

	<h2>Programme Specification</h2>
<b>Programme title</b>	Creative Media
<b>Award and level of final and intermediate Awards</b>	HNC Level 4 and HND Level 5
<b>Awarding Body</b>	PEARSON
<b>Location of Delivery</b>	Nescot
<b>Mode of Study</b>	Full Time
<b>Nescot Course Code</b>	
<b>JACS Code</b>	
<b>UCAS Code</b>	W610
<b>QAA Subject Benchmarking Group</b>	Creative Media
<b>Professional Body Accreditation</b>	
<b>Date of initial course approval/last review</b>	
<b>Date programme specification written</b>	July 2013
<b>Date programme specification due for revision</b>	
<b>Date programme specification revised</b>	November 2016
<b>Entry Requirements</b>	<p>The minimum entry qualifications for the programme are:  <b>From A levels:</b> 64 UCAS Tariff points  <b>BTEC:</b> 64 UCAS Tariff points  Plus: GCSE (A*-C): minimum of five subject including Mathematics and English Language.  We will consider a range of alternative qualifications or experience that is equivalent to the typical offer.  Applications from international students with equivalent qualifications are welcome.  A minimum IELTS score of 6 overall, with no element below 5.5, or equivalent is required for those for whom English is not their first language.</p>
<b>Main educational aims of programme</b> <ul style="list-style-type: none"> <li>• Equip learners with the appropriate range of specialist knowledge, understanding, skills and motivation to succeed in the areas of moving image/video game production and to provide an effective foundation for further Higher Education study.</li> <li>• Develop a wide range of transferable skills, personal attributes and qualities essential for successful performance in working life and thereby enable learners to make an immediate contribution to employment.</li> <li>• Satisfy the generic aims laid down in the PEARSON programme specification for the HNC/HND in Creative Media Production and thereby provide an opportunity for learners to gain a nationally-recognised vocationally-specific qualification.</li> <li>• Build upon the College's relative specialism in media production and Creative Media and to provide a route for progression for learners within Nescot.</li> </ul>	
<b>Programme outcomes</b>  <b>The programme provides opportunities for the student to achieve and demonstrate the following learning outcomes:</b>	

<p><b>Knowledge and understanding</b></p> <p><b>K1.</b> A wide range of media production principles &amp; techniques.</p> <p><b>K2.</b> The progression and development of specific media industries and their importance in the 21st Century.</p> <p><b>K3.</b> Techniques relevant to industry-standard tools and software solutions.</p> <p><b>K4.</b> The working processes and operations of creative individuals and organisations.</p> <p><b>K5.</b> The ethical, legal, social &amp; cultural consequences of creative practice within industry or a freelance role.</p>	<p><b>Teaching and learning strategies and methods</b></p> <ul style="list-style-type: none"> <li>• A range of teaching &amp; learning strategies will be employed both in group situations and individually.</li> <li>• Timetabled sessions will be supported by structured independent practical work and reading, using the college's VLE as a hub for information and peer discussion.</li> <li>• The planning of, participation in and reflection upon collaborative media projects will be at the centre of learners' programme of study.</li> </ul> <p><b>Assessment</b></p> <ul style="list-style-type: none"> <li>• Assessment directly relates to the learning outcomes &amp; these are detailed in the assignment brief, supported by guidance notes &amp; related information.</li> </ul>
<p><b>Cognitive (thinking) skills - able to:</b></p> <p><b>C1.</b> Apply critical understanding to the principles of media, identifying challenges &amp; opportunities, and applying problem-solving skills where appropriate.</p> <p><b>C2.</b> Critically evaluate ideas, theories and stimulus material through the research and evaluation of evidence.</p> <p><b>C3.</b> Conceptualise, synthesis and apply complex ideas within both practical and theoretical work.</p> <p><b>C4.</b> Self evaluate and reflect on both individual practice and group contribution in order to develop as a practitioner.</p>	<p><b>Teaching and Learning Strategies and Methods</b></p> <ul style="list-style-type: none"> <li>• A range of teaching &amp; learning strategies will be employed both in group situations and individually.</li> <li>• The planning of, participation in and reflection upon collaborative media projects will be at the centre of learners' programme of study and will offer opportunities for the practical application of learning.</li> <li>• Collaboratively-delivered modules will expose learners to theories and ideas originating in both image and sound, allowing them to explore topics from a range viewpoints, and apply learning in unorthodox contexts.</li> </ul> <p><b>Assessment</b></p> <ul style="list-style-type: none"> <li>• All assessment places emphasis on the application of these skills. The focus of assessment shifts throughout the course from descriptive tasks toward more analytical work. Practical assignments allow the learners to develop and demonstrate an ability to fault-find and work under pressure.</li> <li>• Learners are assessed on their ability to produce coherent &amp; concise written or oral responses to problems</li> </ul>
<p><b>Practical skills - able to:</b></p> <p><b>P1.</b> Apply skills in a range of industry-standard software solutions in an effective &amp; creative manner.</p> <p><b>P2.</b> Respond to creative briefs, demonstrating an understanding of, and adherence to the working practices of the creative industries.</p> <p><b>P3.</b> Consistently demonstrate expected standards of professionalism both in college and while out on placement.</p> <p><b>P4.</b> Use industry-standard hardware and equipment to produce a variety of subject-specific projects.</p> <p><b>P5.</b> Plan, undertake and present a fully referenced academic research project.</p> <p><b>P6.</b> Produce media projects in a variety of styles and contexts.</p>	<p><b>Teaching and Learning Strategies and Methods</b> <b>Practical skills</b></p> <ul style="list-style-type: none"> <li>• A range of teaching &amp; learning strategies will be employed both in group situations (seminar, discussion, lecture etc.) and individually through tutorials.</li> <li>• Learners will be expected to experiment outside of timetable and utilise learning to produce additional work around assigned tasks.</li> <li>• Learners are required to compile and maintain a portfolio of their professional activities displaying a breadth of original content created in a range of roles.</li> </ul> <p><b>Assessment of practical skills</b></p> <ul style="list-style-type: none"> <li>• Learners will be assessed on their ability to select, synthesis and adapt techniques to a given context.</li> <li>• Self-assessment &amp; skill audits will be used throughout the course to formatively set targets for improvement.</li> <li>• Summative assessments may include collaborative group projects where theory/subject rhetoric is applied to creative situations and briefs.</li> <li>• Critical evaluation of own work will form a vital component of the course, fostering an enterprising culture and developing reflective media practitioners.</li> </ul>

<p><b>Key / transferable skills - able to:</b></p> <p><b>T1.</b> Effectively communicate information, arguments and analysis in a variety of forms (e.g. verbally, in writing and through creative practice) to specialist and non-specialist audiences.</p> <p><b>T2.</b> Organise own learning through self management, demonstrating the ability to manage time and prioritise workloads.</p> <p><b>T3.</b> Participate constructively and effectively in group learning and collaborative situations.</p> <p><b>T4.</b> Use information sources such as libraries, recordings, journals, and research instruments to strengthen arguments and further understanding of a topic.</p> <p><b>T5.</b> Evaluate ability, achievement &amp; understanding in order to reflect upon and improve own learning.</p> <p><b>T6.</b> Collaborate with external agencies in a professional manner</p> <p><b>T7.</b> Utilise problem-solving skills in a variety of theoretical and practical situations.</p> <p><b>T8.</b> Adapt to changing circumstances, displaying flexibility of approach and process.</p>	<p><b>Teaching and Learning Strategies and Methods</b></p> <ul style="list-style-type: none"> <li>• Both oral and written work is undertaken, and learners receive detailed feedback to aid the development of knowledge, understanding, and the power of expression.</li> <li>• Collaborative projects contribute heavily to the assessment of the programme, encouraging learners to develop teamwork skills.</li> <li>• Problem-solving skills and lateral/convergent thought processes are developed through challenging assignments.</li> <li>• Learners are required to communicate with businesses, clients and peers through practical work and placements.</li> <li>• IT skills are developed continuously throughout the course.</li> <li>• Learners are made responsible and accountable for aspects of their learning.</li> </ul> <p><b>Assessment</b></p> <ul style="list-style-type: none"> <li>• Transferable skills are assessed summatively through assignments and collaborative tasks.</li> <li>• Tutor observations of, and learner reflections upon practical projects will be used to framework future improvement.</li> <li>• The majority of summative assignments will require a degree of independent research, and all will demand self- management in order to meet deadlines.</li> </ul>		
<p><b>Programme overview</b></p> <p><b>This programme is offered in the following modes of study:</b> Full Time</p> <p><b>Students may enter, leave or interrupt this programme at:</b> The programme can be left upon completion of all year 1 units for the award of HNC, or upon completion of all year 1 &amp; 2 units for the award of HND Students may enter at year 2 with an existing HNC and suitable module transcript.</p>			
<p><b>Programme structure</b></p> <p><b>Potential award - HNC/D in Creative Media Production (Moving Image Pathway)</b></p> <table border="0"> <tr> <td data-bbox="113 1317 724 1630"> <p><u>Year One (HNC) - All Units Compulsory</u></p> <p>U1: Contextual Studies (15 @ L4)</p> <p>U2: Research Techniques (15 @ L4)</p> <p>U6: Practical Skills for Moving Image (15 @ L4)</p> <p>U11: Film Studies (15 @ L4)</p> <p>U33: Fiction Production (15 @ L4)</p> <p>U51: Computer Game Story Techniques (15 @ L4)</p> <p>U61: Documentary Production (15 @ L5)</p> <p>U80: Work Experience (15 @ L5)</p> </td> <td data-bbox="724 1317 1388 1630"> <p><u>Year Two (HND) - All Units Compulsory</u></p> <p>U3: Project Design &amp; Evaluation (20 @ L5)</p> <p>U4: Subject Investigation (15 @ L5)</p> <p>U16: Career Development for Moving Image (15 @ L5)</p> <p>U30: Camera &amp; Lighting Techniques (15 @ L4)</p> <p>U36: Music Video Production (15 @ L4)</p> <p>U62: Television News (15 @ L5)</p> <p>U63: Scriptwriting for Moving Image (15 @ L5)</p> <p>*U59: Producer for Moving Image (15 @ L5) <b>or</b></p> <p>*U60: Director for Moving Image (15 @ L5)</p> </td> </tr> </table>		<p><u>Year One (HNC) - All Units Compulsory</u></p> <p>U1: Contextual Studies (15 @ L4)</p> <p>U2: Research Techniques (15 @ L4)</p> <p>U6: Practical Skills for Moving Image (15 @ L4)</p> <p>U11: Film Studies (15 @ L4)</p> <p>U33: Fiction Production (15 @ L4)</p> <p>U51: Computer Game Story Techniques (15 @ L4)</p> <p>U61: Documentary Production (15 @ L5)</p> <p>U80: Work Experience (15 @ L5)</p>	<p><u>Year Two (HND) - All Units Compulsory</u></p> <p>U3: Project Design &amp; Evaluation (20 @ L5)</p> <p>U4: Subject Investigation (15 @ L5)</p> <p>U16: Career Development for Moving Image (15 @ L5)</p> <p>U30: Camera &amp; Lighting Techniques (15 @ L4)</p> <p>U36: Music Video Production (15 @ L4)</p> <p>U62: Television News (15 @ L5)</p> <p>U63: Scriptwriting for Moving Image (15 @ L5)</p> <p>*U59: Producer for Moving Image (15 @ L5) <b>or</b></p> <p>*U60: Director for Moving Image (15 @ L5)</p>
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