

## Programme Specification

### BA (Hons) Media Production

<i>School:</i>	The 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>	Certificate of Higher Education Media Production Diploma of Higher Education Media Production BA (Ord) Media Production
<i>UCAS code / GTTR / other:</i>	P3P3
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA subject benchmark statement(s):</i>	Communication, media, film and cultural studies (2008)
<i>Mode/s of study:</i>	<a href="#">Undergraduate periods of study</a> <sup>1</sup> for full time / part time
<i>Language of study:</i>	English
<i>Paired with foundation year</i>	No
<i>Study abroad opportunities:</i>	Yes
<i>Placement year opportunity:</i>	Yes

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### Introduction and special features

Today's media world is fast-moving, exciting and touches the lives of everyone, whether locally, nationally or on a global scale. Studying Media Production at York St John University will not only give you the skills to work in that world, but also the personal qualities needed to respond to an industry that is changing all the time.

The emphasis is on the practical, with digital at the heart of everything you will do. With a longstanding reputation in film and television production, plus design expertise within our School, we are well placed to provide you with the craft skills you'll need to produce media across a number of different platforms. But you'll go a step beyond that so that you can produce the 360° production package that today's media industry demands, in whatever form and via whatever platform is most appropriate.

What this course will give you is a grounding in all forms of media production. You will produce short films, television programming, online output and a magazine, and you'll have the opportunity to follow either a radio route or a more in-depth film pathway. You will use social media and a variety of apps to complement more conventional media, and you will get the chance to experiment with smartphones to reflect their growing use for media production. Complementing these technical skills will be an emphasis on storytelling, because content is the most important part about anything you will produce; the technology is merely the tool that allows you to tell the story in a given way.

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<sup>1</sup> The standard period of study will apply unless otherwise stated

The strength of our course lies in the fact that we make everything you do industry-facing. For example, the projects you work on may be for a live brief, and we invite practitioners in to help guide you and prepare you for industry. Production processes will mirror those in the real world, so you will not only learn the creative processes, but the accompanying business know-how that you will need to succeed – for example, budgeting, crowdfunding, branding and marketing.

The course isn't all practical, however. We want you to engage with the context, history and theories of media that underpin our practice because we know that this will help make you a more rounded practitioner - one who can blend theory with practice, and the critical with the creative. We also know that employers highly value critical thinking skills.

So our aim is to produce creative, flexible practitioners who can produce and promote their work to reach the widest audience. Our industry contacts will give you vital insights into getting work in the industry. You will have the opportunity to publish to an external audience via our website and our online magazine, Neutral, giving you valuable experience for your CV and putting you ahead in a competitive employment world. You can also take advantage of our Study Abroad option to broaden your experience in another country.

### **Admissions criteria**

You must meet the University's general entry criteria for [undergraduate](#) study.

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.yorksj.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.

- Non-standard applicants will be considered on a case-by-case basis.

### **Programme aim(s)**

Media Production has the following subject specific programme aims. It aims to enable the student to:

1. Develop a strong grounding in a range of media production craft skills covering online, video, audio and print
2. Tell a compelling story using a range of media and encompassing fact and fiction
3. Understand the diverse needs of different media consumers and apply that in practice
4. Develop a rich critical and historical understanding of debates around media in order to create a deeper understanding of the student's own practice and that of other
5. Investigate the ways in which the media have shaped (and continue to shape) our society and how our society in turn shapes the media
6. Find their own voice with an understanding of contemporary and historical contexts
7. Be creative, critical and analytical thinkers and to apply these skills to a range of tasks and situations
8. Enhance skills in communication, collaborative teamwork, self-management, project management and creative problem-solving in order to operate effectively in a diverse employment market
9. Adopt an entrepreneurial approach to their practice and future career - an approach grounded in an understanding of the ways media industries are evolving
10. Operate safely and legally as media practitioners, and with a sound understanding of the ethics of their industry

## **Programme learning outcomes**

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

### **Level 4**

- 4.1 Demonstrate sound knowledge of the basic concepts in the production of video, audio and online media artefacts;
- 4.2 Communicate ideas effectively in written, verbal and visual form;
- 4.3 Demonstrate an understanding of core academic skills including research, critical analysis and good academic practice;
- 4.4 Discuss today's media practice in its historical context;
- 4.5 Identify relevant ethical boundaries and appropriate health and safety protocols;
- 4.6 Work individually and collaboratively in the production of media artefacts.

### **Level 5**

- 5.1 Devise and produce content appropriate to a range of media formats, including film, television, online and/or radio
- 5.2 Apply a critical knowledge of media conventions to meet the needs of specified audiences
- 5.3 Employ appropriate research skills and scholarly conventions
- 5.4 Critically analyse contemporary media industries and issues related to employment within that sector
- 5.5 Operate ethically and within professional health and safety standards
- 5.6 Reflect on the challenges relating to independent and collaborative working methods
- 5.7 Demonstrate a critical understanding of different media genres and debates

### **Level 6**

- 6.1 Devise and produce content appropriate to a magazine format (print and online)
- 6.2 Operate as entrepreneurs in relation to the promotion, marketing and distribution of work to specified audiences
- 6.3 Design and conduct independent research using appropriate methodologies
- 6.4 Critically evaluate their own skills and knowledge in relation to employability in media industries
- 6.5 Synthesise technical, creative and production management skills in the creation of original media products that meet legal and ethical standards
- 6.6 Demonstrate a reflexive understanding of professional team-working practice in studio and location-based production
- 6.7 Apply creative, critical and analytical skills to devise solutions across a range of different media genres

## Programme structure

Code	Level	Semester	Title	Credits	Module status	
					compulsory or optional to take <b>C or O</b>	non-compensatable or compensatable <b>NC or X</b>
MDP4001M	4	1&2	Introduction to Media	40	C	NC
MDP4002M	4	2	Storytelling (Factual)	20	C	X
MDP4003M	4	1	Story to Script	20	O	X
MDP4005M	4	1	Reporting (News and Features)	20	O	X
MDP4004M	4	1	Media Production Skills	20	C	X
MDP4006M	4	2	Applied Production Skills	20	C	X
MDP5001M	5	1	Screen Production	40	C	NC
MDP5010M	5	1 or 2	Documentary Studies	20	O	X
MDP5008M	5	1 or 2	Transmedia Practice	20	O	X
MDP5009M	5	1 or 2	Indies: To Indiewood and Beyond	20	O	X
MDP5011M	5	1 or 2	Experimental Film Practice	20	O	X
MDP5004M	5	2	Short Film Project	20	O	X
MDP5005M	5	1	Podcast Project	20	O	X
MDP5007M	5	2	Professional Practice	20	C	X
MDP6001M	6	1&2	Final Project	40	C	NC
MDP6002M	6	1	Magazine Production	20	O	X
MDP6007M	6	1	Research Project	20	C	X
MDP6006M	6	1	Advanced Production Skills: Directing	20	O	X
MDP6004M	6	1	Advanced Production Skills (Cinematography/Production Design)	20	O	X
MDP6005M	6	1	Advanced Production Skills: Post Production (Image)	20	O	X
MDP6003M	6	1	Advanced Production Skills: Sound/Audio	20	O	X
MDP6008M	6	2	Studio Production TV	20	O	X
MDP6009M	6	2	Studio Production (Radio)	20	O*	X
MDP6011M	6	2	Professional Portfolio	20	C	X

Please note that options are subject to staff availability and may not all run in each year.

In level 4, modules will be shared with other Media Production courses, providing you with a breadth of knowledge that we think is a real strength of this programme. You will be introduced to the full range of digital skills - covering online, video, audio and social media - in the *Media Production Skills* module, which aims to give you the full suite of production skills required in today's multimedia industry. You will set up your own blog and create a range of media products such as a video essay, an audio vox pop and a short studio programme. Alongside this module, you can choose between a factual (*Reporting, News &*

*Features*) or fiction-based introduction to storytelling (*Story to Script*) in Semester 1, which will be followed up in Semester 2 with *Storytelling (Factual)* where you will learn about different storytelling techniques using apps, images, words, video and audio. In *Introduction to Media*, you will explore the history and role of media in culture and society, and develop the study and research skills you will need throughout your degree.

Another benefit of sharing common level 4 modules is that it means you can also easily swap across to a different Media Production degree at the end of the level, opening up more specialised pathways into film & television, journalism or radio. So if you're not sure when you start your programme, you have time to find out where your interests and strengths lie.

In level 5, you will undertake a *Screen Production* module to develop your film and TV studio techniques, producing a range of outputs such as music videos, promos and review programmes. In Semester 1 you will have the option to develop your audio production skills with a *Podcast Project*, In Semester 2, you can choose to go on to the more specialised film production (*Short Film Project*) or to develop your radio skills with a *Radio Project*. Running throughout this level will be a number of options exploring the role of the media in society and the changing nature of today's industry. The *Professional Practice* module will help you to focus on the skills needed for employment and will also help prepare you for your research and practice in level 6. You will be able to apply for the opportunity to Study Abroad during Semester 2 if you'd like to broaden your horizons and experience something (and somewhere) different.

For level 6, you will have the option to complete your production skillset with the *Magazine Production* module, working in a group and individually to produce magazine content. You will also have the choice of fine-tuning a particular film and TV skill that you are interested in as part of the *Advanced Production Skills* set of modules. So that might be directing; cinematography and production design; post production editing; or sound and audio. You will specialise in a medium or genre of your choice for your practical *Final Project*, so you might choose to make a film as part of a group, create magazine content or work on a radio project. You will also carry out an in-depth *Research Project*, bringing together the organisational and study skills acquired throughout your degree. For your final semester, you will get the chance to hone your studio production skills in either a television or radio context (*Studio Production – TV or Radio*). All your skills and knowledge will culminate in the creation of a *Professional Portfolio* to showcase yourself and your work to prospective employers.

## **Learning, teaching and assessment**

We think the best way for you to learn a practical subject like media is by doing it. So whilst there may be some lecture-style elements, most staff-led learning sessions are in the form of seminars, workshops and technical demonstrations. Throughout the course we integrate theory and practical work. Production processes will, wherever possible, mirror real ones in industry.

Assessment is carried out through presentations, essays and the submission of portfolios of practical work. There are no formal examinations.

In addition to the formal teaching in scheduled classes, you will have other opportunities to learn through practical experience and wherever possible working to live briefs; for example, in the past our students have created a climate change film and documented the Aesthetica Short Film Festival which takes place partly on campus. We will encourage you to publish content on our website and for our online magazine, *Neutral*. You can also get involved in our Student Union radio station, Radio YSJ.

As you approach the end of your degree there is an increasing emphasis on independent learning, but you will still be supported by both academics and our dedicated technical team as part of your timetable and also outside class. So you'll start to plan and execute work more autonomously (both individually and as part of a team), but we will be there to support and guide you. Several level 6 modules are concerned with professionalism and employability, preparing you for life beyond university.

Staff are available for tutorials through our online booking system and we pride ourselves on the support we give to our students. Our technicians are a cornerstone of that support, given this is a hands-on production degree. We believe that our relationship with you, our students, provides the foundation for your future success.

## **Progression and graduation requirements**

The University's general [regulations](#) for undergraduate 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 Statement](#)
- [Learning, Teaching and Assessment Strategy](#)
- [QAA subject benchmark statement](#)
- [Framework for Higher Education Qualifications](#)

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*Date written / revised: 06/03/18*

*Programme originally approved: 07/04/16*