UNIVERSITY OF
FORWARD
THINKING
WESTMINSTER▦

1. Part one: Programme Specification

Name and level of final award:	BA (Hons) Media and Communication Design
Name and level of intermediate awards:	BA Media and Communication Design Diploma of HE in Media and Communication Design Certificate of HE in Media and Communication Design
Awarding body/institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	Macromedia University of the Applied Sciences – Berlin, Hamburg and Munich Campuses
Language of delivery and assessment:	English
Course/programme leader:	Prof. Tanja Schmitt-Fumian
Course URL:	http://www.mhmk-international.org/undergraduate-programs-ba/westminster/media-design
Mode and length of study:	Six semesters, three years full time. October start, with the option to add an additional Internship semester of practice oriented and work-based learning.
University of Westminster course code:	N/A
JACS code:	
UCAS code:	N/A
QAA subject benchmarking group:	Communication, Media, Film and Cultural Studies http://www.qaa.ac.uk/en/Publications/Documents/Subject-benchmark-statement---Art-and-design-.pdf
Professional body accreditation:	N/A
Date of course validation/review:	12 June 2015
Date of programme specification: TBC	August 2015

2. Why study Media and Communication Management at Macromedia?

Our complex, digitalised world is filled with tough questions, and asking the right questions is the first step in finding the most efficient, optimised, and aesthetic solution.

How do we process information and react on it? How can emotions be transported with colours, shapes, and typography? How do communities develop? How are we drawn into participating in a story, whether it be a cross medial campaign or an interactive VR film?

Questions like these lead to an understanding of the medial landscape that surrounds us. While introducing you to a broad range of design disciplines, we want you to become a design generalist with a specialized qualification, reflecting your interest and talent and giving you opportunities for personal growth to become creative thinker.

As a media and communication designer, you will be prepared to work with technologies that haven't yet been invented, in solving problems that haven't yet been imagined. Whether you'll be working as freelance illustrator, a creative director in an agency, or as a design innovator in a large enterprise, you will be ready to tackle innovation, creativity, interdisciplinary and entrepreneurship in an international context.

So, as to the answer to the first question? The Media and Communication Design Programme will prepare you for one of the most exciting, fast-moving, and future-oriented professions that exist.

We're looking forward to exploring some amazing questions with you!

Admissions requirements

What are the minimum entry requirements for the course?

There are standard minimum entry requirements for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information.

westminster.ac.uk/courses/undergraduate/how-to-apply

For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements.

More information can be found here: westminster.ac.uk/courses/undergraduate/how-to-apply

Aims of the course

This course is designed to provide you with a stimulating and demanding programme and practice-driven experience in the field of media and communication design in an international setting. At the same time, you will also learn to be a creative thinker and team player, and you will acquire the necessary interdisciplinary skills to allow and ensure personal growth in a professional and well-organised learning environment.

The changes in the media industry demand a well-founded education that does not give precedence to the challenges of the future in a global context while neglecting the insights of the past. New types of media are evolving, communication is accelerating, and all areas of society are becoming mediatised. Besides providing you with a deep understanding of the tools and methods of visual design, we want to prepare you for future trends in the market by encouraging you to research and experiment with current and potential future topics and trends in the field of media design, with a core focus on creativity and innovation that will ensure your employability. Aside from its aesthetic value, design can be the catalyst in driving innovation from a technological, ecological and economical perspective. Successful designers today also have to understand people, society and economics in order to react to cultural and social change. Our entrepreneurial approach will therefore help you to build   your career. Our international project partners will allow you to gain hands-on project experience in order to build up a unique design portfolio.

In times when communication is accelerating, new types of media and channels are evolving, and mass digitisation is making information accessible across the globe, intercultural knowledge is required to understand and transform these trends into benefits.

This is why our study programme is designed so that international students across the globe can study and live in Germany (Berlin, Hamburg or Munich), while studying in English with native speaking professionals and lecturers. After the foundation year, we will send you abroad to one our partner universities to further support your intercultural and international experience. In addition, we believe an interdisciplinary skillset is required to meet consumer and market needs today and even more in the future. The Macromedia University, with its Media, Business, and Design School, will simulate the professional working environment, allowing you to work in interdisciplinary teams from the early stages of our programme, so that you can benefit from the stimulating synergies between:

- Creative Arts

- Media

- Management & Business

The BA Media and Communication Design course aims to educate the design professionals of the future. As a result, the programme will focus on innovation, creativity, interdisciplinary study, and entrepreneurship in an international context. It will focus on mobile, online and cross-media, with an emphasis on UX (User Experience), as a reaction to market trends and digital live.

Looking at the changes in media channels and the introduction of new interactive communication devices like tablets, we see a great demand for design professionals who are capable of finding new, appropriate design solutions. While introducing you to a broad range of design disciplines, we want you to become a design generalist with a specialised qualification, reflecting your interest and talent, and giving you opportunities for personal growth.

There are three main strands to the course

Design Practice

At Level 4 the core modules are designed to introduce and teach design practices. This level will provide you with technical and creative skills. The main focus will first be on analogue exercises and then on developing digital and interaction production and software skills. These skills are then tested in joint documentation, showcasing the development process. From experimental idea generation to first design execution, you will be tested individually and in team exercises. During these modules you interact with a variety of media, while identifying key components of content in context. In addition, you will be presented with historical, philosophical and current understandings of aesthetics. This will give you an overview of the development of aesthetics as well as enable you to apply aesthetic theory and practice in different ways to your own work.

At Level 5 you learn more about design processes and principles in terms of production routines and digital workflows, authorship and interactions. In the module you will focus on developing and implementing your first main design project. Here you have the opportunity to gain specialised insight while spending the second half of level 5 abroad at one of our partner universities across the globe.

The aim of this module is to give you the opportunity to gain international experience, while allowing you to expand, supplement or add specialised knowledge provided by our partner university in accordance with our course curriculum and quality validation.

At the same time, you are encouraged to bolster your self-awareness and confidence in your interactions with design disciplines. You will be able to address and resolve design problems. Furthermore, self-management and independent study will foster personal growth.

At Level 6 you focus on current topics in the media design module, which will allow the you to reflect your specific interest in media and communication design. This module will reflect the conceptual and creative research skills acquired. A core focus will centre on critical reflection and the ability to appraise professional ambitions, while achieving a high academic standard. This module will then be the centrepiece of a portfolio presentation and documentation. This module will lay the conceptual foundation for the Bachelor Thesis.

The Bachelor Thesis consists of an independently written scientific paper, which gives you the opportunity to research and reflect on your specific qualifications within the academic standards. At the same time, you will apply your creative, technical and intellectual skills in the implementation of your final practical project within the Bachelor Thesis.

Design Methods and Theory

These modules will help you to understand the historical context, establish a range of design methods, and introduce and apply theories of perception. The aim of this strand is to teach methodological thinking and problem definition as well as design research.

At Level 4, in the first semester, you take a module that introduces design methods and theory. In this module, you will recognise that not only logical, explicit learning processes are important for design: there is also an emphasis on experiential knowledge and the relevant techniques for developing and rejecting ideas. The aim of this module is to understand the role of design in society and the economy. At the same time, you will gain insight into the historical development of design from pre-industrialisation until today. In group work you will anticipate the importance of design thinking and simulate different phases of problem solving. These modules will combine theory and practice-based elements and exercises, with the aim of implementing design methods and creative thinking in a process-oriented way.

At Level 5 you gain an understanding of how human communication is mediated using signs. The module provides an introduction to the history of semiotics and its influence on work with images, text and sound. The aim is to teach the students to be able to distinguish between different categories of signs – icons, pictograms and symbols – in order to identify the main features of visual rhetoric. This module will require a greater degree of self-study.

At Level 6 you will gain skills in questioning and researching design issues using scientific methods. The aim of this module is to make you as future designers aware of visions and strategies for the future of media design in a broad context, and it builds on the introduction to the role of design in society and the economy which you received in Level 4. The aim of this module is to question the role of design in the social and economic context, examining the design discourse from the 1960s onwards until today.

Transferable skills for Designers

These modules will concentrate on transferable skills that allow you to respond to change. Developing these skills can help you to be successful in your career, with a core focus on communication, organisation and intercultural skills. This develops your ability to meet deadlines, giving you the competence to plan and delegate projects, while teaching communication and debating skills. Since our programme is designed for international students, a special focus will be intercultural communication. At the same time, we teach you to "think ahead": plan your projects and apply problem solving techniques at an early stage. You will learn to produce written work which complies with academic standards.

At Level 4 you will be introduced to academic writing as a tool of communication. This will enable you to develop key skills in research and writing about design-related topics. At the same time, you will understand the role of research and research methods, which will enable you to gain a critical awareness. The module is designed to raise your awareness of the importance of research methodology. In addition, you will learn not only how to plan, implement and manage your projects, but also how to articulate and communicate ideas. Conversation exercises will prepare you for interaction and business and for your forthcoming semesters, and they can also apply you in your semester abroad in Level 6.

At Level 5 you take the core module in intercultural communication, which builds on the introduction they received at Level 4 and aims to give you a deeper knowledge of the role of communication in cultural contexts. You will examine case studies and readings that focus on general concepts of "culture" as well as issues of intercultural competence, cultural identity and cultural diversity. This module aims to give you knowledge of political and ethical codes and constraints.

At Level 6 we want to prepare you for a career as a design professional, with the core focus on job application processes and entrepreneurship.

Course Diagram:

CREDIT LEVEL 4 (15CC)	CREDIT LEVEL 5 (20CC)	CREDIT LEVEL 6 (20CC)
Transfer skills I: Scientific Writing, Project management Business Communication, Language Proficiency Script and Dramaturgy	**Transfer skills II:** Intercultural Communication Business Planning	**Transfer skills III:** Entrepreneurship Special Topics in Media Design
Introduction Design Practice I Editorial Design Audio-visual Media Information and Communication Design	**Design Practice II** Visual and Motion Design Interaction and Interface Design Project I	**Advanced Design Practice IIII** Storytelling Advanced Interaction and Interface Design
Design Principles I Formal Theory of Design Advanced Formal Theory of Design Fundamentals Animation	**Design Practice III** VFX and Motion Design Fundamentals of GUI Project II	**Current Topics in Media Design** Advanced Design Methods and Models Current Topics in Design Project III
Introduction Design Methods & Theory I Fundamentals and Methods History of Art and Design Theory of Aesthetics	**Design Methods & Theory II** Semiotic Studies Visual Language	**Bachelor Seminar** Bachelor Colloquium Bachelor Thesis Design Science Research

Learning outcomes

Learning outcomes are statements on what successful students have achieved as the result of learning. These are threshold statements of achievement. The learning outcomes broadly fall into four categories:

- The overall knowledge and understanding you will gain from your course (KU)

- Graduate Attributes are characteristics that you will have developed during the duration of your course (GA)

- Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)

- Key transferable skills that you will be expected to have gained on successful completion of the course (KTS)

Upon completion of level 4 you will be able to:

L4.1 Take responsibility for your own learning, with some guidance, through developing strategies for managing study times and deadlines, whilst working individually or in groups (KTS);

L4.2 Develop a range of research skills and methods, which can be applied both to written academic work and design practice (KTS);

L4.3 Communicate ideas and demonstrate a basic level of conversational skills for different audiences, in accordance with the relevant academic standards or professional manner (KTS);

L4.4 Demonstrate a basic awareness of design practice in a historical, social and current context, and its role in society (KU);

L4.5 Demonstrate a basic skill set in research processes and relevant techniques for developing and rejecting ideas (KU);

L4.6 Apply design production skills and the use of key software production tools (PPP);

L4.7 Be aware of design principles and processes, from idea generation to first design execution (PPP);

L4.8 Develop a basic understanding of the media variety within design projects, analytical skills to identify the key design components, and the ability to critically consume media content (GA);

L4.9 Acquire a range of practical and intellectual skills within the variety of media and techniques, and show awareness of how design and content changes across different platforms, devices and audiences (PPP).

Upon completion of level 5 you will be able to:

L5.1 Demonstrate an expanded awareness of design processes and principles for the range of varieties of media, devices and communication design (PPP);

L5.2 Demonstrate an increased awareness of the role of communication in cultural context, cultural identity and diversity (KTS);

L5.3 Demonstrate an increased ability to manage your time around your own learning, with some guidance, demonstrating an increasingly professional approach to project planning and budgetary issues (KTS);

L5.4 Demonstrate an awareness of personal opportunities for growth in order to expand and critically reflect on your own work in an intercultural setting and experience, identifying your own professional development needs (GA);

L5.5 Demonstrate creativity and proficiency in media and design production practices within a variety of online media and devices, while being able to apply and transfer emerging design practices to your own projects and ideas (PPP);

L5.6 Apply and implement production routine and digital workflows to develop and produce a design project, while demonstrating your individual growth and expertise in skills (PPP);

L5.7 Establish and demonstrate a clear understanding of user needs in mediated human communication, and express ideas by written or other academic standards (KU);

L5.8 Choose from a variety of media, selecting suitable projects focused on personal interest and development (PPP);

Level 6 Learning Outcomes

Upon completion of level 6 you will be able to:

L6.1 Develop and implement a professional level of communication (written, oral, and visual) skills in a variety of modes, while meeting academic as well as professional standards and effectively addressing different audiences (PPP);

L6.2 Demonstrate professional-level entrepreneurial and project management skills through the development and pitching of a design idea or product (GA);

L6.3 Have developed a personal portfolio and professional tools to showcase your work (PPP);

L6.4 Demonstrate a deep awareness of your personal media design practice, including the requirement for adaptability in your future within your profession (KU);

L6.5 Have developed awareness of user needs and the ability to make use of design methods in relation to a wide range of design disciplines, social and ethical contexts (PPP);

L6.6 Articulate and critically evaluate design solutions at all stages of the design process to various stakeholders (PPP);

L6.7 Produce complex design solutions, showcasing your creative innovation and technical skills of media design to a high level (GA);

L6.8 Collaborate professionally with your peers, using network-based tools and social media to develop design strategies for a particular target group, in accordance with ethical guidelines (PPP);

L6.9 Articulate your design position and its relation to a broader and international context (GA).

Graduates will be able to demonstrate the following five attributes:

- Critical and creative thinker

- Literate and effective communicator

- Entrepreneurial

- Global in outlook and engaged in communities

- Social, ethically and environmentally aware

Graduate Attribute	Evident in Course Learning Outcomes
Critical and creative thinker	L4.1, L4.4, L4.5, L5.4, L6.1, L6.5, L6.9
Literate and effective communicator	L4.2, L4.3, L5.2, L5.7, L6.2, L6.6
Entrepreneurial	L4.6, L4.7, L5.3, L5.5, L6.2, L6.4, L6.7
Global in outlook and engaged in communities	L4.4, L4.9, L5.2, L6.6, L6.8, L6.9
Socially, ethically and environmentally aware	L4.4, L4.8, L5.2, L5.4, L6.5, L6.8

Graduates from the Media and Communication Design course will be equipped to secure employability in a range of fields, from traditional communication design to work in the wider range of evolving interactive media. The course stresses creativity, innovation and entrepreneurship.

The Media and Communication Design course's focus on transferable skills is also a key part of preparing you for the world of work. By developing your skills in areas such as critical thinking, research, visual communication in writing or verbally for academic and non-academic purposes, and generating and pitching ideas, you will be well placed to pursue other employment avenues, such as post-graduate study, training in another discipline or applying for graduate-level entry into a professional career.

The BA Media and Communication Design capitalises on the benefit of the international setting. The MKD faculty regularly invites professionals from the industry to contribute directly to teaching in the modules.

Learning, teaching and assessment methods

Learning

Our Teaching and Learning Strategy is designed to reflect the rapidly changing media and communication design world and the multiple skills needed for academic study and practical work.

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 develop students' knowledge and skills in five keys areas:

- Media and Communication Design

- Editorial and Production Skills

- Content and Analysis

- Critical and Problem Solving Skills

- Professional Skills

These are applicable both to theory and practical work, and are reflected at each stage of a student's career during the course, with incremental progression.

At the point of graduation we also intend that our students will have gained professional opportunities open to them for their future careers.

The key focus is to engage you with different ways of learning, to help support a variety of learning styles and personal development in the academic environment.

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

Our course units include:

- Lectures
- Seminars
- In-class and online tutorials
- Field trips and team building exercises
- Excursions and visits of special interest
- In-class workshops
- External workshops
- Interdisciplinary Project weeks (Including all of our 5 campuses in Germany)
- Critique sessions

Teaching

Our Teaching and Learning Strategy is designed to reflect the rapidly changing media and communication design world and the multiple skills needed for academic study and practical work.

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 develop students' knowledge and skills in five keys areas:

- Media and Communication Design Contexts
- Editorial and Production Skills
- Content and Analysis
- Critical and Problem Solving Skills
- Professional Skills

These are applicable both to theory and practical work, and are reflected at each stage of a student's career during the course, with incremental progression.

At the point of graduation we also intend that our students will have gained professional opportunities open to them for their future careers.

The key focus is to engage you with different ways of learning, to help support a variety of learning styles and personal development in the academic environment.

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

Assessment

How will you be assessed?

The majority of the assessments is coursework (project work), including curricular studies or academic work. This coursework will focus on the modules involving design practice, where you will create different artefacts and research reports, including editorial print products and layouts, audio-visual formats, interactive applications, visual narratives, infographics, blueprints, click-through dummies, designs concepts, and analyses. In addition to each creative piece, we assess authorship and project progress.

This coursework can be individual or team assessments. While working in a group, we still assess your personal critical reflection. This will increase as the course progresses.

The detailed assessment brief will be posted at the beginning of each term in the student portal, as well as in accompanying Moodle (learning platform) units for each module. Some modules include synoptic assessments. This means that the assessment will range over more than one module.

In general, these assessments will be accompanied by several feedback loops: autonomous feedback from your fellow students, as well as from your professors and external critics.

In addition, you will also have to pass exams in each level. These modules focus on theoretical knowledge and cognitive skills. We want to encourage you to be able to describe and analyse design in its context, research methods and problem solving techniques within academic standards of writing.

Our assessments include:

- Coursework (project work)
- Critical reflective piece
- Research report
- Exposé BA Thesis
- Group and individual assessment
- Closed book exams
- Oral exams

Assessments

- ■ Coursework
- ■ Written exams
- ■ Oral exams
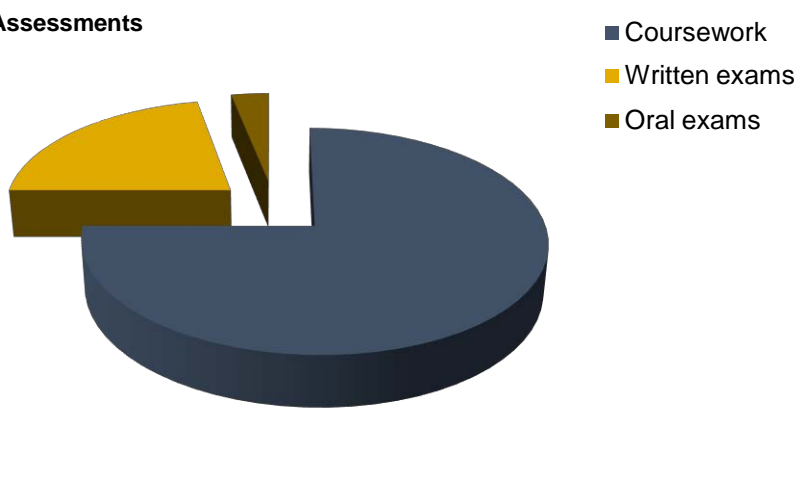
All assessment is continuous. The artefacts produced by students for assessment are varied, including research papers, practical project papers, presentations, etc.

Course structure

This section shows the core and option modules available as part of the course and their credit value. Full-time undergraduate students who do not choose to include the optional internship semester study for 120 credits per year.

Full-time graduates who choose to include the optional internship semester study for 120 credits per year at Credit Levels 4, 5 and 6 and 60 credits at Credit Level 6.

The year is divided into two terms: winter term and summer term.

- Terms 1, 3 and 5 (plus, optional, 7) are winter terms.
- Terms 2, 4 and 6 are summer terms.
- At Credit Level 5 students will study abroad for one term. You can choose between partner universities on five different continents (Africa, Asia, Australia, Europe and North America).
- You can opt out of the semester abroad in case of hardship (more see below in chapter *2.5. Exchange opportunities*). If you do, you will instead take part in online modules at your home campus.

For the purpose of the validation, Credit Level 4 is shown in two versions below:

15 CC structure and 20 CC structure.

Credit Levels 5 and 6 as well as the optional internship semester are shown in 20 CC structure only.

Credit Level 4 – 15 CC structure

Module code	Module title	Status	UK credit	ECTS
	Transfer skills I: to academic working		30	15
BA-MKDe-AL-SQ1	Scientific Writing	Core	4	2
BA-MKDe-AL-SQ3	Project management	Core	6	3
BA-MKDe-AL-SQ4	Business Communication	Core	4	2
BA-MKDe-AL-DA1	Script and Dramaturgy	Core	10	5
BA-MKDe-AL-SQ2	Language Proficiency	Core	6	3
	Design Practice I		30	15
BA-MKDe-AL-DA2	Editorial Design	Core	10	5
BA-MKDe-AL-DA3	Audio-visual Media	Core	10	5
BA-MKDe-AL-DG3	Information and Communication Design	Core	10	5
	Design Principles I		30	15
BA-MKDe-AL-DG1	Formal Theory of Design	Core	10	5
BA-MKDe-AL-DG2	Advanced Formal Theory of Design	Core	10	5
BA-MKDe-MD-MD1	Fundamentals Animation	Core	10	5
	Design Methods & Theory I		30	15
BA-MKDe-AL-DM1	Fundamentals and Methods	Core	10	5
BA-MKDe-AL-DM2	History of Art and Design	Core	10	5
BA-MKDe-AL-DM3	Theory of Aesthetics	Core	10	5
TOTAL			120	60

CREDIT LEVEL 4

Module code	Module title	Status	UK credit	ECTS
	Transfer skills I: Introduction to academic working		20	10
BA-MKDe-AL-SQ1	Scientific Writing	Core	4	2
BA-MKDe-AL-SQ3	Project management	Core	6	3
BA-MKDe-AL-SQ4	Business Communication	Core	4	2
BA-MKDe-AL-SQ2	Language Proficiency	Core	6	3
	Introduction Design Practice I		40	20
BA-MKDe-AL-DA2	Editorial Design	Core	10	5
BA-MKDe-AL-DA3	Audio-visual Media	Core	10	5
BA-MKDe-AL-DG3	Information and Communication Design	Core	10	5
BA-MKDe-AL-DM3	Theory of Aesthetics	Core	10	5
	Design Principles I		20	10
BA-MKDe-AL-DG1	Formal Theory of Design	Core	10	5
BA-MKDe-AL-DA1	Script and Dramaturgy	Core	10	5
	Design Principles II		20	10
BA-MKDe-AL-DG2	Advanced Formal Theory of Design	Core	10	5
BA-MKDe-MD-MD1	Fundamentals Animation	Core	10	5
	Introduction Design Methods & Theory I		20	10
BA-MKDe-AL-DM1	Fundamentals and Methods	Core	10	5
BA-MKDe-AL-DM2	History of Art and Design	Core	10	5
TOTAL			**120**	**60**

Thematic strands at Credit Level 5, term 3, marked with an asterisk (*) are either taken at Macromedia's partner universities if students go abroad or as online modules on their home campus (only an option for hardship cases).

CREDIT LEVEL 5*

Students are expected to undertake a Student Exchange in Term 3. This is normally undertaken at one of Macromedia's partner universities, where they will undertake thematic strands at credit level 5. These are marked with an asterisk(*). In exceptional circumstances such as student hardship, online modules can be undertaken at their home campus. Students who pass will normally be awarded general credit upon their return by the University of Westminster.

Module code	Module title	Status	UK credit	ECTS
	Transfer skills II: Advanced academic working		20	10
BA-MKDe-AL-SQ5	Intercultural Communication*	Core	10	5
BA-MKDe-AL-SQ6	Business Planning*	Core	10	5
	Design Practice II		40	20
BA-MKDe-AL-DA4	Visual and Motion Design*	Option	10	5
BA-MKDe-AL-DA5	Interaction and Interface Design*	Option	10	5
BA-MKDe-AL-LP1	Project I*	Option	20	10
	Design Practice III		40	20
BA-MKDe-MD-MD4	VFX and Motion Design	Core	10	5
BA-MKDe-MD-MD2	Fundamentals of GUI	Core	10	5
BA-MKDe-AL-LP2	Project II	Core	20	10
	Design Methods & Theory II		20	10
BA-MKDe-AL-DM4	Semiotic Studies	Core	10	5
BA-MKDe-MD-MD3	Visual Language (Media and Communication Design)	Core	10	5
TOTAL			**120**	**60**

* The aim of these modules is to give students the opportunity to gain international experience, while allowing them to expand, supplement or add specialised knowledge provided by our partner university in accordance with our course curriculum and quality validation.

CREDIT LEVEL 6

Module code	Module title	Status	UK credit	ECTS
	Transfer skills III: Entrepreneurship in Contemporary Design		20	10
BA-MKDe-AL-SQ8	Entrepreneurship	Core	10	5
BA-MKDe-MD-MD6	Special Topics in Media Design	Core	10	5
	Advanced Design Practice IIII		20	10
BA-MKDe-AL-DA6	Storytelling	Core	10	5
BA-MKDe-MD-MD5	Advanced Interaction and Interface Design	Core	10	5
	Current Topics in Media Design		40	20
BA-MKDe-AL-DM6	Advanced Design Methods and Models	Core	10	5
BA-MKDe-AL-AT	Current Topics in Design	Core	10	5
BA-MKDe-AL-LP3	Project III		20	10
	Bachelor Seminar		40	20
BA-MKDe-AL-BSEM	Bachelor Colloquium	Core	6	3
BA-MKDe-AL-BSEM	Bachelor Thesis	Core	24	12
BA-MKDe-AL-DM5	Design Science Research	Core	10	5
TOTAL			**120**	**60**

Additional Option at Credit Level 6 (EXTENDED 210 ECTS PROGRAMME)

Module code	Module title	Status	UK credit	ECTS
	Transfer skills IIII:		20	10
BA-MKDe-AL-SQ7	Communication Skills	Optional	10	5
BA-MKDe-AL-SI	Student Initiative Project	Optional	10	5
BA-MKDe-AL-PRAX	Internship	Optional	40	20
TOTAL			60	30

At Credit Level 6 you complete the 40 Credit dissertation modules.

LEVEL 4 - LEARNING OUTCOMES MAPPING	
L4.1 an ability to take responsibility for your own learning, with some guidance, through developing strategies for managing study times and deadlines, whilst working individually or in groups (KTS)	Transfer skills I: Introduction to academic working
L4.2 develop a range of research skills and methods, which can be applied both to written academic work and design practice. (KTS)	Design Methods & Theory I
	Transfer skills I: Introduction to academic working
L4.3 the ability to communicate ideas and a basic level of conversational skills for different audiences, in accordance with the relevant academic standards or professional manner (KTS)	Design Methods & Theory I
	Transfer skills I: Introduction to academic working
	Design Principles I
L4.4 demonstrate a basic awareness of the design practice in a historical, social and current context and its role in society. (KU)	Design Methods & Theory I
L4.5 have acquired a basic skills in research processes and relevant techniques for developing and rejecting ideas. (KU)	Design Methods & Theory I
L4.6 be able to apply design production skills and the use of key software production tools. (PPP)	Design Practice I
L4.7 be aware design principle and processes, from idea generation to first design execution. (PPP)	
L4.8 develop a basic understanding of the media variety within design projects and achieving analytical skills to identify the key design components, along with the ability to critically consume media content. (GA)	Design Principles I
	Design Practice I
L4.9 acquire a range of practical and intellectual skills within the variety of media and techniques and show awareness how design and content changes across different platforms, devices and audience. (PPP)	Design Practice I
	Design Principles I

LEVEL 5 - LEARNING OUTCOMES MAPPING

L5.1 have an expanded awareness of design processes and principles for the range of varieties of media, devices and communication design. (PPP)	Design Practice II
L5.2 increased awareness of the role of communication in a cultural context, cultural identity and diversity. (KTS)	Transfer skills II: Advanced academic working
L5.3 demonstrate an increased ability to manage your time your own learning, with some guidance, demonstrating an increasingly professional approach to project planning and budgetary issues. (KTS)	Transfer skills II: Advanced academic working
L5.4 demonstrate an awareness for personal opportunities and growth to expand a critical reflect of your own work in an intercultural setting and experience to identify your own professional development needs. (GA)	Design Practice II
	Design Principles II
L5.5 creatively and proficiency of media and design production practices within a variety of online media and devices, while being able to apply and transfer emerging design practices to your own projects and ideas. (PPP)	Design Principles II
	Design Methods & Theory II
L5.6 apply and possess the production routine and digital workflows, to develop and produce a design project, while demonstrating your individual growth and expertise in skills. (PPP)	Design Practice III
L5.7 establish and demonstrate a clear understanding of user needs in mediated human communication and express ideas by written or other academic standards. (KU)	Design Methods & Theory II
L5.8 have the ability to choose among a variety of media, to select the suitable projects focussed on personal interest and development. (PPP)	Design Practice III

LEVEL 6 - LEARNING OUTCOMES MAPPING

L6.1 develop and implement a professional level of communication (written, oral and visual) skills in a variety of modes, while meeting academic as well as professional standards and effectively addressing different audience. (GA)	Bachelor Seminar
	All modules
L6.2 demonstrate a professional level entrepreneurial and project management skills through the development and pitching of a design idea or product. (GA)	Transfer skills III: Entrepreneurship in Contemporary Design
L6.3 have developed a personal portfolio and professional tools to showcase your work. (PPP)	Current Topics in Media Design
L6.4 demonstrate a deep awareness of your personal media design practice, including the requirement for adaptability in your future within your profession. (KU)	Current Topics in Media Design
L6.5 have developed awareness of user needs and ability to make use of design methods in relation to wide range of design disciplines, social and ethical context. (PPP)	Advanced Design Practice IIII
L6.6 articulate and critically evaluate design solutions at all stages of the design process to various stakeholders. (PPP)	Transfer skills III: Entrepreneurship in Contemporary Design
L6.7 produce complex design solutions, showcasing your creative innovation and technical skills of media design to a high level. (GA)	Bachelor Seminar
	All modules
L6.8 collaborate professionally with your peers, using network based tool and social media to develop design strategies for a particular target group, in accordance with ethical guidelines. (PPP)	Transfer skills III: Entrepreneurship in Contemporary Design
L6.9 be able to articulate your position of design and its relation to a broader and international context. (GA)	Bachelor Seminar
	All modules

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.

Academic Regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academic-regulations

Support for students

Learning support includes one library at each campus in Berlin, Hamburg and Munich, each holding a collection of resources related to the subjects taught on the programme. You can search the entire library collection online through the library search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books).

You can choose to study in the libraries, which have areas for silent and group study and desktop computers. You can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught on your programme. You can also securely connect your own laptop and mobile device to the University's wireless network.

As mentioned above, Macromedia University uses a virtual learning environment called Moodle where you can access your course materials, and communicate and collaborate with staff and other students.

Reference points for the course

The course has been designed to take account of the University of Westminster's mission to provide education for professional life and to meet the requirements of both the University's Learning Futures initiative and its Learning and Teaching Strategy. The course structure meets the requirements of the modular frameworks and the academic regulations of the University.

Other reference points:

- Faculty Learning and Teaching Strategy

- University Handbook of Academic Regulations

- University Quality Assurance Handbook.

Externally

Panels of industry advisors

The UK Quality Code for Higher Education (the Quality Code) owned by the QAA:

http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/quality-code-part-a

http://www.qaa.ac.uk/en/Publications/Documents/Subject-benchmark-statement-Communication-media-film-and-cultural-studies.pdf

and sections of the Code of Practice Chapters B1–10:

www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/quality-code-part-b

Quality management and enhancement

Course management

The Central Course Manager, responsible for the cooperation between University of Westminster and Macromedia University for the BA Hons in Media and Communication Design is the Vice Dean the School of Creative Arts at Macromedia University, Prof. Tanja Schmitt-Fumian (t.schmitt-fumian@macromedia.de). The Liaison Officer is represented by Local Course Managers at every campus:

Local Course Managers

Location	Local course manager	Phone	E-Mail
Berlin	Prof. Tanja Schmitt-Fumian	+49 (0)30.202 1512-0	t.schmitt-fumian@macromedia.de
Hamburg	Prof. Silvio Barta	+49 (0)40.300 30 89-56	s.barta@macromedia.de
Munich	Prof. Alexander Luckow	+49 (0)89.544151-870	a.luckow@macromedia.de

Course approval, monitoring and review

The course was initially approved by a University Validation Panel in 2015. 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 the Faculty to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from Course Committees, evidence of student progression and achievement, and the reports from external examiners, to evaluate the effectiveness of the course.

Student involvement in Quality Assurance and Enhancement

Student feedback is important to Macromedia University, and your views are taken seriously. Student feedback is gathered in a variety of ways. The most formal mechanism for feedback on the course is a Student Experience Survey, which elicits feedback from students about their course and university experience before the end of each semester including the semester abroad at Macromedia's partner universities as well as online modules. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced, as well as inform the university management about students' satisfaction with student services.

According to the regulations of the Bavarian Higher Education Act (BayHSchG), Art. 13, Macromedia University has issued a detailed evaluation policy in order to ensure high-quality standards, development of studies, teaching environments and student services. Macromedia University's evaluation policy is available for download within the study portal.

For more information about this course:

In order to get additional information about this course please visit the website of our Study Portal (www.macromedia-portal.de). There you will find detailed information concerning all areas of your studies (for example information on closed book exams, all tasks for your project papers, information about your examiners, all application forms etc.).