

## Programme specification

### 1. Overview/ factual information

<b>Programme/award title(s)</b>	BA(Hons) Film & Screen Media BA Film & Screen Media
<b>Teaching Institution</b>	Leeds City College
<b>Awarding Institution</b>	The Open University (OU)
<b>Date of latest OU validation</b>	May 2018
<b>Next revalidation</b>	May 2024
<b>Credit points for the award</b>	120 credits for Bachelor of Arts (Hons)
<b>UCAS Code</b>	
<b>Programme start date</b>	September 2020
<b>Underpinning QAA subject benchmark(s)</b>	Communication, Media, Film & Cultural Studies 2016 Art and Design 2016
<b>Other external and internal reference points used to inform programme outcomes</b>	National Occupational Standards: Media, Journalism, Medias, Media and Publishing
<b>Professional/statutory recognition</b>	
<b>Duration of the programme for each mode of study (P/T, FT,DL)</b>	Full time and part time
<b>Dual accreditation (if applicable)</b>	n/a
<b>Date of production/revision of this specification</b>	July 2018

### 2.1 Educational aims and objectives

- Provide a comprehensive and challenging academic programme in Film & Screen Media, including core and specialist modules, which allow students to develop media specialisms, and progress into various creative industry contexts.
- Build on the relationship between screen and audience participation
- Offer a robust BA (Hons) programme that is relevant to current practice in the media industries, that will allow students to be autonomous
- Supply students with relevant skills within filmmaking, motion design and screen practices in a contemporary and competitive industry
- Create work based opportunities for students to develop key professional skills responding to industry need
- Produce graduates who have the ability to critically reflect and learn from their practical and workplace experience in a creative context to develop specialist creative identities
- Produce graduates who have both subject specific skills (expressive, creative, technical) and transferable skills (communication, teamwork, project management) which are key to being employable within the creative industries
- Produce graduates with entrepreneurial ability relevant to the media industry
- Produce graduates who have an analytical and reflective understanding of media in the context of the workplace today and in relation to the wider social and cultural environment
- Develop technical skills in graduates that respond to technological developments
- Produce graduates skilled to work in an increasingly networked industry

### 2.2 Relationship to other programmes and awards

(Where the award is part of a hierarchy of awards/programmes, this section describes the articulation between them, opportunities for progression upon completion of the programme, and arrangements for bridging modules or induction)

N/A

### 3. Programme outcomes

Intended learning outcomes are listed below.

<b>3A. Knowledge and understanding</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p>A1. Plan, undertake and evaluate a negotiated, self-managed major media project</p> <p>A2. Critically analyse and evaluate the impact of ethical and legal issues relevant to contemporary media practice</p> <p>A3. Critically explore inherent issues in the media industries through the scrutiny of theory</p>	<p><u>Key Learning &amp; Teaching Strategy Methods</u></p> <ul style="list-style-type: none"> <li>• There is an emphasis towards critically underpinned practical workshop learning, which underpins both contextual and industry relevant topics</li> <li>• The lecture programme and skills-based delivery will impart the necessary high level principles and concepts</li> <li>• The seminars will be a mixture of student and tutor led sessions considering practical examples of the principles and concepts introduced in the lecture programme</li> <li>• Group work will allow students to refine their research, communication and teamwork skills</li> <li>• Tutor and peer led reflective feedback form the basis of student learning programmes in the form of personal and professional action planning</li> <li>• Tutorials will take the form of individual support and feedback for student guidance</li> <li>• Opportunities will be provided to work within the creative industries using our strong links with working professionals and industry partners</li> </ul> <p><u>Key Assessment Strategy/Methods</u></p> <p>There are a range of assessment strategies and methods. The summative assessments have been selected so that there is no bias of one assessment method to allow students with a range of personal skills to succeed.</p>

	<p>Where possible the assessments are made to reflect situations pertinent to contemporary creative practice to support the students beyond the course reflecting industry needs.</p> <ul style="list-style-type: none"><li>• Practical Assessments</li><li>• Portfolios</li><li>• Dissertation</li><li>• Presentations</li><li>• Case-studies</li><li>• Public-facing activities</li><li>• Portfolio reviews</li></ul>
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<b>3B. Cognitive skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p>B1. Synthesise, appraise and evaluate evidence from appropriate sources by critically analysing a variety of ideas, contexts and frameworks relevant to media</p> <p>B2. Question orthodoxy using balanced, logical and supported argument</p> <p>B3. Demonstrate experimental and innovative media practices through an openness to new approaches</p>	As above

<b>3C. Practical and professional skills</b>	
<b>Learning outcomes:</b>	<b>Learning and teaching strategy/ assessment methods</b>
<p>C1. Act autonomously with limited supervision or direction</p> <p>C2. Produce projects using a complex and developmental process to produce technically excellent outcomes using specialist media methodologies</p> <p>C3. Operate in complex professional situations using ethical film and media approaches</p>	As above

3D. Key/transferable skills	
Learning outcomes:	Learning and teaching strategy/ assessment methods
D1. Demonstrate both employment potential and ability to manage future professional development	As above
D2. Communicate in a range of styles including academic discussion and the presentation of arguments in a professional manner.	
D3. Evaluate factors which enhance group processes and team working, and own effectiveness within a team	

#### 4. Programme Structure

Compulsory modules	Credit points	Compensatable
Research Project	40	No
Live Client Brief	20	Yes
Professional Portfolio	20	Yes
Major Project	40	No

#### Ordinary Degree:

In order to achieve the BA Film & Screen Media students would need to pass 60 credits, which must include Major Project (40 Credits).

**Timetable for Full Time Course**

Level 6			
Semester 1	Major Project 40 credits	Research Project 40 credits	Live Client Brief 20 credits
Semester 2			Professional Portfolio 20 credits

Full-time route:

**Level 6:**

At the heart of film and screen media is an understanding of the relationship between audience and screen and how meaning is created. Through the course of studies so far students have been exposed to three distinctive strands of media production, filmmaking, motion design and screen practices which utilises various contemporary technologies such as 360° camera processes and video for virtual reality. At level 6 students will build on technical, contextual and theoretical skills gained during previous studies, or gained through industry experience.

To start the first semester students will engage with 40 credit modules Major Project and Research Project. These yearlong projects will be delivered in conjunction with one another and culminate in two substantial pieces of work. This platform will not only allow students to express their technical and creative ability but will also permit them to engage with academic research. As students research and prepare a piece of academic work they will also be working towards a project within their chosen discipline. It is to be expected that students will take a fully autonomous approach to this working platform in creating not only a highly polished piece of visual media that will be a strong portfolio piece but also a focused piece of academic research. The Research Project module is designed for students to fully involve themselves their own chosen field of research by posing a relevant question, defining an aim and meeting self-set objectives within the paper.

Live Client Brief has been written specifically with industry engagement in mind and is focused on students responding to a brief set by a client. This module is designed to place students in a professional environment and experience first-hand the complex relationship that can be developed when working for a client. At this stage in their education development students will be expected to fully manage the logistics and development of their production.

In semester two the focus for students will shift to the preparation to get ready to work in the industry following graduation. This comes in the form of the Professional Portfolio module. Students will generate a comprehensive online portfolio of their work to aid with their future career aspirations. The module will require students to display their portfolio in a professional manner to academic staff and industry professionals to gain feedback about how they are projecting themselves as a professional. At the heart of the degree programme is the philosophy of generating more film and screen professionals within Leeds and the region as a whole. Many of the media companies set up in Leeds were formed by locals who want to build the creative media community. This module will allow students to tap link directly to that market and future employment opportunities



1. **Research Project (40 Credits)**
2. **Major Project (40 Credits)**
3. **Live Client Brief (20 Credits)**
4. **Professional Portfolio (20 Credits)**

A part-time route can be negotiated up to a maximum of five years of study, as in the example below. A typical part time offer would be 2 years:

**Year 1:**

**Research Project (40 Credits)**

**Live Client Brief (20 credits)**

Level 6		
Semester 1	Research Project 40 credits	
Semester 2		Live Client Brief 20 credits

**Year 2:**  
**Major Project (40 Credits)**  
**Professional Portfolio (20 Credits)**

Level 6		
Semester 1	Major Project 40 credits	
Semester 2		Professional Portfolio 20 credits

## 5. Distinctive features of the programme structure

- The course is driven by the reality of being an independent filmmaker and freelancer in the real world, and is therefore driven by real industry opportunities.
- The course has been developed in with local media businesses in mind and the course curriculum is designed to move with industry requirements.
- To investigate the relationship between audience and screen afforded by contemporary technology mediated by innovations in technology
- The course is driven by three particular strands of industry. Filmmaking, motion design and screen practices.
- Film and Screen Media challenges traditional understanding of screen and looks at new and emerging technologies such as 360° filming and video for virtual reality.
- Unlike other courses that teach within a solely academic environment, students will be given opportunities to work with the local community and creative agencies. Links have been made with several media companies keen to be involved with placements and workplace opportunities.
- Many of the modules have been specifically designed to reflect contemporary media and film practices that have included input from industry professionals.

- Excellent relationship with local creative agencies in Leeds and the surrounding area, creating opportunity for networking, mentoring and placements.
- Leeds has a thriving and growing film and media scene and the course will place students at the centre of it.
- Strong links with creative agencies including Screen Yorkshire will allow for a visiting lecturer programme to enhance and enrich the student experience.
- Students have access to an outstanding range of facilities including:
  - High Definition Television Studio
  - Access to 4K resolution Blackmagic film cameras
  - Bookable full frame DSLR cameras for videography work
  - Complete green screen studio for effects and compositing
  - A variety of professional filmmaking equipment including camera sliders/jibs
  - Professional post-production and sound suite
  - Study areas containing Macs
  - Teaching rooms containing Macs
  - Latest version of Adobe Creative Cloud and full range of software including, Premiere Pro, After Effects, Photoshop, Illustrator, Speedgrade, Prelude
- Strong teaching team that are practising sound, video, journalism and graphics practitioners in commercial and contemporary settings which supports student progress and access to the industry.
- Academic team has strong research interests in contemporary film studies analysis.

## 6. Support for students and their learning

The award adopts the approach to student learning support as outlined below:

- Tailored induction support begins before students arrive with the admissions team, and is reinforced at the detailed induction programme
- Public display of work at key points throughout the year to prepare students for the expectations of degree show.
- Supervisor system used for Practical and Dissertation modules to support and monitor student progress.
- A robust communications system functions to give students access to lecturers and management; this includes e-mail, the VLE and notice boards in studios.
- All necessary information about the programme is provided by means of the student handbook, module handbooks and the VLE.
- Each student is allocated a tutor for regular tutorials and personal development planning. This is implemented in the first term and continued throughout the year of study.
- Draft submissions outlined in course scheme of work and draft feedback given for each module component.
- Practical work supported by regular peer feedback.
- Shared documents and folders between staff and students to support live editing and feedback on work.
- There is an extensive range of learning resources in the Library, supported by specialist staff that provide bespoke study skills sessions for students.
- The University provides an extensive range of services for students, including support for those with special needs
- There is a range of student services such as welfare, counselling, financial and careers advice

## 7. Criteria for admission

A typical offer is likely to be pass at Foundation Degree or a relevant HND, together with a number of GCSE grades at C or above including English.

All students are to present a portfolio of artwork and supporting academic text which is disclosed during an interview or correspondence for distance applicants.

International qualifications will be assessed against these criteria. Speakers of other languages need to have an IELTS score of at least 6.0 or a recognised level 2 English qualification.

All students must be able to demonstrate either by qualifications or testing that they have the required literacy skills to complete the course.

Offers are made subject to reference.

## 8. Language of study

English

## 9. Information about assessment regulations

Major Project (40 Credits) non-compensatable

Research Project (40 Credits) non-compensatable

## 10. Methods for evaluating and improving the quality and standards of teaching and learning.

In addition to the Annual Programme Monitoring process the following mechanisms are in operation:

- Peer Review
- Annual Planning
- Peer Observation
- Student module reviews

- Tutor module reviews
- Enrolment and induction reviews
- Course Committee meetings
- Pathway Committee meetings
- Student Pathway meetings

### Annexe 1 - Map of Outcomes to Modules

This table indicates which study units assume responsibility for delivering (shaded) and assessing ( ) particular programme learning outcomes.

Module Name	A1	A2	A3	B1	B2	B3	C1	C2	C3	D1	D2	D3
<b>Level 6</b>												
Major Project	✓	✓		✓	✓		✓	✓				✓
Research Project		✓	✓	✓	✓		✓		✓		✓	
Live Client Brief	✓					✓		✓		✓		
Professional Portfolio			✓			✓			✓	✓	✓	

## Annex 2 – Map of Teaching and learning Methods

### Level 6

	Lectures	Seminars	Critiques	Tutorials	Practical	Demonstrations	Case studies	Group activities	Guest speakers	Field Trips
Major Project	✓		✓	✓	✓	✓		✓	✓	✓
Research Project	✓	✓		✓			✓		✓	✓
Live Client Brief	✓		✓	✓	✓	✓	✓	✓	✓	
Professional Portfolio	✓	✓	✓	✓			✓	✓	✓	✓

Map of Teaching & Learning Methods – Level 6



### Annex 3 – Map of Assessment Methods

Level 6	Diarised log / blog (Documentation of process)	Portfolio / Film	Presentation / Critique	Essay	Production Documents
Major Project		60%			40%
Research Project			40%	60%	
Live Client Brief	40%	60%			
Professional Portfolio		50%	50%		

**ASSESSMENT CHART**

Module Name	Draft Assessment Type and Week of Completion	Summative Assessment Type and Week of Submission
<b>Module Name – LEVEL 6</b>		
Major Project	<p>Draft assessment will take the form of production meetings and a review of production processes.</p> <p>Draft feedback is given during scheduled review weeks and is to be used as marker points for the development of a body of independent creative work.</p> <p>Draft feedback: Wk2 / Wk4 / Wk6 / Wk8 / Wk10 / Wk12 / Wk17 / Wk19</p> <p>Draft Submission: Pre-Production: Wk11</p> <p>Draft Submission: Film scene review: Wk27</p>	<p>1. Production Documents Submission: Wk13</p> <p>2. Major Project Submission: Wk29</p>
Research Project	<p>Students will have the opportunity for draft assessment on their dissertation on the following date through a submission of 1000 words</p> <p>Draft submission Presentation: Wk12</p> <p>Draft submission 25%: Wk25</p>	<p>1. Research presentation Submission: Wk14</p> <p>2. Essay: word count 6000 Submission: Wk27</p>

<p>Live Client Brief</p>	<p>Draft assessment will be on the form of tutor review and client feedback</p> <p>Draft feedback – regular critique sessions: Wk3 / Wk5 / Wk7 / Wk9 / Wk11</p> <p>Draft Submission – Production Log: Wk7</p> <p>Draft Submission – Product Wk11</p>	<p>1. Production Log Submission: Wk9</p> <p>2. Moving Image Product Submission: Wk13</p>
<p>Professional Portfolio</p>	<p>Draft assessment will take the form of tutorial support and critique. Draft feedback is given at key stages to inform learning development.</p> <p>Draft feedback: Wk3 / Wk6 / Wk9 / Wk11</p> <p>Draft submission - Portfolio: Wk20</p> <p>Draft submission – Display: Wk24</p>	<p>1. Portfolio Submission: Wk20</p> <p>2. Display Submission: Wk26</p>