

BA (Hons) Media Communications

Programme Specification 2020/21

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 2020
Course Entry Requirements	<p>Home/EU/International</p> <p>BA (Hons) Media Communications welcomes applications from candidates applying direct from A-level or other equivalent qualifications, but will also consider applicants who have completed a foundation or Access to HE course, or a BTEC National Diploma in a related subject.</p> <p>Applicants who have not completed an appropriate educational qualification but do have substantial work experience in the industry may also be considered.</p> <p>The standard entry requirements for this course are as follows:</p> <p>96 UCAS tariff points which can be made up of one or a combination of the following accepted full level 3 qualifications:</p> <ul style="list-style-type: none"> • A Levels at grade C or above (preferred subjects include: English; History; Media; Business; Art and Design, or other subjects within Social Sciences). • Pass at Foundation Diploma in Art & Design (Level 3 or 4). • Merit, Merit, Merit at BTEC Extended Diploma (preferred subjects: Creative Media and Journalism, Business/ Business Studies, IT & Computing, Media).

- Merit at UAL Extended Diploma.
- Access to Higher Education Diploma (preferred subject: Journalism, Digital and Creative Media, Marketing, Humanities and Social Sciences).
- OR equivalent EU/International qualifications, such as International Baccalaureate Diploma at 24 points minimum

And 3 GCSE passes at grade 4 or above (grade A*-C).

APEL - Accreditation of Prior (Experiential) Learning

Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:

- Related academic or work experience;
- The quality of the personal statement;
- A strong academic or other professional reference;
- A combination of these factors.

Each application will be considered on its own merit but we cannot guarantee an offer in each case.

English Language Requirements (International/Home/EU)

IELTS level 6.0 or above, with at least 5.5 in reading, writing, listening and speaking. Please check our main [English language requirements](#) page for more information.

All classes are conducted in English. If English is not your first language you will be asked to provide evidence of your English language ability when you enrol.

Selection Criteria

The details on your UCAS application (including the academic reference and your personal statement) will be assessed against the following criteria:

- 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.
Scheduled Learning and Teaching	<p>During your course you will engage with learning and teaching that includes both online and face-to-face modes. The advertised scheduled activity for the course will be delivered through a combination of live, synchronous and asynchronous on-line learning. This is often described as blended learning.</p> <p>Definitions of our learning and teaching modes can be found here.</p>

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	14
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

This degree course responds to the continuing transformation of media communications.

Intersecting media platforms have brought about the production of new forms of content, targeted at both general and niche audiences. The attention of these audiences is now a prime commodity.

What can you expect?

You can expect to gain an in-depth understanding of current theories of the media, with an emphasis on the social and cultural impact of digital media forms, e.g. social and interactive media.

The rapid growth of media platforms, such as open source software and social network sites, creates new opportunities for participation and changes dramatically the way users communicate and exchange information.

This degree will encourage students to develop a critical understanding of these communication technologies through content production and by stimulating debate.

Applied skills such as image manipulation, editing and working with layout software will be taught, so that you're able to produce audio-visual texts for diverse platforms.

Work experience and opportunities

You'll become familiar with camera and audio recording equipment to create and store original material. Different styles of writing are also practiced so that you will be proficient in drafting accompanying text, whatever the context.

You will leave the course able to select the best platform to disseminate content to intended audiences and have the ability to successfully pitch and present your ideas.

On a theoretical level, the BA (Hons) Media Communications will engage you in the latest debates concerning the cultural, social and economic issues that shape the way meaning is produced and circulated, and the many issues that intersect within this academic investigation.

Course Structure

The academic year for this course is divided into 2 blocks.

The 1st block is of 15 weeks' duration from late September to mid-February. In accordance with the University timetable, there will be a four week holiday in December.

The 2nd block is also of 15 weeks' duration from mid-February to the end of June with a four week holiday for Easter.

Mode of Study

BA (Hons) Media Communications runs for 93 weeks in full time mode. It is divided into 3 stages over 3 academic years. Each stage lasts 33 weeks.

Course Units

In common with all courses at the University of the Arts London, this course is credit rated. The course is 3 years, levels 4-6. Each year requires you to achieve 120 credit points. To be awarded the BA (Hons) Media Communications qualification, you need to accumulate a total of 360 credits.

Year 1

Introduction to Media Communications (20 credits)

This unit will introduce you to the basic theories and concepts in media communications. You will develop fundamental skills around media analysis, interpretation and creative thinking.

Digital Media (20 credits)

In this unit you will be introduced to the theory and practice of digital media production through an exploration of present and future media technologies leading to a digital media project.

Media Technologies and Platforms (20 credits)

This unit will give you an insight into contemporary media industries to enhance your understanding of how diverse media platforms and technologies fit socially and culturally in a global society.

Audiences: Traditions and Futures (20 credits)

You will develop your understanding of what an 'audience' is in the contemporary culture of convergence. You will explore this creatively through a film project.

Visual Communication (20 credits)

This unit explores the importance of visual forms in contemporary media and communications to question notions of representation, surveillance, and user participation, among others. You will also be introduced to the practice of photography and digital image editing.

Optional unit (20 credits)

You will also choose an option unit, which in the past has included:

- Global Media Cultures (20 credits)
- Advertising Theories & Contexts (20 credits)
- Branding & Digital Marketing (20 credits)

Year 2

Mapping Social Media (20 credits)

This unit focuses on the collection and interpretation of data from social media platforms to enhance your understanding of critical engagement with digital tools and the ethical issues associated with this. You will present your social media data research through a web solution.

Convergent Media: From Radio to Podcasting (20 credits)

This unit will offer you the opportunity to create and edit sound recordings for the purposes of producing a podcast show targeted at a given audience.

Digital Cultures (20 credits)

Develop an in-depth understanding of the culture of networked connectivity and evaluate the possibilities for new forms of online and offline collaboration. You will also explore the political and economic implications of digital cultures on society.

Professional Industry Practice (20 credits)

The focus of this unit is on your personal and professional development. You will have the opportunity to research a chosen sector within the media industry and develop an understanding of ways to target it, in order to help support your personal and professional growth and employability.

Promotional Media Communications (20 credits)

You will study the contemporary culture of promotion by looking at the media context in which promotional activities, such as branding and advertising, are situated within the rise of consumer culture. The unit will also allow you to explore effective ways of framing a message through a practice-based project.

Collaborative Project (20 credits)

This unit will offer you the opportunity to work collaboratively with students from other courses and/or disciplines across the College on a set brief, with a view to help you develop strong team working skills, project management, and presentation skills.

Optional unit (20 credits)

You will also choose an option unit, which in the past has included:

- Behavioural Insights (20 credits)
- Film Theory and Cinematic Practice (20 credits)
- Media Relations (20 credits)

Year 3

Live Project (20 credits)

In this unit you will engage in a practice-based project for a given organisation by responding to a set project brief. The unit offers you the opportunity to consolidate and further advance your creative skillset.

Media, Regulation and Power (20 credits)

This unit explores theoretical considerations of the role and function of contemporary media and its complex relationship to social, cultural and political developments.

You will study these through media's own determining role in influencing public opinion, pushing ethical boundaries and exploring the political economy of emerging platforms.

Digital Futures (20 credits)

This unit explores the future of our digital media technologies. Using a range of forecasting methods and techniques you will develop informed predictions of change and our digital 'futures'.

Major Project (60 credits)

You can choose between a theoretical or a practice-based dissertation to work a research topic from across the interdisciplinary field of media and communications.

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

Course Diagram

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15		Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25	Week 26	Week 27	Week 28	Week 29	Week 30																																												
Level 4 – Year 1																																																																										
Block 1															Block 2																																																											
Intro to Media Communications (20 credits)				S											Audiences: Traditions and Futures (20 credits)											S																																																
				Media Technologies and Platforms (20 credits)									S																				Visual Communication (20 credits)				S	Visual Communication Cont'd				S																																
				Digital Media (20 credits)											S																				Optional Unit (20 credits)																																							
Level 5 – Year 2																																																																										
Block 1																																																																										
Promotional Media Communications (20 credits)										S																									Block 2																																							
Digital Cultures (20 credits)															S																														Professional Industry Practice (20 credits)										S																			
Optional Unit (20 credits)																																																																										
																																						Mapping Social Media (20 credits)					S																															
																																							Collaborative Project (20 credits)										S																									
Level 6 – Year 3																																																																										
Block 1																																																																										
Live Project (20 credits)										S																																	Block 2																															
Digital Futures (20 credits)							S								S																									Major Project (cont.)															S																			
Media, Regulation and Power (20 credits)														S																																					Major Project (60 credits)*																							

End of Block

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

© 2020 University of the Arts London