

PROGRAMME SPECIFICATION

Course Record Information	
Name and level of final & intermediate Awards	BA (Hons) Contemporary Media Practice Diploma of HE in Contemporary Media Practice Certificate of HE in Contemporary Media Practice
Awarding Body	University of Westminster
Location of Delivery	Harrow Campus
Mode of Study	Full Time
UW Course Code	BCMPPRM
JACS Code	P390
UCAS Code	W900 / E900
QAA Subject Benchmarking Group	Communication, Media, Film and Cultural Studies with additional consideration of Art and Design
Professional Body Accreditation	N/A
Date of last review	26th March 2007
Date of Programme Specification	26th March 2007

Admissions Requirements

Admissions Overview

Contemporary Media Practice is concerned with developing your creative practice in or across moving image (video and film), interactive media and photographic processes. We particularly emphasise the creative opportunities that arise from informed and imaginative cross-media working, as well as the ability to reflect critically on advancing media culture in written and practical work. We aim to integrate practice and theory – however the majority of assessed work over the entire course (c.67%) is practical.

The normal minimum qualifications entitling an applicant to be considered for admission to the course are as outlined in the University of Westminster's *Undergraduate Prospectus*. We typically make offers to applicants based on the achievement of A - Level, VCE Double Award or BTEC qualifications equivalent to a minimum of **180 UCAS tariff points**.

We normally invite all applicants to attend an interview, and ask them to bring a portfolio of appropriate work (practical and written). Overseas applicants may be permitted to send in a portfolio of work, and may then be interviewed by phone.

Contact details for the Course Admissions Tutor, and the Harrow Campus Admissions & Marketing Office, can be found at the end of this document.

Applicant Profile

Applicants to Contemporary Media Practice come from diverse backgrounds, but a typical profile would include successful experience of creative practical work in one or more of the media that we teach on the course – moving image (film and video), interactive media and photography. Additionally we seek evidence of critical thinking (through written work), as well as broader skills in ideas-generation, organisation, initiative and team working.

Most applicants achieve this profile through A-Levels, VCE Double Awards or BTEC qualifications in Art, Design or Media subjects. However, a significant number of our students are able to show either professional media experience (see below), or can demonstrate the relevance of other discipline skills and qualifications.

In all cases we are seeking evidence of an applicant's interest in the subject area, and more specifically in the cross-media character of the course.

Applicants with English as a Foreign Language

All applicants whose first language is not English or who have not studied their secondary education in English must normally achieve a recognised English qualification. This should be at the equivalent of IELTS 6.0 / TOEFL 550 (paper) / 213 (computer) / 80 (internet). Full details of equivalent scores can be obtained from the Harrow Campus Admissions & Marketing Office (contact information at the end of this document).

Accreditation of Prior Learning

Mature applicants (who may not meet the above formal entrance requirements), applicants for entry other than at Level 4 (First Year), and those with appropriate prior experiential learning (e.g. relevant professional media experience) can be considered for admission on the basis of Accreditation of Prior (Experiential) Learning (APEL). We will discuss this possibility with appropriate applicants, and will offer guidance through the required formal APEL process. This guidance may include the allocation of a mentor from amongst the staff team, specifically to support an individual through the APEL process.

Admissions and Equal Opportunities

In accordance with the University's Equal Opportunities Policy, applicants are assessed for admission according to the University Admissions Regulations for Taught Courses. The University will admit students to its courses on the basis of the following principles:

- a) reasonable expectation that the applicant will be able to fulfil the objectives of the course and achieve the standard required for the award;
- b) the University requirements for admission to the course leading to a particular award;
- c) equality of opportunity for all applicants.

Students with disabilities are welcome at the University and there are various ways in which support is provided. Students are actively encouraged to make known their requirements and disability in a timely manner so that appropriate services and practices can be provided where necessary.

An applicant who has declared a disability (other than Dyslexia) on their application form is automatically referred to the relevant Disability Adviser, or where necessary, to the University's Student Health Service. The purpose of this is to assess the applicant's needs in terms of any assistance that can be provided by the University, and allow the applicant to decide if the available support and accommodation meets their needs.

Aims of the course

Course Overview

Contemporary Media Practice is a unique course – we have a long tradition (over 20 years) of practical and theoretical cross-media teaching, together with an ambition to renew the course at regular intervals. The course remains flexible in adapting to change in the media industries, and we therefore produce graduates who are well placed to make the most of the shifting opportunities that follow. We aim to provide the leading edge of graduate practitioners – those whose adaptability increasingly reflects the reality of the industries as they themselves adapt to changing disciplinary boundaries.

We have a philosophy of enabling students to become professionally competent in a range of practical and theoretical areas of study. Therefore, whilst students may gradually choose to concentrate on a specific aspect of media production, they also have the capacity to generate creative and theoretical links between areas.

Contemporary Media Practice therefore offers a specific and rare mix of cross-media creative practice and informed critical debate. We continue to break new ground in creative media practice, and we attract a very broad national and international student profile.

Our course aims:

- To enable students to develop creative media production skills across a range of disciplines, such as film, video, photography and interactive media.
- To promote an ability to adapt to the creative opportunities that follow from the emergence of new media forms and hybrids.
- To develop students' capacity to participate in contemporary cultural debates.
- To develop students' awareness of the political, ethical & aesthetic implications of their work.
- To enable students to locate themselves within changing professional media contexts & practices.
- To enable students to develop the transferable skills applicable within a variety of media and other professional working environments.
- To prepare students for postgraduate study in related practical and theoretical disciplines.

Employment and Further Study Opportunities

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements and work-related learning activities are widely available to students
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
- Staff are provided with up-to-date data on labour market trends and employers' requirements which will inform the service delivered to students.

Overview of Graduate Achievements on this Course

Graduates from this course have a high employment rate in many aspects of the media industries. This includes: film direction, production and editing, BBC production and education departments, Channel 4 programming, internet design and start-up companies, commercial photography and photojournalism (eg The Guardian), and photographic, video and media artists exhibiting internationally.

We also have a strong record in preparing graduates for postgraduate study across a range of both practical and theoretical disciplines, as well as postgraduate teacher training.

Graduate employment and opportunities in the media industries have notably shifted over the past few years, and graduates from this course have demonstrated their responsiveness to these changes. We regularly monitor graduate career destinations, and reflect on this information in the planning of the course curriculum. We have also undertaken a survey in early 2007 involving graduates from the last 10 years of the course, and this has informed the review of the course represented in this document.

Employability & Skills Strategy

The course has an Employability & Skills Strategy, published in the Course Handbook. This is intended to provide a framework to guide students through their studies and prepare themselves for employment and further study. The specific modules for implementing this are 2MED512 Professional Practice (year 2), and 2MED616 Professional Launchpad (year 3).

All course modules incorporate Key Transferable Skills, which are also integral to the course Employability & Skills Strategy. The Key Transferable Skills support students in seeking entry into the media industries, as well as into a broad range of other professions & employment.

A further element of our Employability & Skills Strategy is the use of Personal Development Planning (PDP). This enables students to reflect upon personal and career goals, and the means by which these may be achieved. We build this process into the two modules already mentioned, as well as referring students to this through the Personal Tutorial system.

Work Experience

We require all students to undertake work experience in the Level 5 module Professional Practice. We encourage students to ensure that this is in an aspect of the professions most appropriate to

their own career goals. Many students also undertake a very diverse range of professional experience at other stages of the course, often at a high professional level.

Our students are also encouraged to successfully integrate all such opportunities into the general programme of study. Our aim is to foster a culture of gathering expertise, building professional networks, and expanding academic learning with the knowledge and skills gained in live media environments.

Learning Outcomes

Learning outcomes are statements on what successful students have achieved as the result of learning. They are threshold statements of achievement and are linked to the knowledge, understanding and skills that a student will have gained on successfully completing a course.

Course learning outcomes are not delivered exclusively within individual modules, but the modules identified in brackets below focus the delivery of particular course learning outcomes as shown.

Note that individual modules have module-specific learning outcomes (identified in Module Proformas, which are published in the Course Handbook).

* Alternate modules at Level 5 (students must take ONE of these modules)

Knowledge and Understanding

At the end of Credit Level 4 (Year One) it is expected that students will be able to:

- K4.1 Demonstrate awareness of a range of key media technologies, including for moving image, photography and interactive media (*Creative Media Production, Creative Media Development*)
- K4.2 Demonstrate awareness of the history of the media culture industries, and current developments arising from changing practices and technologies (*Creative Media Development, Research & Critical Practice, Approaches to Media, Space/Place: Text/Context*)
- K4.3 Draw from defined sources in preparation for the production and analysis of media products (*All Level 4 modules*)
- K4.4 Recognise the terminology and scope of theoretical study in the field of media culture (*Research & Critical Practice, Approaches to Media, Space/Place: Text/Context*)

At the end of Credit Level 5 (Year Two) it is expected that students will be able to:

- K5.1 Demonstrate knowledge of one or more media technologies in depth, with an awareness of the interconnections between media practices (*Innovation, Convergent Media*)
- K5.2 Select and assimilate sources in preparation for the production and analysis of media products (*All Level 5 modules*)
- K5.3 Demonstrate awareness of current and emerging professional working practices and opportunities in the media industries (*Convergent Media, Professional Practice*)
- K5.4 Comprehend the major theories of media culture, with some specialisation in one or more aspects (*Critical Theory 1, Critical Theory 2, Photo Related Theory*, Film Related Theory*, New Media Related Theory**)

At the end of the Course (Credit Level 6 / Year Three) it is expected that students will be able to:

- K6.1 Demonstrate knowledge of one or more media technologies in comprehensive depth, including a detailed awareness of the interdisciplinary overlaps between media practices (*Research & Pre-Production, Major Project*)
- K6.2 Define and synthesise diverse sources in preparation for the production and analysis of media products (*All Level 6 modules*)
- K6.3 Demonstrate awareness of graduation opportunities for employment or further study, including the requirement for adaptability in the changing media industries (*Professional Launchpad*)
- K6.4 Understand encompassing and specialist theories of media culture, with an awareness of the provisional nature of critical approaches in the discipline (*Dissertation*)

Subject Specific Skills

At the end of Credit Level 4 (Year One) it is expected that students will be able to:

- S4.1 Creatively employ a given range of media production practices, including moving image, photographic and interactive media (*Creative Media Production, Creative Media Development*)
- S4.2 Employ given methods for the research and planning of media products (*Research & Critical Practice, Creative Media Development*)
- S4.3 Develop ideas in response to defined themes and guidelines (*Creative Media Development, Research & Critical Practice*)
- S4.4 Apply given tools for close reading and analysis of media culture (*Research & Critical Practice, Approaches to Media, Space/Place: Text/Context*)

At the end of Credit Level 5 (Year Two) it is expected that students will be able to:

- S5.1 Competently & creatively use one or more negotiated media production practices, with an emerging ability to make use of the interrelationships between media (*Innovation, Convergent Media*)
- S5.2 Employ planning and conceptual development methods which draw upon a range of traditions and media disciplines (*Innovation, Convergent Media*)
- S5.3 Identify a range of responses to broad themes and media-specific concerns, and select from this range (*Innovation, Convergent Media, Critical Theory 1, Critical Theory 2, Photo Related Theory*, Film Related Theory*, New Media Related Theory**)
- S5.4 Apply varied critical methods and perspectives appropriate to the analysis of media culture (*Innovation, Convergent Media, Critical Theory 1, Critical Theory 2, Photo Related Theory*, Film Related Theory*, New Media Related Theory**)

At the end of the Course (Credit Level 6 / Year Three) it is expected that students will be able to:

- S6.1 Flexibly and creatively apply one or more chosen media production practices, with an ability to appropriately make use of the interrelationships between media, and working to appropriate professional standards (*Research & Pre-Production, Major Project, Professional Launchpad*)
- S6.2 Use professional planning and conceptual development methods (*All level 6 modules*)
- S6.3 Define themes, develop a range of complex responses to those themes and select appropriate solutions (*Research & Pre-Production, Major Project, Dissertation*)
- S6.4 Select and apply complex critical approaches to the analysis of chosen examples of media culture (*Research & Pre-Production, Dissertation, Major Project*)

Key Transferable skills

At the end of Credit Level 4 (Year One) it is expected that students will be able to:

- T4.1 Communicate in written, oral and audio-visual modes, to address given briefs with clarity and concision (*All Level 4 modules*)
- T4.2 Employ given methods for referencing and documentation (*All Level 4 modules*)
- T4.3 Manage study time and information, taking responsibility for your own learning, with external guidance (*All Level 4 modules*)
- T4.4 Work effectively with other students as a member of a group, and meet obligations to your peers and to staff (*Research & Critical Practice, Creative Media Production, Creative Media Development, Space/Place: Text/Context*)
- T4.5 Evaluate your own strengths and weaknesses against given criteria, and guided by feedback (*All Level 4 modules*)
- T4.6 Apply given methods to solving defined problems (*All Level 4 modules*)

At the end of Credit Level 5 (Year Two) it is expected that students will be able to:

- T5.1 Effectively communicate in written, oral and audio-visual modes, to address negotiated briefs with clarity and concision (*All Level 5 modules*)
- T5.2 Employ appropriate methods for referencing & documentation (*All Level 5 modules*)
- T5.3 Manage study time and information, taking responsibility for your own learning, with limited guidance (*All Level 5 modules*)
- T5.4 Work effectively with others, demonstrating an ability to participate in an exchange of ideas and methods (*Innovation, Convergent Media, Critical Theory 1*)

- T5.5 Evaluate your own strengths and weaknesses, integrate feedback, and challenge your own reflective strategies (*All Level 5 modules*)
- T5.6 Identify key issues, and select appropriate methods for their solution (*All Level 5 modules*)

At the end of the Course (Credit Level 6 / Year Three) it is expected that students will be able to:

- T6.1 Effectively communicate in written, oral and audio-visual modes, engaging in reasoned debate supported by detailed arguments (*All Level 6 modules*)
- T6.2 Employ given referencing and documenting procedures and protocols to a professional standard (*All Level 6 modules*)
- T6.3 Manage study time and information, taking responsibility for your own learning, and apply critical reflection to this process (*All Level 6 modules*)
- T6.4 Work effectively with others, recognising the varied contributions and roles that result in effective collaborative working, and offering of leadership or support as appropriate (*Research & Pre-Production, Major Project*)
- T6.5 Evaluate your own strengths and weaknesses, actively assimilating feedback, and identifying your personal needs for continuing professional development (*All Level 6 modules*)
- T6.6 Define problems, demonstrating flexibility in selecting appropriate methods for their solution (*All Level 6 modules*)

Teaching, Learning and Assessment Methods

Teaching and Learning

The Course responds to the rapidly changing media industries, with their demand for multi-skilled professionals, and the emergence of new means to distribute media work. Our teaching and learning strategy is designed to reflect this, and we aim to provide our students with a broad range of practical and conceptual knowledge and skills specific to the media studied, and also applicable to the broader transferable skills required in the workplace.

The teaching and learning methods on the course are directly related to the aims and learning outcomes identified above. We have designed the course to lead students from a broad understanding and skills across all course media and key theoretical concepts, to focused knowledge and skills in depth by the end of the course. At the point of graduation we also intend that our students will have gained an ability to identify new and creative combinations of media, and importantly the professional opportunities open to them for their future careers.

To achieve these objectives we deliver a series of practical modules that support increasing depth of skills and knowledge across the three years of the course. These develop innovative and creative possibilities both for specialisation within a chosen medium, or in the forging of new links across convergent media and through cross-disciplinary projects.

A parallel process in theoretical study accompanies the practical modules, with students encouraged to integrate theory and practice throughout. Modules at levels 5 and 6 (2nd and 3rd year) address work-related skills to support career development, including a short period of work experience in level 5. Students can also apply to study part of their second year abroad with one of our overseas exchange partners.

At all levels teaching includes lectures and seminars on one hand, and practical media workshops and tutorials on the other. The in-class time represents only a proportion of study for each module (approximately one third). The remaining time is self-managed by students, so offering scope for creative experimentation, exploration and the emergence of the autonomy required in professional life.

Core lectures in levels 4 & 5 (years 1 and 2) address the whole year group, whereas practical workshops are generally limited to less than twenty students. Production groups for major project tutorials vary from individuals to groups of five on moving image productions.

We support our modules with online material through the University's Blackboard Virtual Learning Environment. This material may include practical examples, technical support, key references, discussion groups and many other functions.

Assessment

Our assessment strategy reflects the philosophy of the course, aiming to develop the creative, flexible and thoughtful media practitioners of the future. Assessment is integral to the overall learning process, and we offer a range of assessment methods on both practical and theoretical modules. This allows our students to demonstrate their skills and understanding in a variety of ways. The benefit is that this provides a range of activities in which to excel, so supporting and encouraging a variety of preferred learning styles.

Practical modules are typically assessed through a combination of summative crits (presentations of practical work to staff, normally with other students present), and submitted media artefacts and planning / research material (eg sketchbooks / storyboards etc).

Theoretical modules (and some practice-theory modules) draw upon a range of assessment methods, including written work, seminar presentations, research plans, visual essays and study tasks.

All modules are assessed through coursework (we do not use exams). Some modules may include an element of peer assessment (by groups of your fellow students).

Clear Assessment Criteria are stated in module documents, and these are linked to the module Learning Outcomes.

Students receive written feedback from all assessments, and this directly relates to the assessment criteria for each module. Students also have an opportunity to discuss the outcome with module staff. Feedback is designed to inform students of areas for improvement, and of current strengths which are to be nurtured and developed.

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits or 8 modules per year.

Credit Level 4

Code	Title	Status	Value
2MED440	Creative Media Production	Core Practice	30
2MED441	Creative Media Development	Core Practice	30
2MED442	Research & Critical Practice	Core T & P	15
2MED443	Approaches to Media	Core Theory	15
2MED444	Space/Place: Text/Context	Core Theory	15
2MED445	Exploring Photography	Optional	15
2FLM407	Experimental Film and Video	Optional	15
2MED432	Interactive Animation	Optional	15

Award of Certificate of Higher Education available

Credit Level 5

Code	Title	Status	Value
2MED520	Innovation	Core Practice	30
2MED521	Critical Theory 1: Modernism & Postmodernism	Core Theory	15
2PHO529	Photo Related Theory*	Alternate*	15
2FLM510	Film Related Theory*	Alternate*	15
2MED522	New Media Related Theory*	Alternate*	15
2MED512	Professional Practice	Core Practice	15
2MED523	Convergent Media	Core Practice	15
2MED524	Critical Theory 2: Research & Synthesis ‡	Core Theory	15
2MED515	Sound Studies	Optional	15
2ANM501	Animation	Optional	15
2MED519	Exhibition and Presentation	Optional	15
2MED525	Scriptwriting for Media	Optional	15

Award of Diploma of Higher Education available

* Students must take ONE of these modules

Credit Level 6

Code	Title	Status	Value
2MED610	Research & Pre-production	Core Practice	15
2MED611	Minor Project	Option	15
2MED614	Dissertation (double module) ‡	Core Theory	30
2MED613	Major Project (triple module)	Core Practice	45
2MED616	Professional Launchpad	Core Practice	15

Award of BA available

Award of BA (Hons) available

For both awards at this level the module **2MED613 Major Project** is a requirement.

NB Not all option modules will necessarily be offered in any one year

‡ Pre-requisites

One module has a pre-requisite (a module that MUST be passed first):

2MED614 Dissertation Pre-requisite: 2MED524 (Critical Theory 2)

Academic Regulations

Level 4 / 5 students (1st / 2nd year)

The BA (Hons) Contemporary Media Practice and its intermediate awards operate in accordance with the University's Academic Regulations & the *Framework for Higher Education Qualifications in England, Wales and Northern Ireland* published by the Quality Assurance Agency for Higher Education (QAA).

All students should make sure that they access a copy of the current edition of the general University handbook called **Essential Westminster**, which is available at westminster.ac.uk/essential-westminster. The following regulations should be read in conjunction with the *Modular Framework for Undergraduate Courses* and relevant sections of the *Handbook of Academic Regulations*.

A pass in a module is achieved when the overall mark is greater than or equal to 40%; with at least 30% in the final assessment and any qualifying marks and/or sets achieved as detailed in the module handbook.

Condoned Credit at Level 3 and Level 4

A student may be awarded condoned credit at Levels 3 and 4 only, where he/she has achieved:

- a) an overall module mark of greater than or equal to 30% but less than 40%;
- b) an overall mark of 40% or greater but not reached the required qualifying mark(s) and/or qualifying set(s) as detailed in the module handbook; and
- c) attempted all referred assessment as offered by the Assessment Board.

Where a student, following a referral opportunity, is awarded condoned credit, the recorded module mark will be capped at 39%. Condoned credit will count towards any credit limits for specified awards. Where a student is awarded condoned credit in a module but subsequently achieves an overall pass within a retake module, credit may contribute only once to an award.

Progression

To progress from Level 3 to Level 4 and from Level 4 to Level 5 in full time study, a student must achieve an average of 40% across 120 credits; to progress from Level 5 to Level 6 full-time study, a student must pass at least 165 credits, including 75 credits at Level 5.

Award of BA (Hons) Contemporary Media Practice

To qualify for the award of BA (Hons) Contemporary Media Practice, a student must have:

- a. Obtained at least 360 credits including:
 - Passed 75 credits at Level 4 or higher and achieved at least a condoned credit in each of the remaining modules worth 45 credits at Level 4; and
 - Passed a minimum of 120 Credits at Level 5 or higher; and
 - Passed a minimum of 120 credits at Level 6 or higher.
- b. Attempted modules with a maximum value of 330 credits at Levels 5 and 6; and
- c. Have passed the module **2MED613 Major Project**.

The class of the Honours degree awarded is decided by two criteria: the average of the best 105 credits passed at Level 6 being in the range of the class to be awarded, and the average of the next best 105 credits passed at Levels 5 and 6 provided the next best 105 credits passed are no more than one classification below this.

Academic Regulations

Level 6 students (3rd year) and students who joined the university in 2009 or earlier

The BA (Hons) Contemporary Media Practice and its intermediate awards operate in accordance with the University's Academic Regulations & the *Framework for Higher Education Qualifications in England, Wales and Northern Ireland* published by the Quality Assurance Agency for Higher Education (QAA).

All students should make sure that they access a copy of the current edition of the general University handbook called **Essential Westminster** which is available at

westminster.ac.uk/essential-westminster. The following course specific requirements should be read in conjunction with the *Modular Framework for Undergraduate Courses* and relevant sections of the *Handbook of Academic Regulations*.

A pass in a module is achieved when the overall mark is at least 40%; with at least 30% in the final assessment and any qualifying marks and/or sets achieved as detailed in the module handbook.

Condoned Credit

A student may be awarded condoned credit for no more than one module at each of levels 3, 4, 5 and 6 where he/she has achieved:

- a) an overall module mark of greater than or equal to 30% but less than 40%;
- b) an overall mark of 40% or greater but not reached the required qualifying mark(s) and/or qualifying set(s) as detailed in the module handbook; and
- c) attempted all referred assessment as offered by the Assessment Board.

Where a student, following a referral opportunity, is awarded condoned credit, the recorded module mark will be capped at 39%. Condoned credit will count towards any credit limits for specified awards. Where a student is awarded condoned credit in a module but subsequently achieves an overall pass within a retake module, credit may contribute only once to an award.

Progression

To progress from Level 4 to 5 in full time study, a student must pass at least 90 credits at the end of Credit Level 4; to progress from Level 5 to 6 full-time study, a student must pass at least 165 credits, including 75 credits at Credit Level 5.

Award of BA (Hons) Contemporary Media Practice

To qualify for the award of BA (Hons) Contemporary Media Practice, a student must have:

- d. Obtained at least 360 credits including:
 - a minimum of 120 Credits at Level 4 or higher, of which no more than 15 credits shall be condoned; and
 - a minimum of 120 Credits at Level 5 or higher, of which no more than 15 credits shall be condoned; and
 - a minimum of 120 credits at Level 6 or higher, of which no more than 15 credits shall be condoned.
- e. Attempted modules with a maximum value of 330 credits at Levels 5 and 6
- f. Have passed the module **2MED613 Major Project**.

The class of the Honours degree awarded is decided by two criteria: the average of the best 105 credits passed at Level 6 being in the range of the class to be awarded, and the average of the next best 105 credits passed at Levels 5 and 6 provided the next best 105 credits passed are no more than one classification below this.

Support for Students

On arrival, an induction programme will introduce students to the staff responsible for the course, the campus on which they will be studying, the Library and IT facilities and to the School Registry. Students will be provided with the Course Handbook, which provides detailed information about the course. Students are allocated a personal tutor from the course team who can provide advice and guidance on academic matters.

Learning support includes the Library which, across its four sites, holds print collections of 356,000 printed books, 29,000 print and e-journals, over 45,000 electronic resources (databases, e-journals, e-books). Access to all resources is facilitated through Library Search, the Library online service.

There are over 3,500 computers spread over the four University campuses available for students use. The University uses a Virtual Learning Environment called Blackboard where students can

access course materials and communicate with staff and other students via message boards.

The School of Media Arts and Design has a Senior Tutor who oversees the school Personal Tutorial policy. The Senior Tutor also acts as a key point of contact for students with specific study needs.

At University level, Services for Students provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers and the chaplaincy providing multi-faith guidance. The International Education Office provides particular support for international students. The University of Westminster Students' Union also provides a range of facilities to support all students during their time at the University.

Key Reference Points for the course

School

The course design incorporates the research, professional practice and scholarship of teaching staff, including the contributions made by visiting lecturers (who are often practicing professionals).

The experience of students and recent graduates is another key aspect in maintaining the currency of the educational experience delivered by the course. In addition we are aligned alongside other courses delivered in the school:

- BA (Hons) Photography
- BA (Hons) Photographic Arts
- BA (Hons) Film and Television Production
- BA (Hons) Television
- BA (Hons) Mixed Media Fine Art

University

The course has been designed to take account of the University's mission to provide education for professional life and to meet the requirements of the University Policies on Skills Development and Employability. The course structure meets the requirements of the modular frameworks and the academic regulations of the University.

External

We have incorporated key current thinking in the sector and discipline, including Subject Benchmark statements for:

- Communication, Media, Film and Cultural Studies
- Art and Design

The course design also acknowledges the QAA Framework for Higher Education Qualifications, and the SEEC credit level descriptors. We also seek the informed opinion of representatives from the media industries, and also from sector organisations such as funding bodies and distribution networks.

Quality Management and Enhancement (QME)

Course Management

Contemporary Media Practice is managed by a Course Leader within the Department of Film and Photography, one of the four Departments in the School of Media, Arts and Design on the Harrow Campus. The Head of Department and Head of School provide support and management at their respective levels, enhancing the specific role of the Course Leader.

We also have Level Coordinators who oversee details of delivery at each level of the course (i.e. years one, two and three). The staff team also collectively support the management of the course through responsibilities for individual modules, workshop areas and contributions to planning.

The School has one away day per year to identify and address ways of improving the design and delivery of its provision. This provides opportunities for sharing experience and expertise across courses. Staff in the School and Department also attend events organised by the Campus Academic Standards and the Campus Teaching and Learning Groups around current teaching, learning and assessment issues.

All staff in the School and Department participate in annual appraisal and observation of their teaching by their colleagues. This can inform staff development through course attendance or research / professional activity. The Department has 35 established staff and over 30 visiting lecturers.

Course approval, monitoring and review

The Course was previously formally reviewed in 2001, and again in 2007. The Panel included internal peers from the University and external subject specialists from academia and industry to ensure the comparability of the course to those offered in other Universities and the relevance to employers. Periodic Course Review helps to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers.

The course is monitored each year by School to ensure that it is running effectively and that issues that might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from each Course Committee, evidence of student progression and achievement and the reports from External Examiners, to evaluate the effectiveness of the course. The Annual Monitoring Sub-Committee considers the School action plans resulting from this process and the outcomes are reported to the Academic Council, which has overall responsibility for the maintenance of quality and standards in the University.

Student involvement in Quality Management and Enhancement

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways. The most formal mechanism for feedback on the course is the Course Committee. Student representatives will be elected to sit on the Committee to represent the views of their peer group in various discussions. The University and the Students' Union work together to provide a full induction to the role of the Course Committee. All students are invited to complete a Module Feedback Questionnaire before the end of each module. The feedback from this will inform the Module Leader on the effectiveness of the module and highlight areas that could be enhanced. The University also has an annual Student Experience Survey which elicits feedback from students about their course and University experience.

Students meet with Review Panels when the periodic review of the course is conducted to provide oral feedback on their experience on the course. Student feedback from Course Committees are part of the Schools' quality assurance evidence base.

Staff Research and Industry Advisors

The professional and research practice of course staff is taken back into the delivery of the course to ensure that we reflect current and emerging 'real-world' concerns and demands. Regular staff meetings ensure this, as well as formal and informal interaction between the staff and outside industry professionals. Key course staff are members of the Higher Education Academy, the professional body for academics in higher education.

In early 2007 we assembled an Industry Panel to support the course. This is seen as a key element in ensuring the maintenance of educational quality, the currency of the course and its ability to prepare students for their future careers.

The benefits of QME processes

The continuous process of monitoring and review has enabled course staff and students to work to strengthen key media facilities and course delivery. It is an ongoing process, and is a marker of the robustness of our Quality Management and Enhancement structures, all of which are designed to improve the student experience.

For more information about this course:

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Please note – This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks which provide more detailed information on the specific learning outcomes, content, teaching, learning, and assessment methods for each module.