Appendix 1: PROGRAMME SPECIFICATION

1. BSc(Hons) Programme Specification

1. Qualification B.Sc. (Hons)	2. Programme Title Multimedia and Website Development	3. UCAS Code 3 year - G452 Short form BSc/MWD 3.5 year- G453 Short form BSc/MWD4	4. Programme Type Modular B.Sc. Single Full Time and Part Time

5. Main Purposes and Distinctive Features of the Programme

Main Purposes

i. To provide students with a broad based education in multimedia and website technologies, design and applications.
ii. To equip students with the skills and knowledge necessary to pursue a successful career in multimedia, website and related industries.
iii. To develop in students an ability to analyse, specify, design, produce and market multimedia and website material.
iv. To promote in students a capability to contribute in a creative and innovative manner to rapid technological change.

Distinctive Features

i. A comprehensive coverage of infrastructure technologies.
ii. Extensive practical instruction in the design and production of all types of multimedia and website material.
iii. Special emphasis on promotional and marketing techniques
iv. Opportunities for industrial projects and placements
v. Operated within a Managed Learning Environment

6. What a graduate should know and be able to do on completion of the programme

Knowledge and understanding in the context of the subject(s)

i. Computer systems, structures and principles of operation
ii. Computer networks, topologies, security issues and communication protocols.
iii. Multimedia/website design and production techniques
iv. Types and applications of design software
v. Project planning and management
vi. Marketing and promotional techniques

Cognitive skills in the context of the subject(s)

i. Critically evaluate a set of given requirements for a multimedia production or website
ii. Construct an appropriate specification from a given set of requirements
iii. Derive a suitable implementation plan for a multimedia or website project
iv. Design, integrate and test multimedia and website material
v. Devise and implement appropriate human computer interaction techniques to maximise marketing potential
vi. Identify and solve technical problems associated with the design and delivery of multimedia and website material

Subject-specific practical/professional skills

i. Use a range of computer systems and networks
ii. Specify and configure appropriate computer hardware & software for a multimedia/website application
iii. Select, evaluate and utilise appropriate techniques and technologies to construct multimedia and website material
iv. Define and utilise design software for graphics, animation, video, audio, virtual reality and e-commerce applications
v. Prepare appropriate documentation and deliver relevant presentations

Other skills (e.g. key/transferable) developed in subject or other contexts

i. Use a range of computing and IT facilities
ii. Pursue independent study
iii. Communicate effectively orally and in writing.
iv. Manage time and resources effectively
v. Engage in continual professional development

7. Qualities, Skills & Capabilities Profile

The educational and training goals of the programme are to develop and demonstrate the following qualities, skills, capabilities and values in its graduates.

A Cognitive	B Practical	C Personal & Social	D Other
Evaluation of systems and ideas;	Computing hardware, software and network specification and configuration;	Self motivation;	Project proposals, feasibility studies and technical report writing;
Design and synthesis;	Multimedia & website material specification, design and implementation;	Organisation and time management;	Presentation;

Applied problem solving;			Investigation;
Analysis of Information;			Information gathering;
Flexibility of thought;			

8. Duration and Structure of Programme/Modes of Study/Credit Volume of Study Units

3 years full time; 4 - 5 years part time organised on a 2 semesters per year basis and comprising 360 credits of study
Part 1 comprises 6 level 1 20 credit modules or equivalent
Part 2 comprises 6 level H2 20 credit modules or equivalent AND 6 level H3 20 credit modules or equivalent

Part II			*Bachelor Honours Degree - 360 credits*
	Core Modules	Optional Modules	**Project**
Level 3 (HE6)	Electronic Commerce Multimedia Project Development Business Issues of Digital Media	Enterprise Systems Virtual Environment Technology Internet Based Computer Games Multiplatform Applications	40 credit individual project (for single subject) with self managed integration, extension & practical application of knowledge
			Diploma of Higher Education - 240 credits
Level 2 (HE5)	Project Skills Multimedia &Website Design Database Theory & Practice Digital Imaging and Video Computer Sound Processing	Unix Computer Security Human Factors	
Part I (Level 1)			*Certificate of Higher Education – 120 credits*
Level 1 (HE4)	**Professional** Development for the Creative Industries Website Production Programming for the Web Computer Networks Creative Design Digital Media		

9. Learning, Teaching and Assessment

Learning, Teaching and Assessment Strategy

Learning and Teaching Methods

Active learning is promoted by lectures, seminars, demonstrations, videos and guided student centred activities. In particular, extensive use will be made of online study techniques. Practical skills will be acquired through laboratory sessions, demonstrations, assignments and projects.

Assessment Methods

Assessment tasks are linked to the learning outcomes of each module and are normally completed by the end of each module. Types of assessment include :- Written examinations (unseen or open-book), essays, assignments, projects, case study analyses, in-class tests (practical, written or online), demonstrations and interviews.

Assessment Classification System

The pass mark for individual modules is 40%. Final degree classification is based on aggregated performance in Part 2 modules according to the Technology Modular Scheme

Honours Classification Bands

First Class	70% and above
Upper Second Class	60%-69%
Lower Second Class	50%-59%
Third Class	40%-49%
Borderline/ Consideration for Unclassified degree	30%-39%

10. Other Information

Date programme first offered

September 2002

Admissions Criteria
Standard Requirements

Five GCSE passes (Grade C or better) including English, Mathematics and a Science subject and 240 UCAS tariff points.

Acceptable alternatives would be :-

Edexcel/BTEC National Diploma/Certificate (merit profile),
Irish Leaving Certificate, International Baccalaureate, Scottish Highers, AGNVQ or completion of a suitable kitemarked access course.

Non Standard Entry

Relevant work/life experience and interview
Other cases dealt with by admissions tutor on an individual basis

Indicators of Quality and Standards

i. Validated by panel with external subject specialists
ii. External examiner validates Part 2 assignments and examinations
iii. Consistent with QAA Benchmark statement for computing degrees

Appendix 4: ASSESSMENT SUMMARY TABLE

Level 1 (HE4) modules

Module No.	Module Name	Coursework	Examination
MWD1000	Digital Media	100%	0%
MWD1001	Website Production	100%	0%
MWD1002	Programming for the Web	100%	0%
MWD1003	Creative Design	100%	0%
MWD1014	Computer Networks	50%	50%
SED1007	Prof. Dev. for the Creative Industries	100%	0%
CST1010	Information Systems	50%	50%
PDD1007	Introduction to Visualisation	100%	0%

Level 2 (HE5) modules

Module No.	Module Name	Coursework	Examination
MWD2000	Digital Imaging & Video	100%	0%
MWD2001	Multimedia & Website Design	100%	0%
CST2503	Database Theory & Practice	50%	50%
LCT2505	Computer Sound Processing	100%	0%
LCT2614	Project Skills	100%	0%
LCT2512	UNIX	50%	50%
LCT2504	Computer Security	50%	50%
CST2516	Human Factors	50%	50%
LCT2513	HND Project	100%	0%

Level 3 (HE6) modules

Module No.	Module Name	Coursework	Examination
LCT3001	Project	100%	0%
MWD3003	Business Issues of Digital Media	50%	50%
MWD3004	Multimedia Project Development	100%	0%
LCT3009	Electronic Commerce	50%	50%
MWD3002	Multiplatform Applications	50%	50%
LCT3012	Enterprise Systems	50%	50%
MWD3001	Internet Based Computer Games	50%	50%
MWD3005	Virtual Environment Technology	50%	50%