages them to become critical, reflective practitioners aware of the challenges and opportunities of contemporary media work. The programme rests on twin pillars of entrepreneurship and creative practice. Creative entrepreneurship skills are developed through the course's core professional development strand and a series of workshops. A 1:1 mentoring scheme further supports final year students in their first project work. Collaborative professional practice is built on a secure foundation of content creation skills in a variety of media and, as a whole, the degree provides students with a critical understanding of key aspects of creative media industries today.

In this course students follow a programme of modules designed to foster entrepreneurial approaches and a reflective and critical understanding of creative media. These core modules offer personal development which includes industry orientation and develops understanding of extant and emerging models of professional practice. Student work in core modules is further developed in a choice of specialist modules drawn from a range of options. The programme emphasises both the creation of original content and the experience of working with industry that is necessary for its dissemination.

On successful completion of the programme of study, students will emerge as socially aware, technically-skilled, and, above all, critically reflective creative media practitioners. A Creative Media student will be able to work as an entrepreneurial problem-solver, able to listen, analyse, suggest and construct business solutions in a range of commercial and not-for profit environments. Key to Creative Media is its blending of technical skills, aesthetic understanding, strong creative abilities and critical approaches to media texts, audiences and professional practices and the ability to apply this combination of skills in an industrial context. The degree will equip students for work in a range of creative media industry settings.

## Programme Aims

1. To produce graduates who are critical, reflective and capable practitioners who are aware of the challenges and opportunities of contemporary media work.
2. To encourage effective entrepreneurial problem-solving, and the ability to listen, analyse and construct business solutions to a range of problems.
3. To increase awareness of the geographies and cultures of the creative and cultural industries in the UK and internationally.
4. To inculcate a range and blend of digital media and craft skills so that graduates are capable of working across a range of media platforms.
5. To combine technical and aesthetic responses to business and commercial opportunities and challenges in the curriculum.

## Programme Intended Learning Outcomes (ILOs)

### A Subject-Specific Skills and Knowledge

	<b>Programme Intended Learning Outcomes (ILOs) On Achieving Level 6</b>	<b>On Achieving Level 5</b>	<b>On Achieving Level 4</b>
A1	Systematic understanding of creative media forms, genres and their attendant technologies with reference to legal, ethical and regulatory frameworks which affect their production, circulation and consumption.	The ability to apply the main creative media forms and genres and their attendant technologies to produce a wide range of aesthetic effects	Knowledge of basic creative media forms and genres and the way in which they organise understandings, meanings and affects
A2	Detailed knowledge and understanding of the audio, visual and verbal conventions through which sounds, images and words make meaning in media production and post production	A critical understanding of the use of audio visual and verbal conventions, along with the role of technology, in audio and visual media production, access and use	Knowledge of the underlying audio, visual and verbal conventions through which sounds, images and words make meaning
A3	Coherent and detailed understanding of your own creative process in the creation of distinctive work through engagement with multiple media production practices	Knowledge and critical understanding of the processes leading to distinctive and creative work in a project of your specialism	The ability to develop ideas and lines of argument in accordance with the basic theories and concepts of the study of creative media.
A4	A systematic understanding of the narrative principles and systems of meaning and their impact on the roles of contemporary media communications systems and their modes of representation.	Knowledge of the main narrative forms, genre identities and modes of representation at work in contemporary creative media through the manipulation of images and sounds	Knowledge of basic narrative forms and their expression through the use of image and sound
A5	A detailed understanding of future aesthetic and commercial developments in the creative and cultural industries organisations using case studies e.g. publishing media	Critical understanding of the operation and management of creative and cultural industry organisations using case studies e.g. publishing media	Understanding of the formal and industrial practices of creative and cultural industry organisations using case studies e.g. mainstream publishing media

A6	Systematic knowledge of the application of digital media ethics in key production processes and professional practices relevant to specialist fields of creative media practice	Knowledge and critical understanding of digital media ethics and its application in key production processes and professional practices relevant to chosen fields of creative media.	Knowledge of digital media ethics
A7	The ability to devise and sustain arguments about current approaches to enterprise and entrepreneurship with reference to the central role played by interdisciplinary creative practices in contemporary media, cultural and creative industries, based on advanced research and scholarship	Critical evaluation of creative enterprise and entrepreneurship in terms of the role of interdisciplinary creative practice, which draws and brings together ideas from specialist creative fields	Understanding of enterprise, entrepreneurship and their significance
A8	Coherent and detailed knowledge about markets with reference to the respective roles of audience/end user, client and creator(s) using established techniques of analysis and enquiry.	The ability to apply a range of the main discipline-specific professional skills to research into potential markets, audiences and consumption contexts.	Understanding of markets and the nature of the digital marketplace.

### **B Cognitive and Intellectual Skills**

	<b>Programme Intended Learning Outcomes (ILOs)</b> <b>On Achieving Level 6</b>	<b>On Achieving Level 5</b>	<b>On Achieving Level 4</b>
B1	Detailed conceptual knowledge and understanding of a variety of contextual frameworks and situations and to synthesise information from them for project development.	The ability to apply, consolidate and extend the learning experience into the development of a project with reference to contextual frameworks and situations.	The ability to develop, research and structure an idea for a project
B2	Coherent and detailed knowledge of processes for generating of ideas, concepts, proposals, solutions or arguments	Gather, organise and deploy ideas and information in order to formulate coherent arguments about media	The ability to understand and apply the basic concepts of contemporary media theory to creative practice

	about media theory and to apply them independently and collaboratively to creative practice in response to set briefs or self-initiated entrepreneurial activity	theory and their application in creative practice	
B3	Ability to develop complex creative ideas based on criticism, feedback, convergent and divergent thinking, observation, investigation, visualisation and making.	Develop independent creative ideas building on feedback and criticism, and based on research including retrieving and generating information, and evaluating sources	The ability to respond to criticism of creative ideas in a constructive way
B4	Devising and sustaining arguments and solving problems using analysis and techniques at the forefront of the discipline	Use of problem solving and analysis skills to select, test and make appropriate use of materials, processes and environments in creative media	Problem solving and critical analysis skills

### **C Skills for Life and Work**

	<b>Programme Intended Learning Outcomes (ILOs)</b> <b>On Achieving Level 6</b>	<b>On Achieving Level 5</b>	<b>On Achieving Level 4</b>
C1	Autonomous learning <sup>3</sup> (including time management) that shows the exercise of initiative and personal responsibility and enables decision-making in complex and unpredictable contexts	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility and decision-making such that significant responsibility within organisations could be assumed	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of some personal responsibility
C2	Team working skills necessary to flourish in the global workplace, with an ability both to work in and lead teams effectively	Team work as would be necessary for employment requiring the exercise of personal responsibility and decision-making for effective work with others such that significant responsibility within organisations could be	Team work as would be necessary for employment requiring the exercise of some personal responsibility for effective work with others

<sup>3</sup> i.e. the ability to review, direct and manage one's own workload

		assumed	
C3	Communication skills that ensure information, ideas, problems and solutions are communicated effectively and clearly to both specialist and non-specialist audiences	Communication skills commensurate with the effective communication of information, arguments and analysis in a variety of forms to specialist and non-specialist audiences in which key techniques of the discipline are deployed effectively	Communication skills that demonstrate an ability to communicate outcomes accurately and reliably, and with structured and coherent arguments
C4	IT skills and digital literacy that demonstrate core competences and are commensurate with an ability to work at the interface of creativity and new technologies.	IT skills and digital Literacy that demonstrate the development of existing skills and the acquisition of new competences.	IT skills and digital literacy that provide a platform from which further training can be undertaken to enable development of new skills within a structured and managed environment

### Programme content

This programme comprises the following modules

#### Key:

Core = C

Required = R

Required\* =R\*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

#### Subject offered as single and/or combined award

Single

Creative Media				Status			
Level	Code	Title	Credits	Single	Major	Joint	Minor
4	FTV4000-20	Introduction to Sound and Camera-1	20	C			
4	FTV4001-20	Introduction to Sound and Camera-2	20	C			
4	MCO4000-20	Media Today I	20	C			
4	CME4000-20	Ideation and Creative Problem Solving	20	C			

4	PUB4000-20	Introduction to Publishing	20	O			
4	CME4100-20	Digital Practice	20	O			
4	MCO4001-20	Media Today II	20	O			
5	MCO5000-20	Global Media	20	C			
5	CME5000-20	Everyday Media Making	20	C			
5	CME5001-20	Digital Cultures	20	C			
5	PUB5100-20	The Independent Magazine	20	O			
5	MCO5001-20	Promotional Media	20	O			
5	CME5100-20	Participatory Media	20	O			
5	CCO5002-20	Creative Industry Challenge	20	O			
5	FTV5003-20	Digital Effects I	20	O			
5-6	YP5100-120	Professional Placement Year	120	O			
6	CME6000-40	Creative Media Enterprise	40	C			
6	CCO6001-20	Creative Incubator	20	R*			
6	CME6001-20	Professional Practice	20	C			
6	PUB6100-20	Commissioning Editor	20	O			
6	MCO6102-20	Digital Innovation and Enterprise	20	O			
6	CME6100-40	Personal Project	40	R*			

You must take one R\* module at level 6

## **Assessment methods**

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules. Students will be supported in their development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

## **Work experience and placement opportunities**

The course offers direct work experience or placement based opportunities at Level 6, especially in the Creative Media Enterprise and Professional Practice modules and students will be required to engage with clients from industry. Direct industry interface and entrepreneurship are embedded into the programme, and are part of assessment. At Level 5, students are encouraged to opt for the Work Placement open module. Guest sessions by industry professionals are held along with inputs from BSU's careers service to increase student employability in industry.

This programme can also be taken as a 'Sandwich' degree, which is studied over 4 years and includes a year-long work placement in a sector of your choice. The placement year is completed between years 2 and 3 of your degree and counts for 120 Level 5 credits. During this time you will be able to utilise knowledge gained as part of your studies in a real work environment to gain 'hands on' experience. The University has a dedicated Careers & Employability team to help you find and prepare for a placement. Following your placement year, you will return to University to complete your final year of study.

## Graduate Attributes

	Bath Spa Graduates...	In Film and Media, we enable this...
1	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	Employability is embedded in the delivery and assessment of the course. The involvement of industry professionals as guest speakers and/or as leaders of projects is an integral part of course delivery. There is significant emphasis on industry interface, especially in Level 5 and 6 modules. In addition, students are also directed to appropriate employability related open modules.
2	Will be able to understand and manage complexity, diversity and change	Each level is characterised by a set of learning outcomes which ensure progression in students' ability to manage issues of complexity, diversity and change. An awareness of these issues is embedded in course delivery. Assignments are designed at each level to assess students' ability to respond to increasingly advanced and complex learning experiences.
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	Specialist modules encourage students to develop original ideas into structured collaborative projects and problem solving skills are an important part of these exercises. Interdisciplinarity is further facilitated by open modules, such as Create Lab.
4	Will be digitally literate: able to work at the interface of creativity and technology	Digital literacy is central to both theory and practice based modules. Core and optional modules require students to engage with digital skills of a high order as part of their learning experience, and to display high degrees of digital proficiency in their assignment submissions.
5	Will be internationally networked: either by studying abroad for part of the their programme, or studying alongside students from overseas	Erasmus and study abroad arrangements are in place and increasing numbers of students apply to study abroad every year. In recent years, overseas exchange students have been attending Film and Media courses in greater numbers, most often from USA, EU and Australia, and this significantly enriches the quality of peer-learning in the classroom.

6	Will be creative thinkers, doers and makers	Creative thinking is encouraged as part of module delivery, both in theory and practice based modules. Seminars, workshops, activities and assessments are designed to facilitate learning by making, which involves participative and activity-based learning, both individually and in groups.
7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	The learning outcomes at every level emphasise the importance of critical and conceptual understanding of subject matter. The ability to communicate these ideas by using tools of critical analysis is an important part of the assessment in both core and optional modules.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	Research ethics, as well as the ethics of film, media and digital platforms are an essential part of the delivery of core modules. The global nature of film, media and digital spaces is an integral part of course content across all three levels. This awareness is supplemented by open modules e.g. Digital Citizenship which all students are encouraged to take.

## Modifications

### Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

### Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

**Attached as appendices:**

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

## Appendix 1: Programme Structure Diagram - Single Honours Creative Media

<b>Level</b>	<b>Semester One</b>	<b>Semester Two</b>
<b>4</b>	<p>Core: Introduction to Sound and Camera-I – 20 credits</p> <p>Core: Media Today I – 20 credits</p> <p>Options:</p> <ul style="list-style-type: none"> <li>• Introduction to Publishing– 20 credits</li> </ul>	<p>Core: Introduction to Sound and Camera-II – 20 credits</p> <p>Core: Ideation and Creative Problem Solving – 20 credits</p> <p>Options:</p> <ul style="list-style-type: none"> <li>• Digital Practice – 20 credits</li> <li>• Media Today-II – 20 credits</li> </ul>
<b>5</b>	<p>Core: Global Media – 20 credits</p> <p>Core: Digital Cultures –20 credits</p> <p>Options</p> <ul style="list-style-type: none"> <li>• Participatory Media – 20 credits</li> <li>• Digital Effects –I – 20 credits</li> </ul>	<p>Core: Everyday Media Making – 20 credits</p> <p>Options</p> <ul style="list-style-type: none"> <li>• Promotional Media – 20 credits</li> <li>• The Independent Magazine –20 credits</li> <li>• Creative Industry Challenge–20 credits</li> </ul>
<b>5/6</b>	Professional Placement Year (Optional)	
<b>6</b>	<p>Core: Creative Media Enterprise – 40 credits</p> <p>Option:</p> <ul style="list-style-type: none"> <li>• Digital Innovation and Enterprise – 20 credits</li> <li>• Commissioning Editor – 20 credits</li> </ul>	<p>Required*: Creative Incubator – 20 credits</p> <p>Core: Professional Practice – 20 credits</p> <p>Required*:</p> <ul style="list-style-type: none"> <li>• Personal Project – 40 credits</li> </ul>

**Appendix 2: Map of Intended Learning Outcomes (ILOs) against modules**

**BA (Hons) Creative Media**



Level	Module Code	Module Title	Status (C,R, R*, O) <sup>4</sup>	Intended Learning Outcomes															
				Subject-specific Skills and Knowledge								Cognitive and Intellectual Skills				Skills for Life and Work			
				A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	C1	C2	C3	C4
4	FTV4000-20	Introduction to Sound and Camera-1	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
4	FTV4001-20	Introduction to Sound and Camera-2	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
4	MCO4000-20	Media Today I	C	X	X	X	X	X	X	X	X	X	X		X	X	X		X
4	CME4000-20	Ideation and Creative Problem Solving	C	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X
4	PUB4000-20	Introduction to Publishing	O	X	X	X	X		X		X	X	X	X	X	X	X	X	X
4	CME4100-20	Digital Practice	O	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X
4	MCO4001-20	Media Today II	O	X	X	X	X	X		X	X	X	X		X	X	X	X	X
5	MCO5000-20	Global Media	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
5	CME5000-20	Everyday Media Making	C	X	X	X	X	X		X		X	X	X	X	X	X	X	X

<sup>4</sup> C = Core; R = Required (ie required for this route); Required\* = R\*; O = Optional

5	CME5001-20	Digital Cultures	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
5	PUB5100-20	The Independent Magazine	O	X	X		X		X	X	X	X	X	X	X	X	X	X	X
5	MCO5001-20	Promotional Media	O	X	X	X	X	X	X	X		X	X	X	X	X		X	X
5	CME5100-20	Participatory Media	O	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X
5	CCO5002-20	Creative Industry Challenge	O		X	X	X		X	X	X	X	X	X	X	X	X	X	X
5	FTV5003-20	Digital Effects I	O	X	X	X		X	X	X	X	X	X		X	X		X	X
5-6	YP5100-120	Professional Placement Year	O														X	X	X
6	CME6000-40	Creative Media Enterprise	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6	CCO6001-20	Creative Incubator	R*	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6	CME6001-20	Professional Practice	C	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X
6	PUB6100-20	Commissioning Editor	O	X	X	X	X		X		X	X	X	X	X	X	X	X	X
6	MCO6102-20	Digital Innovation and Enterprise	O	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X
6	CME6100-40	Personal Project	R*	X		X	X		X	X	X	X	X	X	X	X	X	X	X

**Appendix 3: Map of summative assessment tasks by module**

**BA (Hons) Creative Media**



Level	Module Code	Module Title	Status (C,R,R*,O) <sup>5</sup>	Assessment method														
				Coursework						Practical				Written Examination				
				Composition	Dissertation	Essay	Journal	Project Plan	Portfolio	Report	Performance	Practical Project	Practical skills	Presentation	Set exercises	Written Examination	In-class test (seen)	In-class test (unseen)
4	FTV4000-20	Introduction to Sound and Camera-1	C				1x		1x			1x						
4	FTV4001-20	Introduction to Sound and Camera-2	C				1x		1x			1x						
4	MCO4000-20	Media Today I	C			1x			1x									
4	CME4000-20	Ideation and Creative Problem Solving	C				1 x			1x								
4	PUB4000-20	Introduction to Publishing	O						1x	1x								
4	CME4100-20	Digital Practice	O						1x	1x		1x						
4	MCO4001-20	Media Today II	O						1x									

<sup>5</sup> C = Core; R = Required (ie required for this route); Required\* = R\*; O = Optional

5	MCO5000-20	Global Media	C				1x							1x				
5	CME5000-20	Everyday Media Making	C					1x			1x							
5	CME5001-20	Digital Cultures	C						1x					1x				
5	PUB5100-20	The Independent Magazine	O						1x		1x							
5	MCO5001-20	Promotional Media	O					1x										
5	CME5100-20	Participatory Media	O			1x			1x									
5	CCO5002-20	Creative Industry Challenge	O						1x					1x				
5	FTV5003-20	Digital Effects I	O				1x		1x			1x						
5-6	YP5100-120	Professional Placement Year	O					1x	1x									
6	CME6000-40	Creative Media Enterprise	C						1x									
6	CCO6001-20	Creative Incubator	R*						1x					1x				
6	CME6001-20	Professional Practice	C						1x					1x				
6	PUB6100-20	Commissioning Editor	O							1x		1x						
6	MCO6102-20	Digital Innovation and Enterprise	O						1x					1x				
6	CME6100-40	Personal Project	R*						1x									