

ACADEMIC PARTNERSHIPS PROGRAMME QUALITY HANDBOOK 2023-24

FdA Creative Media

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Welcome and Introduction

Welcome to FdA Creative Media delivered at our North Devon Campus by Petroc College of Further and Higher Education.

The Foundation Degree in Creative Media at Petroc North Devon Campus is an innovative and inclusive programme, intricately designed to encompass a multitude of creative disciplines such as filmmaking, graphic design, animation, and video game design. Its distinctiveness lies in its multidisciplinary approach, allowing students to delve into a wide array of creative practices and technologies, while gradually specialising in their chosen field. The programme stands out for its focus on critical theory, technical proficiency across diverse technologies, and collaborative learning environments. Students are offered unique opportunities for work-based learning and industry placements, facilitating real-world experience. The curriculum is further enriched by its location in North Devon, leveraging the region's stunning natural landscapes as a backdrop for creative exploration.

The development of the FdA Creative Media programme has been a collaborative endeavour, incorporating insights and requirements from employers within the creative media industry. This partnership ensures that the curriculum remains aligned with contemporary industry practices and that graduates are 'industry ready'. The integration of work-based learning is a cornerstone of the programme, providing students with hands-on experience through live briefs and industry placements, thereby bridging the gap between academic learning and practical application. Furthermore, the programme maintains a close liaison with the University of Plymouth, aligning its modules to facilitate smooth progression for students aspiring to transition to the BA Creative Media programme.

This programme has been designed to equip you with the skills and knowledge base required to work in your chosen specialism or other graduate opportunities. It is also a platform from which you can undertake additional vocational and academic qualifications.

This Programme Quality handbook contains important information including:
The approved programme specification
Module records

Note: The information in this handbook should be read in conjunction with the current edition of:

- Your University Student Institution Handbook which contains student support based information on issues such as finance and studying at HE available at: [Course: Higher Education Information \(petroc.ac.uk\)](https://www.petroc.ac.uk/course/higher-education-information)
- Your Module Guide available at: (<https://drive.google.com/file/d/1Q-PKiJpswvlrK6TIGbW14k6eENxR-SUK/view?usp=sharing>)
- Your University of Plymouth Student Handbook available at: <https://www.plymouth.ac.uk/your-university/governance/student-handbook>

Programme Specification

1. FdA Creative Media

UCAS code: D130

HECOS codes:

100443 - Media Production

101361 - Creative Arts and Design

100440 - Digital Media

2. Awarding Institution:

University of Plymouth

Teaching institution(s):

Petroc

3. Accrediting body(ies):

Not applicable.

4. Distinctive Features of the Programme and the Student Experience

The FdA Creative Media programme is designed to provide the opportunity for high-level learning and practical training within a multitude of creative disciplines such as filmmaking, videography, photography, graphics design, animation, sound recording and design, video game design, and a wealth of interactive and immersive practices. Students will engage with a multidisciplinary approach and discover theories, practices, technologies, and skills across a wide subject area, with the view to narrow their focus into a specialist discipline as they progress through the programme. This programme is aligned with contemporary industry practices and is designed to produce graduates who are highly experienced in the design and production process, have a critical awareness of seminal subject context, have a practical understanding of experimentation and problem-solving, and can continually develop their practice through ongoing reflection. The FdA Creative Media programme adapts to the rapidly changing nature of the creative arts sector, and ensures graduates are up to date with current practice and are 'industry ready'. Below are some more distinctive features of the programme and the student experience.

- The programme is highly inclusive; students from an expansive array of creative media and art disciplines are catered for such as filmmakers, photographers, graphic designers, audio engineers, UX and UI designers, video game designers, and content creators.
- Students are exposed to critical theory around seminal topics such as social influence, representation, and ethics. Enabling students to think critically about their creative projects and reflect on existing media.
- Students will develop technical proficiency across a wide range of technologies and creative practices, developing robust practical awareness of the equipment, resources, transferrable skills, and production techniques necessary for a professional creative media practitioner.
- Collaborative learning environments fostering multidisciplinary communication, practice and production.
- Opportunities for work-based learning and through live briefs and industry placements.
- Development of effective communication skills with external professional individuals and organisations.
- Access to up-to-date and emerging specialist resources in the South West Institute of Technology building and Media department at Petroc North Devon Campus.
- Modules are structured to align with the research, pitching, planning, production, and reflective practice models found within industry.
- Students will have the opportunity to present their work to peers, mentors, and external professionals. And will also present their portfolio at a public facing exhibition.
- Students will develop a practical awareness and application of social media to foster entrepreneurial & employment opportunities and professional networking.
- Development of a complete professional portfolio as preparation for progression opportunities.
- The programme is aligned with the University of Plymouth's current offer, promoting and enabling progression onto Stage 3 of their BA Creative Media programme.
- Expert staff including experienced industry professionals and qualifications.
- Fosters graduates who are capable of critical thinking, problem solving, reflection, and understand the importance of continued professional development.
- North Devon is home to some amazing beaches, inspiring coastlines, and two national parks. These areas provide a stunning backdrop for students to develop their creative practice.

5. Relevant QAA Subject Benchmark Group(s)

The programme development has been informed by the QAA Subject Benchmark (Media & Film, 2019), QAA Quality Code, FHEQ, Foundation Degree Characteristics, and SEEC Level Descriptors.

[The Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(qaa.ac.uk\)](https://www.qaa.ac.uk)

[Characteristics Statement: Foundation Degree \(qaa.ac.uk\)](http://qaa.ac.uk)

[Subject Benchmark Statement: Media and Film \(qaa.ac.uk\)](http://qaa.ac.uk)

[QAA Quality Code \(qaa.ac.uk\)](http://qaa.ac.uk)

[SEEC Level Descriptors \(seec.org.uk\)](http://seec.org.uk)

6. Programme Structure

6.1 Full-time route

YEAR 1 (LEVEL 4) = 120 L4 Credits				
Module Code	Module Title	Credits	Core / Optional	Term / Semester
PETR1154	Introduction to Creative Media Practice	20	Core	1
PETR1155	Developing Narratives	20	Core	1
PETR1156	Employability, Entrepreneurship, and Social Media	20	Core	1
PETR1157	Transmedia Storytelling & Branding	20	Core	2
PETR1158	Situating Practice	40	Core	2
YEAR 2 (LEVEL 5) = 120 L5 Credits				
Module Code	Module Title	Credits	Core / Optional	Term / Semester
PETR2091	Critical Dialogues & Perspectives	20	Core	1
PETR2092	Exploring Societal Issues	20	Core	1
PETR2093	Interactive Media & Emerging Technologies	20	Core	1
PETR2094	Explore, Experiment, and Exhibit	20	Core	2
PETR2095	Specialist Major Project	40	Core	2

6.2 Part-time indicative route

YEAR 1 (LEVEL 4) = 60 L4 Credits				
Module Code	Module Title	Credits	Core / Optional	Term / Semester
PETR1154	Introduction to Creative Media Practice	20	Core	1
PETR1156	Employability, Entrepreneurship, and Social Media	20	Core	1
PETR1157	Transmedia Storytelling & Branding	20	Core	2

YEAR 2 (LEVEL 4) = 60 L4 Credits				
Module Code	Module Title	Credits	Core / Optional	Term / Semester
PETR1155	Developing Narratives	20	Core	1
PETR1158	Situating Practice	40	Core	2

YEAR 3 (LEVEL 5) = 60 L5 Credits				
Module Code	Module Title	Credits	Core / Optional	Term / Semester
PETR2091	Critical Dialogues & Perspectives	20	Core	1
PETR2093	Interactive Media & Emerging Technologies	20	Core	1
PETR2094	Explore, Experiment and Exhibit	20	Core	2
YEAR 4 (LEVEL 5) = 60 L5 Credits				
Module Code	Module Title	Credits	Core / Optional	Term / Semester
PETR2092	Exploring Societal Issues	20	Core	1
PETR2095	Specialist Major Project	40	Core	2

7. Programme Aims

A1. To equip students with the theoretical knowledge and practical understanding of critical approaches and practices, necessary to work to a high standard within professional creative media production environments.

A2. To foster students' ability to be able to respond to professional briefs creatively through rigorous practical experimentation and problem-solving practices.

A3. To engage students critical understanding of local, national, and international contexts and how creative media projects can be shaped to address cultural diversity, and social and ethical issues.

A4. To develop determined, motivated and reflective graduates who are committed to subsequent role development, ongoing professional development, and lifelong learning within the creative media industry.

A5. To provide students with a comprehensive awareness of a range of professional roles within the industry and provide the opportunity to practice and develop teamwork skills with the view to promote collaborative and multidisciplinary practice.

A6. To promote students' ability to be able to effectively respond and adapt to social, cultural, ethical, critical, and technological changes.

A.7 To produce critical graduates who can continually develop their research, communication, reflection, and presentation skills, relevant to their chosen context.

A8. To encourage students to create and engage with work-based learning opportunities in order to promote relevant industry experience and prepare for potential progression to employment.

8. Programme Intended Learning Outcomes (PILOs)

8.1 Knowledge and understanding

On successful completion graduates should have developed:

8.1.1 - A critical and in-depth understanding of multiple communication methods, and their impact on history, representation, culture, and social influence.

8.1.2 - A theoretical and practical understanding of the key conceptualisation and production processes, reflective and professional practices appropriate to creative media production.

8.1.3 - A critical ability to be able to investigate and evaluate a range of research sources to further develop creative ambitions and understanding.

8.1.4 - A thorough awareness of the different kinds of aesthetic effects and different narrative forms that exist with various media and production technologies.

8.2 Cognitive and intellectual skills

On successful completion graduates should have developed:

8.2.1 - The ability to be able to approach the design and production of a creative project with critical thinking and comprehensive problem-solving skills.

8.2.2 - Critical knowledge and understanding of a project's potential social implications and ethical considerations and being able to make appropriate judgements on project aims.

8.2.3 - Demonstrate critical awareness and a comprehensive understanding of the seminal theory that underpins chosen discipline.

8.2.4 - The ability to be able to review, analyse, interrogate, comprehend, and communicate a range of information and experiences.

8.3 Key and transferable skills

On successful completion graduates should have developed the ability to:

8.3.1 - Be able to work collaboratively to organise, plan, and produce multidisciplinary creative projects.

8.3.2 - Be able to articulate, collate, organise, and deliver ideas and information in written, oral or other forms, with the view of demonstrating creative knowledge, arguments, understanding, and application.

8.3.3 - Be able to engage with ongoing review and reflection, critically analysing own theoretical and practical application and making appropriate targets for future development.

8.3.4 - Be able to confidently select and effectively utilise a range of appropriate technologies and techniques, relating to creative media production.

8.4 Employment related skills

On successful completion graduates should have developed:

8.4.1 - The ability to be able to organise and engage with continued professional development to ensure knowledge of key production processes and professional practices are up to date.

8.4.2 - The ability to be able to effectively use problem-solving skills to respond creatively and appropriately to a given brief.

8.4.3 - The ability to confidently communicate with and form professional relationships with external professional organisations and other professional individuals.

8.4.4 - Competent time management, organisation, and planning skills when creatively responding to a given brief.

8.5 Practical skills

On successful completion graduates should have developed:

8.5.1 - The ability to be able to produce a production portfolio of creative media work for use within professional life.

8.5.2 - The ability to be able to creatively problem solve through rigorous practical experimentation and testing.

8.5.3 - A comprehensive practical understanding of the techniques, practices, and technologies within their chosen specialism.

8.5.4 - The ability to be able to effectively present practical realisations coherently to professional and critical audiences.

9. Admissions Criteria, including RPL and Disability Service arrangements

All applicants must have GCSE (or equivalent will be considered) Maths and English at Grade 4/C or above plus a relevant level 3 qualification. Applicants will be interviewed to assess the experience/capabilities for successful entry and completion of the course. Students are encouraged to work with our Academic Skills Advisor in advance of starting the programme,

especially if the student is a returner to education. The college runs a number of online and in-person sessions to support students in the run up to the start of the academic year.

Entry Requirements for FdA Creative Media	
<p>Level 3: at least one of the following in a relevant subject:</p> <ul style="list-style-type: none"> - UAL Diploma / Extended Diploma - UAL Foundation Diploma - Advanced Level Diploma - BTEC National Certificate/Diploma - AS/A Levels - T levels - VDA: AGNVQ, AVCE, AVS - Access to HE or Year 0 provision - International Baccalaureate - Irish/Scottish Highers/Advanced Highers 	<p>48 UCAS points from relevant Level 3 qualification.</p> <p>Achievement of an Access to HE Diploma</p>
Work Experience	Considered on an individual basis through an interview process.
Other HE qualifications / non-standard awards or experiences	Considered on an individual basis through an interview process.
APEL / APCL possibilities	APEL/APCL will be considered as per University of Plymouth Regulations
Interview / Portfolio requirements	All students will be interviewed
Independent Safeguarding Agency (ISA) / Disclosure and Barring Service (DBS) clearance required	Students are expected to purchase a current DBS, if required for placement.

10. Progression Routes / Criteria for progression to Final Awards

On successful completion of the FdA Creative Media programme, students may progress to Level 6 of the BA (Hons) Professional Development (Creative Industries) at Petroc, or may seek alternative progression onto either the BA (Hons) Creative Media or the BA (Hons) Photography programmes at the University of Plymouth.

The content and assessment strategies of this programme have been specifically designed to cultivate the necessary skills and knowledge for students to advance to the approved Level 6 Honours degree programs mentioned above. This programme also aims to enhance students' preparedness for Level 6 Honours degrees by focusing on study skills development and independent study preparation. As part of the programme, students will have the opportunity to

interact with staff and students from the Honours degrees, both through visits and receiving visits. They are strongly encouraged to attend the Progression Open Day held at the [University of Plymouth](#). Additionally, Petroc's academic support tutors are available to provide further assistance in preparing for progression to a Level 6 Honours degree.

The programme places great emphasis on employability, incorporating work-based learning and the enhancement of employability skills. This approach equips students with the necessary tools to succeed and progress within the workforce. To support students' career development, Petroc has a dedicated team of [careers advisors](#) available.

11. Non-Standard Regulations (NB: all non-standard regulations must be approved by QSSC)

Not applicable.

12. Transitional Arrangements for existing students looking to progress onto the programme

Students who are currently studying the Pearson Level 4 HNC Creative Media will progress to Stage 2 of the FdA Creative Media in September 2023. This will be carried out in line with the University of Plymouth's APEL regulations. If any of the Pearson students fall short of passing the Level 4 HNC, then they would repeat the year, but as a year 1 FdA Creative Media student.

There will also be a new cohort of students joining Stage 1 of the FdA Creative Media in September 2023. No transitional arrangements will be required for these students. It is our intention to have a Level 4, and Level 5 cohort running in September 2023. All progressing students and new students at interview have been consulted on the change in programme, and have agreed to continue with the FdA.

Appendices

Programme Specification Mapping (UG) – core modules

Work Based Learning Map (WBL)

Appendix 1: (UG) Mapping table that reflects which core modules contribute to the Programme Intended Learning Outcomes (PILOs)
Tick those Programme Learning Outcomes the module contributes to through its assessed learning outcomes. Insert rows and columns as required.

Core modules																				Compensation Y/N	Assessment Element(s) and weightings 01 (online open book assessment) E1 (exam), E2 (clinical exam), T1 (test), C1 (coursework), A1 (generic assessment), P1 (practical)		
	8.1 Knowledge and understanding				8.2 Cognitive and intellectual skills				8.3 Key and transferable skills				8.4 Employment related skills				8.5 Practical skills						
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3			4	
PILOs met at Level 4	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			
PETR1154: Introduction to Creative Media Practice	x	x	x	x	x		x	x		x	x	x		x		x	x		x	x	N	C1 – 100%	
PETR1155: Developing Narratives	x	x	x	x	x	x	x	x	x	x	x	x	x	x			x		x		Y	C1 – 100%	
PETR1156: Employability, Entrepreneurship, and Social Media	x	x	x	x	x	x	x	x		x	x	x	x		x	x	x		x	x	Y	C1 – 100%	
PETR1157: Transmedia Storytelling & Branding	x	x	x	x	x	x	x	x	x	x	x		x	x		x				x	x	Y	C1 – 100%
PETR1158: Situating Practice	x	x	x		x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	N	C1 – 100%	
PILOs met at Level 5	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x			
PETR2091:	x	x	x	x	x	x	x	x	x	x	x	x		x	x	x		x	x	x	Y	C1 – 100%	

Critical Dialogues & Perspectives																						
PETR2092: Exploring Societal Issues	x	x	x		x	x	x	x	x	x	x	x		x		x	x	x	x		Y	C1 – 100%
PETR2093: Interactive Media & Emerging Technologies	x	x	x	x	x	x		x		x	x	x		x		x	x	x	x		Y	C1 – 100%
PETR2094: Explore, Experiment, Exhibit	x	x	x	x	x			x		x	x	x	x	x	x	x	x	x	x	x	Y	C1 – 100%
PETR2095: Specialist Major Project	x	x	x		x	x	x	x		x	x	x	x	x	x	x	x	x	x	x	N	C1 – 100%

Appendix 2: Work Based Learning Map (WBL)

Level 4 & 5

WBL and employment related activity	Activity	Relevant Programme Learning Outcome	Relevance	Assessed
Project management	Most of the modules on the programme require students to engage with project management, however within PETR1158 and PETR2095, students are required to completely individually and autonomously develop a fully-fledged creative media project to a professional standard.	8.3.1	Provides students with practical experience in planning, organising, and executing tasks within constraints, mirroring real-world work environments. Students gain autonomy, self-direction, and the ability to set goals and make decisions independently. Additionally, they develop crucial collaborative skills by working with peers and effectively communicating across project phases. This engagement with project management equips students with valuable skills and prepares them for the demands of professional work, enhancing their employability and contribution to workplace projects.	Y
Presentations & Exhibit	Throughout multiple assessments at Level 4 & 5, students will create and deliver presentations, usually in the form of a pitch, or presenting their work at exhibitions (PETR1154, PETR1157, PETR1158, PETR2094, PETR2095).	8.3.2	Allows students to showcase their skills, knowledge, and creative work to a professional audience. They enhance their communication and presentation skills, establish professional connections, and build a strong portfolio. These activities encourage reflective practice and provide a real-world application for their academic knowledge. Offers students valuable opportunities to gain exposure and refine their abilities in a professional setting.	Y
Practical skills development	Every module across Level 4 & 5 has an element within it that requires students to engage with the development of practical	8.5.3	By engaging in hands-on activities, students can gain firsthand experience, apply theoretical concepts to practical scenarios, and develop the specific skills relevant to their field of study. Allows students to acquire industry-specific	Y

	skills within creative media. At the start of the programme students should develop a foundation application of practical skills, which will develop into more comprehensive proficiency by the end of Level 5.		skills, learn professional practices, and adapt to the demands of the workplace.	
Reflective practice	Students will reflect on their development of employability and entrepreneurship skills (PETR1156). Also, every module within the programme has a reflective practice element to the assessment.	8.3.3	Promotes self-awareness, learning from experiences, critical thinking, and problem-solving. It contributes to professional development by helping students set goals and track progress. Reflective practice enhances decision-making skills by evaluating past choices and considering alternatives. It fosters a culture of continuous improvement, ensuring students adapt and thrive in the dynamic creative media industry.	Y
Interactive and emerging technologies skills development	Students will explore and develop practical skill in a range of new and emerging interactive technologies (PETR2093).	8.3.4	Keeps students relevant to the industry by staying up-to-date with the latest trends and tools. Fosters innovation and adaptability, encouraging creative problem-solving in response to evolving technologies. Students develop technical competence in using these technologies, enhancing their professional skills. By embracing new technologies, students future-proof their skills and cultivate collaboration and interdisciplinary abilities.	Y
Problem solving	Students will have the opportunity to develop their problem-solving skills throughout all the	8.2.1	Equips students with the ability to identify, analyse, and resolve challenges in their professional roles. Enhances critical thinking, analytical reasoning, and	N

	modules on this programme.		decision-making. Fosters creativity, innovation, and the exploration of alternative solutions.	
Employability & Entrepreneurship	Employability & Entrepreneurship is embedded throughout the programme, but more specifically assessed within PETR1056, where students will investigate and uncover the link between social media, employability, and entrepreneurship.	8.4.3	Prepares students for the demands of the professional world and enhances their career prospects. These skills enable students to navigate the dynamic and competitive job market, increasing their employability and potential for long-term career growth.	Y
Field trips	Throughout level 4 & 5, students will have the opportunity to visit and experience relevant workplaces, attractions and destinations.	8.1.1	Exposes students to experts in their industry, showcases employment opportunities and future career options.	N
Critical research & analysis	As part of multiple modules students will be expected to independently engage with critical research and analysis to aid the development of their projects (PETR1155, PETR1156, PETR1157, PETR2091, PETR2092, PETR2093).	8.1.3	Enables students to make well-informed choices, solve complex problems, stay updated with industry trends, base decisions on evidence rather than assumptions, cultivate a mindset of continuous learning, and ensure the quality of their work.	Y
Work based learning	Throughout level 4 & 5, students can complete an optional 20 days of work-based learning, supported by a bursary. Students will also have the opportunity to engage with 'on location' shoots, or work within a studio environment.	8.4.3	Students will gain practical working experience within a subject-relevant workplace.	N

Guest speakers	Throughout level 4 & 5, students will have the opportunity to engage with industry professionals through organised guest speakers.	8.4.3	Exposes students to experts in their industry, showcases employment opportunities and future career options.	N
Live briefs	Within PETR1157, students will engage with a live brief, and will learn how to develop and pitch a detailed transmedia campaign and accompanying promotional materials for an external company/organisation/professional, gaining 'real-world' industry experience and feedback.	8.3.2	Interacting with industry professionals provides valuable feedback and guidance, helping students understand industry standards and expectations. It also allows them to showcase their abilities, receive feedback on their performance, and develop essential communication and presentation skills necessary for their future careers.	Y
Collaborative projects	Students will have multiple opportunities throughout several modules to work collaboratively, however they are actively assessed on their ability to work collaboratively within PETR1157 & PETR2091.	8.3.1	Mirrors the collaborative nature of professional work environments. Students develop essential interpersonal and communication skills, such as effective teamwork, active listening, conflict resolution, and negotiation. They learn how to collaborate with others, delegate tasks, and leverage each other's strengths to achieve common goals. Collaborative projects also promote the exchange of ideas, knowledge sharing, and the development of innovative solutions through the synergy of different perspectives.	Y

Appendix 3: Professional Development (PD) modules within the award/s:

Module names*	Using the same Learning Outcomes?	Using the same mode of delivery?	Using the same mode of assessment?	Additional Information (see below)
PETR1154 - Introduction to Creative Media Practice	Y	Y	Y	
PETR1156 - Employability, Entrepreneurship, and Social Media	Y	Y	Y	
PETR2092 - Exploring Societal Issues	Y	Y	Y	
PETR2093 - Interactive Media & Emerging Technologies	Y	Y	Y	

Module Records

LEVEL 4 MODULES = 120 L4 Credits				
Module Code	Module Title	Credits	Core / Optional	Term / Semester
PETR1154	Introduction to Creative Media Practice	20	Core	1
PETR1155	Developing Narratives	20	Core	1
PETR1156	Employability, Entrepreneurship, and Social Media	20	Core	1
PETR1157	Transmedia Storytelling & Branding	20	Core	2
PETR1158	Situating Practice	40	Core	2
LEVEL 5 MODULES = 120 L5 Credits				
Module Code	Module Title	Credits	Core / Optional	Term / Semester
PETR2091	Critical Dialogues & Perspectives	20	Core	1
PETR2092	Exploring Societal Issues	20	Core	1
PETR2093	Interactive Media & Emerging Technologies	20	Core	1
PETR2094	Explore, Experiment, and Exhibit	20	Core	2
PETR2095	Specialist Major Project	40	Core	2

Level 4 Module Records

UNIVERSITY OF PLYMOUTH MODULE RECORD

SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

MODULE CODE: **MODULE TITLE:** Introduction to Creative Media Practice

PETR1154

CREDITS: 20

FHEQ LEVEL: 4

HECOS CODE(S): 100443 Media Production, 100441 Film Production, 100063 Photography
COMPENSATABLE: N

PRE-REQUISITES: **CO-REQUISITES:** None

None

SHORT MODULE DESCRIPTOR: (max 425 characters)

Through hands-on projects, lectures, and workshops, this module introduces and exposes students to the practical and technical elements of media production, teaching key competencies in Filmmaking, Photography, Graphics Design, Sound Design, and Editing. The module's aim is to provide a working

grasp of the many techniques and capabilities essential for the advancement of a creative media professional.

ELEMENTS OF ASSESSMENT – see Definitions of Elements and Components of Assessment	
C1 (Coursework)	100%

SUBJECT ASSESSMENT PANEL to which module should be linked: Art and Media.

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

1. Introduce the techniques and processes used in a creative media production
2. Develop an applied awareness of academic conventions and research methodologies
3. Discover the importance of design and research in shaping and refining ideas for a creative media production
4. Expose students to a comprehensive array of practices and disciplines within the creative media industry
5. Explore the modes of communication within the creative media industry

ASSESSED LEARNING OUTCOMES: (additional guidance below; please refer to the Programme Specification for relevant Programme Intended Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes (ALOs)	Programme Intended Learning Outcomes (PILOs) contributed to
1. Demonstrate through academic research a detailed understanding of core critical theory within the creative media industry.	8.1.2, 8.1.4, 8.2.3, 8.3.2.
2. Apply effective research and planning techniques to inform and guide the design process for a creative media production.	8.1.1, 8.1.2, 8.1.3, 8.2.1, 8.3.2, 8.4.2, 8.4.4.
3. Realise and present a completed practical project that demonstrates thorough understanding and application of creativity and imagination, aesthetic awareness, and technical skill.	8.1.2, 8.1.4, 8.3.2, 8.3.4, 8.4.2, 8.5.1, 8.5.3, 8.5.4.
4. Demonstrate an awareness of ongoing self-reflection and the ability to be able to critically evaluate own capabilities within creative media production.	8.1.2, 8.2.4, 8.3.2, 8.3.3.

DATE OF APPROVAL: May 2023	FACULTY/OFFICE: Partnerships
DATE OF IMPLEMENTATION:	SCHOOL/PARTNER: PETROC College

September 2023	
DATE(S) OF APPROVED CHANGE: 04/10/2023	SEMESTER: Semester 1

Notes:

Additional Guidance for Learning Outcomes:

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Office for Students, [Sector-recognised Standards](#)
- Office for Students, [Quality and Standards Conditions of Registration](#)
- [Subject benchmark statements](#)
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be published on the website as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2023 - 2024

MODULE LEADER: Billy Bailey

NATIONAL COST CENTRE: 143

OTHER MODULE STAFF: Jessica Bott

Summary of Module Content

This module covers the process, technology, narrative, the influence on society, ethics, research, and commercial elements of creative media production. Practical skills such as media production processes, camera operations, audio production, editing, design concepts, and project management will be taught to students. Collaboration, presentation, and communication skills will be emphasised as well.

SUMMARY OF TEACHING AND LEARNING		
Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lectures	28	
Practical Classes and Workshops	20	
Guided Independent Study	152	
Total	200	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

SUMMATIVE ASSESSMENT

Element Category	Component Name & associated ALO	Component Weighting
Coursework	Critical Essay (ALO 1)	30%
	Project Portfolio (ALO 2, 3, 4)	70%
		100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	New Critical Essay (ALO 1)	30%
	New Final Project Portfolio (ALO 2, 3, 4)	70%
		100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Billy Bailey Date: 04/10/2023	Approved by: Date: 04/10/2023

UNIVERSITY OF PLYMOUTH MODULE RECORD

SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

MODULE CODE: PETR1155

MODULE TITLE: Developing Narratives

CREDITS: 20

FHEQ LEVEL: 4

HECOS CODE(S): 100443,
101361 Creative Arts and
Design

PRE-REQUISITES: None

CO-REQUISITES: None

COMPENSATABLE: Y

SHORT MODULE DESCRIPTOR: *(max 425 characters)*

Students will discover narrative and meaning construction across various creative arts mediums in this module. Students will examine theories and approaches of storytelling and acquire experience in constructing their own captivating narratives through a practice-led approach. The module combines theories and practices to provide a working knowledge of the creative potential of narrative across creative arts projects.

ELEMENTS OF ASSESSMENT – see Definitions of Elements and Components of Assessment	
C1 (Coursework)	100%

SUBJECT ASSESSMENT PANEL to which module should be linked: Art and Media.

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

1. To provide students with a broad knowledge of the theories and concepts of narrative development and meaning construction
2. To enable students to be able to build a working grasp of narrative, storytelling, and meaning construction theories and methodologies
3. To provide students with the knowledge and capabilities needed to produce captivating and meaningful narratives for Creative Arts projects
4. To encourage students to explore and reflect on numerous storytelling techniques through the creation of their own practical narrative project.

ASSESSED LEARNING OUTCOMES: (additional guidance below; please refer to the Programme Specification for relevant Programme Intended Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes (ALOs)	Programme Intended Learning Outcomes (PILOs) contributed to
1. Apply research skills to demonstrate a broad understanding of narrative theory within Art and Media practice.	8.1.1, 8.1.3, 8.1.4, 8.2.2, 8.2.3, 8.3.2.

2. Utilise organisational skills to inform and guide the development of a narrative-based project.	8.1.2, 8.2.1, 8.3.1, 8.3.2, 8.4.2.
3. Apply practical and technical skills within the realisation of a creative narrative-based project.	8.1.1, 8.1.4, 8.2.1, 8.3.4, 8.4.1, 8.5.1, 8.5.3.
4. Critically evaluate and assess own capabilities within the production of a narrative-based project.	8.1.2, 8.2.4, 8.3.3.

DATE OF APPROVAL: May 2023	FACULTY/OFFICE: Partnerships
DATE OF IMPLEMENTATION: September 2023	SCHOOL/PARTNER: PETROC College
DATE(S) OF APPROVED CHANGE: 04/10/2023	SEMESTER: Semester 1

Notes:

Additional Guidance for Learning Outcomes:

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Office for Students, [Sector-recognised Standards](#)
- Office for Students, [Quality and Standards Conditions of Registration](#)
- [Subject benchmark statements](#)
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be published on the website as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2023 - 2024
MODULE LEADER: Jessica Bott

NATIONAL COST CENTRE: 143
OTHER MODULE STAFF: Billy Bailey

Summary of Module Content

This module focuses on the study and application of narrative development for creative arts projects. Students will develop an understanding of the key concepts and approaches involved in developing interesting and meaningful narratives for creative arts projects. Students will be introduced to diverse ideas and methods of narrative, storytelling, and meaning construction through a combination of lectures, workshops, and guided independent study.

Students will acquire hands-on experience in constructing and shaping narratives through practical exercises and projects, such as writing and producing their own short film, or developing a piece of art that tells a story. The module will conclude with a final project in which students will be able to demonstrate their comprehension of narrative development in addition to their ability to produce captivating and meaningful stories for creative arts projects.

SUMMARY OF TEACHING AND LEARNING		
Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lectures	28	
Practical Classes and Workshops	20	
Guided Independent Study	152	
Total	200	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

SUMMATIVE ASSESSMENT

Element Category	Component Name & associated ALO	Component Weighting
Coursework	Critical Essay (ALO 1)	30%
	Project Portfolio (ALO 2, 3, 4)	70%
		100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	New Critical Essay (ALO 1)	30%
	New Project Portfolio (ALO 2, 3, 4)	70%
		100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Billy Bailey Date: 06/07/2023	Approved by: Date: 04/10/2023

UNIVERSITY OF PLYMOUTH MODULE RECORD

SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

MODULE CODE: PETR1156 MODULE TITLE: Employability, Entrepreneurship, and Social Media
CREDITS: 20 FHEQ LEVEL: 4 HECOS CODE(S): 100443
Media Production, 101361
Creative Arts and Design,
101221 Enterprise and
Entrepreneurship
PRE-REQUISITES: None CO-REQUISITES: None COMPENSATABLE: Y

SHORT MODULE DESCRIPTOR: *(max 425 characters)*

Students will investigate and uncover the link between social media, employability, and entrepreneurship in this subject, as well as learn how to utilise social media as a tool to help establish a professional brand and network with industry professionals. Students will learn how to promote prospective business possibilities and how to stand out in a highly competitive field through a series of lectures.

ELEMENTS OF ASSESSMENT – see Definitions of Elements and Components of Assessment	
C1 (Coursework)	100%

SUBJECT ASSESSMENT PANEL to which module should be linked: Art and Media.

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

This module's main primary aim is for students to critically evaluate how to utilise social media to improve their personal branding while also developing professional networking and entrepreneurial opportunities. Students will gain the knowledge and skills needed to prosper in today's rapidly changing industry, with a focus on social media, entrepreneurship, and employability.

By the completion of this module, students will have gained the skills and knowledge required to compete in the creative arts industry.

ASSESSED LEARNING OUTCOMES: (additional guidance below; please refer to the Programme Specification for relevant Programme Intended Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes (ALOs)	Programme Intended Learning Outcomes (PILOs) contributed to
1. Demonstrate a critical understanding of the importance of employability, entrepreneurialism, and the role social media has within art and media.	8.1.1, 8.1.4, 8.2.2, 8.2.3, 8.3.2.

2. Identify and develop a plan for entrepreneurial development, and self-promotion, including a comprehensive social media strategy.	8.1.3, 8.2.4, 8.3.2, 8.4.1, 8.4.3, 8.4.4.
3. Develop a portfolio of self-promotion and marketing materials for the purpose of professional networking and generating entrepreneurial opportunities.	8.1.2, 8.1.4, 8.2.1, 8.3.2, 8.3.4, 8.4.1, 8.4.3, 8.5.1, 8.5.3, 8.5.4.
4. Critically evaluate personal and professional growth through this module, assessing the effectiveness of entrepreneurial portfolio.	8.1.2, 8.2.4, 8.3.3.

DATE OF APPROVAL: May 2023	FACULTY/OFFICE: Partnerships
DATE OF IMPLEMENTATION: September 2023	SCHOOL/PARTNER: PETROC College
DATE(S) OF APPROVED CHANGE: 04/10/2023	SEMESTER: Semester 1

Notes:

Additional Guidance for Learning Outcomes:

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Office for Students, [Sector-recognised Standards](#)
- Office for Students, [Quality and Standards Conditions of Registration](#)
- [Subject benchmark statements](#)
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be published on the website as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2023 - 2024

MODULE LEADER: Billy Bailey

NATIONAL COST CENTRE: 143

OTHER MODULE STAFF: Jessica Bott

Summary of Module Content

- Marketing and self-promotion strategies
- Developing brand awareness and identity
- Discovering and pursuing entrepreneurial opportunities within the creative arts sector
- Social media networking
- Growing an online presence
- What it means to be self-employed
- The gig economy
- SMART targets
- Setting personal and professional goals in order to help achieve career ambitions
- Critical analysis of own work and development
- Constructing self-promotion plan
- Awareness of ethical issues and best practices while utilising social media.

SUMMARY OF TEACHING AND LEARNING		
Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lectures	28	
Practical Classes and Workshops	20	
Guided Independent Study	152	
Total	200	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

SUMMATIVE ASSESSMENT

Element Category	Component Name & associated ALO	Component Weighting
Coursework	Critical Essay (ALO 1)	30%
	Entrepreneurial Portfolio (ALO 2, 3, 4)	70%
		100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	New Critical Essay (ALO 1)	30%
	New Entrepreneurial Portfolio (ALO 2, 3, 4)	70%
		100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Billy Bailey Date: 06/07/2023	Approved by: Date: 04/10/2023

UNIVERSITY OF PLYMOUTH MODULE RECORD

SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

MODULE CODE: PETR1157

MODULE TITLE: Transmedia Storytelling & Branding

CREDITS: 20

FHEQ LEVEL: 4

HECOS CODE(S): 100443

Media Production, 101361

Creative Arts and Design,

100075 Marketing

COMPENSATABLE: Y

PRE-REQUISITES: None

CO-REQUISITES: None

SHORT MODULE DESCRIPTOR: *(max 425 characters)*

Students will examine the theory and practice of producing a cohesive and consistent story across several platforms and mediums by developing a collaborative transmedia campaign concept. The module will discuss the core principles and techniques of transmedia branding, such as cross-promotion, brand extension, and audience engagement. Students will investigate the ethical aspects of transmedia branding, as well as the impact of the culture industry on it.

ELEMENTS OF ASSESSMENT – see Definitions of Elements and Components of Assessment	
C1 (Coursework)	100%

SUBJECT ASSESSMENT PANEL to which module should be linked: Art and Media.

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

1. To expose students to the theory and practice behind transmedia storytelling & branding with reference to industry case studies
2. To assist students in developing a theoretical and practical understanding of production life cycles in response to client requirements, including concept development, pitching, experimentation, client engagement, and project planning and management
3. To provide the opportunity for students to engage with the development of a collaborative transmedia campaign proposal, considering ethical and societal aspects, as well as the culture industry's impact.

ASSESSED LEARNING OUTCOMES: (additional guidance below; please refer to the Programme Specification for relevant Programme Intended Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes (ALOs)	Programme Intended Learning Outcomes (PILOs) contributed to
1. Demonstrate knowledge and understanding of critical theory and practices within transmedia storytelling & branding.	8.1.1, 8.1.3, 8.1.4, 8.2.2, 8.2.3, 8.3.2.

2. Explore and analyse examples of transmedia storytelling & branding within industry.	8.1.1, 8.1.3, 8.1.4, 8.2.2, 8.2.3, 8.3.2.
3. Collaboratively develop, pitch, and produce a professional transmedia campaign strategy and associated materials.	8.1.2, 8.1.3, 8.2.1, 8.3.1, 8.3.2, 8.4.1, 8.4.2, 8.4.4, 8.5.4.
4. Demonstrate the ability to reflect on and evaluate a proposed transmedia campaign strategy, analysing the strengths and weaknesses of the selected approach and making relevant and informed recommendations for improvement.	8.1.4, 8.2.2, 8.2.4, 8.3.3, 8.5.3, 8.5.4.

DATE OF APPROVAL: May 2023	FACULTY/OFFICE: Partnerships
DATE OF IMPLEMENTATION: September 2023	SCHOOL/PARTNER: PETROC College
DATE(S) OF APPROVED CHANGE: 04/10/2023	SEMESTER: Semester 2

Notes:

Additional Guidance for Learning Outcomes:

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Office for Students, [Sector-recognised Standards](#)
- Office for Students, [Quality and Standards Conditions of Registration](#)
- [Subject benchmark statements](#)
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be published on the website as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2023 - 2024
MODULE LEADER: Jessica Bott

NATIONAL COST CENTRE: 143
OTHER MODULE STAFF: Billy Bailey

Summary of Module Content

This module will investigate a wide range of critical theories and related topics within the development of consistent and cohesive storytelling & branding across a multitude of platforms. Students will first explore the history and definitive theory that underpin transmedia storytelling & branding, including audience engagement, cross-promotion, and brand-extension.

The module will next move on to case studies of effective instances of transmedia branding in multiple creative arts sectors. Students will be able to analyse these examples to gain a more in-depth comprehension of the techniques used in transmedia storytelling & branding. This module will explore the ethical aspects of transmedia storytelling & branding, such as the role of the culture industry and media in moulding public opinion.

Based on a 'live brief', students will learn how to develop and pitch a detailed transmedia campaign and accompanying promotional materials for an external company/organisation/professional, gaining 'real-world' industry experience and feedback. This module culminates with students evaluating their transmedia storytelling & branding projects critically.

SUMMARY OF TEACHING AND LEARNING		
Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lectures	28	
Practical Classes and Workshops	20	
Guided Independent Study	152	
Total	200	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

SUMMATIVE ASSESSMENT

Element Category	Component Name & associated ALO	Component Weighting
Coursework	Critical Essay (ALO 1, 2) Transmedia Campaign Portfolio (ALO 3, 4)	30% 70% 100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	New Critical Essay (ALO 1, 2) New Transmedia Campaign Portfolio (ALO 3, 4)	30% 70% 100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Billy Bailey Date: 06/07/2023	Approved by: Date: 04/10/2023

UNIVERSITY OF PLYMOUTH MODULE RECORD

SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

MODULE CODE: PETR1158

MODULE TITLE: Situating Practice

CREDITS: 40

FHEQ LEVEL: 4

HECOS CODE(S): 100443

Media Production, 101361

Creative Arts and Design

COMPENSATABLE: N

PRE-REQUISITES: None

CO-REQUISITES: None

SHORT MODULE DESCRIPTOR: *(max 425 characters)*

This module serves as the Level 4 final major project, in which students evaluate their theoretical and practical skills development throughout the programme and formulate a plan for future professional development. Students will also present their work to a wider audience after learning about important presentation and exhibition methods and approaches.

ELEMENTS OF ASSESSMENT – see Definitions of Elements and Components of Assessment	
C1 (Coursework)	100%

SUBJECT ASSESSMENT PANEL to which module should be linked: Art and Media.

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

1. To provide students the opportunity to reflect on their performance in previous modules as well as to explore and define plans for future professional development
2. To allow students to work on a meaningful practical project of their choice in order to showcase their abilities while also solidifying their practice
3. To create opportunities for students to further develop their ideation, conceptualisation, and pitching skills
4. To expose students to the concept of situating their work and practice within a public-facing professional creative context.

ASSESSED LEARNING OUTCOMES: (additional guidance below; please refer to the Programme Specification for relevant Programme Intended Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes (ALOs)	Programme Intended Learning Outcomes (PILOs) contributed to
1. Create an effective professional development plan based on critical reflections on past modules' performance.	8.1.2, 8.2.4, 8.3.2, 8.3.3, 8.4.1, 8.4.4.
2. Comprehensively research, ideate, conceptualise, internally pitch, and plan a creative practical project in response to professional development goals.	8.1.1, 8.1.2, 8.1.3, 8.2.1, 8.2.2, 8.2.3, 8.3.2, 8.4.1, 8.4.2, 8.4.4, 8.5.2.

3. Evidence of a completed and substantial practical project that responds creatively to professional development goals.	8.1.2, 8.3.2, 8.3.4, 8.5.1, 8.5.2, 8.5.3.
4. Effectively situate practice within a public-facing creative professional context, demonstrating awareness of audience engagement and presentation techniques.	8.1.2, 8.3.2, 8.4.3, 8.5.4.
5. Demonstrate application of ongoing reflection, culminating in a detailed critical evaluation.	8.1.2, 8.2.4, 8.3.2, 8.3.3.

DATE OF APPROVAL: May 2023	FACULTY/OFFICE: Partnerships
DATE OF IMPLEMENTATION: September 2023	SCHOOL/PARTNER: PETROC College
DATE(S) OF APPROVED CHANGE: 04/10/2023	SEMESTER: Semester 2

Notes:

Additional Guidance for Learning Outcomes:

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Office for Students, [Sector-recognised Standards](#)
- Office for Students, [Quality and Standards Conditions of Registration](#)
- [Subject benchmark statements](#)
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be published on the website as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2023 - 2024

MODULE LEADER: Billy Bailey

NATIONAL COST CENTRE: 143

OTHER MODULE STAFF: Jessica Bott

Summary of Module Content

This module's content is mostly focused on supporting students while they work on their Level 4 final major projects. Students will employ critical theory to further enhance their reflection abilities and use these tools to evaluate their theoretical and practical development through the programme so far. Students will design a professional development plan based on their reflections, which will encompass targets and goals for both short-term and long-term professional development.

Students will investigate, ideate, conceptualise, pitch, and plan a creative practical project in response to professional development goals as part of this module. Students will be introduced to various concepts and approaches behind curating and presenting work for a specific professional context, with the goal of situating their practice in a relevant context at the module's conclusion.

SUMMARY OF TEACHING AND LEARNING		
Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lectures	32	
Practical Classes and Workshops	32	
Project tutorial	32	
Guided Independent Study	304	
Total	400	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

SUMMATIVE ASSESSMENT

Element Category	Component Name & associated ALO	Component Weighting
Coursework	Final Major Project Portfolio (ALO 1, 2, 3, 4, 5)	100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	New Final Major Project Portfolio (ALO 1, 2, 3, 4, 5)	100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Billy Bailey Date: 04/10/2023	Approved by: Date: 04/10/2023

Level 5 Module Records

UNIVERSITY OF PLYMOUTH MODULE RECORD

SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

MODULE CODE: PETR2091

MODULE TITLE: Critical Dialogues & Perspectives

CREDITS: 20

FHEQ LEVEL: 5

HECOS CODE(S): 100443

Media Production, 101361

Creative Arts and Design

PRE-REQUISITES: None

CO-REQUISITES: None

COMPENSATABLE: Y

SHORT MODULE DESCRIPTOR: *(max 425 characters)*

This module investigates the influence of art and media portrayal and how it affects critical dialogues about gender, sexuality, race, and politics. Students will explore a range of art discourses and produce creative arts projects that promote social change and a multitude of critical perspectives.

ELEMENTS OF ASSESSMENT – [see Definitions of Elements and Components of Assessment](#)

C1 (Coursework)

100%

SUBJECT ASSESSMENT PANEL to which module should be linked: Art and Media.

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

1. To expose students to critical theory surrounding art and media discourses such as representation, and the relationship between originality and reproduction
2. To aid students' understanding of a range of research methodologies
3. To foster students' ability to critically analyse a range of art and media in order to discover critical dialogues and perspectives that underpin them
4. To support the further development of creative project planning and production skills.

ASSESSED LEARNING OUTCOMES: (additional guidance below; please refer to the Programme Specification for relevant Programme Intended Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes (ALOs)	Programme Intended Learning Outcomes (PILOs) contributed to
1. Critically analyse, compare, and evaluate a range of art and media discourses.	8.1.1, 8.1.2, 8.1.4, 8.2.2, 8.2.3, 8.3.2.

2. Demonstrate comprehensive knowledge, understanding, and application of multiple research methodologies.	8.1.2, 8.1.3, 8.2.4, 8.3.2.
3. Ideate, plan, realise, and evaluate a creative arts production that demonstrates interrogation of critical theory.	8.1.2, 8.1.3, 8.1.4, 8.2.1, 8.2.4, 8.3.1, 8.3.2, 8.3.3, 8.3.4, 8.4.2, 8.4.4, 8.5.2, 8.5.3.
4. Present written work that is effectively and clearly communicated.	8.2.4, 8.3.2, 8.4.3, 8.5.4.

DATE OF APPROVAL: May 2023	FACULTY/OFFICE: Partnerships
DATE OF IMPLEMENTATION: September 2023	SCHOOL/PARTNER: PETROC College
DATE(S) OF APPROVED CHANGE: 04/10/2023	SEMESTER: Semester 1

Notes:

Additional Guidance for Learning Outcomes:

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Office for Students, [Sector-recognised Standards](#)
- Office for Students, [Quality and Standards Conditions of Registration](#)
- [Subject benchmark statements](#)
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be published on the website as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2023 - 2024

MODULE LEADER: Billy Bailey

NATIONAL COST CENTRE: 143

OTHER MODULE STAFF: Jessica Bott, Gary Mitchell

Summary of Module Content

Within this module, students will investigate historical and contemporary contexts within representation in art and media. They will discover how art and media can be shaped to influence our understanding of the world around us, and our cultural beliefs and values, through an investigation into topics such as everyday images, simulacra, and structuralism.

Students will also explore how the development of digital and interactive technologies has had an impact on the value of art and media, and how can be consumed. Another core focus of this module would be around semiotics, and how meaning can be applied to different signs, symbols, and images.

And finally, through a practical production, students will demonstrate their understanding of the modules' topics. The objective of this module is to provide students with the opportunity to design and deliver a creative arts production that not only shows imagination and practical proficiency but also contributes to important cultural dialogues and representation.

SUMMARY OF TEACHING AND LEARNING		
Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lectures	28	
Practical Classes and Workshops	20	
Guided Independent Study	152	
Total	200	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

SUMMATIVE ASSESSMENT

Element Category	Component Name & associated ALO	Component Weighting
Coursework	Research Report (ALO 1, 2)	40%
	Critical Dialogues Project (ALO 3, 4)	60%
		100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	New Research Report (ALO 1, 2)	40%
	New Critical Dialogues Project (ALO 3, 4)	60%
		100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Billy Bailey Date: 06/07/2023	Approved by: Date: 04/10/2023

UNIVERSITY OF PLYMOUTH MODULE RECORD

SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

MODULE CODE: PETR2092

MODULE TITLE: Exploring Societal Issues

CREDITS: 20

FHEQ LEVEL: 5

HECOS CODE(S): 100443

Media Production, 101361

Creative Arts and Design

COMPENSATABLE: Y

PRE-REQUISITES: None

CO-REQUISITES: None

SHORT MODULE DESCRIPTOR: *(max 425 characters)*

Within this module, students will design, plan, and realise a themed, collaborative practical project. The theme of their project will focus on challenging and debating real-world issues. This module aims to support students as they further develop their theoretical, practical, and teamwork skills through the development of a creative project that highlights and addresses societal issues.

ELEMENTS OF ASSESSMENT – [see Definitions of Elements and Components of Assessment](#)

C1 (Coursework)

100%

SUBJECT ASSESSMENT PANEL to which module should be linked: Art and Media.

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

1. To allow students to further develop high-level practical skills by designing and developing a meaningful which addresses societal issues
2. To support students as they progress their teamwork and time management skills through the development of a collaborative project
3. To encourage students to explore creative opportunities for meeting a themed brief
4. To promote the debate and communication around the role media and art have on addressing societal issues.

ASSESSED LEARNING OUTCOMES: (additional guidance below; please refer to the Programme Specification for relevant Programme Intended Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes (ALOs)	Programme Intended Learning Outcomes (PILOs) contributed to
1. Display critical awareness of subject context, and the ability to be able to analyse, critique, and compare a range of research sources.	8.1.1, 8.1.3, 8.2.2, 8.2.3, 8.2.4, 8.3.2.

2. Ideate, plan, and manage time effectively throughout the creation of a collaborative project.	8.1.2, 8.2.1, 8.2.4, 8.3.1, 8.3.2, 8.4.2, 8.4.4, 8.5.2.
3. Demonstrate development of comprehensive practical skills through the creation and realisation of a relevant collaborative project.	8.1.2, 8.3.1, 8.3.4, 8.4.2, 8.5.1, 8.5.2, 8.5.3.
4. Critically evaluate the effectiveness of the practical project with regard to the chosen societal context, showing a detailed analysis of working collaboratively.	8.1.1, 8.2.2, 8.2.3, 8.3.1, 8.3.2, 8.3.3, 8.5.3.

DATE OF APPROVAL: May 2023	FACULTY/OFFICE: Partnerships
DATE OF IMPLEMENTATION: September 2023	SCHOOL/PARTNER: PETROC College
DATE(S) OF APPROVED CHANGE: 04/10/2023	SEMESTER: Semester 1

Notes:

Additional Guidance for Learning Outcomes:

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Office for Students, [Sector-recognised Standards](#)
- Office for Students, [Quality and Standards Conditions of Registration](#)
- [Subject benchmark statements](#)
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be published on the website as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2023 - 2024
MODULE LEADER: Jessica Bott

NATIONAL COST CENTRE: 143
OTHER MODULE STAFF: Gary Mitchell, Billy Bailey

Summary of Module Content

Through a range of lectures and workshops, students will cover:

- The role art and media have in changing the societal landscape around us, and how they can be used to challenge societal issues
- Practical skills within the students chosen discipline, such as studio photography, documentary filmmaking, animation etc
- How to foster creativity and develop ideas that meet set briefs effectively
- Collaborative planning and team building exercises.

This module requires students to focus on their communication, project management, and teamwork skills.

SUMMARY OF TEACHING AND LEARNING		
Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lectures	28	
Practical Classes and Workshops	20	
Guided Independent Study	152	
Total	200	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

SUMMATIVE ASSESSMENT

Element Category	Component Name & associated ALO	Component Weighting
Coursework	Exploring Societal Issues Portfolio (ALO 1, 2, 3, 4)	100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	New Exploring Societal Issues Portfolio (ALO 1, 2, 3, 4)	100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Billy Bailey Date: 06/07/2023	Approved by: Date: 04/10/2023

UNIVERSITY OF PLYMOUTH MODULE RECORD

SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

MODULE CODE: PETR2093

MODULE TITLE: Interactive Media & Emerging Technologies

CREDITS: 20

FHEQ LEVEL: 5

HECOS CODE(S): 100443

Media Production, 101361

Creative Arts and Design,

100367 Computing and

Information Technology

COMPENSATABLE: Y

PRE-REQUISITES: None

CO-REQUISITES: None

SHORT MODULE DESCRIPTOR: *(max 425 characters)*

The creative media industry is underpinned by technology, and as technology develops, new and innovative practices push the boundaries and open exciting opportunities for creative individuals to develop inspirational, sustainable, and creative experiences. This module will expose learners to these emerging technologies, such as virtual production and game design, with the view for learners to then develop their own interactive media projects and experiences.

ELEMENTS OF ASSESSMENT – see Definitions of Elements and Components of Assessment	
C1 (Coursework)	100%

SUBJECT ASSESSMENT PANEL to which module should be linked: Art and Media.

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

1. To expose students to a range of creative interactive technologies and practices within areas such as VR/MR/AR production, education, AI, games design, installations, virtual production, and marketing/advertising
2. To give students the opportunity to design, plan, and produce an interactive media prototype
3. To encourage students to critically analyse interactive media and emerging technologies projects to discover the impact on audience engagement and experience
4. To encourage students to analyse the impact interactive and immersive technologies can have on sustainable development.

ASSESSED LEARNING OUTCOMES: (additional guidance below; please refer to the Programme Specification for relevant Programme Intended Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes (ALOs)	Programme Intended Learning Outcomes (PILOs) contributed to
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1. Demonstrate a critical understanding of a range of interactive media practices and emerging technologies, highlighting contextual implications.	8.1.1. 8.1.4, 8.2.2, 8.2.4, 8.3.2.
2. Design and plan a creative prototype for an interactive experience that makes effective use of a chosen innovative and emerging technology.	8.1.2, 8.1.3, 8.2.1, 8.3.2, 8.4.2, 8.4.4, 8.5.2.
3. Effectively select and use appropriate equipment, technologies, and techniques to realise practical interactive ambitions.	8.1.2, 8.3.4, 8.5.1, 8.5.2, 8.5.3.
4. Demonstrate the ability to critically evaluate the development and realisation of the interactive prototype against subject context.	8.1.2, 8.1.3, 8.2.4, 8.3.2, 8.3.3, 8.5.3.

DATE OF APPROVAL: May 2023	FACULTY/OFFICE: Partnerships
DATE OF IMPLEMENTATION: September 2023	SCHOOL/PARTNER: PETROC College
DATE(S) OF APPROVED CHANGE: 04/10/2023	SEMESTER: Semester 1

Notes:

Additional Guidance for Learning Outcomes:

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Office for Students, [Sector-recognised Standards](#)
- Office for Students, [Quality and Standards Conditions of Registration](#)
- [Subject benchmark statements](#)
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

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ACADEMIC YEAR: 2023 - 2024
MODULE LEADER: Jessica Bott

NATIONAL COST CENTRE: 143
OTHER MODULE STAFF: Gary Mitchell, Billy Bailey

Summary of Module Content

Within this module, students will develop critical comprehension of a variety of interactive and immersive technologies through a series of practical workshops. These workshops will examine interactive and immersive technologies such as:

- Virtual reality
- Augmented reality
- Mixed reality
- Video game design
- UX and UI design
- Virtual production
- Artificial Intelligence (AI).

Students will also investigate how immersive technology can be used to promote sustainability through education and awareness, as well as through technological automation practices. Students will develop their own interactive and immersive media projects, focusing on a single practice/technology, demonstrating awareness of audience interaction and engagement.

SUMMARY OF TEACHING AND LEARNING		
Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lectures	28	
Practical Classes and Workshops	20	
Guided Independent Study	152	
Total	200	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

SUMMATIVE ASSESSMENT

Element Category	Component Name & associated ALO	Component Weighting
Coursework	Interactive Project Portfolio (ALO 1, 2, 3, 4)	100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	New Interactive Project Portfolio (ALO 1, 2, 3, 4)	100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Billy Bailey Date: 06/07/2023	Approved by: Date: 04/10/2023

UNIVERSITY OF PLYMOUTH MODULE RECORD

SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

MODULE CODE: PETR2094

MODULE TITLE: Explore, Experiment, and Exhibit

CREDITS: 20

FHEQ LEVEL: 5

HECOS CODE(S): 100443

Media Production, 101361

Creative Arts and Design

PRE-REQUISITES: None

CO-REQUISITES: None

COMPENSATABLE: Y

SHORT MODULE DESCRIPTOR: *(max 425 characters)*

This module offers a means for students to explore their artistic potential, improve their hands-on capabilities, boost their self-assurance, and cultivate their personal creative style. It provides a structure for researching and completing one or more substantial projects that emphasise individual expression through practical experimentation and discovery. Students will develop a high-level project that must be 'exhibition ready'.

ELEMENTS OF ASSESSMENT – see Definitions of Elements and Components of Assessment	
C1 (Coursework)	100%

SUBJECT ASSESSMENT PANEL to which module should be linked: Art and Media.

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

1. To give students the opportunity to challenge themselves artistically and explore practices outside of their comfort zone
2. To provide an array of practical workshops based around experimenting with creative practices
3. To further develop students' presentation and exhibition skills
4. To cement ongoing reflective practices into the design and experimentation process.

ASSESSED LEARNING OUTCOMES: (additional guidance below; please refer to the Programme Specification for relevant Programme Intended Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes (ALOs)	Programme Intended Learning Outcomes (PILOs) contributed to
1. Evaluate and effectively communicate research findings from multiple sources to aid the development of an experimental project.	8.1.1, 8.1.3, 8.1.4, 8.2.1, 8.3.2, 8.4.2.
2. Ideate, conceptualise, and plan an experimental art or media production that demonstrates creativity and imagination.	8.1.2, 8.1.3, 8.2.1, 8.3.2, 8.4.2, 8.4.4.

3. Develop and realise a high-level experimental art or media production that demonstrates effective use of technology and creative practices.	8.1.2, 8.2.1, 8.3.4, 8.4.1, 8.4.2, 8.5.1, 8.5.2, 8.5.3.
4. Employ presentation skills in order to exhibit practical productions to an appropriate audience.	8.1.2, 8.2.4, 8.3.2, 8.4.3, 8.5.4.
5. Demonstrate detailed ongoing reflection, culminating in a critical evaluation of experimental practice.	8.1.2, 8.2.4, 8.3.3, 8.4.1.

DATE OF APPROVAL: May 2023	FACULTY/OFFICE: Partnerships
DATE OF IMPLEMENTATION: September 2023	SCHOOL/PARTNER: PETROC College
DATE(S) OF APPROVED CHANGE: 04/10/2023	SEMESTER: Semester 2

Notes:

Additional Guidance for Learning Outcomes:

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Office for Students, [Sector-recognised Standards](#)
- Office for Students, [Quality and Standards Conditions of Registration](#)
- [Subject benchmark statements](#)
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. Some parts of this page may be published on the website as a guide for prospective students. Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2023 - 2024
MODULE LEADER: Jessica Bott

NATIONAL COST CENTRE: 143
OTHER MODULE STAFF: Gary Mitchell, Billy Bailey

Summary of Module Content

Through a comprehensive range of lectures and practical workshops, students will interrogate their own practical assumptions and engage with techniques and technology that may be outside of their own specialist practice. This experimentation through practical workshops will provide the inspiration for students to create a high-level creative project that challenges their own artistic voice. Students will then present their completed project to an appropriate audience. Throughout their journey through this module students will be expected to keep a detailed ongoing reflective log.

SUMMARY OF TEACHING AND LEARNING		
Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lectures	18	
Practical Classes and Workshops	30	
Guided Independent Study	152	
Total	200	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

SUMMATIVE ASSESSMENT

Element Category	Component Name & associated ALO	Component Weighting
Coursework	Experimental Project Portfolio (ALO 1, 2, 3, 4, 5)	100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	New Experimental Project Portfolio (ALO 1, 2, 3, 4, 5)	100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Billy Bailey Date: 06/07/2023	Approved by: Date: 04/10/2023

UNIVERSITY OF PLYMOUTH MODULE RECORD

SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty/AP Quality Procedures for approval and issue of new module code.*

MODULE CODE: PETR2095

MODULE TITLE: Specialist Major Project

CREDITS: 40

FHEQ LEVEL: 5

HECOS CODE(S): 100443

Media Production, 101361

Creative Arts and Design

COMPENSATABLE: N

PRE-REQUISITES: None

CO-REQUISITES: None

SHORT MODULE DESCRIPTOR: *(max 425 characters)*

Students will culminate their learning with the development and realisation of their own Specialist Major Project, taking in everything they have discovered over stage 1 and 2 to cement the creative, research, technical and organisational skills. Students will embed multidisciplinary practice through engaging with practices from different disciplines, or by collaborating with other students from different disciplines.

ELEMENTS OF ASSESSMENT – see Definitions of Elements and Components of Assessment	
C1 (Coursework)	100%

SUBJECT ASSESSMENT PANEL to which module should be linked: Art and Media.

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

1. To enable students to cement their critical research, creative, technical, and organisational skills
2. To encourage students to collaborate with students from different creative disciplines
3. To allow students to explore technical and creative disciplines from other specialisms
4. To provide students with the opportunity to research, ideate, pitch, plan, and produce a comprehensive specialist creative project.

ASSESSED LEARNING OUTCOMES: (additional guidance below; please refer to the Programme Specification for relevant Programme Intended Learning Outcomes.

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes (ALOs)	Programme Intended Learning Outcomes (PILOs) contributed to
1. Critically analyse and evaluate a comprehensive range of research sources to aid the demonstration of knowledge and understanding of chosen specialist area.	8.1.1, 8.1.2, 8.1.3, 8.2.3, 8.2.4, 8.3.2.
2. Demonstrate effective use of ideation techniques to design, develop, and present a high-level creative project concept.	8.1.2, 8.1.3, 8.2.1, 8.2.2, 8.2.4, 8.3.2, 8.3.4, 8.4.2, 8.4.3, 8.5.2, 8.5.4.

3. Evidence the planning, organisation, and realisation a high-level specialist creative project, demonstrating comprehensive engagement with industry standard practices and technology.	8.1.2, 8.2.1, 8.3.2, 8.3.4, 8.4.1, 8.4.2, 8.4.4, 8.5.1, 8.5.2, 8.5.3.
4. Exhibit final specialist project to an appropriate audience and collect effective feedback for review and analysis.	8.1.2, 8.2.4, 8.3.2, 8.4.1, 8.4.3, 8.5.1, 8.5.4.
5. Demonstrate detailed ongoing reflection, culminating in a critical evaluation of the specialist projects effectiveness and feedback from target audience.	8.1.3, 8.2.4, 8.3.2, 8.3.3, 8.4.1, 8.5.4.

DATE OF APPROVAL: May 2023	FACULTY/OFFICE: Partnerships
DATE OF IMPLEMENTATION: September 2023	SCHOOL/PARTNER: PETROC College
DATE(S) OF APPROVED CHANGE: 04/10/2023	SEMESTER: Semester 2

Notes:

Additional Guidance for Learning Outcomes:

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Office for Students, [Sector-recognised Standards](#)
- Office for Students, [Quality and Standards Conditions of Registration](#)
- [Subject benchmark statements](#)
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SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

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ACADEMIC YEAR: 2023 - 2024

MODULE LEADER: Billy Bailey

NATIONAL COST CENTRE: 143

OTHER MODULE STAFF: Gary Mitchell, Jessica Bott

Summary of Module Content

Through a series of lectures, workshops, tutorials, and guided study, students will develop a comprehensive practical project that is directly linked to their chosen specialism. Students will start the module by developing a substantial critical essay on their chosen specialism, demonstrating robust, academic rigour, critical analysis and evaluation of research sources. Students will then move on to engaging with ideation techniques with the view of generating a range of potential project ideas, that they will then narrow down to one project idea. Students will then be expected to pitch their ideas to a selected audience, making use of a concept proposal document and presentation materials. After a successful pitch, students will engage with the development of their practical projects, making sure to collect evidence of the project's development. The completed project will then be exhibited to a selected audience, where the students will collect feedback on their projects. This module culminates with students developing a critical evaluation of their journey through this module.

SUMMARY OF TEACHING AND LEARNING		
Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lectures	20	
Project tutorials	32	
Practical Classes and Workshops	44	
Guided Independent Study	304	
Total	400	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

SUMMATIVE ASSESSMENT

Element Category	Component Name & associated ALO	Component Weighting
Coursework	Critical Essay (ALO 1)	30%
	Concept & Pitch (ALO 2)	20%
	Specialist Major Project Portfolio (ALO 3, 4, 5)	50%
		100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	New Critical Essay (ALO 1)	30%
	New Concept & Pitch (ALO 2)	20%
	New Specialist Major Project Portfolio (ALO 3, 4, 5)	50%
		100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Billy Bailey Date: 27/03/2023	Approved by: Date: 04/10/2023