

Programme Specification

Award and title: BA (Hons) Media Production

<i>School:</i>	School of the Arts
<i>Subject area:</i>	Media Production
<i>Entry from academic year:</i>	2022/23
<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
<i>Programme/s accredited by:</i>	
<i>Exit awards:</i>	Certificate of Higher Education in Media Production Diploma of Higher Education in Media Production BA (Ord) in Media Production
<i>UCAS code / GTTR / other:</i>	
<i>Joint Honours combinations:</i>	None
<i>QAA subject benchmark statement(s):</i>	Communication, Media, Film and Cultural Studies (2019)
<i>Mode/s of study:</i>	Undergraduate periods of study ¹ for: full time: three years part time: six years
<i>Language of study:</i>	English
<i>Paired with Foundation Year</i>	No
<i>Study abroad opportunities:</i>	Yes
<i>Opt-in YSJU Placement Year opportunity:</i>	Yes

Introduction and special features

Whether it's a podcast, Instagram story, television drama, vlog episode, or fan fiction, there's no denying that media, both visual and audio, is now everywhere. Mobile phones mean media is with us all the time. At the core of all of that media is story. No matter how short or whatever the topic, good media storytelling is driving our culture today. By choosing to study Media Production at York St John you will have the opportunity to develop your storytelling practice and become a creative, flexible and reflective media producer – capable of working solo or in collaboration - with the confidence to use the technical and creative tools needed to produce and promote work to real audiences.

By coming to the city of York, you'll be moving to one of the foremost production hubs in the country, and our partnership with Screen Yorkshire will place you at its centre. You'll also join a community of practitioners, including filmmakers, journalists, graphic designers, digital media marketers, artists and musicians. Whether you want to make podcasts, short films, activist media, documentaries, design websites or just to sample at it and become a 360-degree multimedia specialist, you can explore that with us. We will help you develop your creative skills, as well as your ability to communicate with clients and teammates and get you thinking about where media production might go next. We'll prepare you for a future in which stories are experienced on social media, online or on emerging platforms. Media production skills have never been more in demand,

¹ The standard period of study will apply unless otherwise stated

across all sectors of society, and we will help you to step up to the next level in your career. The strength of our programme lies in the fact that we make everything you do industry led. We are responsive to the rapid changes and developments in the media landscape and right from your first weeks at YSJ, you'll be producing real media products for live audiences.

In Levels 5 and 6 of the programme, you'll be able to choose from a range of module options and work on live industry-set briefs to real deadlines and for real audiences. During your final year, you'll be able to specialise in a chosen format, to collaborate in a team or on your own, to produce a high-quality project suitable for specific exhibition or distribution.

We strongly believe in learning through doing, but that practical experience will be underpinned by teaching you media law, ethics and regulation, as well as the broader critical thinking that will make you a more rounded - and more trustworthy - communicator.

As well as a dedicated teaching team of experienced media practitioners, you'll have masterclasses and attend festivals and screenings to help you to build your contacts and knowledge, and you'll have the opportunity to take part in a work placement in your final year. You can also take advantage of our Study Abroad option in Level 5 to broaden your experience in another country. You will also have access to specialist facilities including dedicated studios and editing suites.

You will receive relevant formative written and/or verbal feedback in every module to help you succeed. This will include the opportunity to submit draft work, take part in group and individual tutorials, presentations, seminars, group discussion and to receive practical advice and support from tutors during workshops.

We host a student awards night at the end of the programme, attended and judged by industry practitioners to give extra opportunities to gain valuable contacts across the media industries, and we encourage our students to promote their work by developing their own online portfolio and professional social media.

The special features of this programme include:

- Access to industry-standard production facilities and equipment.
- Close industry links with a range of leading partners through Screen Yorkshire Connected Campus.
- Clear focus on future employability, media entrepreneurship, freelance, portfolio working and creative citizenship.
- Practical experiential learning in which theory informs practice.
- Opportunities to collaborate and produce a portfolio of high-quality work
- Participation in annual Industry Week where you will meet professional media producers
- Attending international and national festivals, events and masterclasses (there will be a cost to attend some fieldtrips, but where possible these will be subsidised by the University).

Admissions criteria

You must meet the minimum entry requirements which are published on the programme specific webpage.

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 develop a strong grounding in key media production processes and professional practices that enable you to tell compelling stories across multiple media.
- To understand the diverse needs of different media audiences and apply that in practice whilst engaging with broader ethical and cultural debates around media production
- To be a creative, critical and analytical thinker in dealing with a range of media production tasks and situations

Programme learning outcomes

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

Level 4

- 4.1 Work productively in a team by collaborating effectively in the production of media artefacts and/or completion of group assignments.
- 4.2 Demonstrate ability to deliver work to a given brief and make use of a problem-solving approach to specified tasks
- 4.3 Generate ideas, develop, and realise creative and critical work within different forms of writing and media.
- 4.4 Acquire and employ basic technical skills and industry practices in the creation of original media content
- 4.5 Reflect upon own work with reference to academic, scholarly and industry conventions.
- 4.6 Identify and show understanding of the ethical, safety and legal considerations relevant to the production of media artefacts.
- 4.7 Engage with core debates and issues within media production industries.

Level 5

- 5.1 Employ industry-guided media production skills, processes and practices to produce content to given length, format, brief and deadline.
- 5.2 Demonstrate understanding of and compliance with intellectual property rights; health and safety concerns; ethical considerations; and appropriate ethical, regulatory and legal codes in relation to the development and production of media artefacts for specific audiences.
- 5.3 Demonstrate confidence to actively experiment with different media forms, conventions and techniques and exhibiting learning through the development and implementation of ideas.
- 5.4 Demonstrate ability to work productively both in a team and as a solo practitioner at different times through collaboration and leadership.
- 5.5 Demonstrate a critical understanding of different media platforms, forms, and audiences.
- 5.6 Apply entrepreneurial skills in dealing with audiences, clients, sources, contacts, or collaborators, and in the development of own professional identity.
- 5.7 Critically reflect upon own work and skill development applying academic, scholarly and industry conventions.
- 5.8 Employ appropriate research skills and scholarly conventions in the critical analysis of the media

Level 6

- 6.1 Synthesise technical, creative and production management skills in the creation of original media production for a range of audiences
- 6.2 Demonstrate a sophisticated understanding of and engagement in processes linking pre-production, production, marketing, distribution, and reception of media or journalistic artefacts for specific audiences.

6.3 Plan, organise, manage and complete supervised, self-directed projects

6.4 Show development of individual proficiencies in aspects of media production.

6.5 Collate, organise and deploy ideas, sources and information to formulate arguments cogently and express them effectively.

6.6 Carry out research for dissertations, projects, or creative productions involving sustained independent and critical inquiry using appropriate academic conventions.

6.7 Show a sophisticated understanding of your ethical, legal and regulatory responsibilities in relation to working with sources, production and collaboration, dissemination and audience.

6.8 Operate in professional media through successful engagement and reflection with a work-based learning project

Programme structure

Code	Level	Semester	Title	Credits	Module status	
					Compulsory (C) or optional (O)	non-compensatable (NC) or compensatable (X)
MDP4008M	4	1	Researching Media Industries	20	C	X
MDP4009M	4	1	TV Studio Production	20	C	X
MDP4010M	4	1	Location Production	20	C	X
MDP4011M	4	2	Media Contexts and Debates	20	C	X
MDP4012M	4	2	Drama Project	20	C	X
MDP4014M	4	2	Digital Content Creation	20	C	X
MDP5012M	5	1	Documentary Production	40	C	NC
MDP5018M	5	1	Magazine Production	20	O	X
MDP5019M	5	1	PR and Communications	20	O	X
MDP5013M	5	2	Short Film Project	40	C	NC
MDP5014M	5	2	Indies: To Indiewood and Beyond	20	O	X
MDP5017M	5	2	Critical TV Studies	20	O	X
MDP6013M	6	1	Research Project	20	C	X
MDP6020M	6	1	Live Industry Project	20	C	X
MDP6022M	6	1	Podcasting	20	C	X
MDP6021M	6	2	Final Project	40	C	NC
MDP6014M	6	2	Post-Production: Individual Project	20	O	X
MDP6017M	6	2	Multicamera Project	20	O	X
MDP6018M	6	2	Sound: Individual Project	20	O	X

Please note that not all options may be available every year as they depend on student demand and staff availability.

Any modules that must be passed for progression or award are indicated in the table above as non-compensatable. A non-compensatable module is one that must be passed at the relevant level (with a mark of 40) in order to progress.

Learning, teaching and assessment

We believe that the best way for you to learn a practical subject such as media production is by doing it. So, while there are some lecture-style sessions, most of your taught time on this course will be spent in seminars and workshops and in studio production sessions, mirroring real-world practice.

Your learning journey through your programme will be clearly explained to you.

- At Level 4 you will focus on the acquisition of basic production skills and core knowledge around questions of form, context and practice as well as addressing the challenge of working in a group, building personal confidence and becoming more independent in your learning.
- At Level 5 you will have more opportunities for experimentation and creative risk taking as well as improving your skills working in collaboration with other students. You will be supported to create more impactful, ethically informed content that is able to meet diverse audience needs and to think about your emerging professional identity as a journalist or media producer.
- At Level 6 you will enjoy greater freedom to specialise in the skills that make you ready to start your career. These will include the opportunity for work placement, entrepreneurship, participation in live briefs and/or community projects. You will be encouraged to take greater responsibility for understanding and reaching audiences through the completion of a range of self-directed creative and academic projects.

Assessment will be through presentations, essays, the submission of portfolios of practical work and reflective analysis from group work and productions.

You will have the opportunity to collaborate in producing group work with fellow students. Working together is a vital skill in media industries and central to future employability across a range of graduate pathways. From the very start of your programme you will learn methodologies to enable you to collaborate in the production of media artefacts. This will be supported through workshop sessions where you will be introduced to the theory and practice of effective group working.

Assessment of group work will be carried out through the creation of portfolios in which you will be graded on your individual learning and understanding of relevant production processes and ideas demonstrated through observation, reflection and where appropriate completed projects, artefacts or action plans.

Much of the time you will be producing work for real products – social media, public websites, printed publications, live briefs for clients, live productions, work experience and so forth. And throughout your studies and practical work you will be supported and guided by an experienced team of academics and media practitioners, and our dedicated media technical team.

In each module you will be provided with a moment of formal formative assessment in which a tutor will provide detailed feedback on a piece of work. This may be written, recorded or verbal and will enable you to identify areas for improvement and development ahead of the final submission. You will also be required to engage in individual and small group tutorials and seminars which will provide support and on-going critique. Workshop sessions are characterised by a dialogical approach in which students are encouraged to seek feedback through collaborative approaches to learning and teaching including peer-to-peer.

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 as non-compensatable.

Internal and external reference points

This programme specification was formulated with reference to:

- [University mission and values](#)
- [University 2026 Strategy](#)
- [QAA subject benchmark statements](#)
- [Frameworks for Higher Education Qualifications](#)
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Date written / revised:

Programme originally approved: