UNIVERSITY OF EAST LONDON
COURSE SPECIFICATION

Course Aim and Title	BA (Hons) Media Production
Intermediate Awards Available	BA Media Production DipHe Media Production CertHE
Teaching Institution(s)	UEL on campus
Alternative Teaching Institutions (for local arrangements see final section of this specification)	N/A
UEL Academic School	Arts & Creative Industries
UCAS Code	P310
Professional Body Accreditation	None
Relevant QAA Benchmark Statements	Communication, Media, Film, Cultural Studies
Additional Versions of this Course	BA (Hons) Media Production (with foundation year) BA (Hons) Media Production (with placement year)
Date Specification Last Updated	25/05/2022

Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Gain firm grounding and specialist technical skills across film, photography, digital and social media.
- Generate ideas, and organise and manage projects.
- Get work experience in course while developing your skills as a practitioner.
- Pitch projects and produce content for local industry partners.
- Produce creative work with practitioners who understand practice-as-research
- Develop transferable skills to work across a range of creative industries.

What you will learn:

Knowledge
- Acquire a fundamental grounding in a wide range of media production methods
- Discover how practice can be a form of research
- Adopt a practical approach to employability and entrepreneurship

Thinking skills
- Critically and practically engage with a range of perspectives, concepts and ideas across media and visual culture.
- Consider a range of approaches to production and commercial problem-solving

- Consider your practice within a wider media landscape

Subject-Based Practical skills
- Research and present industry-based pitches and ideas
- Develop a business model and plan based on a creative enterprise
- Collate a portfolio of work through production projects

Skills for life and work (general skills)
- Gain work experience within the creative industries
- Develop transferable teamwork skills
- Pitch in front of colleagues and industry professionals

Learning and Teaching

Knowledge is developed through
- Guided reading
- Knowledge-based activities with feedback
- Technical workshops and demonstrations
- Practical experience

Thinking skills are developed through
- Reflective activities with feedback
- Online discussions and activities

Practical skills are developed through
- Production activities with feedback
- Research skills-based activities with feedback

Skills for life and work (general skills) are developed through
- Planning activities with feedback
- Project work
- Presentation

Assessment

Knowledge is assessed by
- Portfolio development and coursework
- Essays
- Presentation

Thinking skills are assessed by
- Coursework
- Reflective reports on practical work

- Project work

Practical skills are assessed by
- Practical reports
- Portfolio completion
- Work placements

Skills for life and work (general skills) are assessed by
- Project work
- Group work
- Work placements

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Work or Study Placements

In keeping with the course's commitment to equip students with the attributes of 'critical practitioners' needed for the contemporary world of work, we recognise the value of experiential learning through placement and workplace observation. Because of this, work experience has become key to the offer of Media Production.

Central to this proposal will be the development of an in-house student-led creative agency, which will allow students to gain work experience during their studies.

Students from the Media Production degree will use their skills to develop a portfolio of commercial work. Having already acquired real freelance experience throughout this course, these students will be well positioned to take on a variety of work.

Furthermore, placements will be facilitated by the Knowledge Dock Business and Innovation Centre, that liaise with local businesses and charities to develop links and civic engagement opportunities.

All placements will be supported by the academic team.

Students have the opportunity to apply for study abroad. Study abroad places are not guaranteed and students will need to liaise with the Study Abroad Coordinator and course leader to make arrangements with the host institution.

A separately titled placement year version of the course is available, which takes the form of an additional year long module in which you plan, prepare and undertake a work placement in industry that is pertinent to your career objectives.

Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

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One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

3   Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
4   Equivalent in standard to the first year of a full-time undergraduate degree course.
5   Equivalent in standard to the second year of a full-time undergraduate degree course.
6   Equivalent in standard to the third year of a full-time undergraduate degree course.
7   Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Module Title	Number of Credits	FHEQ Level	Core or Optional	Module Code
Storytelling	20	4	Core	MS4039
Production Lab 1	20	4	Core	MS4041
Creative Content	20	4	Core	MS4040
Media Cultures	20	4	Core	MS4020
Professional life: Mental Wealth – Agency 1	20	4	Core	MS4023
Social Media & Branded Content Design	20	4	Core	MS4026
Advanced Storytelling	20	5	Core	MS5046
Production Lab 2	20	5	Core	MS5056

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Employment and Enterprise	20	5	Core	MS5038
Professional life: Mental Wealth – Agency 2	20	5	Core	MS5031
Introduction to Scriptwriting	20	5	Core	PA5025
Photographing the City	20	5	Core	MS5048
Industry Placement (Sandwich Year)	120P	5	Option	MS5018
Final Project Development	20	6	Core	MS6033
Final Project Completion	20	6	Core	MS6032
Professional Practice	20	6	Core	MS6006
Professional life: Mental Wealth – Agency 3	20	6	Core	MS6019
Creative Mobile Media	20	6	Option	MS6031
Transmedia and Digital Futures	20	6	Option	MS6040
Content Design & Execution	20	6	Option	MS6024
Horror and Science Fiction	20	6	Option	MS6036
Urban Film	20	6	Option	MS6042

The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the

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amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course Specific Regulations

N/A

Typical Duration

It is possible to move from full-time to part-time study and vice versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

The expected duration of this course is three years full-time or 4.5 years part-time.

A student cannot normally continue study on a course after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted. The limit for completion of a course in part time mode is 7 years from first enrolment.

Further Information

More information about this course is available from:

- The UEL web site (www.uel.ac.uk)
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages
- Study Abroad website (https://www.uel.ac.uk/undergraduate/student-life/study-abroad)

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

For Study Abroad, students pay for their airfare, while their tuition is paid to their home institution.

Students will attend field trips to relevant industry and creative events.

Production costs (i.e. travel, locations, props, actors' fees etc.) may be incurred by the student depending on the projects they develop. A typical cost for location shooting could be £100 a year, but this is highly variable and you are able to control budgets yourself.

The production equipment and facilities for project work is provided as part of the course fee. All necessary production software is supplied on campus, and provisions are made to make the software available at home.

For off-campus working and freelance professional use, a high-specification laptop is recommended, following the guidelines provided as minimum system requirements for running Adobe After Effects. Recommended spend: £1,500

https://helpx.adobe.com/uk/after-effects/system-requirements.html

Alternative Locations of Delivery

N/A