

## Programme specification

### BA (Hons) Media Production: Film & Television

<i>School:</i>	School of Performance and Media Production
<i>Entry from:</i>	2017/8 <i>in:</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
<i>Programme/s accredited by:</i>	Not applicable
<i>Exit awards:</i>	BA (Ord) Media Production: Film & Television Diploma of Higher Education Media Production Certificate of Higher Education Media Production
<i>UCAS code / GTTR / other:</i>	P3Q4
<i>Joint Honours combinations:</i>	Not applicable
<i>QAA benchmark group(s):</i>	Communication, media, film and cultural studies (2008)
<i>Mode/s of study:</i>	Full-time for 3 years Part-time for 6 years
<i>Language of study:</i>	English

### Introduction and special features

Choosing to study Film & Television Production within the Media Production suite at York St John University means you will be following in the footsteps of graduates who have won a BAFTA award, set up their own successful production companies or who are working in BBC children's TV, in drama and on shows like The Great British Bake-Off. We can help you to develop your own creative film-making abilities, or prepare you to work in the fast-moving and demanding world of television.

With our high-end cameras and equipment, our aim is to help you become skilled in the craft of film and television production, whilst also knowing how to use those tools to tell a compelling story – be it as a documentary or drama. But you'll go a step beyond that so that you can produce the 360° production package that today's media industry demands, in whatever form and via whatever platform is most appropriate. So you will use apps, blogs and social media to promote your work to the widest possible audience, giving you the edge in a competitive employment world.

You will produce a range of outputs, from a video essay to a ciné roman, short film portraits, music videos or promos. You will go on to build on these skills by producing a short film that could be a documentary or a short feature. You will work in our studio to produce television programming – for example, a review or entertainment programme. In level 6, you will be able to specialise in a particular genre for your Final Project.

The strength of our course lies in the fact that we make everything you do industry-facing. For example, the projects you work on may be for a live brief, and we invite practitioners in to help guide you and prepare you for industry. Production processes will mirror those in the real world, so you will not only learn the creative processes, but the accompanying business know-how that you will need to succeed – for example, budgeting, crowdfunding, branding and marketing.

The course isn't all practical, however. We want you to engage with the context, history and theories of media that underpin our practice because we know that this will help make you a more rounded practitioner - one who can blend theory with practice, the critical with the creative. We also know that employers highly value critical thinking skills.

So our aim is to produce creative, flexible practitioners who can produce and promote their work to reach the widest audience. Our industry contacts will give you vital insights into getting work in the industry. You can also take advantage of our Study Abroad option to broaden your experience in another country.

### **Admissions criteria**

You must meet the University's general entry criteria for [undergraduate/postgraduate](#) study.

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.yorksj.ac.uk/international/how-to-apply/english-language-requirements/>). International students will need to meet a minimum level of 6 in IELTS.

All applicants will need to demonstrate confident written English skills through the application and personal statement.

If you do not have traditional qualifications, you may be eligible for entry on the basis of [Accredited Prior \(Experiential\) Learning \(APL/APEL\)](#). We also consider applications for entry with advanced standing.

Non-standard applicants will be considered on a case-by-case basis.

## Programme aims

Media Production: Film & Television has the following subject specific programme aims. It aims to enable the student to:

- Develop a strong grounding in the craft skills of film and television production covering single and multi-camera studio production, directing, producing, camera, lighting, sound, editing and screenwriting;
- Tell a compelling story through the visual medium but also using a range of complementary media – including online - and encompassing fact and fiction;
- Develop a rich critical and historical understanding of debates around media in order to create a deeper understanding of the student's own practice and that of others;
- Investigate the ways in which the media have shaped (and continue to shape) our society and how our society in turn shapes the media;
- Find their own voice with an understanding of contemporary and historical contexts;
- Be creative, critical and analytical thinkers and to apply these skills to a range of tasks and situations;
- Enhance skills in communication, collaborative team-work, self-management, project management and creative problem-solving in order to operate effectively in a diverse employment market;
- Adopt an entrepreneurial approach to their practice and future career - an approach grounded in an understanding of the ways media industries are evolving;
- Operate safely and legally as media practitioners, and with a sound understanding of the ethics of their industry.

## Programme learning outcomes

### FHEQ L4

- 4.1 Demonstrate sound knowledge of the basic concepts in the production of video, audio and online media artefacts;
- 4.2 Communicate ideas effectively in written, verbal and visual forms;
- 4.3 Demonstrate an understanding of core academic skills including research, critical analysis and good academic practice;
- 4.4 Discuss today's media practice in its historical context;
- 4.5 Identify relevant ethical boundaries and appropriate health and safety protocols;
- 4.6 Work individually and collaboratively in the production of media artefacts.

### FHEQ L5

- 5.1 Devise and produce content appropriate to a range of film and television formats;
- 5.2 Apply a critical knowledge of film and television conventions and audiences;
- 5.3 Employ appropriate research skills and scholarly conventions;
- 5.4 Critically analyse contemporary media industries and issues related to employment within that sector;
- 5.5 Operate ethically and within professional health and safety standards;

- 5.6 Reflect on the challenges relating to independent and collaborative working methods;
- 5.7 Demonstrate a critical understanding of different media genres and debates.

### **FHEQ L6**

- 6.1 Synthesise technical, creative and production management skills in the creation of original film or broadcast content;
- 6.2 Operate as entrepreneurs in relation to the promotion, marketing and distribution of work to specified audiences;
- 6.3 Design and conduct independent research using appropriate methodologies;6.4 Critically evaluate their own skills and knowledge in relation to employability in media industries;
- 6.5 Apply industry-appropriate health and safety and ethical standards in the creation of broadcast content
- 6.6 Demonstrate a reflexive understanding of professional team-working practice in studio and location-based productions;
- 6.7 Apply creative, critical and analytical skills to devise solutions across a range of broadcast formats

### **Programme structure**

In level 4, modules will be shared with other Media Production courses, providing you with a breadth of knowledge we think is a real strength of this programme. You will be introduced to the full range of digital skills - covering online, video, audio and social media - in the *Media Production Skills* module, which aims to give you the full suite of production skills required in today's multimedia industry. You will set up your own blog and create a range of media products such as a video essay, a vox pop and a short studio programme. This module will run alongside *Storytelling (Factual)* where you will learn about different storytelling techniques using apps, images, words, video and audio. In *Introduction to Media*, you will explore the history and role of media in culture and society, and develop the study and research skills you will need throughout your degree. In Semester 2, you will develop your drama storytelling skills with *Story to Script*.

Another benefit of sharing common modules at level 4 is that it means you can also easily swap across to a different Media Production degree at the end of that level, opening up more specialised pathways into journalism, radio or the breadth of the more general Media Production degree. So if you're not sure when you start the course, you have time to find out where your interests and strengths lie.

In level 5, you will undertake a *Screen Production* module to develop your film and TV studio techniques, producing a range of outputs such as music videos, promos and a review programme. In Semester 2, you will go on to more specialised film production (*Short Film Project*) where you will work in a group to create a documentary or short feature film. This will

allow you to develop your creative film-making abilities and also allow you to explore different roles so that you can choose a specialism in level 6. Running throughout this level will be a number of options exploring the role of the media in society and the changing nature of today's industry. The *Professional Practice* module will help you to focus on the skills needed for employment and will also help prepare you for your research and practice in level 6. You will be able to apply for the opportunity to Study Abroad during Semester 2 if you'd like to broaden your horizons and experience something (and somewhere) different.

At level 6, we offer the opportunity to really personalise your studies. You will have the opportunity to play to your own strengths by fine-tuning a particular skill that you are interested in as part of the *Advanced Production Skills* set of modules. So that might be directing; cinematography and production design; post production editing; or sound and audio. You will specialise in a medium or genre of your choice for your practical *Final Project*, and you will also carry out an in-depth *Research Project*, bringing together the organisational and study skills acquired throughout your degree. For your final semester, you will get the chance to make a TV programme from a chosen genre, such as a game show, entertainment programme, news or drama (*Studio Production – TV*). All your skills and knowledge will culminate in the creation of a *Professional Portfolio* to showcase yourself and your work to prospective employers.

## Modules for the Programme

Code	Level	Semester	Title	Credits	Status of Module*
1MD002	4	1 & 2	Media Production Skills	40	C
1MD001	4	1 & 2	Introduction to Media	40	C
1MD003	4	1	Storytelling (Factual)	20	C
1MD004	4	2	Story to Script	20	C
2MD001	5	1	Screen Production	40	C
2CP203	5	1	Visual Culture	20	O
2CP202	5	1	Popular Genres	20	O
2MD008	5	1 or 2	Transmedia Practice	20	O
2MD009	5	1 or 2	Indies: To Indiewood & Beyond	20	O
2CP204	5	2	Globalisation	20	O
2CP200	5	2	Convergence Culture	20	O
2MD004	5	2	Short Film Project	20	C
2MD007	5	2	Professional Practice	20	C
3MD001	6	1 & 2	Final Project	40	C
3MD006	6	1	Advanced Production Skills (Directing)	20	O
3MD004	6	1	Advanced Production Skills (Cinematography/Production Design)	20	O
3MD005	6	1	Advanced Production Skills (Post Production)	20	O
3MD003	6	1	Advanced Production Skills (Sound & Audio)	20	O
3MD007	6	1	Research Project	20	C
3MD008	6	2	Studio Production (TV)	20	C
3MD011	6	2	Professional Portfolio	20	C

\***C**: Compulsory, **CP**: Compulsory for progression to the next level, **CA**: Compulsory for award, **O**: option.

Please note that options are subject to staff availability and may not all run in each year.

## Teaching, learning and assessment

We think the best way for you to learn a practical subject like media is by doing it. So whilst there may be some lectures, most staff-led learning sessions are in the form of seminars, workshops and technical demonstrations. Throughout the course we integrate theory and practical work. Production processes will, wherever possible, mirror real ones in industry.

Assessment is carried out through presentations, essays and the submission of portfolios of practical work. There are no formal examinations.

In addition to the formal teaching in scheduled classes, you will have other opportunities to learn through practical experience and wherever possible working to live briefs; for example, in the past our students have created a climate change film and documented the Aesthetica Short Film Festival which takes place partly on campus.

As you approach the end of your degree there is an increasing emphasis on independent learning, but you will still be supported by both academics and our dedicated technical team as part of your timetable as well as outside class. So you'll start to plan and execute work more autonomously (both individually and as part of a team), but we will be there to support and guide you. Several level 6 modules are concerned with professionalism and employability, preparing you for life beyond university.

Staff are available for tutorials through our online booking system and we pride ourselves on the support we give to our students. Our technicians are a cornerstone of that support, given this is a hands-on production degree. We believe that our relationship with you, our students, provides the foundation for your future success.

## Progression and graduation requirements

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

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

## Internal and external reference points

This programme specification was formulated with reference to:

- [University Mission Statement](#) [see page two]
- [Strategic Plan 2015-20](#) [see page four]
- [QAA subject benchmark statement](#)
- [Framework for Higher Education Qualifications](#)

## Further information

Further information on the programme of study may be obtained from:

- Admissions entry profile (Admissions)
- Programme validation document (Registry – Academic Quality Support)
- Regulations (Registry – Academic Quality Support)
- Student programme handbook (School)
- Module handbooks (School)