

Programme Specification

Award and title: MA Media Production

<i>School:</i>	Arts
<i>Subject area:</i>	Media Production
<i>Entry from academic year:</i>	2027-28
<i>in the month(s) of</i>	September
<i>Awarding institution:</i>	York St John University
<i>Teaching institution:</i>	York St John University
<i>Delivery location:</i>	York St John University, York campus
<i>Programme/s accredited by:</i>	Not applicable
<i>Exit awards:</i>	Postgraduate Certificate Media Production Postgraduate Diploma Media Production
<i>UCAS code / GTTR / other:</i>	
<i>Joint Honours combinations:</i>	
<i>QAA subject benchmark statement(s):</i>	Subject Benchmark statement Communication, Media, Film and Cultural Studies April 2024
<i>Mode/s of study:</i>	Postgraduate periods of study for full time / part time
<i>Language of study:</i>	English
<i>Paired with Foundation Year</i>	No
<i>Study abroad opportunities:</i>	No
<i>Opt-in YSJU Placement Year opportunity:</i>	No
<i>Excluding a year-long placement/professional experience, are there placement/field trip/work experience(s) totalling 20 days or more?</i>	No

Introduction and special features

MA Media Production at York St John University is designed to help media producers become successful practitioners in today's media landscape. This programme supports you in professionalising your creative voice through all your media production-related activities across a diverse range of media practice including film, and screen arts, podcasting and digital media. You will be coached by a core academic team who themselves are adaptable, creative, and active across the sector. Your intensive, reflective relationship with these mentors will be augmented by bespoke input from guest practitioners and professional networks. At York St John University, you will join a diverse and inclusive community of producers who challenge themselves, established traditions, and the sector to improve and contribute to the field at local, national, and international levels. You will work in our dedicated spaces designed for the music producer — most notably, our purpose-built studios, Live Lounge area as well as the Creative Centre.

People who choose to study with us will identify themselves as a media producer who embraces a range of practices, including screen arts, audio, and multi-platform digital media. The work you create on the programme will similarly reflect your passions and strengths; this could include such activities as the production of original music developed in conjunction with our Music Production students, or collaborating with students in the Music department on recordings, or even collaborations with Fine Artists to create installations or interactive sonic spaces, as well as facilitated sessions with third parties sourced in the

process of developing your practice. The MA Media Production programme is fundamentally designed to be responsive to your interests and needs in the context of the current and future media sector.

Many of our MA Media Production graduates have gone on to develop careers within a multitude of roles: crew, social media management, film producers, academics and researchers, whilst others have continued their studies at PhD level at York St John University. Ultimately, the MA Media Production is about preparing you to become a creative and inspiring member of an evolving media production ecosystem. You will develop individualised, sustainable strategies for refining your craft-making throughout your career. Through this programme, you will boldly and confidently lead in the growth of the media sector.

In joining our taught postgraduate community at York St John University, you will be part of a local, national and global creative community that connects you to a network of artists through projects and experiences that prepare you for successful careers in the arts. Community, collaboration and real-world learning experience are integral to our design, meaning you will benefit from cross-disciplinary peer-to-peer learning and shared creative industry networks. All our postgraduate degrees operate within the heart of the city of York, which is the only UNESCO city of Media Arts in the UK and one of twenty-two globally. York St John University is also the home for the International Centre for Community Music whose projects operate in various locations globally. These locations have included Solomon Islands, New Zealand, Malawi, Brazil and North America and many more. The MA Media Production captures the importance of cross-cultural and transmedia approaches for today's artists and supports students' aspirations to collaborate with projects in film, digital production, live performance and more.

This degree comes as part of a suite of creative MAs in the Production and Performance departments that offers more opportunities for you to collaborate creatively and to develop as a creator and producer in ways that more accurately reflect the interconnected worlds of work you will graduate into. Students on MA Media Production share key modules with the MA Music Production and the MA Performance programmes that support creative careers and open the possibilities for collaborations right from the start of the degree. These MAs will support careers as a freelance and portfolio artist and provide the skillset to work across varied fields including the third sector, educational organisations, national portfolio organisations, and commercial enterprises. As students' routes into postgraduate degrees are becoming increasingly varied, we recognise the importance of supporting students on part-time routes.

Special Features

- Taught by media production practitioners and professionals
- Career focused and practice based
- Opportunities to engage with industry networks cultivated within the wider YSJU media production community.

Admissions criteria

You must meet the University's general entry criteria for [postgraduate](#) study. In addition:

- For all candidates there will be an interview and consideration of a portfolio of work, consisting of examples of their previous production work. The portfolio is a central element of our consideration of applications and also an opportunity for the candidate to find out more about the programme. In interviews, all candidates will be asked to give a short presentation. The criteria for this are as follows:
 - Demonstration of readiness for graduate level practice
 - Evidence of engagement with critical thinking

We are happy to arrange interviews by distance for overseas students.

Candidates would normally be considered for interview if they meet the following criteria:

- Graduates with an Honors degree at 2:2 or above, or appropriate acquired prior learning in a related subject (e.g. film, TV, journalism, radio and media studies) will normally register for the MA

If your first language is not English, you need to take an IELTS test or an equivalent qualification accepted by the University (see <https://www.yorks.ac.uk/international/how-to-apply/english-language-requirements/>).

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Recognition of prior learning \(RPL\)](#). We also consider applications for entry with advanced standing.

Programme aim(s)

To support and facilitate media production through the development and application of your creative skills that engages audiences and/or communities.

Programme learning outcomes

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

Level 7

- 7.1 Demonstrate a systematic understanding of knowledge, and a critical awareness of current research, at the forefront of production knowledge and practice
- 7.2 Manage complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and nonspecialist audiences Independent & Entrepreneurial Media Production
- 7.3 Evidence a comprehensive understanding of a range of techniques applicable to practice-led research in media production.
- 7.4 Demonstrate the ability to engage with and to advance creative processes in one or more forms of media production Independent Production Project
- 7.5 Achieve originality in their understanding and application of production processes and professional practices within media industries
- 7.6 Apply self-direction in problem solving, planning and implementing tasks at a professional level
- 7.7 Demonstrate critically informed competencies in the management and operation of production technologies, procedures and processes.

Programme structure

Code	Level	Semester	Title	Credits	Module status	
					Compulsory (C) or optional (O)	non-compensable (NC) or compensable (X)
PER7006M	7	1	Methods of Reflective Practice	30	C	X
MDP7003M	7	1	Research Practice and Media Production	30	C	X
PER7009M	7	2	Creative Entrepreneurship	30	C	X
PER7010M	7	3	Independent Research	30	C	X
MDP7004M	7	2, 3	Media Production Independent Project	60	C	NC

Any modules that must be passed for progression or award are indicated in the table above as non-compensable. A non-compensable module is one that must be passed at the relevant level with a mark of 50 in order to progress.

Learning, teaching and assessment

The programme has been designed to meet the needs of both students who have just finished undergraduate programmes, and returners to learning who may have already developed their own arts practice. Programme delivery will utilise a blended approach incorporating contact hours, group work and individual tutorials, crit sessions, technical sessions and project supervision.

The programme is concerned with ensuring that students can experience a wide range of teaching and learning strategies across the modules offered within its programme of study. These are structured to facilitate successful achievements of the learning outcomes of each module.

You will be provided with a range of teaching and learning strategies across the modules, including:

- Reflective learning
- Independent learning
- Collaborative learning
- Facilitated learning

This process will be achieved through the use of a wide and varied range of teaching and learning methods, including workshop and studio sessions, seminar discussions, supervised projects and supporting virtual learning environments (VLE) such as Moodle and Teams. It is anticipated that semesters will be divided between periods of intense activity and periods of independent reflection, supported by specific tasks, technician supported open learning, reading and proactive use of VLE (including forums, discussion groups, web publishing of documents). Examples include:

- Lectures
- Demonstrations
- Seminars
- Individual and group tutorials
- Group (peer-to-peer) critiques
- Group and individual presentations
- Visiting speakers/lecturers
- Use of e-learning
- Use of appropriate IT
- Work Related Experiential Learning
- Workshops with key practitioners

Within modules, teaching will consist of a mixture of group seminars and individual tutorials as appropriate. The additional tutorial hours attached to each module will similarly be used flexibly, including bringing onto the module a wider range of staff input from tutors not timetabled to deliver taught contact.

The programme recognises your status as a graduate student and, therefore, places a significant emphasis on independent learning. The programme aims to provide an environment in which you are encouraged to take responsibility for your role in managing your learning and its outcomes with guidance and support from the programme team.

The programme will be drawing its students from a variety of arts practice and theoretical backgrounds and will actively seek to foster modes of collaborative learning, in which knowledge, skills, and practical and critical experiences can be shared and exchanged.

The programme is underpinned by a requirement to engage in self-reflective learning, as a means of locating your own creative practice within a broader professional context. It will also facilitate an understanding of your own learning processes and your relationship with other creative practices.

Finally, through facilitated learning within a variety of contexts, the programme will both consolidate and challenge acquired research methodologies and modes of critical inquiry, in order to encourage the development of new and innovative forms of learning.

Assessment Strategy

The assessment strategy has been developed to include formative and summative assessment in a variety of modes appropriate to the specific learning outcomes of the programme, the level and the module. Assessment strategies have also been developed within the particular context of a practice-based programme and therefore involve significant scope for negotiation between you and your tutor in the assessment of both practice-based work itself and reflection on practice/process.

In addition to formal assessment, module tutors will conduct formative assessment through evaluation of your development and progression at timely and significant points. In addition, the assessment strategies invite you to monitor your own progress and facilitate peer-to-peer evaluation.

Formative assessment

Formative assessment is built into all the modules in a number of forms, including:

- tutor feedback on proposals, drafts, portfolios, plans and any other aspects of assignments in progress.;
- individual and group presentations within seminars or workshops.
- responses to small-scale briefs and projects.
- tutor comments on Moodle discussion forums.
- peer-to-peer critiques and discussion.
- cross-disciplinary exploration.

Formative assessment of this kind is fundamental to the teaching and assessment of practice based modules in the programme, where students will receive continuous informal feedback on works in progress through a combination of showings, discussions and written proposals.

Summative assessment

The programme uses a wide variety of forms of summative assessment. Assessment might include the following modes:

- creative work presented for assessment.
- presentation/demonstration.
- workshop/event.
- annotated reflective document.
- extended essay/dissertation.

Progression and graduation requirements

The University's [regulations](#) for taught postgraduate awards apply to this programme.

Any modules that must be passed for progression or award are indicated in the Programme Structure section as non-compensable.

Internal and external reference points

This programme specification was formulated with reference to:

- [University Mission, Culture and Values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)

Date written / revised:

Programme originally approved: