

University of Plymouth

Partnerships – Academic Registry

Partner Institution: Weymouth College

Programme Specification

FdA Creative Media Production
September 2023

Internal Code: 7555 (full-time)

Date of First Award: July 2025

Date of Approval
17th April 2023

1. FdA Creative Media Production

Named Exit Awards including Final award title:

Foundation Degree in Creative Media Production

UCAS code P310

HECOS code 100443 Media Production

2. Awarding Institution: University of Plymouth

Teaching institution(s): Weymouth College

3. Accrediting body(ies)

N/A

4. Distinctive Features of the Programme and the Student Experience

The Foundation Degree in Creative Media Production at Weymouth College is designed for students wishing to develop a range of creative and technical skills in digital video, a greater understanding of visual communication and an informed strategy for entry into the creative media industries.

The course provides students a number of exciting experiences encompassing both studio and location production in documentary, drama, corporate and music video genres. Our production technologies are upgraded to keep pace with the evolving media industries and students are expected to engage in industry experience and work-based learning. Education in camera, sound, lighting, direction, editing and postproduction techniques are developed through working on a variety of drama, documentary, music and experimental video production. There is a commercial element to the course in which students work to external client briefs to create artefacts with a function and purpose in the world beyond the college.

The corporate video elements of the course engage with real world clients and briefs and students can find themselves working alongside staff on projects for large organisations as well as local companies and enterprises. The programme also encourages students to engage with the wider film community and have had success at festivals and competitions. The work-based learning module gives students the opportunity to identify and engage in meaningful work experience with media professionals in studios, production companies and facilities houses. Students will be prepared for this engagement by honing those presentation skills recognised and expected by the media industries and training on appropriate platforms.

All of these production experiences are geared towards developing students' creativity, professional abilities and an awareness of the potential employment markets available to the competent video practitioner. In addition to the creative and technical skills associated with video production, students may explore video installation and visual effects production.

The programme also develops students' critical and analytical faculties enabling further higher-level study. Research, presentation, and academic writing skills are developed to prepare students for level 6 dissertation elements and the technical and creative aims of the programme will also facilitate progression to BA programmes with a production focus.

This is a production-led course which aims to graduate practitioners with a broad cultural frame of reference for their production work. It is designed to nurture students' creativity in all aspects of video production; to provide opportunities to acquire and develop relevant industry skills and working practices in order to successfully enter the industry.

Valuable transferable research skills are taught, along with the ability to reflect on learners' own practice, to analyse and evaluate their work to in search of the desired professional standards. Facilities available to students include a full HD multicam TV studio; multiple HD location cameras as well as a 16mm film camera and portable lighting and audio accessories and excellent software packages for editing.

Ultimately, contemporary professional practice is the key focus of the course and students will gain an understanding of today's media industries through work experience, lectures, seminars and independent research. A programme of visits to studios and trade shows plus guest lectures from prominent industry practitioners will complement the classroom and studio-based delivery.

The taught programme is supported by guest lectures from practicing professionals in film and television as well as a visit programme which includes international trade events and film festivals.

5. Relevant QAA Subject Benchmark Group(s)

Communication, Media, Film and Cultural Studies (December 2019) and the Framework for Higher Education Qualifications of UK Degree-Awarding Bodies

6. Programme Structure (NB: to include:

- Mode of study (full-time)
- Curriculum structure (including a list of all modules,
- Module Level (e.g. Level 4, Level 5, etc.)
- The year of study
- The semester or term the module is delivered in)

Modules

Level 4 (Year 1) F/T			
Module	Credits	Term/ Semester	Core or Option Module
WEYM1074 Understanding Visual Narratives (Theory 1)	20	1	Core
WEYM1075 Documentary Production	20	1	Core
WEYM1076 Commercial Video Portfolio (Working with Clients)	20	2	Core
WEYM1077 Location Drama Production	40	2/3	Core
WEYM1078 Working with Audio	20	3	Core

Level 5 (Year 2) F/T			
Module	Credits	Term/ Semester	Core or Option Module
WEYM2070 Media, Culture & Society (Theory 2)	20	1	Core
WEYM2071 Corporate Video Project	20	2	Core
WEYM2072 Studio Production	20	2	Core
WEYM2073 Exploring Genre	20	1	Core
WEYM2074 Work Based Learning Report	20	All Year	Core
WEYM2075 Film Festival	20	All Year	Core

7. Programme Aims

1. Provide access to a higher-level programme of study in media for suitably qualified people.
2. Develop a platform for critical engagement with major theories, debates, technologies and practices relevant to the digital moving image.
3. Develop levels of key interpersonal, academic, analytic, and reflective skills necessary for progression to higher (honours) levels of study and/or employment.

4. Enable students to engage in specialist study relevant to individual vocation and environments in within the digital creative industries through the provision of work-based learning opportunities in the industry and the broader community.
5. Provide training in a range of technical and creative skills required for success in employment in the digital creative industry.

8. Programme Intended Learning Outcomes (PILOs)

8.1. Knowledge and understanding

On successful completion graduates should have developed:

1. An understanding of particular media forms and genres, and the way in which they organise understandings, meanings and affects the role of changing technology in media production, content manipulation, distribution, access and participation.
2. An awareness of the ways in which participatory access to the central sites of public culture and communication is distributed along axes of social division, such as disability, class, ethnicity, gender, religion, age, location, nationality, and sexuality.
3. Consideration of the development of media and cultural forms in a local, regional, national, international or global context
4. Knowledge of key production processes and professional practices relevant to media, film, cultural and communicative industries, and ways of conceptualising creativity and authorship.

8.2. Cognitive and intellectual skills

On successful completion graduates should have developed:

1. An understanding of how work is organised in the creative industries, whether individually or collaboratively.
2. The capacity to locate, retrieve, evaluate and draw upon the range of data, sources and the conceptual frameworks appropriate to research in the chosen area.
3. The skills to consider and evaluate their own work in a critical and reflective manner with reference to academic and professional issues, debates, and conventions.
4. The expertise to use media theory to engage critically with some of the major thinkers, debates, and intellectual paradigms within the field of digital creative media.

8.3. Key and transferable skills

On successful completion graduates should have developed the ability to:

1. Work productively in a group or team, showing abilities at different times to listen, contribute and also to lead effectively.
2. Deliver work to a given length, format, brief and deadline, properly referencing sources and ideas and making use, as appropriate, of a problem-solving approach.
3. Demonstrate the technical and organisational skills necessary to function as a member of a production unit, including research and preparation of production management paperwork, risk assessment and budgetary awareness.
4. Produce digital content that satisfies the negotiated requirements of client briefs or commissions and demonstrates an ability to author for different platforms.

8.4. Employment related skills

On successful completion graduates should have developed:

1. The ability to research and identify possible employment destinations.
2. Knowledge of the structure and working practices of media companies including an appreciation of how commissions are obtained, and projects managed within broadcast, low budget and independent sectors.
3. Skills to reflect critically and analytically on work-based learning experience and plan effectively for further personal and professional development.
4. The ability to function effectively in an appropriate professional working environment and understand the freelance employment market.

8.5. Practical skills

On successful completion graduates should have developed:

1. Skills to work in flexible, creative and independent ways, showing self-discipline awareness of relevant ethical considerations, self-direction and reflexivity.
2. The ability to be adaptable, creative and reflexive in producing output for a variety of audiences and in a variety of multi-platform media.
3. Develop, as appropriate, specific proficiencies in using a range of current and emergent media technologies.
4. The capability to produce work that uses the effective manipulation of one or more of sound, images, and the written word, including understanding relevant industry standards and how they are defined and achieved.

9. Admissions Criteria, including RPL and Disability Service arrangements

All applicants should have GCSE (or equivalent) English and Maths at Grade C/Level 4 or above.

Applicants should normally be at least 18 years of age. Applications are welcomed from candidates with a subject-specific Level 3 course with a minimum of 64 UCAS points achieved. Applications are invited from a wide range of backgrounds including mature students who hold relevant work experience and/or qualifications, and/or learning through experience.

International applicants will be required to have an IELTS score of 6 achieved within the last two years to apply for this course.

Applicants will normally be invited for interview and should be able to show a recent portfolio of work.

Students who have identified a supporting need will be contacted with details of support available.

Entry Requirements for FdA Creative Media Production	
A-level/AS-level	Normal minimum entry requirements are 64 UCAS points from AS and A-Levels excluding General Studies
BTEC National Diploma/QCF Extended Diploma UAL Diploma	64 UCAS points typically MPP profile or above
Access to Higher Education at level 3	Candidates are interviewed before an offer is made. Pass an Access to HE with 45 credits at Level 3.
T-level	Preferably in Media, Broadcast & Production typically P (D or E) profile or above.

10. Non Standard Regulations (NB: all non-standard regulations must be approved by QSSC)

N/A

11. Transitional Arrangements for existing students looking to progress onto the programme

Students on the FdA Creative Media Production award who commenced prior to September 2023, will only be permitted to transfer to this award if they interrupt or repeat their studies.

Appendices

Programme Specification Mapping (UG) – core/elective modules
Work Based Learning Mapping

Appendix 1: (UG) Mapping table that reflects which core modules contribute to the Programme Intended Learning Outcomes (PILOs)

Core modules	Programme Intended Learning Outcomes contributed to (for more information see Section 8)																				Compensation Y/N	Assessment Element(s) and weightings C1 (coursework),
	8.1 Knowledge and understanding				8.2 Cognitive and intellectual skills				8.3 Key and transferable skills				8.4 Employment related skills				8.5 Practical skills					
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4		
PILOs met at Level 4																						
WEYM1074 Understanding Visual Narratives (Theory 1)	X	X	X	X	X	X	X	X													Y	C1 100%
WEYM1075 Documentary Production	X			X	X			X	X	X							X	X		X	Y	C1 100%
WEYM1076 Commercial Video Portfolio (Working with Clients)		X		X	X		X			X	X	X	X	X	X		X		X		Y	C1 100%
WEYM1077 Location Drama Production	X		X	X	X	X	X	X						X	X	X	X	X	X	X	N	C1 100%
WEYM1078 Working with Audio				X	X			X	X	X		X					X	X		X	Y	C1 100%
PILOs met at Level 5																						
WEYM2070 Media, Culture & Society (Theory 2)	X	X	X	X	X	X	X	X													Y	C1 100%
WEYM2071 Corporate Video Project		X		X	X	X			X	X	X	X	X	X	X		X		X		Y	C1 100%
WEYM2072 Studio Production	X			X	X		X		X	X	X	X					X	X	X	X	Y	C1 100%
WEYM2073 Exploring Genre	X			X	X		X		X	X	X	X					X	X	X	X	Y	C1 100%
WEYM2074 Work Based Learning Report				X	X			X	X	X			X	X	X	X	X	X	X	X	Y	C1 100%
WEYM2075 Film Festival	X	X	X	X	X	X			X		X	X		X			X	X	X	X	Y	C1 100%

Tick those Programme Learning Outcomes the module contributes to through its assessed learning outcomes. Insert rows and columns as required.

Appendix 2 Work-Based Learning

WBL is an essential element of Foundation Degrees

FHEQ level: 4				
WBL Activity	Prog Intended LO	Related Modules	Assessed LO	Range of Assessments
WBL: Students will be required to complete a minimum of 200 hours' work-based learning (100 in year one and 100 in year two).	8.1.4, 8.2.1, 8.2.4, 8.3.1, 8.3.2, 8.4.1, 8.4.2, 8.4.3, 8.4.4, 8.5.1, 8.5.2, 8.5.3, 8.5.4	WEYM2074		

An explanation of this map:

The work-based learning element of the programme will allow students to experience how media organisations operate and will provide students with an opportunity to share this experience. The work-based learning plays an important role within the Foundation Degree award structure, complementing the programme and allows students to put theory and their practical competencies learnt in the classroom to good use in a work environment. Students will be required to complete a minimum of 200 hours' work-based learning (100 in year one and 100 in year two) and this will be monitored during weekly tutorial sessions with the Personal Tutor. This will be linked to the following module for assessment in Year 2:

- WEYM2074 Work Based Learning Report

Management & Organisation of WBL

The Personal Tutor will have responsibility for managing and delivering this important part of the programme during the above modules, tutorials and workshop sessions. Pre WBL planning and preparation will be delivered by the Personal Tutor providing students with support and guidance to aid the security of their placement this will include industry exploration, personal and professional self-assessment, WBL aims & objectives (specific to each student) preparation of CV's, letters of application, application and interview techniques etc. The Personal Tutor will also monitor each placement and will be the principle College contact for liaison with industry.

In line with standard College procedures (and in conjunction with University of Plymouth processes) the College will ensure appropriate Health and Safety procedures are put in place and monitored appropriately. The College has a Health and Safety Officer who in liaison with the Personal Tutor will carry out appropriate checks on each industry placement and will provide all appropriate information regarding roles and responsibilities to each student and each hosting industry.

As part of the induction process, each student will be made clear on the modes of assessment required for their work-based learning and will be provided with the skills and knowledge to prepare assignments which provide appropriate reflection and evaluation.

Personal Development Planning

Personal Development Planning will take place during weekly tutorial sessions and learners will be required to continuously reflect on their work-related experiences as part of all round continuous professional development. Learners will consider the range of learning opportunities and forms of learning support.

As a critical part of the tutorial programme, students will learn to:

- Examine the processes and stages involved in professional induction and professional development within a variety of work-based learning contexts.
- Understand and reflect on individual strengths and weaknesses, and as a result construct an appropriate development plan for continuous evaluation and professional achievement.
- Identify and outline competencies in a number of professional skills that are appropriate to a specific employment sector.