Programme Specification

Queen Margaret University

EDINBURGH

Where appropriate outcome statements have be referenced to the appropriate Benchmarking Statement **(BS)**

1	**Awarding Institution**	Queen Margaret University
2	**Teaching Institution**	Metropolitan College
3	**Professional body accreditation**	N/A
4	**Final Award**	BA
	Subsidiary exit awards	Diploma of Higher Education
5	**Programme Title**	Media Production
6	**UCAS code** (or other coding system if relevant)	
7	**SCQF Level**	9
8	**Mode of delivery and duration**	FT 3 years
9	**Date of validation/review**	April 2018

10. Educational Aims of the programme

The aim of the programme is to offer students a high quality academic and vocational qualification, which focuses on the modern technological applications and meets the demands and challenges of the profession both in Greece and internationally. It will be carried out through extensive tuition and practical application, as well as reinforcement of independent study.

The Educational aims of the programme are to produce graduates who:

- have an informed, critical and creative approach to understanding media, film, texts, audiences and industries, in contemporary society and have the opportunity to study mass media related issues from a number of different perspectives and disciplines

- have an informed, critical and creative approach to the study of film and media genres, texts, and performances media, communicative and expressive practice

- have developed intellectual capabilities in analysis, interpretation and evaluation of all aspects of media and film processes and output

- have the capability to explore and engage with their own creative potential through media and film production integrating theoretical knowledge and vocational competencies relative to journalism and film directing, using all the latest technologies of their professions.

- have general and some specialised skills in the practice of media and film production which develop students' capacity for critical, analytical and independent thinking in order to help them become more effective problem solvers in their particular field of interest.

- are able to meet the challenges of employment (including self-employment) in a society in which the cultural, communications and media industries through their technological advancement play an increasingly central role.

- have a range of generic transferable attributes enabling them to communicate effectively, work individually and in teams to meet deadlines, be innovative and adaptable to change, to be entrepreneurial in their approach, to manage and reflect on their own learning providing a

high quality academic and vocational qualification that will meet the needs and challenges of the profession.

11. Benchmark statements/professional and statutory body requirements covered by the programme

QAA Benchmark Statement for Communication, Media, Film and Cultural Studies (2016)
Code of Practice: Work based and placement learning, Quality Assurance Agency for Higher Education (www.qaa.ac.uk)
Scottish Credit and Qualifications Framework (SCQF)
http://www.scqf.org.uk/The%20Framework/Credit%20Points

12. Learning Outcomes of the Programme

Knowledge and understanding

On completion of the programme, students will be able to:

A1. distinguish and apply key theoretical approaches to study of film and journalistic texts and their effect on different audiences
A2. describe and critique theories of screenwriting, researching, interviewing, form, adaptation, directing applied to film and journalism
A3. demonstrate understanding of the processes and conventions of audio, visual and verbal communication through which sounds, images and words make meaning
A4. describe and critique theories of narrative, meaning representation, narrative analysis of texts, analysis of media representations
A5. critically analyse the cultural context of cinema and media products
A6. engage in the key production processes and professional practices relevant to the creative industries, and understand ways of conceptualising creativity, authorship, and text editing
A7. describe and critique specific aspects of film production and journalism, genre narrative and media systems related to cinema and journalism created in different parts of the world
A8. demonstrate critical thinking about cinema conventions and norms of directing
A9. analyse key historical developments in film and journalism
A10. describe the history and aesthetics of national, European and world cinema
A11. analyse the historical and cultural context of journalistic texts, media production and audiences
A12. show expertise in at least one specialist area study within film or journalism

Subject and General Skills

Skills of Intellectual Analysis

On completion of their programme graduates will be able to:

B1. describe and analyse forms of communication through film and directing as they have emerged historically and appreciate the processes through which they have come into being
B2. critically examine and evaluate such forms with reference to the social and cultural contexts of contemporary society
B3. critically explore and engage with their own creative potential through film directing and media production
B4. apply substantive and detailed knowledge and understanding in one or more specialist areas in film or journalism, and put this critical engagement to productive use.

Research skills

On completion of their programme graduates will be able to:

B5. formulate appropriate research questions and employ and evaluate appropriate research methods

B6. evaluate and draw upon the range of research methods, sources and the conceptual frameworks appropriate to research in the chosen area

B7. retrieve and generate information, and evaluate sources, in carrying out independent research.

Practical, Professional and Creative Skills

On completion of their programme graduates will be able to:

C1. produce work which demonstrates competence in operational aspects of media production, film directing and professional practices

C2. describe and apply media, journalism and film directing vocabularies, techniques, crafts, structures and working methods

C3. work creatively and professionally within a group to create and disseminate a film, text, project or event

C4. produce work which is informed by, and contextualised within, relevant theoretical issues and debates

C5. manage time, personnel and resources effectively, by drawing on planning and organisational skills

C6. describe the nature and diversity of the opportunities within the world of work.

Transferable skills

On completion of their programme graduates will be able to:

D1. operate independently both academically and practically

D2. gather, organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or in other forms

D3. organise and manage supervised, self-directed projects

D4. communicate effectively in inter-personal settings, in writing and in a variety of media

D5. work productively in a group or team, showing abilities at different times to listen, contribute and lead effectively

D6. put to use a range of IT skills from basic competences such as data retrieval and word – processing to more complex specialised skills in effective use of production software

13. Teaching and learning methods and strategies

Summarise the range of teaching and learning methods used.
- lectures
- demonstrations
- screenings
- seminars
- workshops
- tutorials
- individual project work
- student centred learning
- inquire based learning
- work simulation
- supervised independent learning
- resource based learning
- production practise
- work placements
- Large and small group, and individual learning and teaching situations

- Use of a range of technology systems for accessing data, resources, contacts and literature, and for the acquisition of production skills

14. Assessment strategies

Following the principle of constructive alignment, assessment on the programme have been designed to evaluate how well students have achieved the learning outcomes of the programme. The programme uses a mixture of formative and summative assessment on modules through a variety of assessment strategies.

Forms of Assessment

The programme assessment includes a few examinations but is largely assessed through a variety of forms of coursework, including:

- Academic Essay
- Independent Projects
- Portfolio
- Oral Presentation
- Group Discussion
- Writing Newspaper Articles
- Reflective Diaries
- Learning Journals
- Self Evaluations
- Peer Evaluations
- Written Examinations
- Computer Assisted Learning
- Online Projects
- Choice in subjects for study/projects.

Various types of assessment may be used including projects, essays, oral presentations, written examinations (production of Film and Media projects which will be recorded in audiovisual digital format), programme work etc.

15. Programme structures and features, curriculum units (modules), credits and award requirements

For the Award of BA Media Production students will study the following:

Year 1 (SCQF level 7)
Strand I: Film Directing

Sem	1	Media Production 1 (10 credits)	Narrative & Representation in Film & Media (20 credits)	Directing Techniques I/ Cinematic Language (10 credits)	Introduction to Film Studies (20 credits)	Actor's Craft (10 credits)
	2	Media Production 1 (10 credits)	Directing Techniques II/ Artistic Schemes (10 credits)	Screen Writing (20 credits)	Film & Sound Editing (10 credits)	

Year 1 (SCQF level 7)

Strand II: Journalism

1	Media Production 1 Year Long (10 credits)	Narrative & Representation in Film & Media (20 credits)	Introduction to Journalism (10 credits)	Introduction to Media Audiences (10 credits)	Data Journalism, Researching & Reporting (20 credits)
2	Media Production 1 Year Long (10 credits)	Social Media Trends (10 credits)	Ethical Issues in Journalism (10 credits)	Journalism Writing & Interviewing (20 credits)	

Core modules for both strands
- Media Production 1
- Narrative & Representation in Film & Media

Strand I: Film Directing Modules
- Directing Techniques I/ Cinematic Language
- Introduction to Film Studies
- Actor's Craft
- Directing Techniques II/ Artistic Schemes
- Screen Writing
- Film & Sound Editing

Strand II: Journalism Modules

- Introduction to Journalism
- Data Journalism, Researching & Reporting
- Ethical Issues in Journalism
- Journalism Writing and Interviewing
- Social Media Trends
- Introduction to Media Audiences

Year 2 (SCQF level 8)
Strand I: Film Directing

Sem	1	Media Production 2 (10 credits)	Media & Popular Culture (20 credits)	Directing Dramatic Scenes (10 credits)	Film & Creativity (20 credits)	Production Design/ Set & Costumes (10 credits)
	2	Media Production 2 (10 credits)	Advanced Directing Techniques (10 credits)	Screen Adaptation (20 credits)	Non Fiction Filmmaking (10 credits)	

Year 2 (SCQF level 8)

Strand II: Journalism

1	Media Production 2 (10 credits)	Media & Popular Culture (20 credits)	Print & Digital Journalism (20 credits)	Press and Public Relations (20 credits)	
2	Media Production 2 (10 credits)	Broadcast Journalism (20 credits)	Specialist Journalism (Current Affairs- International - Financial - Sports - Cultural and Art -Health News) (20 credits)		

Core modules for both strands

- Media Production 2
- Media and Popular Culture

Strand I: Film Directing Modules

- Directing Dramatic Scenes
- Film & Creativity
    - Advanced Directing Techniques
    - Non Fiction Filmmaking
- Screen Adaptation
- Production Design (Set & Costumes)

Strand II: Journalism Modules

- Print & Digital Journalism
- Press and Public Relations
- Broadcast Journalism
- Specialist Journalism (Current Affairs- International- Financial - Sports – Cultural and Art -Health News)

Year 3 (SCQF level 9)
Strand I: Film Directing

Sem	1	Media Culture and Society (20 credits)	Applied Filmmaking Project (20 credits) Year long	Film Pre – Production & Production (20 credits)
	2	Strategies in the Converging Media Market (20 credits)	Applied Filmmaking Project (20 credits) Year long	Film Post Production & Distribution (20 credits)

Year 3 (SCQF level 9)

Strand II: Journalism

Sem	1	Media Culture and Society (20 credits)	Information Management on Digital Platforms (20 credits)	Applied Journalism Project (20 credits) Year long
	2	Strategies in the Converging Media Market (20 credits)	Applied Journalism Project (20 credits) Year long	Online Journalism (20 credits)

Core modules for both strands

- Media Culture and Society
- Strategies in the Converging Media Market

Strand I: Film Directing Modules
- Applied Filmmaking Project
- Film Pre –Production & Production
  - Film Post Production & Distribution

Strand II: Journalism Modules

- Applied Journalism Project
- Information Management on Digital Platforms
- Online Journalism

The modules are 10 and 20 credit with the exception of the Applied Project, for both strands, which is 40 credits. The 10credit modules have been designed to work as a combination with each other and the content and assessment of this combination acts as the equivalent of a 20 credit module. Some modules are taken from the existing QMU's programmes BA (Hons) Film and Media. The QMU's modules have been slightly modified in order to meet the demands of Greek society, market and reality. These modifications refer to amendments in the main texts, added Greek bibliography, and minor alterations in some assignments in order to meet the needs of Greek students' mentality.

16. Specific professional requirements
N/A

17. Criteria for admission

Entry requirements for the programme are as follows:

Age on entry
Candidates must be at least 18 years of age in the year of entry. This is the age of graduation from Greek secondary studies (Lyceum).

Minimum Entry Requirements
The entry requirements for the BA Media Production are as follows:
1. Graduation (Lyceum) certificate with a total mark no less than 10 on the 0-20 mark scale.
2. Interview with the Programme Leader and a member of the Programme Committee.
3. Completion of an application form that is to be subsequently assessed by the Department's Programme Committee.

Recognition of Prior Learning (RPL)

Successful completion of the two-year Institute Vocational Training (IVT) Journalism, Sports Journalism, Film & TV Directing, Film & TV Editing programmes or equivalent two year programme,such as HND etc. All other candidates who do not come from IVT or HND studies, like professionals without undergraduate studies or other special cases, will be evaluated by the Programme Leader and the members of the Programme Committee in order to submit their credits and accreditations from Recognition of Prior Learning (RPL) to QMU. The final decision will be taken by QMU's relevant committees according to QMU's regulations.

The following candidates are also eligible for admission to the programme:
- University graduates from relevant disciplines.
- Transfers from Institutes of post-secondary and higher education offering similar specialisations.
- Professional journalists, film directors, cameramen, editors with at least a three-year experience in their profession.

Note: The students who have completed the year one of IVT studies do not enter at year 2 of the BA programme.

All candidates applying for RPL will be required to complete QMU's Application for Accreditation of Prior Learning relevant form. Following QMU practice, when assessing any claim for credit, the following criteria apply:
- Authenticity that the applicant actually completed what is claimed
- Acceptability that there is an appropriate match between the evidence presented and the learning outcomes being demonstrated; the evidence is reliable and valid
- Sufficiency that the evidence is of sufficient breadth and depth, including evidence of reflection, to demonstrate that the learning has reached a level to allow the applicant to fulfill the learning outcomes of the programme
- Currency that the learning is sufficiently recent to allow the applicant to fulfill the learning outcomes of the programme. Where experience from some time previously is referred to in a substantial way, e.g. more than five years have elapsed, the application will be assessed to determine whether the applicant has kept up to date with recent developments in the intended field of study.

It is stressed however that the final decision for entry to the programme of a candidate with professional experience and/or prior learning is taken by Queen Margaret University. All other qualifications will be mapped against the SCQF framework and QMU standards of the Division of Theatre, Film and Media and as such will be dealt with on a case by case basis with credit being given if relevant.

University Admissions Regulations can be found on the QMU Quality website.

Widening Access

Widening participation to higher education is an important part of QMU's institutional strategy and many students come from further education. QMU believes in the development of innovative educational programmes capable of responding flexibly, efficiently and effectively to increasingly diverse student needs. The Institution is committed to equality of opportunity as a guiding principle in determining policies and implementing procedures affecting students, employees and other clients of the University. Metropolitan College following the principles of QMU welcomes all candidates from various educational backgrounds that meet the admission requirements.

Transition Process

After the completion of the Re-examinations Board concerning the current BA Media Production programme, repeating / deferring students will complete the previous version of the modules, including all components of assessment. Where similar modules run in the new programme students can attend classes. Otherwise, staff will offer tailored tutorial support.

All modules in the current programme have fairly clear equivalents in the revalidated new programme except for the following:

Independent Research Project–no equivalent. Extra tutorials will be conducted by the tutors concerning the students who need re-attendance of the module.

Media Relations -the closest equivalent is the level 7 modules Introduction to Media Audiences and Social Media Trends. Regarding the students who have to repeat this module is offered the opportunity to attend the level 7 modules, supplemented by individual tutorials.

Media Culture & Society - transferred to Level 9. Repeating students will attend the class supplemented by individual tutorials. Regarding the current students of the 2nd year of the academic year 2017-2018, who attend this module and they will progress to 3rd year, the proposal is for them exclusively, to attend the new module Media & Popular Culture, which is going to replace the Media culture and society in 2nd year of studies.

Comparing Media Systems -no equivalent. Extra tutorials will be conducted by the tutors concerning the students who need re-attendance of the module.

Media Planning & Strategies and Converging Media in Market – incorporated into the Level 9 20credit module Strategies in the Converging Media Market. As these modules won't run in 2018-19, repeating students will attend individual tutorials.

18. Support for students and their learning

QMU programmes normally provide the following student support:
- Personal Academic Tutors
- Project supervision
- Personal Development Portfolios
- Student handbooks
- Access to Student Learning Services, Library and IT support
- Access to Student Services: careers, counselling, disability advice
- Representation through Student-Staff Committees