Programme Specification

Programme Title: BA (Hons) Media, Writing and Production

Awarding Institution:	University of Bolton
Teaching Institution:	University of Bolton
Division and/or Faculty/Institute:	Faculty of Arts and Media Technologies

Professional accreditation	Professional body	Professional body URL	Status of graduates
	N/A	N/A	N/A

Final award(s):	BA(Hons)
Interim award(s)	N/A
Exit or Fallback award(s)	Certificate of Higher Education in Media, Writing and Production Diploma of Higher Education in Media, Writing and Production
Programme title(s)	Media, Writing and Production
UCAS Code	PWH8
JACS Code	P310
University Course Code(s)	Full-time TFS0004 Part-time TFS5001
QAA Benchmark Statement(s)	Communication, Media, Film and Cultural Studies
Other internal and external reference points	QAA Academic Infrastructure, including the Framework for Higher Education Qualifications and the Code of Practice UK Quality Code for Higher Education University of Bolton awards framework Skillset Sector Skills Council
Language of study	English
Mode of study and normal period of study	Full time – 3 years Part time – 4.5 years

Admissions criteria

Criteria

Standard requirements
- At least two A2-levels (or equivalent) in any subjects
- Applicants will also need 5 GCSE grade A-C passes, including English, or equivalent.
- Applicants may be required to attend an interview and bring examples of their work.

If you do not have A-levels or equivalent qualifications it may be that you have extensive work or life experience that has prepared you for higher education. Alternatively we may be able to offer you a suitable access or foundation course that will allow you to develop the skills necessary to succeed in higher education.

Non-standard entry
- Pass in a relevant Kitemarked Access to HE course or relevant work/life experience
- A portfolio of work (a short screenwriting sample, examples of work in a visual medium, a short piece of critical writing), and interview.
- Overseas students will need to have English Language IELTS score 6.0

Additional admissions matters
Interviews (when carried out) can be arranged online or in person.

Fitness to practise declaration
N/A

Aims of the programme
The BA (Hons) in Media, Writing and Production is a screenwriting and digital film-making course, with a strong underpinning of critical and theoretical study, which puts the script at the heart of production. It is one of the few media courses that places emphasis on both storytelling and production. To prepare students for work in the film and TV industries as screenwriters, directors or in a variety of craft production roles, the curriculum aims to:

- introduce students to the whole process of creating a digital film, from ideation, research and screenwriting, through pre-production and production to post – production and distribution/exhibition. This enables students to understand and engage in the collaborative working practices that are central to the moving image industry, and puts the script at the heart of production.
- encourage students to site their own creative work, as well as others' screenwriting and moving image production, within a critical understanding of media institutions and practices and social, cultural and historical contexts.
- promote professional standards in screenwriting and moving image production and to mirror industry working practices.
- foster students' ability to create work that communicates with diverse audiences locally, nationally and globally.
- function as a small-scale, independent film/TV production studio benefiting from the critical intellectual traditions of higher education.
- encourage students' professional development through access and exposure to the working world of moving image production.

- enable students to reflect critically and constructively on their own and their peers' achievements.
- support the University's mission in widening participation in higher education and enable new voices to enter the moving image industry.
- help establish a creative community of students and lecturers, where staff research by creative practice and theoretical study informs, and is informed by, teaching and learning.
- emphasise students' self-determination, the value of learning through action and experience, and the significance of dialogue as the basis for cooperative learning and creative practice.
- prepare students for work in a variety of roles within the global moving image industry, and in other employment that requires creativity, self-direction, good communication and teamwork skills.
- develop students' transferable and employability skills including skills for self-employment.
- develop students as global citizens and give them an awareness of the international film community and audience.
- develop students' academic and research skills and prepare them for study at Master's level.
- help establish key values in the areas of entrepreneurialism, internationalisation, sustainability and social, public and ethical responsibility.

Distinctive features of the programme

The distinctive features of the programme are as follows:

- we have established a creative community where staff research by creative practice and theoretical study informs, and is informed by, teaching and learning;
- we ensure that students develop strong storytelling skills and abilities;
- we prepare students for work in a variety of roles within the UK moving image industry, and in other employment that requires creativity, self-direction and good communication and team-work skills;
- we have a high profile guest lecturing programme;
- students work to industry briefs;
- we have a strong BBC Education partnership;
- there are festival submissions and screenwriting competition entries;
- we have an annual degree show screening;
- we have a strong relationship with local media industries;
- lecturers have industry experience;
- we provide access to industry-standard equipment;
- we organise trips to festivals throughout Europe*;
- we have an established production company based at the university which can offer students working experiences and live briefs;
- we work with local filmmaking networks and contribute to their screening programmes;
- we offer work-experience placements;
- students are given real working responsibilities on live work.

*Please note trips and study visits are optional, vary from year to year, and are charged to the student.

Programme learning outcomes
K. Knowledge and understanding On completion of the programme successful students will be able to demonstrate systematic knowledge and understanding of:
1. the economic forces and global power relationships that frame the media and cultural and creative industries.
2. audio, visual and verbal conventions through which sounds, images and words make meaning and how these vary across cultures and historical periods.
3. the role of technology in media production, content manipulation, distribution, sustainability, access and use.
4. new and emergent media forms and how they relate to audiences and programme makers.
5. the legal, ethical and regulatory frameworks that affect media and cultural production, manipulation, distribution, circulation and consumption.
C. Cognitive, intellectual or thinking skills On completion of the programme successful students will be able to demonstrate the ability to:
1. carry out forms of research for essays, projects, creative productions or dissertations involving sustained independent enquiry.
2. analyse and critically review their own creative processes and practices through engagement in one or more production practices.
3. analyse information and experiences, formulate independent judgements, and articulate reasoned arguments through reflection, review and evaluation.
4. be adaptable, creative and self-reflexive in producing output for a variety of media audiences.
5. explore and apply the University's core values of internationalisation, sustainability and employability to media projects.
P. Practical, professional or subject-specific skills On completion of the programme successful students will be able to demonstrate the ability to:
1. produce work which shows their skills in the effective manipulation of sound, image and the written word, through digital productions and scripts.
2. develop creative ideas and concepts based upon secure research strategies.
3. employ audio-visual materials, techniques, methods, technologies and tools with skill and imagination while observing good working practices.
4. experiment as appropriate with forms, conventions, languages, techniques and practices.
5. work within the constraints imposed by the commissioning and funding structures of the creative industries.

T. Transferable, key or personal skills
On completion of the programme successful students will be able to demonstrate the ability to:
1. communicate effectively and skilfully in interpersonal settings, in writing and using a variety of media.
2. work productively in a group or team showing you can listen, contribute and lead effectively.
3. work in flexible, creative and independent ways showing self-discipline, self direction and reflexivity.
4. gather, organise and deploy ideas and information in order to formulate arguments cogently and express them effectively in written, oral or other forms.
5. organise and manage supervised, self-directed projects.

Programme structure

Module Code	Module title	Core/ Option/ Elective (C/O/E)	Credits	Length (1, 2 or 3 periods)
MED4000	Scholarship	C	20	1
MED4001	Story to screen	C	20	1
MED4002	Production Skills	C	20	1
MED4007	Screenwriting	C	20	1
MED4003	Media Production Project	C	20	1
MED4005	Researching and Reading the Screen	C	20	1
MED5000	Employability and Enterprise	C	20	1
MED5001	Advanced Production Skills	C	20	1
MED5003	Screenplay	C	20	1
MED5004	Client Commission	E	20	1
MED5005	Independent Production Project	C	20	1
MED5006	Directing and Producing	C	20	1
MED5008	Media History and Contextual Theory	C	20	1
MED6000	Research	C	20	1
MED6002	Work-Based Learning	C	20	1
MED6005	Writing Workshop	C	20	1
MED6006	Production Project	E	20	1
MED6007	Professional Practice and Self-Promotion	C	20	1
MED6001	Major Project	C	40	1

Learning and teaching strategies

Media, Writing and Production supports an enquiry-based learning strategy that is action-based, collaborative in nature, and uses a problem based approach. This means that much of the work that you will encounter will be centred around a range of media projects and will be practical. You will be expected to make programmes and write scripts for production in addition to contextualising your work through essays, presentations and pitches. Some of the activities that we will offer will be online and student generated and controlled. We do this so that you learn to work in an environment that offers you great challenges and closely resembles the practices you are likely to encounter in the media industries. The course places emphasis on group work, activity-based assignments, workshops, demonstrations, projects and guided independent study. Some of the modules (those which are ideally suited to this form of delivery) will be delivered in a more conventional form through classes, lectures and presentations. The combinations face-to-face delivery and online learning is termed blended learning – and we use this approach.

You will be taught by tutors who have extensive industry experience, as well a having access to specialist guest lectures.

You will be expected to devote a significant amount of time to independent study, and this will be facilitated by the use of online resources. Assignments will require time outside of lessons to complete.

Work-based learning is a key element of the course, and the completion of industry briefs and professional quality work will ensure you are ready for employment when you graduate.

Throughout the course your progress will be monitored by your tutors and you will have personal and group tutorial to help you with your development.

Learning activities (KIS entry)

	Course Year		
	1	2	3
Scheduled learning and teaching activities	38%	36%	29%
Guided independent study	62%	64%	68%
Placement/study abroad	0	0	3%

Assessment strategy
Assessment tasks are linked to the learning outcomes of each module and are normally completed at the end of the module.

You will have formative assessment to help you learn and develop your knowledge and skills and summative assessment on which you are graded. All assessment is through coursework. There are no examinations. Students work towards summative assessment briefs through a process of development. Within workshops, scheduled classes, tutorials and online activity, students will carry out a range of formative assessment tasks for each module that will build towards the completion of their summative assessment briefs. These briefs will contain tasks such as making films, writing essays and reports, writing scripts and outlines, giving presentations and pitches, carrying out practical exercises and work-placements.

Assessment methods (KIS entry)

Course Year

	1	2	3
Written exams	0	0	0
Coursework	100%	100%	100%
Practical exams	0	0	0

Assessment regulations
- Assessment Regulations for Undergraduate Modular Programmes

Grade bands and classifications

Grade Description	Mark %	Honours Degree Classification
Work of exceptional quality	70+	i
Work of very good quality	60-69	ii.i
Work of good quality	50-59	ii.ii
Work of satisfactory quality	40-49	iii
Borderline fail	35-39	
Fail	Below 35	

Honours classification
You will normally be awarded the honours classification resulting from the application of either Rule ACM20 or Rule ACM6.

Rule ACM20

A weighted average of the marks from modules worth a total of 200 credits at Levels HE5 and HE6 combined, including the marks from modules worth no more than 80

credits at least at Level HE5 (weighted 30 percent) and marks from modules worth at least 120 credits at Level HE6 (weighted 70 percent), which represent the best marks achieved by you at those Levels.

Where the average falls unequivocally into one of the following bands: 48.00 - 49.99, 58.00 - 59.99, 68.00 - 69.99; and you have achieved marks clearly in an honours classification category higher than their average for modules worth at least 110 credits, then you will be awarded an honours degree in the classification category one higher than that indicated by your average.

Rule ACM6 (an alternative if you do not have sufficient marks at Levels HE5 and 6 to apply ACM20)

A simple average of the equally weighted marks from modules worth 120 credits at Level HE6 which represent the best marks achieved by you at that Level.

Where the average falls unequivocally into one of the following bands: 48.00 – 49.99, 58.00 – 59.99, 68.00 – 69.99; and you have achieved marks clearly in an honours classification category higher than their average for modules worth at least 70 credits, then you will be awarded an honours degree in the classification category one higher than that indicated by their average.

Where you have marks available for fewer than 120 credits at Level HE6, honours classification shall normally be based **solely** on a simple average of the available marks for modules at Level HE6, subject to there being marks for a **minimum of 60 credits awarded by the University**. **Upgrading of the honours classification will not normally be available where there are marks available for fewer than 120 credits at Level HE6**, unless this is explicitly approved.

Role of external examiners

External examiners are appointed for all programmes of study. They oversee the assessment process and their duties include: approving assessment tasks, reviewing assessment marks, attending assessment boards and reporting to the University on the assessment process.

Support for student learning

The following are examples of support for student learning.

- The programme is managed by a programme leader. It is the responsibility of the programme leader to ensure that the course runs smoothly, and that the course is delivered to the highest standard possible. Any issues connected with the course can be directed to the programme leader.
- You will receive induction sessions during the first week of the semester to introduce you to the University and your programme. During this induction week you will be introduced to the various facilities the University has to offer, including –
    o the Student Centre providing a one-stop shop for information and advice
    o University support services include housing, counselling, financial advice, careers and disability.

- o the Chaplaincy
- o Library and IT services
- o the Student Liaison Officer attached to the Faculty
- o the Students' Union advice services
- o English language support which is available for International students.
- Each student has a personal tutor, responsible for support and guidance. He/she will hold regular tutorials with you to make sure you are progressing well, and to deal with any problems you may be facing. Personal Development Planning (PDP) is integrated into the programme, and your personal tutor is there to guide you through this process.
- Feedback on formative and summative assessments is normally provided either during taught sessions (in the case of in-class projects) or within three weeks of a major assignment. The feedback is intended to give you an insight into how you can best achieve your goals, and to constructively guide you to improve performance if necessary. It is also there to highlight good practice and to congratulate you on work you have done well.
- Faculty and Programme Handbooks, which provide information about the programme and University regulations, are available online. These will be shown to you during Induction Week.
- Opportunities to develop skills for employment are embedded throughout the course. The majority of assignments are based on real live briefs, and in the latter stages of the course you will be producing work for clients/specific broadcast opportunities. Collaboration with other students across other courses and disciplines will help you to develop good work practices. Opportunities for work placement are supported by the Media staff within the Faculty.
- Technical support and advice is on hand during term time, and offers one-to one assistance in all areas of production, including help using specific equipment or facilities. The technical spaces the University has at your disposal include:
  - o 8 dedicated video edit suites with sound processing capability
  - o computer facilities for each student with dedicated media software
  - o 2 fully equipped Studio facilities with, lighting rigs, screens and equipment
  - o sound recording facilities
  - o professional HD Film production equipment and a good supply of ancillary equipment for professional production.
- In addition to face-to-face contact, you are supported online by use of a "virtual learning environment" called Moodle. Through this interface you will have access to extended lesson material and be able to share ideas as well as submit work. Moodle acts as a central hub for the course and individual modules, and is a key communication tool.

Methods for evaluating and enhancing the quality of learning opportunities

We continually enhance the quality of the programme and the follow are examples of ways in which we do this.

- Programme committees with student representation
- Module evaluations by students

- Students surveys, e.g. National Student Survey (NSS)
- Annual quality monitoring and action planning through Programme Quality Enhancement Plans (PQEPs), Data Analysis Report (DARs) Subject Annual Self Evaluation Report (SASERs), Faculty Quality Enhancement Plans (FQEPs), University Quality Enhancement Plan (UQEP)
- Peer review/observation of teaching
- Professional development programme for staff
- External examiner reports

Other sources of information

Student portal http://www.bolton.ac.uk/Students/Home.aspx
Students Union http://www.ubsu.org.uk/
Faculty Handbook http://www.bolton.ac.uk/students/
Programme Handbook
Student Entitlement Statement
Module database: http://modules.bolton.ac.uk
Moodle: http://elearning.bolton.ac.uk/course/view.php?id=4140
External examiners reports
http://www.bolton.ac.uk/Quality/QAEContents/ExternalExaminersReports/Home.aspx
The university careers service and web pages at
http://www.bolton.ac.uk/Careers/Home.aspx

Document control

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Learning outcomes map

Module title	Mod Code	Status C/O/E	K1	K2	K3	K4	K5	C1	C2	C3	C4	C5	P1	P2	P3	P4	P5	T1	T2	T3	T4	T5
Scholarship	MED4000	Core	TA	T	T	T	T	TA		TA		TD		T				TA	T	TA		
Story to Screen	MED4001	Core		T	TA	TA	TA	DA	TA	D	TA	TDA		DTA	TA		TA	DA	DA	DA	TA	
Production Skills	MED4002	Core		D	D	D	D	D	DA	D	DA		TA	DA	DA	TA		DA	DA	DA	DA	
Media Production Project	MED4003	Core		D	DA	D	DA	DA	DA	DA	DA	TDA	TDA	TDA	TD	TD		D	DA	D	D	
Screenwriting	MED4007	Core	T	TA	T	T	T	TA	TA	T	TA		TA	TA		TA	T	TA	TA	T	TA	TA
Researching and Reading the Screen	MED4005	Core	DA	TDA	TDA	D		TDA		TDA	DA							TDA		TDA	TDA	DA
Employability and Enterprise	MED5000	Core	TDA		TDA	TDA	TDA	DA	D	TDA		TD	D		TDA	TDA	D				DA	
Advanced Production Skills	MED5001	Core		TDA	D	D	TD	D	TDA	DA	TA		TA	TA	TA	TA	D	T	TA	TA	TA	TA
Screenplay	MED5003	Core	T	TDA	D	D	D	DA	TA	T	TA		DA	TA		TDA	T	TA		T	TA	TA
Client Commission	MED5004	Elective	DA	DA	D	DA	DA	D	DA	D	DA	TDA	TDA	TDA	TD	TD		D	DA	D	D	TDA
Independent Production Project	MED5005	Core		DA	DA	D	DA	TDA	DA	D	DA	D	TDA	DA	DA	DA	D		DA		DA	
Directing and Producing	MED5006	Core	D	D	D	T	DA	TDA	TDA	TDA	TDA		TDA	DA	TDA	D	D	TDA	TDA	DA	D	DA
Media History and Contextual Theory	MED5008	Core	DA	TDA	TDA	D		TDA		TDA	DA	DTA						DA		TDA	TDA	DA
Research	MED6000	Core	TDA	TA	TDA	TDA	TD	TDA	D	DA	D			TDA		D	D		TA	TA	DA	
Writing workshop	MED6005	Core	D	DA	TD	D	D	DA	DA	T	TA		DA	DA		TDA	T	DA		T	TA	TA
Production Project	MED6006	Elective			D			TDA			TDA	TDA	D	TDA	TDA	TDA	TDA			D		
Work based learning	MED6002	Core	D	TD	TDA	TD	TD	DA	DA	DA	DA		D	DA	DA		DA	DA	DA	DA	DA	DA
Professional practice and Self-Promotion	MED6007	Core	TDA		TDA	TDA	DA	DA	DA	DA	DA	TDA	D				DA		TDA	D	DA	DA
Major Project	MED6001	Core		DA	DA	D	DA	DA	DA	DA	DA	TDA	DA	DA	DA	DA	DA	TA	TA	TA	DA	DA

K. Knowledge and understanding   P. Practical, professional and subject specific skills C. Cognitive, Intellectual and thinking skills   T. Transferable, key or personal skills
Developed = D, Taught = T, Assessed = A

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Module listing Module title	Mod Code	New? ✓	Level	Credits	Type	Core/ Option/ Elective C/O/E	Pre-requisite module	Assessment 1			Assessment 2		
								Assessment type	Assessment %	Add Y if final item	Assessment type	Assessment %	Add Y if final item
Scholarship	MED4000	New	4	20	STAN	Core	None	CW	100	Y			
Story to Screen	MED4001	New	4	20	STAN	Core	None	CW	100	Y			
Production Skills	MED4002	New	4	20	STAN	Core	None	CW	100	Y			
Media Production Project	MED4003	New	4	20	PROJ	Core	None	CW	70	Y	PRA	30	
Screenwriting	MED4007	New	4	20	STAN	Core	None	CW	100	Y			
Researching and Reading the Screen	MED4005	New	4	20	STAN	Core	None	CW	60	Y	CW	40	
Employability and Enterprise	MED5000	New	5	20	STAN	Core	None	PRA	50		CW	50	Y
Advanced Production Skills	MED5001	New	5	20	PRA	Core	None	CW	100	Y			
Screenplay	MED5003	New	5	20	STAN	Core	None	CW	100	Y			
Client Commission	MED5004	New	5	20	PROJ	Elective	None	CW	20		CW	80	Y
Independent Production Project	MED5005	New	5	20	PROJ	Core	None	CW	80	Y	CW	20	
Directing and Producing	MED5006	New	5	20	STAN	Core	None	CW	100	Y			
Media History and Contextual Theory	MED5008	New	5	20	STAN	Core	None	CW	70		CW	30	Y
Research	MED6000	New	6	20	STAN	Core	None	CW	100	Y			
Writing Workshop	MED6005	New	6	20	STAN	Core	None	CW	80		CW	20	Y
Production Project	MED6006	New	6	20	PROJ	Elective	None	CW	75	Y	PRA	25	
Work-Based Learning	MED6002	New	6	20	PLAC	Core	None	CW	80	Y	CW	20	
Production Project	MED6006	New	6	20	PROJ	Elective	None	CW	75	Y	PRA	25	
Professional Practice and Self-Promotion	MED6007	New	6	20	STAN	Core	None	CW	75	Y	PRA	25	
Major Project	MED6001	New	6	40	PROJ	Core	None	CW	100	Y			

Type = DISS (Dissertation); FLDW (Fieldwork), INDS (Independent study); OTHR (Other); PLAC (Placement); PRAC (Practical); PROJ (Project);
STAN (Standard); WBL (work-based learning)
Assessment = EX (Written Exam); CW (Coursework); PRA (Practical)

University of Bolton's Key Core Curriculum requirements

Module Title	Module Code	C/O/E	Employability											Bolton Values		
			PDP	Communication	Team work	Organisation & Planning	Numeracy	Problem solving	Flexibility & adaptability	Action planning	Self awareness	Initiative	Personal impact & confidence	Inter-nationalisation	Environmental sustainability	Social, public and ethical responsibility
Scholarship	MED4000	C	T	TA	T	T		T		T	T		T	TA		TA
Story to Screen	MED4001	C		TDA	TDA	TDA		TDA	T	TDA		TA	TD	TD	DTA	TDA
Production Skills	MED4002	C		DA	DA	DA	T	DA	DA		D	DA	DA	D	D	DA
Media production Project	MED4003	C	D	DA	DA	DA	D	DA	DA	DA	D	DA	D	D	D	D
Screenwriting	MED4007	C		T		TD		TA	D		D	DA	DA	T		TDA
Researching and Reading the Screen	MED4005	C		TA	T	T		T		D	T	D	T	TA		TA
Employability and Enterprise	MED5000	C	TD	TDA	D	TDA		T	DA	DA	DA	D	DA	TDA	TD	TDA
Advanced Production Skills	MED5001	C		TDA	TDA	DA	TD	DA	DA		D	DA	DA	D	D	DA
Screenplay	MED5003	C		TD		TD		TDA	D		D	DA	DA	TD		TDA
Client Commission	MED5004	E		DA	DA	DA	D	DA	DA	DA	D	DA	D	D	D	D
Independent Production Project	MED5005	C	D	TDA	TDA	TDA	D	TDA	DA	TDA	D	DA	D	TD	TD	TD
Directing and Producing	MED5006	C					TD								DTA	
Media History and Contextual Theory	MED5008	C		TDA	TD	D		D		D	D	D	T	TA		DA
Research	MED6000	C	TD	TDA	TD	TD		TD		TD	TD		TD	TDA		TDA
Writing Workshop	MED6005	C		D		TD		TDA	D		D	DA	DA	D		DA
Production Project	MED6006	E		DA	DA	DA	D	DA	DA	DA	D	DA	D	D	D	D
Work-Based Learning	MED6002	C		DA	DA	DA	D	DA	DA	DA	DA	DA	A	D	D	D
Professional Practice and Self-Promotion	MED6007	C	TD	TA		TDA	DA	TDA	TD	TDA	TDA	TDA	D	DA	D	DA
Major Project	MED6001	C	D			TDA		D	D	TDA	D	DA	D	DA	DA	DA

Developed = D, Taught = T, Assessed = A

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