

## Programme specification

### BA (Hons) Media Production



<i>School:</i>	Performance and Media Production
<i>Entry from:</i>	2017/8 in: 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 Diploma of Higher Education Media Production Certificate of Higher Education Media Production
<i>UCAS code / GTTR / other:</i>	P3P3
<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

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### Introduction and special features

Today's media world is fast-moving, exciting and touches the lives of everyone, whether locally, nationally or on a global scale. Studying Media Production at York St John University will not only give you the skills to work in that world, but also the personal qualities needed to respond to an industry that is changing all the time.

The emphasis is on the practical, with digital at the heart of everything you will do. With a longstanding reputation in film and television production we are well placed to provide you with the craft skills you'll need to produce media across a number of different platforms. 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.

What this course will give you is a grounding in all forms of media production. You will produce short films, television programming, online output and a magazine, and you'll have the opportunity to follow either a radio route or a more in-depth film pathway. You will use social media and a variety of apps to complement more conventional media, and you will get the chance to experiment with smartphones to reflect their growing use for media production. Complementing these technical skills will be an emphasis on storytelling, because content is the most important part about anything you will produce; the technology is merely the tool that allows you to tell the story in a given way.

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, and 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 will have the opportunity to publish to an external audience via our website and our online magazine, Neutral, giving you valuable experience for your CV and putting you ahead in a competitive employment world. 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 has the following subject specific programme aims. It aims to enable the student to:

- Develop a strong grounding in a range of media production craft skills covering online, video, audio and print;
- Tell a compelling story using a range of media and encompassing fact and fiction;
- Understand the diverse needs of different media consumers and apply that in practice;
- 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 form;
- 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 media formats, including film, television, online and/or radio;
- 5.2 Apply a critical knowledge of media conventions to meet the needs of specified 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 Devise and produce content appropriate to a magazine format (print and online); 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 Synthesise technical, creative and production management skills in the creation of original media products that meet legal and ethical standards;
- 6.6 Demonstrate a reflexive understanding of professional team-working practice in studio and location-based production;
- 6.7 Apply creative, critical and analytical skills to devise solutions across a range of different media genres;

#### **Programme structure**

In level 4, modules will be shared with other Media Production courses, providing you with a breadth of knowledge that 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, an audio 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 can choose to follow a fiction pathway with *Story to Script*, or deepen your factual reporting skills alongside our Journalism students (*Reporting, News & Features*).

Another benefit of sharing common level 4 modules is that it means you can also easily swap across to a different Media Production degree at the end of the level, opening up more specialised pathways into film & television, journalism or radio. So if you're not sure when you start your programme, 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 review programmes. In Semester 2, you can choose to go on to the more specialised film production (*Short Film Project*) or to develop your radio skills with a *Radio Project*. 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.

For level 6, you will complete your production skillset with the *Magazine Production* module, working in a group and individually to produce magazine content. You will specialise in a medium or genre of your choice for your practical *Final Project*, so you might choose to make a film as part of a group, create magazine content or work on a radio project. 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 hone your studio production skills in either a television or radio context (*Studio Production – TV or Radio*). 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	O
1MD006	4	2	Reporting (News & Features)	20	O
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	O
2MD005	5	2	Radio Project	20	O*
2MD007	5	2	Professional Practice	20	C
3MD001	6	1 & 2	Final Project	40	C
3MD002	6	1	Magazine Project	20	C
3MD007	6	1	Research Project	20	C
3MD008	6	2	Studio Production (TV)	20	O
3MD009	6	2	Studio Production (Radio)	20	O*
3MD011	6	2	Professional Portfolio	20	C

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

\*2MD005 Radio Project is a pre-requisite for 3MD009 Studio Production (Radio).

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 lecture-style elements, 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. We will encourage you to publish content on our website and for our online magazine, Neutral. You can also get involved in our Student Union radio station, Radio YSJ.

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 and also 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)