

## Programme Specification

1	<b>Awarding body</b>	University of London				
2	<b>Teaching Institution</b>	<b>Birkbeck College</b>				
3	<b>Programme Title(s)</b>	<b>Cert HE Media Practice</b>				
4	<b>Programme Code(s)</b>	MEPTC-H				
5	<b>UCAS code (if applicable)</b>	N/A				
6	<b>Home Department</b>	Film, Media and Cultural Studies				
7	<b>Exit Award(s)</b>	N/A				
8	<b>Duration of Study (number of years)</b>	2				
9	<b>Mode of Study</b>	FT		PT	✓	DL
10	<b>Level of Award (FHEQ)</b>	4				
11	<b>Other teaching depts or institution</b>	N/A				
12	<b>Professional, Statutory Regulatory Body(PSRB) details</b>	N/A				
13	<b><a href="#">QAA Benchmark Statement</a></b>	N/A				

14	<b>Programme Rationale &amp; Aims</b>
	<p>This multidisciplinary programme gives students the chance to develop skills in different areas of creative media practice, to understand the industrial, political and social context of their work, and to evaluate their own performance. A key objective is to develop their understanding of media culture, so that they can put their own work, and the work of others, in context. The programme offers a wide range of modules taught by practitioners and is intended to develop communication, study, written, teamwork and performance skills.</p> <p>Programme aims:</p> <p>To offer students the chance to develop skills in areas of creative media practice, understanding of the industrial, political and social context of their work, and to evaluate their performance.</p> <p>To develop students' media culture so that they can put their own and others' work in context, and thus develop their professional formation.</p> <p>To develop students' communication, study, written, team-work and performance and creative skills as appropriate, together with students' ability to evaluate their own practice.</p>

15	<b>Entry Criteria</b>
	The Cert HE in Media Practice is open to all who are interested in learning basic practical media skills and understanding their professional and cultural contexts.

16	<b>Learning Outcomes</b>
	<p>Subject Specific:</p> <ul style="list-style-type: none"> <li>• Awareness of the language and aesthetic practices of different media and knowledge of</li> </ul>

	<p>the main theories relating to meaning and image production;</p> <ul style="list-style-type: none"> <li>• Knowledge of the historical development of areas of the media.</li> <li>• Understanding of the historical, social and political context of film and media production, audiences and institutions.</li> <li>• Understanding of the practice and theory of film and tv, print culture, electronic multimedia, in a variety of historical, cultural and commercial contexts.</li> <li>• Knowledge of mainstream media forms and alternatives to the mainstream, of media genres and national and international movements.</li> </ul> <p>Intellectual:</p> <ul style="list-style-type: none"> <li>• Ability to learn as well as critique current institutional practices and offer alternatives.</li> <li>• Ability to analyse texts in different forms of media.</li> <li>• Ability to assess a wide variety of information in media form, and to present them in practical projects</li> <li>• Critically evaluate practical media work</li> <li>• Ability to evaluate own work critically</li> <li>• Ability to communicate ideas in different media formats Ability to plan own learning and skill development</li> </ul> <p>Practical:</p> <ul style="list-style-type: none"> <li>• Through practical options – skills in journalistic techniques and the communication of ideas in print or electronic form;</li> <li>• skills in communicating ideas in dramatic and visual form;</li> <li>• ability to analyse a creative brief and to identify appropriate creative models;</li> <li>• ability to analyse the effectiveness of their own creative work.</li> <li>• Through discussion groups and through team work (journalism, screenwriting) ability to work with others and to respect their views.</li> <li>• Ability to write clearly and concisely Ability to make informed decisions</li> <li>• Ability to evaluate appropriate uses of new technologies for researching areas of the media (Multimedia courses)</li> </ul> <p>Personal and Social:</p> <ul style="list-style-type: none"> <li>• Interpersonal skills such as the ability to work in a group or as a member of a team.</li> <li>• Communicate effectively using different media and appropriate interpersonal skills</li> <li>• Take responsibility for own learning and time management</li> <li>• Work under pressure and to deadlines</li> </ul>
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17	<p><b>Learning, teaching and assessment methods</b></p> <p>Learning is student-centred through practical exercises, lecturer presentations, individual and group work, discussion, research, and critical evaluation of practice and skills. The balance between different forms of coursework will depend on the objectives and outcomes of the module. Coursework may include essays, scripts, articles, reviews, audio</p>
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	and video productions, case studies, journals, logs and exercises appropriate to the medium concerned.
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18	<b>Programme Description</b>
	<p>In order to be awarded the Certificate of Higher Education in Media Practice, students must complete 120 credits in modules from the list below. Overall students must complete a minimum of 60 credits at level 4 and a maximum of 60 credits at level 5.</p> <p>Level 4:            Screenwriting (30 credits)            Introduction to Journalism Practice (30 credits)            Introduction to Public Relations and Digital Marketing (30 credits)            Introduction to Cinema (30 credits)            Journalism in British Life (30 credits)            Television: History and Future (30 credits)</p> <p>Level 5:            Journalism: Interview Skills and Feature Writing (30 credits)            Screenwriting: The Thirty Minute Script (30 credits)</p>

19	<b>Programme Structure</b>				
<b>Part-Time programme – 2 years</b>					
<b>Year 1</b>					
Level	Module Code	Module Title	Credits	Status*	
4		Option	30	Optional	
4		Option	30	Optional	
<b>Year 2</b>					
Level	Module Code	Module Title	Credits	Status*	
4/5		Option	30	Optional	
4/5		Option	30	Optional	
<b>Indicative Options</b>					
Level	Module Code	Module Title	Credits	Status*	
4	FFME025S4	Screenwriting	30	Optional	
4	FFME027S4	Introduction to Journalism Practice	30	Optional	
4	FFME031S4	Introduction to Public Relations and Digital Marketing	30	Optional	
4	FFME002S4	Introduction to Cinema	30	Optional	
4	FFME007S4	Journalism in British Life	30	Optional	
4	FFME005S4	Television: History and Future	30	Optional	
5	FFME029S5	Journalism: Interview Skills and Feature Writing	30	Optional	
5	FFME026S5	Screenwriting – The Thirty-Minute Script	30	Optional	

**Status\***

CORE – Module must be taken and passed by student; COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board; OPTIONAL – Student can choose to take this module

20	<b>Regulations</b>
	<ul style="list-style-type: none"> <li>• <b>Admissions</b> This programme adheres to the College Admissions Policy: <a href="http://www.bbk.ac.uk/registry/policies/documents/admissions-policy.pdf">http://www.bbk.ac.uk/registry/policies/documents/admissions-policy.pdf</a></li> <li>• <b>Credit Transfer</b> Accredited Prior Learning will be considered in line with the College Policy on Accredited Prior Learning <a href="http://www.bbk.ac.uk/registry/policies/documents/accreditation-prior-learning.pdf">http://www.bbk.ac.uk/registry/policies/documents/accreditation-prior-learning.pdf</a></li> <li>• <b>Programme Regulations</b> This programme adheres to the College Common Awards Scheme <a href="http://www.bbk.ac.uk/registry/policies/regulations">http://www.bbk.ac.uk/registry/policies/regulations</a></li> <li>• <b>Programme Specific Regulations (or not applicable)</b> N/A</li> </ul>
21	<b>Student Attendance Framework – in brief</b>
	<p>The full version of the ‘Student Attendance Framework’ is available <a href="http://www.bbk.ac.uk/mybirkbeck/services/rules/Attendance-Framework.pdf">http://www.bbk.ac.uk/mybirkbeck/services/rules/Attendance-Framework.pdf</a> .</p> <p><b>Principle</b> Consistent and regular student attendance in class (or equivalent) promotes and affords student success. Inconsistent and irregular attendance is less likely to result in student success and is consistent with lower marks and degree classifications being achieved and awarded.</p> <p><b>Attendance expectation</b> Birkbeck, University of London expects you to consistently attend all timetabled sessions, including lectures, seminars, group and individual tutorials, learning support sessions, workshops, laboratories, field trips, inductions and demonstrations.</p> <p><b>E-Registers</b> All Birkbeck students are issued with student cards. Students are expected to take them to classes and to assessment venues and to present them to a member of staff if requested. This is for the purpose of identifying Birkbeck students.</p>
22	<b>Student Support and Guidance</b>
	All Birkbeck students have access to a range of student support services, details can be found on our website here: <a href="http://www.bbk.ac.uk/mybirkbeck/services/facilities">http://www.bbk.ac.uk/mybirkbeck/services/facilities</a>
23	<b>Methods of Enhancing Quality and Standards</b>
	The College has rigorous procedures in place for the monitoring and enhancing its educational provision. This includes regular monitoring of programmes drawing on feedback from various sources including external examiner's reports, student feedback, student

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	achievement and progression data. In addition, departments are reviewed every four to five years through the internal review process that includes external input. For more information please see the Academic Standards and Quality website <a href="http://www.bbk.ac.uk/registry/about-us/operations-and-quality">http://www.bbk.ac.uk/registry/about-us/operations-and-quality</a> .
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24	<b>Programme Director</b>	Dr Tim Markham
25	<b>Start Date</b> ( <i>term/year</i> )	Prior to 2008/09
26	<b>Date approved by TQEC</b>	Prior to 2008/9
27	<b>Date approved by Academic Board</b>	Prior to 2008/9
28	<b>Date(s) updated/amended</b>	June 2013