

BA (Hons) Media Communications

Programme Specification 2019/20

Awarding Body	University of the Arts London
College	London College of Communication
School	University of the Arts London
Programme	Communications and Media (L042)
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2019
QAA Subject Benchmark	Communication, media, film and cultural studies
UAL Subject Classification	Journalism, PR, media and publishing
JACS Code	P300 - Media studies
UCAS Code	N/A
PSRB	N/A
Work placement offered	N/A
Course Entry Requirements	<p>The standard minimum entry requirements for this course are:</p> <p>96 new UCAS tariff points from one of the following or a combination of the following full level 3 qualifications (see accepted qualifications link here):- http://www.arts.ac.uk/study-at-ual/academic-regulations/course-regulations/1-admissions/</p> <ul style="list-style-type: none"> • A Level: subjects studied may include: English; History; Media; Business; Art and Design, or other subjects within Social Sciences). Ideally your A levels will be achieved at Grade C or above.

	<ul style="list-style-type: none"> • One subject at A Level achieved at grade C or above PLUS Foundation Diploma in Art & Design (Level 3/4). • BTEC Extended Diploma • UAL Extended Diploma in Art and Design • Access to HE Diploma • International Baccalaureate Diploma • Equivalent EU or Non-EU qualifications <p>Additionally you will have achieved passes at grade C or above in at least three GCSE subjects.</p> <p>If English is not your first language you will also need an up to date English qualification. IELTS 6.0 (or equivalent) is required overall with a minimum of 5.5 in each of the four skills.</p> <p>Deferring an offer: Applicants holding an offer for the coming academic year are permitted to defer their place to the following academic year, e.g. 2018/19 place deferred to 2019/20. International applicants should first meet any offer conditions and pay the deposit in order to defer. In all cases, deferred places will be held for one year.</p> <p>Making a deferred application: Home/EU applicants are permitted to make a deferred application, for example to the following academic year instead of the next, e.g. to 2019/20 instead of to 2018/19. Immigration regulations prevent International applicants from making a deferred application.</p>
Selection Criteria	<p>Your application will be considered by the admissions tutors and your suitability will be assessed against the following criteria:</p> <ul style="list-style-type: none"> • A demonstrable interest in the discipline of Media Communications

- | | |
|--|---|
| | <ul style="list-style-type: none">• An understanding of the need for a critical and analytical approach (through research and practice) to this area of study• Commitment to the study and development of your own creative practice and subsequent career opportunities |
|--|---|

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	21
Awards	Credits
Certificate of Higher Education	120

Year 2

Percentage of Scheduled Learning	21
Awards	Credits
Diploma of Higher Education	240

Year 3

Percentage of Scheduled Learning	15
Awards	Credits
Bachelor of Arts	360

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Address the rapid transformations in media communications i.e. media convergence with an emphasis on the production of new hyper textual forms of content and the micro-segmentation of audiences/users across the 'attention economy'
Aim	Explore the social, historical and economic context of the transformations in media and communications practices and industries and their impact on contemporary cultures and societies
Aim	Offer you a range of transferable skills highly relevant to the rapidly changing media communications landscape
Aim	Deliver a mix of contextual theory with practice ensuring that graduates are equipped to take up careers in the broad field of media communications
Outcome	Understand the role of communication systems, modes of representations and systems of meaning in the ordering of societies and be able to make decisions about which communicative messages can be targeted at specific audiences using appropriate channels (Enquiry; Communication)
Outcome	Be aware of the economic forces which frame the media, cultural and creative industries, and the role of such industries in contemporary political and cultural life (Knowledge)
Outcome	Initiate, develop and realise distinctive and creative work in writing or aural, visual, audio-visual, or other electronic media and be able to work collaboratively and efficiently in the delivery of projects (Realisation; Enquiry; Process)
Outcome	Work flexibly, creatively and independently with self-discipline, self-direction and reflectivity and to evaluate your own work in a reflective manner with reference to academic and/or professional issues, debates and conventions (Process)
Outcome	Pursue a diversity of potential career paths across the media communications sphere utilising the transferable skills acquired, or pursue postgraduate courses or research (Process; Realisation)

Distinctive Features	
1	The mix of contextual theory with applied media and design practice ensures that graduates are fully equipped to take up careers in the broad field of media communications: They will be able to judge which kinds of messages can be directed through specific channels in order to address particular targeted audiences
2	The opportunity to develop literacies across diverse areas such as moving and still image, sound and layout, emphasis on content production – in terms of moving image and different kinds of writing/modes of address across multiple platforms
3	The emphasis on research methods. Students will be able to understand hierarchies of information, to interpret and re-present data, to manage projects, to plan, organise and present of information in different formats – written, aural and visual
4	The opportunities for collaborative working on projects developed to professional standards with a strong work-related element including project management, pitching and presentation

Course Detail

The curriculum in the course is designed to respond to ongoing and rapid transformations in media communications brought about by the convergence of media platforms, the production of new forms of content and the micro-segmentation of audiences/users across the 'attention economy'.

The course combines contextual theory with forms of practice that encourage collaborative ways of working and will ensure that graduates are fully equipped to take up careers in the broad field of media communications.

There is an emphasis on the development of an in-depth understanding of hierarchies of information including the mechanics of search, versioning, editing and selection. The course will allow students to develop sophisticated critical and practical literacies across diverse areas such as moving and still image, layout, typography and design as well as a capacity to make judgements about repurposing of content across a variety of platforms. This emphasis on the development of critical practice is linked to an emphasis on usability and the identification of a range of target audiences and on the different modes, styles and genres of writing appropriate to them.

We are committed to teaching, learning and assessment designed to enhance, nurture and recognise your employability, individuality and entrepreneurship.

Enterprise and employability within a creative education in arts, design and media is about the integration of practice, behaviours and qualities that enable you to develop and sustain a rewarding professional life.

The curriculum is designed to communicate and open up the possibilities of your own creativity by developing your career aspirations and professional awareness for enterprise and employability, whether for the creative and cultural sector or beyond.

Enterprise and employability is about more than getting a job, it is about enabling you to find, make and take opportunities and to meet your aspirations in a changing world, whether as a successful creative professional, innovator, practitioner, employee and/or entrepreneur in the UK and globally.

Course Units

Each year of your course represents a different level of study (Year One = Level Four; Year Two = Level Five; Year Three = Level Six). The years are divided into units, with a maximum of five units and a minimum of two units per year.

Each unit is credit-rated; the minimum unit size is 20 credits. There are always 120 credits per year, and 360 credits make up the BA (Honours) degree.

Each unit descriptor indicates the number of learning hours associated with that unit. The proportion of hours devoted to types of learning will vary according to the purpose and nature of the unit.

In Year One, more emphasis is placed on directed learning. As you progress through the course, this emphasis shifts as you take responsibility for directing your own learning, moving towards the ultimate goal of being an independent learner.

Under the Framework for Higher Education Qualifications the Levels for a BA are:

Level 4 (which is stage 1 of the course) Level 5 and Level 6.

There is a progression point at the end of each level and in order to progress, all units of the preceding level must normally be passed.

If you are unable to continue or decide to exit the course, a **Certificate of Higher Education (Cert HE)** will be awarded following the successful completion of Level 4, or a **Diploma in Higher Education (Dip HE)** following the successful completion of Level 5.

In order to be awarded a BA (Hons) you must successfully complete 360 credits. The final award is **either** comprised of the marks from Level 6 units only, weighted according to their credits, or the highest graded 100 credits from level 5, at a weighting of 30%, and all 120 credits at level 6 with a weighting of 70%. Your classification is based on the highest result.

For more detailed information regarding your course's contact hours please check Moodle and '**My Contact Hours**', which can be accessed through

<https://mycontacthours.arts.ac.uk/>

In addition, your own personal timetable will be available each year from the beginning of term via your Moodle page

https://mytimetable.arts.ac.uk/timetable_navigate/

Learning and Teaching Methods

- Lectures
- Seminars
- Tutorials
- Computer based or supported learning
- Workshop sessions
- Project work
- Individual and group work.
- Industry guest speakers will contribute where appropriate.

Assessment Methods

- Report and essay writing
- Practical workshop and computer based activities
- Individual and group projects and project appraisals
- Oral and seminar presentations /Seminar Notes
- Dissertation (or equivalent)

Reference Points

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London
- The College policies and initiatives
- Level descriptors
- Benchmark statements

The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable

© 2019 University of the Arts London