

Programme Specification

MA Media Production

<i>School:</i>	Arts
<i>Subject area:</i>	Media Production
<i>Entry from academic year:</i>	2021-22
<i>in the month(s) of:</i>	September
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	York St John University
<i>Programme/s accredited by:</i>	Not applicable
<i>Exit awards:</i>	Postgraduate Certificate Media Production
<i>UCAS code / GTTR / other:</i>	Not applicable
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	QAA Framework for Higher Education Qualifications in England, Wales and Northern Ireland (Level 7)
<i>Mode/s of study:</i>	Postgraduate periods of study ¹ for full-time / part-time
<i>Language of study:</i>	English
<i>Paired with foundation year</i>	No
<i>Study abroad opportunities:</i>	No
<i>Placement year opportunity:</i>	No

Introduction and special features

MA Media Production will help you evolve your skills and knowledge to make your mark as an independent and entrepreneurial practitioner with engaging stories to tell. Whether your objective is to develop as a filmmaker, documentarian, podcaster, radio producer or to run a YouTube channel, this programme will help you develop your existing practice to further your career goals. Drawing on York St John's five decades of media production education expertise, strong industry links and located in the heart of Britain's only UNESCO City of Media Arts, you will be ideally placed to shape your aspirations as a creative, thinking practitioner. Bridging theory and practice, the programme allows you to explore your ambitions to produce projects that have outstanding impact for audiences in an ever-expanding and shifting media landscape.

The MA Media Production programme at York St John University integrates the intellectual study of media production with the practical applied skills of the media practitioner in a range of disciplines; it will enable you to explore your own practice in independent media production with an entrepreneurial slant. The programme maintains the depth and rigour of study at Master's level with a particular focus on the practical application of questioning and findings in the context of the global media industries. The aim is to enable you to develop the skills and knowledge to challenge the status quo, critique current trends, and be a thinking innovator and strategic leader of the future of media industries.

You will be given the opportunity to develop an appreciation and understanding of the disciplines of media production in terms of academic research, and the opportunity to integrate this within medium-specific contexts of production practice. This will enable you to address areas of critical and historical study in

¹ The standard period of study will apply unless otherwise stated

relation to the wider economic, technological and professional factors that continue to shape the media production marketplace, and your own practice.

The MA Media Production programme offers you the opportunity to investigate the interrelationships between your own creative practice and questions arising about knowledge, research, and production within your media specialism, whether that is through the production of short film, webisodes, podcasting, documentary or TV drama. The MA provides you with development, reflective and research strategies through which to develop your portfolio as a thinking practitioner.

The MA will address dynamic interrelationships between theory and practice. Theoretical concepts will be explored in relation to practice; practice will inform conceptualisations. The aspirations of the programme are to provide you with the opportunity to develop your own practice, your own thinking and provide you with a platform from which to disseminate your work.

The following are key features of the programme:

- A central focus on your own individual practice within various forms of media production – there will be a constant thread of practice through the programme, whether students are enrolled part or full-time
- Engagement with storytelling strategies, platforms for distribution of work, and methods of practice-based research
- Opportunity for cross-disciplinary study with other creative practice MA programmes combined with in-depth and sustained investigation within MA Theatre and Performance, and MA Music Production
- Provision of the opportunities and skills required for students to develop their portfolio as thinking practitioners
- Opportunity for students to utilise existing areas of their own existing professional practice as the basis for assessed work in the MA programme

The Suite of Performance & Production MAs

The MA Media Production is based in the School of Performance and Media Production suite of Master's programmes and shares delivery of core curriculum regarding practice-led research methodology with parallel MA degrees in the school. Together these represent a vibrant suite of practice-based postgraduate programmes in the creative arts. These MA programmes are designed for practitioner-oriented study and research, providing you with the opportunity to develop your creative practice and reflective thinking within a supportive community of artists and a robust culture of enquiry.

On these MA programmes you will follow both discipline specific and a cross-disciplinary module in research methodologies. This allows the possibility of cross-disciplinary study and opportunity for collaboration with other art forms, permitting new insight and lateral thinking for in-depth and sustained investigation within the disciplines. We also recognise that many students view the MA as an opportunity to further their own artistic direction as a solo practitioner and this structure supports that in-depth approach to a personal project for those that desire it.

Admissions criteria

You must meet the University's general entry criteria for [postgraduate](#) study. In addition:

For all candidates there will be an interview and consideration of a portfolio of work, consisting of examples of their previous and current media production practice. The portfolio is a central element of our consideration of applications and also an opportunity for the candidate to find out more about the programme. In interviews, all candidates will be asked to give a short presentation pitching their proposed project for the main project. The criteria for this are as follows:

- Demonstration of readiness for graduate level practice
- Evidence of engagement with critical thinking
- Appropriate understanding of and competency in media production
- Ability to communicate project ideas appropriate for the Independent Production Project

Candidates would normally be considered for interview if they meet the following criteria:

- Graduates with an honours degree at 2:2 or above in a related subject (e.g. Media/Film Studies, Theatre, Music, Fine Art) will normally register for the MA.

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorks.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Accredited Prior \(Experiential\) Learning \(APL/APEL\)](#). We also consider applications for entry with advanced standing.

Programme aim(s)

The benchmark aim for the suite of MA awards is:

- To provide a stimulating environment and appropriate critical interventions that enable students to operate with self-direction, professionalism and originality as reflexive practitioners.

The programme aim for the MA Media Production is:

- To develop practitioners able to respond to complex issues within the disciplines of media production with criticality, reflexivity and creativity.

Programme learning outcomes

Upon successful completion of the programme students will be able to:

Level 7

The Reflective Practitioner

- 7.1 A systematic understanding of knowledge, and a critical awareness of current research, at the forefront of production knowledge and practice
- 7.2 The ability to deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences

Independent & Entrepreneurial Media Production

- 7.3 A comprehensive understanding of a range of techniques applicable to practice-led research in media production
- 7.4 The ability to engage with and to advance creative processes in one or more forms of media production

Independent Production Project

- 7.5 Originality in the student's understanding and application of production processes and professional practices within media industries
- 7.6 Self-direction in problem solving, planning and implementing tasks at a professional level
- 7.7 Critically informed competencies in the management and operation of production technologies, procedures and processes

Programme structure

Code	Level	Semester	Title	Credits	Module status	
					compulsory or optional to take C or O	non-compensatable or compensatable NC or X
PER7001M	7	1	The Reflective Practitioner	20	C	NC
MDP7001M	7	1-2	Independent and Entrepreneurial Media Production	40	C	NC
MDP7002M	7	Year	Media Production Independent Project	120	C	NC

Programme delivery for the full-time programme will take place within 12 months (1 Year).

The *Reflective Practitioner* (20cr) is delivered in semester 1 and *Independent & Entrepreneurial Media Production* (40cr) is delivered across semesters 1 and 2. The *Independent Project* (120 credits) forms the bulk of the activity on the programme, and is staged across the whole of the year but with flexibility of supervision within that timeframe dependent upon the individual project requirements.

MDP7001M will be delivered across semesters 1 and 2, engaging students in their project's development, covering aspects of project planning, funding, brand development and 360 production methods that engage students with contemporary and experimental developments in media production and entrepreneurship. The modules will also require students to develop and articulate their individual brands within which their Production Projects will sit.

MDP7002M will largely be a supervised project with academic and technical support to determine projects' scheduling, technical requirements and delivery.

Full-time route

Semester 1	Semester 2	Semester 3 (Summer)
The Reflective Practitioner (20)		
Independent and Entrepreneurial Media Production (40)		
Media Production Independent Project (120)		

Part-time route

Programme delivery for the part-time programme will take place within 24 months (2 years).

This can be flexible but is likely to be along the lines of:

Year 1			Year 2		
Semester 1	Semester 2	Semester 3 [summer]	Semester 1	Semester 2	Semester 3 [summer]
Independent and Entrepreneurial Media Production (40)			The Reflective Practitioner (20)		
Media Production Independent Project (120)					

Learning, teaching and assessment

Whether you have just finished your undergraduate programme or are returning to learning after developing your own independent media practice, the programme has been designed to meet your needs. The delivery of the programme utilises a blended approach incorporating workshops and seminars, group work, individual project supervision, technician supported independent activity and learning supported by Moodle, our virtual learning environment (VLE).

The programme is concerned with ensuring that you have the opportunity to experience a wide range of teaching and learning strategies across the modules offered during your studies. These are structured to facilitate successful achievements of the programme's learning outcomes. Therefore, you can expect to experience a wide and varied range of teaching methods, including:

- Workshops
- Seminars
- Individual and group tutorials
- Group (peer-to-peer) critiques
- Group and individual presentations
- Visiting speakers/lecturers
- Visits to appropriate facilities and festivals
- Use of audio-visual material
- Use of e-learning
- Use of appropriate IT

In terms of supported learning, you will engage in activities that combine face-to-face, peer-to-peer, independent and virtual activities, such as:

- Creative activity during technician supported studio time
- Research and reading, supported by module readers, recommended texts, bibliographies and other module information provided online
- Maintaining a reflective journal, supported by in-module explorations of methodologies of reflection
- Documenting your own practice, supported by in-module explorations of methodologies of documentation
- Digital media support during technician supported sessions
- Contributing to module discussion groups through the VLE
- Analysing and evaluating personal work and that of others (students and professionals)

Within modules, teaching will consist of a mixture of group seminars and individual tutorials as appropriate. Since the programme will focus largely on your development as a creative practitioner and with the supported development of your chosen final project, you will be supervised by a member of the Media Production team with experience in your chosen area throughout the programme.

The programme also recognises your role as an independent learner. The programme, therefore, provides an environment in which you are encouraged to take responsibility for your role in managing your learning and its outcomes. Furthermore, the programme is underpinned by a requirement to engage in self-reflective learning, as a means of locating your creative practice within specified professional contexts. It will also facilitate an understanding of your own learning processes and relationship with other creative practices. You will explore, discuss and collaborate together with students from across the School of Performance and Media Production to further develop your understanding of creative practice.

Virtual learning

The programme is supported by the School's expertise in utilising the University's VLE (Moodle) to support learning. You will also engage in developing external web presences, through the use of blogs and online journals that enable you to enter into dialogue with other students and practitioners about their practice. Online journals for assessment of reflective practice are used on multiple modules.

The programme will heavily utilise the VLE as part of its overall learning and teaching strategy. It is used not just as a means to access programme information and as a repository of key information but in terms of the full learning and teaching possibilities which they offer. For example, you will engage with:

- Discussion forums
- Timed released additional resources, readings
- Online archiving of student work and documentations
- Opportunity to host public journals, link to online networking sites

The VLE's capacity to establish networks and professional profiles outside of the classroom is especially important and you will be encouraged to see yourself as part of a fluid and flexible online community of learners.

Assessment strategy

The programme's assessment strategy has been developed to include formative activities and summative assessment in a variety of modes appropriate to the programme learning outcomes, the level and specific modules. You will be assessed within the particular context of a practice-based programme and therefore this will involve significant scope for negotiation between you and your supervising tutor in the assessment of both practice-based work and reflection on practice/process.

At the same time, the programme's design is careful to avoid over-assessing you. Instead, in addition to formal assessment, module tutors will provide continuous feedback during formative activities throughout your

development and progression at timely and significant points. In addition, the assessment strategies will invite you to monitor your own progress and facilitate peer-to-peer evaluation.

Formative activities

Formative activities are built into all the modules in a number of forms, including:

- Supervision feedback at key stages of your project's development: on proposals, drafts, portfolios, plans and any other aspects of creative or reflective work in progress
- Individual and group presentations within seminars or workshops
- Responses to small-scale briefs and projects
- Tutor comments on VLE discussion forums
- Assessment of your soft and discipline-specific skills
- Peer-to-peer critiques and discussion
- Cross-disciplinary exploration

Formative activities of this kind are fundamental to the teaching and assessment of practice-based modules in the programme, where you will receive continuous informal feedback on works in progress through a combination of pitches, presentations, discussions and written proposals.

Summative assessment

The programme uses a variety of forms of summative assessment. You will be assessed through a variety of modes, which may include:

- Creative work presented for assessment
- Presentation/demonstration
- Workshop/event
- Reflective writing
- Extended essay/dissertation

Progression and graduation requirements

The University's general [regulations](#) for postgraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensatable.

Internal and external reference points

This programme specification was formulated with reference to:

- [University mission and values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)

Date written / revised: 29/05/19

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