

**BA (Hons) Media Communications**  
Programme Specification 2018/19

<b>Course AOS Code</b>	10209
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<b>No. of Terms</b>	9
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<b>FHEQ Level</b>	Level 6 Degree
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<b>QAA Subject Benchmark</b>	Art and Design
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<b>Course Credits</b>	360
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<b>Term Duration</b>	10 Week(s)
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<b>Valid From</b>	September 1st 2018
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<b>Programme</b>	Communications and Media (L042)
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<b>JACS Code</b>	P300 - Media studies
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<b>PSRB</b>	
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No PSRB Assigned	
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<b>UCAS Code</b>	<b>P302</b>
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<b>Work placement offered</b>	No
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<b>Collaboration</b>	
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No collaboration	
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<b>Course Entry Requirements</b>	<p>The standard minimum entry requirements for this course are:</p> <p>80 new UCAS tariff points from one of the following or a combination of the following full level 3 qualifications (see accepted qualifications link here):- <a href="http://www.arts.ac.uk/study-at-ual/academic-regulations/course-regulations/1-admissions/">http://www.arts.ac.uk/study-at-ual/academic-regulations/course-regulations/1-admissions/</a></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• One subject at A Level achieved at grade C or above PLUS Foundation Diploma in Art &amp; Design (Level 3/4).</li> <li>• BTEC Extended Diploma</li> <li>• UAL Extended Diploma in Art and Design</li> <li>• Access to HE Diploma</li> <li>• International Baccalaureate Diploma</li> <li>• Equivalent EU or Non-EU qualifications</li> </ul> <p>Additionally you will have achieved passes at grade C or above in at least three GCSE subjects.</p>
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	<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:</p> <p>Applicants holding an offer for the coming academic year are permitted to defer their place to the following academic year, e.g. 2019/20 place deferred to 2020/21. 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:</p> <p>Home/EU applicants are permitted to make a deferred application, for example to the following academic year instead of the next, e.g. to 2020/21 instead of to 2019/20. Immigration regulations prevent International applicants from making a deferred application.</p>
<p><b>Selection Criteria</b></p>	<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"> <li>• A demonstrable interest in the discipline of Media Communications</li> <li>• An understanding of the need for a critical and analytical approach (through research and practice) to this area of study</li> <li>• Commitment to the study and development of your own creative practice and subsequent career opportunities</li> </ul>

## **Introduction to Course**

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.

## Distinctive Features

	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

## Years

<b>Year 1</b>			
<b>Credits</b>	120	<b>Percentage of Scheduled Learning</b>	21
<b>Exit Awards</b>	Certificate in Higher Education (Exit Only)		
<b>Year 2</b>			
<b>Credits</b>	240	<b>Percentage of Scheduled Learning</b>	20
<b>Exit Awards</b>	Diploma in Higher Education (Exit Only)		
<b>Year 3</b>			
<b>Credits</b>	360	<b>Percentage of Scheduled Learning</b>	15
<b>Exit Awards</b>	BA (Hons) Media Communications (Exit Only)		

## Aims and Outcomes

On successful completion of this Course the learner will be able to :

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 (Research; Analysis; Communication and Presentation)
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 (Subject 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 (Technical Competence; Experimentation; Collaborative and/or Independent Professional Working)
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 (Collaborative and/or Independent Professional Working)
Outcome	Pursue a diversity of potential career paths across the media communications sphere utilising the transferable skills acquired, or pursue postgraduate courses or research (Personal and Professional Development)

Course Diagram | BA (Hons) Media Communications

Block 1   16 weeks											Block 2   15 weeks																				
	week 0	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
Year 1	Freshers Week										Intro to Media Comms (cont)					Media Texts and Audiences (40 credits)					Media Texts and Audiences (cont)										
	Introduction to Media Communications (20 credits)										Media Technologies and Institutions (20 credits)					Visual Communication (20 credits)					Visual Communication (cont)										
	Digital Media (20 credits)										Digital Media (cont)																				
Autumn Term (Term 1   11 weeks)											Spring Term (Term 2   10 weeks)										Summer Term (Term 3   10 weeks)										
Year 2	Induction Week										Convergent Media: From Radio to Podcasting (20 credits)					Mapping Social Media (20 credits)					Mapping Social Media (cont)										
	Promotional Media Communications (20 credits)										Collaborative Project (20 credits)					S					S										
	Researching Media Industries (20 credits)										MRP (cont)																				
	Digital Cultures (20 credits)										S																				
Year 3	Induction Week										Major Project (cont)					Major Project (cont)					Major Project (cont)										
	Media, Regulation and Power (20 credits)																														
	Digital Futures (20 credits)																														
	Live Project (20 credits)																														
Major Project (60 credits)																															

F = Formative Assessment Point

S = Summative Assessment Point (Your Assignment Brief will give you details on the deadline date, time and how to hand in your assignment)

