

BA (Hons) Digital Media and Communications

Programme Specification

1. Programme title	BA (Hons) Digital Media and Communications BA (Hons) Digital Media and Communications with Foundation Year
2. Awarding institution	Middlesex University
3a Teaching institution	Middlesex University (Hendon & Dubai)
3b Language of study	English
4a Valid intake dates	September
4b Mode of study	FT & PT
4c Delivery method	<input checked="" type="checkbox"/> On-campus/Blended <input type="checkbox"/> Distance Education
5. Professional / Statutory / Regulatory body	N/A
6. Apprenticeship Standard	N/A
7. Final qualification(s) available	BA (Hons) Digital Media and Communications BA (Hons) Digital Media and Communications with Foundation Year BA Digital Media and Communications DipHE Digital Media and Communications CertHE Digital Media and Communications
8. Academic year effective from	2024/2025

9. Criteria for admission to the programme
<p>Minimum requirements 112-128 UCAS Tariff Points (from A Levels, BTEC, Access to HE diploma, and other accepted qualifications) or equivalent qualification for UK, International and EU students.</p> <p>Prior learning is recognised under the Accreditation of Prior Experiential Learning (APEL) scheme. Applicants who have work experience that contributes to the learning outcomes of the programme may consider Recognition of Previous Learning (RPL) and will be asked to submit a portfolio of relevant and recent work in order to claim learning gained from work experience.</p>

Applications from mature students with non-standard qualifications are welcomed; especially applications by industry practitioners in digital media, communications and cognate fields wishing to advance their skills and gain formal HE qualifications. Students whose first/main language is not English must also have an overall IELTS score of 6.0, and not less than 5.5 in any element. Where they do not meet these criteria, they should attend and successfully complete a Middlesex University pre-sessional course.

10. Aims of the programme

The programme aims to:

- Equip students with transferable skills required in the creative and cultural industries, especially in the fields of digital design, creative technology, creative copywriting/content creation and accounts management.
- Establish a systematic understanding of major theoretical frameworks and debates in the fields of digital media and communications. Develop students' critical thinking in order to enable them to examine and respond to current and emerging trends in networked and digital media and communications.
- Provide students with practical opportunities to apply a broad range of data analysis tools and methods for the analysis and presentation of data.
- Foster an excellent understanding of social media promotion strategies and content management tools and approaches in the creative and cultural industries.
- Enable students to develop digital media production skills and proficiency in using various operating systems, software and media production equipment.
- Develop students' communication skills and competencies in communicating ideas effectively in multiple registers, media forms and platforms and for diverse purposes and audiences.
- Establish skills for working independently and collaboratively to undertake research, manage projects and produce industry-standard work.

11. Programme outcomes*

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of :

- A1. The major theoretical approaches and debates in approaches digital media and communications;
- A2. Existing, new and emergent media forms, their socio-cultural contexts, affordances, audiences and narrative styles;
- A3. Digital design and creative technology processes in content production, distribution, access and use;

Teaching/learning methods

Students gain knowledge and understanding through:

1. Group session (tutorials/seminars) using inclusive approaches
2. Creative production workshops
3. Guided and independent study and feedback;
4. Situated learning experiences with industry professionals;
5. Reflection on personal and cultural experiences;
6. Problem-solving, task-based learning;
7. Writing in academic, creative and professional genres;
8. Technical inductions;

<p>A4. The legal, ethical and regulatory frameworks in data collection, media and cultural production, manipulation, distribution, circulation, and consumption of digital media;</p> <p>A5. The professional standards for digital production and communication processes in cultural and creative industries.</p>	<p>9. Key-concept videos (available in advance).</p> <p>Assessment methods Students' knowledge and understanding is assessed by:</p> <ol style="list-style-type: none"> 1. continual formative feedback (discursive feedback) 2. varied forms of feedback 3. authentic assessment
<p>B. Skills</p> <p>On completion of this programme the successful student will be able to:</p> <p>B1. Develop appropriate research questions and employ various critical frameworks and methods of research to gather, generate, visualise, interpret and analyse media objects, cultures and trends;</p> <p>B2. Use and evaluate a range of media and communication strategies to disseminate a message appropriately as per audiences, form, genre and registers;</p> <p>B3. Conceptualise, design and produce ethical, impactful creative work, characterised by the application of new technologies and that is informed and contextualised by relevant theoretical issues and debates in digital media and communications;</p> <p>B4. Show competence, resourcefulness and adaptability in operational aspects of media production, using established, evolving and emerging platforms, tools, practices and technologies (including new technologies such as computer aided design, computer generated images and text and artificial intelligence)</p> <p>B5. Work effectively to lead and/or collaborate in initiating, managing and completing projects;</p> <p>B6. Demonstrate numeracy skills in media analytics, engagement metrics and basic budget handling.</p>	<p>Teaching/learning methods Students learn skills through:</p> <ol style="list-style-type: none"> 1. Practice-based workshops and technical inductions to software and equipment; 2. Guided and independent study and research; 3. Research, writing and feedback on work; 4. Creative project work; 5. Tutorials. <p>Assessment methods Students' skills are assessed by</p> <ol style="list-style-type: none"> 1. Evidence of good argumentation and research in essay and report writing; 2. Generation, critical analysis and interpretation of (multimodal) texts; 3. Self-, peer- and tutor-assessment of independent and group project work; 4. Oral presentation, roleplays and simulation activities; 5. Production of media texts e.g. multisensorial discourse, images, video, website, immersive experiences.

12. Programme structure (levels, modules, credits and progression requirements)

12.1 Structure of the programme

Foundation Year Structure

Semester 1: ADM0001 Creative London, ADM0002 Skills and the Creative Process
Semester 2: ADM0003 Exploring Creative Directions, ADM0004 Major Project and Portfolio

Full Time Structure

Year One:

- Semester 1: DMC1004 Communication Skills (core), DMC1007 Creative Media and Cultures (core)
- Semester 2: DMC1005 Creative Workshops (core), DMC1006 Innovative Projects (core)

Year Two:

- Semester 1: DMC2000 Immersive Storytelling (core), DMC2001 Digital Research and Creative Practice (core)
- Semester 2: DMC2003 UX/UI Design for Web and Mobile (core), DMC2006 Digital Content Creation (option, choice by default), APB2004 Work Placement in the Creative Industries (option, shared with APRB, by invitation only)

Year Three:

- Semester 1: DMC3001 Social Design (core), DMC3003 Social Media Management (core)
- Semester 2: DMC3005 Major Project (core), DMC3002 New Technologies and Innovation (core)

Indicative Part-Time Structure

Year One: DMC1007 Creative Media and Cultures (semester 1), DMC1005 Creative Workshops (semester 2)

Year Two: DMC1004 Communication Skills (semester 1), DMC1006 Innovative Projects (semester 2)

Year Three: DMC2000 Immersive Storytelling (semester 1), DMC2006 Digital Content Creation (semester 2)

Year Four: DMC2001 Digital Research and Creative Practice (semester 1), DMC2003 UX/UI Design for Web and Mobile (semester 2)

Year Five: DMC3003 Social Media Management (semester 1), DMC3002 New Technologies and Innovation (semester 2)

Year Six: DMC3001 Social Design (semester 1), DMC3005 Major Project (semester 2)

All modules at levels 4, 5 and 6 carry 30 credits. In order to secure a BA Digital Media and Communications, students need to achieve 360 credits. In order to secure a DipHE Digital

Media and Communications, students need to acquire 240 credits (120 at level 4 and 120 at level 5). In order to secure a CerTHE Digital Media and Communications, students need to acquire 120 credits at any level.

12.2 Levels and modules		
Level 4		
Compulsory	Optional	Progression requirements
Students must take all of the following: DMC1004 Communication Skills DMC1005 Creative Workshops DMC1006 Innovative Projects DMC1007 Creative Media & Cultures	N/A	Students must pass at least 90 credits to progress to Level 5. <i>To achieve Honours, failed credit will need to be repeated.</i>
Level 5		
Compulsory	Optional	Progression requirements
Students must take all of the following: DMC2000 Immersive Storytelling DMC2001 Digital Research & Creative Practice DMC2003 UX & UI Mobile design	Students must also choose 1 from the following: DMC2006 Digital Content Creation (default choice) APB2004 Work Placement in the Creative Industries (by invitation only)	Students must pass at least 210 credits to progress to Level 6. <i>To achieve Honours, failed credit will need to be repeated.</i>
Level 6		
Compulsory	Optional	Progression requirements
Students must take all of the following: DMC3005 Major Project DMC3001 Social Design DMC3002 New Technologies and Innovation DMC3003 Social Media Management	N/A	

*Please refer to your programme page on the website re availability of option modules

12.3 Non-compensatable modules	
Module level	Module code
6	DMC3005 Major Project

13. Information about assessment regulations
<p>This programme will run in line with general University Regulations, and especially the Code of Assessment Practices.</p> <p>Please refer to module narratives for additional information on the assessment strategy of each module and to section 12.1 for details of credit requirement for awards.</p>

14. Placement opportunities, requirements and support (if applicable)
<p>Students will have the opportunity to engage with industry-facing briefs to produce work of professional standards in a range of modules, in collaboration with MDX Works (Hendon and online) or CES (Dubai).</p> <p>Under our supported international mobility schemes, Hendon students can apply for a “Work Placement Abroad” under the new Turing Scheme on level 5 or immediately after graduation. Hendon students in their second year of study are also still eligible to apply for an Erasmus+ Study Placement Abroad on level 5 until further notice.</p> <p>The Middlesex University Student Union (MDXSU) also offer placements frequently and support students in spotting internal opportunities.</p>

15. Future careers / progression
<p>The programme will prepare students for a range of careers in digital media production and communications. In particular, the degree fully prepares graduates to pursue four career trajectories after graduation: content creator, digital designer, creative technologist, and accounts manager.</p> <p>As shown in the latest Commercial Strategy and Market Research report “graduates with a digital media degree are highly sought after in the fields such as social media, marketing, e-commerce and content production”. According to EMSI, there were 132,148 unique job offers requesting digital media, creative media and communications skills in London during 2020 (Jan-Dec). The marketing report notes that: “Looking to the top in-demand skills in the market, we can see that there is an extremely high demand for project management skills, particularly the Agile methodology. Other key skills that graduates may be expected to have include business development, customer relationship management and data analysis [...] A recent report by the Commercial Strategy and Market Research team identified marketing skills and tech know-how, namely big data analytics and search engine optimization, as key future skills in demand across the sector.” This degree enables graduates to develop these skills to industry standards and prepare them for graduate careers in digital production and communications.</p>

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16. Particular support for learning
<p>Learning and teaching in the programme will be supported by academic advising (in Hendon only), Student Learning Assistants, technicians, Kit Hub, and the Learning Enhancement Team, Disability and Dyslexia Support service, visiting external presenters and collaboration with MDX Works (Hendon and online) and CES (Dubai).</p> <p>These additional support opportunities will ensure that all students enjoy equality of opportunity during their studies at Middlesex, in an inclusive, supportive and diverse learning context that breaks down any barriers which might prevent students with disabilities from actively participating in student life.</p>

17. HECos code(s)	<p>100400 Digital Media 50%</p> <p>100443 Media Production 50%</p>
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18. Relevant QAA subject benchmark(s)	<p>QAA Subject Benchmark Statement: Communication, Media, Film and Cultural Studies 2019</p>
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19. Reference points
<p>The programme is informed by the following external sources:</p> <ul style="list-style-type: none"> • The QAA Subject Benchmark Statement for Communication, Media, Film and Cultural Studies 2019; • The QAA Framework for Higher Education Qualifications (FHEQ); and • The QAA Quality Code. <p>The programme is also informed by the following internal sources:</p> <ul style="list-style-type: none"> • The Middlesex University regulations; • Middlesex University policies on academic quality; concerns and complaints; data protections; employability; environment; equal opportunity; ethics; freedom of speech; health and safety; modern slavery statement; student conduct and discipline rules; and widening access to higher education; • Strategy documents, on learning, teaching and assessment produced or curated by CAPE, especially on technology enhanced learning (TEL) and inclusivity in the curriculum; • Guidelines developed by the Faculty of Arts and Creative Industries Learning and Teaching Committee.

20. Other information

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

21. Curriculum map for Digital Media and Communications

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding	
A1	Major theoretical debates and contemporary discourses in digital media and communications.
A2	Existing, new and emergent media forms, their socio-cultural contexts, affordances, audiences and narrative styles.
A3	Digital design and creative technology processes in content production, distribution, access and use.
A4	The legal, ethical and regulatory frameworks in data collection, media and cultural production, manipulation, distribution, circulation, and consumption of digital media.
A5	The professional standards for digital production and communication processes in cultural and creative industries.
Skills	
B1	Develop appropriate research questions and employ various critical frameworks and methods of research to gather, generate, visualise, interpret and analyse media objects, cultures and trends.
B2	Use and evaluate a range of media and communication strategies to disseminate a message appropriately as per audiences, form, genre and registers.
B3	Conceptualise, design and produce ethical, impactful creative work, characterised by the application of new technologies and is informed and contextualised by relevant theoretical issues and debates in digital media and communications.
B4	Show competence, resourcefulness and adaptability in operational aspects of media production, software platforms, web based technological innovations, equipment and professional practices.
B5	Work effectively to lead and/or collaborate in initiating, managing and completing projects.
B6	Demonstrate numeracy skills in media analytics, engagement metrics and basic budget handling.

Programme outcomes										
A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6
Highest level achieved by all graduates										
6	6	6	6	6	6	6	6	6	6	6

Module Title	Module Code by Level	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6
Communication Skills	DMC1004		X	X	X			X		X		X
Creative Workshops	DMC1005			X	X	X	X	X	X	X		X
Innovative Projects	DMC1006			X	X	X	X	X	X	X		X
Creative Media and Cultures	DMC1007	X	X		X		X	X				
Immersive Storytelling	DMC2000		X	X		X		X	X	X		X
Digital Research and Creative Practice	DMC2001	X			X	X	X			X	X	
Digital Content Creation	DMC2006			X		X			X	X		X
UX/UI Design for Web and Mobile	DMC2003		X	X		X			X	X		X
Work Placement in the Creative Industries	APB2004			X		X			X	X	X	
Major Project	DMC3005			X	X	X	X	X	X		X	
Social Design	DMC3001	X	X	X	X	X		X	X	X		X
New Technologies and Innovation	DMC3002	X	X	X		X			X	X	X	
Social Media Management	DMC3003		X		X					X	X	X