

Nottingham College Course Specification

Basic Course Information		
1	Awarding Institution	Nottingham Trent University
2	Faculty/Campus	Creative Arts City Campus
3	Final Award	Bachelor of Arts (Honours) Digital Media Design
	Course Title	BA (Hons) Digital Media Design
	Modes of Study	Full-time Part-time
4	Normal Duration	Full-time 1 year Part-time 2 years
5	UCAS code	Institution Code: N30 Course Code: W214 Short form of course: BA/DMD Campus Code: C

6 Overview and general educational aims of the course

The course has been designed to offer you a flexible framework to allow you to specialise in your own area of digital design and digital media production. The course structure provides an opportunity for advanced independent study, offset against a framework of learning outcomes indicative of the digital and design industry. There will be a very strong focus on new media technologies, entrepreneurship, and practice linked to future professional opportunities. In this respect, you will produce material that complements the skills necessary to succeed in a fast-moving dynamic industry. Early modules in the course challenge you to develop professional skills in terms of pitch and proposal, as well as determining advanced challenges and target setting. The modules provide a basis for clear reflection on your future creative opportunities, and the material you produce will provide the foundations for designing and determining your future employment.

The course has been designed to enable you to work with professional briefs across a wide range of disciplines in which you will eventually wish to work. These vocations can cover a full spectrum of digital media including digital audio and radio, film making and/or television production, VFX and video post-production, illustration and graphic design, photography, branding, web technologies, 2D/3D digital animation to name but a few.

You will be required to complete a critical study of the industry in the form of a written report to show competences in research, analysis and use of English. The course recognises the need for developing traditional HE Level 6 skills that provide a foundation upon which further education at post-graduate level can be made possible, in addition to its vocational outcomes.

To summarise, the BA (Hons) Digital Media Design is designed to meet the following aims:

- To provide you with opportunities to examine the areas of the industry in which your interests and future aspirations lie, and to enable you to work toward professional standards
- To give an overview of the digital design industries and provide the underpinning knowledge necessary to operate effectively as a skilled practitioner
- To work with the support of professional institutions within the industry, investing in a capable and creative future workforce
- To enhance your understanding of the importance of the digital design sector and enable you to gain effective skills desired by employers across a range of industries
- To integrate specific knowledge and skills into a coherent whole, which will encourage you to view the industry holistically
- To develop a recognition, appreciation and commitment to lifelong learning
- To develop your understanding of the role and standing of digital media products in the broader environmental, economic, political, social and technological context.

Course Outcomes

Course outcomes describe what you should know and be able to do by the end of your course if you take advantage of the opportunities for learning that we provide.

Knowledge and understanding. By the end of the course you should be able to:

1. Synthesise knowledge and principles in novel ways to deal creatively with new situations **(B) (I)**
2. Apply research methodology in an imaginative and thorough way **(B)**
3. Critically review evidence showing a full understanding of the topic within a wider cultural or industrial context **(B) (I)**
4. Apply learned business theory and principles in the identification of a range of valid solutions to complex problems and begin to reflect on the theory, practice and outcomes **(B)**

Skills, qualities and attributes. By the end of the course you should be able to:

1. Apply autonomous work processes over significant extended tasks recognising accountability for the process and outcomes **(B) (I)**
2. Analyse and resolve complex situations and problems from a range of different viewpoints **(B) (I)**
3. Employ and evaluate professional practice and communication skills in interacting with groups and individuals from professional and vocational settings **(B) (I)**
4. Examine critical and creative issues in discussion **(B) (I)**
5. Employ professional knowledge and principles in the practical solution to complex and substantial problems **(B)**
6. Evaluate existing theory and professional practice to critically review process, solutions and outcomes **(B)**

Note:

(B) indicates those outcomes having specific reference to the QAA Subject Benchmark statements for *Communication, Media, Film and Cultural Studies 2016*.

(I) indicates those outcomes which are required for the attainment of an Ordinary Degree

8 Teaching and Learning Methods

A variety of teaching and learning methods will be incorporated into the course in order to ensure you cover all learning outcomes. These will include lectures, tutorials, workshops, directed research, case study analysis and visiting speakers.

A range of teaching styles will be used in order to take into account the differing learning styles of students. Learning activities are planned to help you to achieve the aims of the course and enable you to successfully show that you have met the learning outcomes for the individual modules. You will be encouraged to further develop independent learning skills through directed learning from module tutors and via self-directed study.

Teaching methods employed by the team to deliver the course will include:

- Academic Lectures – formal taught sessions that will cover specific academic subjects as part of a module, during which you will be expected to make notes and then develop learning based on the relevant contents of the lecture. The principal focus of the lecture is to develop analytical skills, knowledge and understanding of a range of material
- Workshops/Labs – practical sessions during which you will be able to work on a multitude of production orientated tasks, and in which staff will be on hand to facilitate learning of practical skills
- Educational visits – there will be a range of UK based production shows (TV and Radio), exhibitions (Cultural and Artistic), and trade fairs (Design and Photography) which you will be encouraged to attend and reflect on during the year
- We organise one or more optional overseas educational visits each academic year. These may be European or based further afield. During an overseas visit, there will be an itinerary of cultural activities within the spectrum of digital media design arranged for you to participate in.
- Visits from guest speakers – industry advisors and additional guests offering key knowledge of specific practices and production skills will be invited in to discuss your work and career opportunities within the public or private sectors
- Tutorials – regular meetings with module leaders and course tutors designed to address specifically analytical skills, knowledge and understanding.

Learning methods employed by the course team to encourage the acquisition and retention of knowledge will include:

- Peer review – you will be expected in certain modules to test and pitch your intended product to both peers and professionals, gaining valuable ideas and insights into your own work. The shared understanding gained from peer and professional evaluation is never to be under-estimated in helping you develop existing knowledge, as well as gaining new skills.
- Collaborative work – you will be required in some cases to undertake collaborative works with individuals, corporations or funding bodies. The experience of collaborating with partners and prospective employers will be key to your future success in the industry.
- Taught/directed study – delivery of lectures and workshop labs will provide you with explicit knowledge of key practices and procedures to help you develop skills and other attributes
- Formal written assessment – all of your work will receive formal written feedback, following which you will have an opportunity to have more in-depth discussion relating to assessed work to develop knowledge and understanding of your own progression during the course

- Self-directed independent study – ultimately you are responsible for your own learning, especially at undergraduate level. You must demonstrate that you are a capable and independent learner able to work without continual supervision. Independent study will help you gain skills, subject knowledge and understanding and will provide demonstrable evidence of your commitment to lifelong learning.

Assessment Methods

The course focuses on the following principles of good practice that are relevant to both education and industry:

Formative Assessment – Formative assessment will occur as an ongoing process of tutorial and workshop discussion with your tutors and may occur within a broad range of challenges and questions faced by students. You will be required to record records of the formative assessment process, and reflect on the areas discussed.

Summative Assessment – Will always occur after formal submission of your work. You will receive written feedback related to the learning outcomes, but may also be supplemented by recorded audio assessment where appropriate. Summative assessment will always relate to the learning outcomes expected for each module, but may also include assessment related to furthering your skills and knowledge in future projects

Your assignments are assessed through submission of both academic and production specialist artefacts at the closure of each module. Effectively these are at weeks 8, 15, 23 and 30.

Formal written feedback is given for both written and production elements of module submissions. Some themes are common to each module, including use of literature/reading and presentation and others more specific. These include practical research, practical response, Research/Findings and analysis. Common to all modules are the following;

Research

In all modules there is an emphasis on academic and practical research that acts as a continual formative benchmark, distinguishing well developed material against that which has either been rushed or produced as an afterthought in time to meet deadlines. You will carry out thorough research not only to complement an understanding of a subject but also as clear indication of engagement with professional and industry specialists. Engagement with the wider world is also clear evidence of a dynamic committed approach that will impress your prospective employers or future clients. Evidence of good practical research should be presented in sketchbooks or through online presentation services such as those provided through Adobe Spark, and could be a mixture of pre-production material, business plans, texts and correspondence with clients and/or collaborators. In all instances of production work, good research exemplifies good practice and subject knowledge.

Evidence of good academic research is submitted as written academic reports, but can also include reflective studies, research notes and detailed analysis. Throughout the course this could also include pre-production material, business plans, research blogs, and evaluation notes. Written work must always show that due care and attention has been paid to both detail and content, whether in use of language, grammar, or appropriate presentation format and citation. Academic reports must adhere to strict academic rules (eg, use of Harvard referencing), and must be submitted through TurnItIn. Research will also demonstrate a fluent use of concise technical terminology, and arguments, proposals and summative material must be in-depth and self-critical.

Production

All production material for assessment must be of a high standard and should be submitted in a delivery format appropriate to the content. In other words, broadcast material must be submitted in a format which is of sufficient quality to be broadcast. Online material must be easily accessible for streaming or playback, or download, and any work on digital storage media submitted for assessment must be in an appropriate readable format for its intended audience.

10 Course structure and curriculum

There are four taught modules required for the completion of the BA (Hons) Digital Media Design course, as seen below, with a respective synopsis and indication of weighting. All of the modules will be delivered and assessed at QCF Level 6:

Module Code	Module Title	Credit Points
DMD601	Professional Practice	40
DMD602	Contemporary Issues in Digital Design	20
DMD603	Specialist Skills in Digital Design	20
DMD604	Independent Study	40

DMD601 Professional Practice (40 Credits)

In this module you will learn how to develop and pitch project proposals using advanced professional working practices. You will develop the knowledge and skills crucial to success in the industry, including collaboration, effective use of technology, how to research and understand markets, current industry standards and practices, and how to update your professional and personal skills. Your developments during this module will culminate in a proposal and presentation pitch for the practical digital design brief for DMD603 and could potentially be developed further for DMD604.

DMD602 Contemporary Issues in Digital Design (20 Credits)

In this module you will initiate an original piece of critical research relative to digital design and media. This is an academic writing module and should be relevant to your chosen study area or future career aspirations. For example, students specialising in film-making or video documentary could complete an academic study into digital distribution, the effect digital technology is having on viewer habits, or may explore how to develop and maintain an audience through online services such as YouTube.

DMD603 Specialist Skills in Digital Design (20 Credits)

This module is about determining and reflecting upon your current level of digital design and media skills before further progressing your abilities through setting demanding challenges and making crucial advances in your individual specialist areas. You will start working on the digital design project you proposed for DMD601 and solve a set of challenges (minimum of 3) that you have determined are required to both complete the project and enhance your skills and abilities. This module gives you a significant opportunity to understand and overcome skills challenges and develop solutions to keep you up to date with current digital design practices and technologies.

DMD604 Independent Study (40 Credits)

In this module you will author, develop, and produce a distinctive body of practical and academic project work that confirms your independent self-development in digital media design. In this module you can work independently or collaborate with others, and it can be based on potential or existing business opportunities, personal portfolio development, or the creative and artistic developments you seek to master. Alongside the practical portfolio of work and project documentation required, you will also select a section of work and create a professional presentation/show as determined by professional relevance to your specialist area of study.

Full Time Course Modules, Credits and Delivery

Full time students will study across one year, and study will occur across two semesters. Students will study two modules in each semester, with DMD601 and DMD602 in semester 1 and DMD603 and DMD604 in semester 2.

Module Code	Module Title	Credit Points
DMD601	Professional Practice	40
DMD602	Contemporary Issues in Digital Design	20
DMD603	Specialist Skills in Digital Design	20
DMD604	Independent Study	40

Part Time Course Modules, Credits and Delivery

Part time students will study across two years, and study will occur across two semesters for both years of study. The part time module schedule will synchronise and run parallel to the FT model, so that students can engage fully with specific module timetabling and undertake course modules alongside their full time peers.

Module Code	Module Title	Credit Points
Year 1		
DMD601	Professional Practice	40
DMD603	Specialist Skills in Digital Design	20
Year 2		
DMD602	Contemporary Issues in Digital Design	20
DMD604	Independent Study	40

A student who has 240 credits from courses validated through Nottingham Trent University, and gains **60** credits on the BA (Hons) top-up, will be eligible for an Interim Award (Ordinary Degree).

A student with accreditation of prior learning, or 240 credits from courses not validated through Nottingham Trent University, and gains **80** credits on the BA (Hons) top-up, will be eligible for an Interim Award (Ordinary Degree).

11 Admission to the course

The BA (Hons) Digital Media Design course has been designed specifically for students who have completed QCF Level 5 qualifications and wish to gain a graduate level qualification at QCF Level 6. The course is to be considered a 'final year' that complements and builds upon prior accredited learning. As such BA (Hons) Digital Media Design will not be available for students who do not possess formal qualifications.

The following criteria are the standard entry requirements for the course:

- Successful completion of a Foundation Degree; or
- Successful completion of an HND in Media, Multimedia, Photography, Graphic Design or 3D Design with predominantly merit or distinction grades from six units
- 240 CATS points are required as prior recognised learning in a related field. Students transferring from external UK or international HE institutions must show successful completion of QCF Level 4 and Level 5 from the university or HE institution they are transferring from

Direct entry International students will require an IELTS score of at least 6.0, with no component less than 5.5, in addition to the standard entry criteria of 240 CATS points.

The entry requirements will enable applications from a wide range of prospective local and national students who have completed degree qualifications to a minimum of QCF Level 5 in an appropriate subject area. This may be from subjects such as Art and Design, Graphic Design, Photography, Animation, Television and Film, Media Production, VFX, Digital Media.

12 Support for learning

You will undergo a planned course of induction activities, which include induction to Nottingham College and the course. This will include activities such as induction to the Learning Centre, team building activities and specific course induction.

As a HE student you will have a named personal tutor who will provide general academic guidance and support to you throughout the academic year. You will be entitled to have a minimum of three individual tutorials during the year where your progress on the course will be discussed and where you can record and set targets. You should anticipate that you will also participate in on-going and regular individual tutorial support from module leaders. These individual module leaders will provide support for specific modules, providing informal and formal discussion on your skills and professional progression.

A student counselling support service is available for all students.

There are a number of support strategies in place, which are specific to the BA (Hons) Digital Media Design. These include:

- Trips and Excursions – Educational visits are a fundamental factor of engaging with the extra curricular world and often focus on trade fairs, conferences and special subject-specific exhibitions. Visits are generally devised that will widen your awareness of the historical and cultural contexts of the subject, as recommended good practice by the Quality Assurance Agency subject benchmark statements for *Communication, Media, Film and Cultural Studies*.
- Technical support – Although the College has appropriate technical support teams for the Information Technology and media areas, specific advice and guidance relating to software and hardware used in education and production will be provided by the academic staff on the course.
- Nottingham Trent University Learning Centres – Nottingham Trent University (NTU) provides access to Nottingham College students registered on NTU validated courses.
- Careers Advice - Guest speakers from Industry form a decisive, informative guide to working and gaining work in industry

13 Graduate destinations/employability

At the end of the course you will have acquired the professional knowledge and skills necessary to equip you for employment in the developing new media sector. The undertaking of Industry briefs is a direct link to the world of work which ensures that you will be producing material for your desired destination as a form of work-based learning.

Having consulted at length with a number of representatives from the digital media sector, the course team has created the course to provide you with the best chance of employment based on a skills profile required by prospective employers.

Former students are currently working within the industry in a range of positions and vocations. These include:

Radio Presenter (Mansfield FM)
Games Developer (Mazuma)
Studio Director (Gem TV)
3D Designer (Storm FX)
Multimedia Designer (Boots PLC) (Ikea)
Web Designer (Adtrak) (JH) (The Web Design Group) (HeartCMS)
Photographer (Leap Photography)

Upon graduation it may be your wish to undertake a post-graduate diploma or higher degree. This course will help you develop skills in a number of areas that will be beneficial to progression in your studies. Modules will provide you with the necessary presentation, academic, and analytical skills that will aid such progression. Former students have gone on to study at MA and MSc level at a variety of institutions including The University of Nottingham and Sheffield Hallam University for instance.

14 Course standards and quality

The Course Leader will monitor and review feedback from you, as a current student, on the induction process and delivery of each module. You will also be provided with detailed formative and summative feedback on all work that is assessed.

An External Examiner will monitor and assess the standards and quality of the course and submit an annual report to NTU as awarding institution.

An NTU academic liaison will also monitor and report on the standards and quality of the course on behalf of the awarding institution.

Explicit links have been forged with the private sector (The Web Design Group, HeartCMS, JH Design etc.) to maintain currency of the curriculum and professional standards.

15 Assessment regulations

This course is subject to Nottingham Colleges HE Assessment Policy (located in the Handbook for Higher Education Students), a copy of which will be made available to you at induction.

A copy of all relevant regulations and course documents are available on the College Virtual Learning Environment (VLE) for you to access at any time.

16 Additional Information

Collaborative partner(s): Nottingham Trent University

Course referenced to national QAA Benchmark Statements: Communication, Media, Film and Cultural Studies 2016

Course recognised by:

Date implemented: September 2018

Any additional information: