



**Course Specification  
Part A**

**BA (Hons) Digital Media  
AHU080**

**Faculty of Arts and Humanities  
School of Media and Performing Arts  
Academic Year: 2021/2022**

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

Revised February 2020

Template Revised August 2018

## PART A Course Specification (Published Document) BA Digital Media

### 1. Introduction

Merging the creative with the technical, the BA Digital Media course prepares students for careers in a variety of digital media fields, such as immersive production, web and mobile app development, and digital marketing. Students will experiment with a range of technologies, practices, processes and ideas designed to develop their skills and understanding as reflective and sustainable practitioners in the field of digital media design, research, production and professional practice.

It takes a transmedia approach: enabling students to become familiar with a range of critical and creative media tools and technologies to inform their practice and understanding. The responsive curriculum is therefore well placed to address the rapid developments concerning the impact of new and emerging media technologies and broader changes to the media and communications landscape. The BA Digital Media will enable students to understand the scope and impact of digital technologies and practices in the context of various digital media industries. It will develop their creative thinking and experimentation capabilities in order to allow them to create innovative new applications of digital media practice.

Students on the course will be able to apply their creative skills in a variety of digital media including digital storytelling, web and application development, platform and user interface design, social, interactive and immersive media, and connected devices. As part of their professional development, the students will have opportunities for site visits both nationally and internationally, and talks by visiting digital media professionals, together with live projects, a professional experience scheme and links with local, regional, national and international digital industries. Students have opportunities to work with industry and community partners on real-world projects in a range of fields.

The curriculum design enables inter-disciplinary work, intercultural awareness, embedded use of technology, online learning and delivery patterns which replicate sector and industry level practice thereby meeting the University's wider educational aims and aspirations. The BA Digital Media course is aimed at students with an interest in combining creative practice with emerging technologies. The course appeals to students with experience and interest across a range of fields, including Media, Computing, Art and Design and Business.

The course aims to develop the students' adaptability, agility and creativity in their approach to their work, ensuring that they are able to adapt to an industry and technological landscape that is constantly changing.

The course is built around a core set of skills that allows students to move into industries such as immersive media, creative media production, digital marketing and advertising, customer experience, IoT, and web and mobile app development. In addition to practical application, our students are encouraged, empowered and challenged to critically engage with debates around the ethical, legal and socio-economic implications of digital technologies, so that they can not only interrogate the work of others but also their own work.

### 2 Available Award(s) and Modes of Study

Title of Award	Mode of attendance	UCAS Code	FHEQ Level
BA (Hons) Digital Media with Professional Enhancement	S/W 4 years		6 level
BA (Hons) Digital Media with International Enhancement	F/Y 4 years		6 level
BA (Hons) Digital Media	F/T 3 years		6 level
BA Digital Media			6 level
DipHE Digital Media			5 level
CertHE Digital Media			4 level

<b>3 Awarding Institution/Body</b>	Coventry University
<b>4 Collaboration</b>	Raffles (Singapore) Raffles (Kuala Lumpur, Malaysia) El Sewedy (Egypt)
<b>5 Teaching Institution and Location of delivery</b>	Coventry University
<b>6 Internal Approval/Review Dates</b>	Date of approval/latest review: 03/2020 Date for next review: 2029/2030
<b>7 Course Accredited by</b>	Not applicable
<b>8 Accreditation Date and Duration</b>	Not applicable
<b>9 QAA Subject Benchmark Statement(s) and/or other external factors</b>	Please indicate the name of the relevant Subject Benchmark statement(s): <ul style="list-style-type: none"> <li>◆ <u>Communication, Media, Film and Cultural Studies (2019)</u></li> <li>◆ <u>Computing (2019)</u></li> <li>◆ <u>Art and Design (2017)</u></li> </ul>
<b>10 Date of Course Specification</b>	March 2020
<b>11 Course Director</b>	Dr Bianca Wright

## 12 Outline and Educational Aims of the Course

The educational aims of the course are consistent with the University's mission statement to be a dynamic, enterprising, and creative university providing an excellent education enriched by a focus on research informed teaching. Additionally, the course aspires to the ethos of the School of Media & Performing Arts in terms of 'shaping the future landscape of Art, Media & Design'.

Generic course Aims:

- a) To encourage an active and imaginative approach to learning through the practice of digital media
- b) To equip students with an understanding of the nature of digital media within contemporary global and local situations as well as within a historical context;
- c) To promote knowledge and understanding of the roles of digital communication systems, modes of representation and systems of meaning;
- d) To develop a studentship which is embedded with strong principles of media professionalism and ethos of transferable and highly adaptable skills and knowledge;
- e) To develop and encourage critical engagement with artistic, theoretical and intellectual paradigms appropriate to the area of digital media;
- f) To foster a detailed understanding of contemporary patterns of, especially digital, production and consumption and circulation of media and cultural objects;

- g) To facilitate opportunities and work which demonstrates effective manipulation of interfaces, the visual, sound and the written word;
- h) To develop an understanding of, and practical skills in, a wide variety of research methods appropriate to the field of study;
- i) To equip students to see their degree as transforming themselves personally and professionally but also as a means of affecting change in the wider media landscape.

### 13 Course Learning Outcomes

The Course Learning Outcomes have been mapped against the six pillars of the University Education Strategy:

1. Creativity and Enterprise
2. Intercultural and International Engagement
3. Community Contribution and Responsibility
4. Innovation and Digital Fluency
5. Employability
6. Research-Inspired Teaching

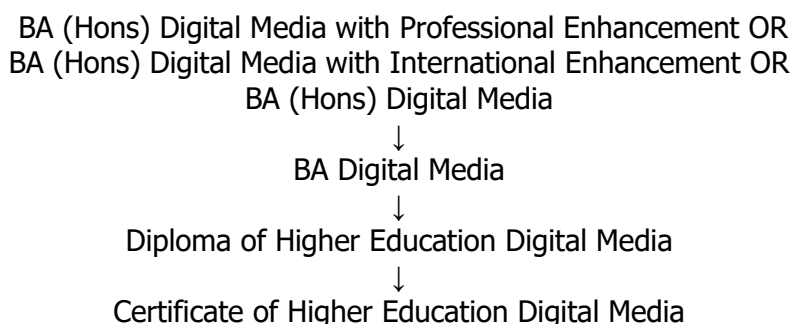
On successful completion of the course a student will be able to

1. Work creatively, effectively and independently within a range of professional digital media contexts and across a range of forms (1, 4, 5);
2. Demonstrate the skills – technical, creative, organizational, professional – required to function as a sustainable digital media practitioner (1, 3, 4, 5);
3. Evidence and apply the skills and understanding to pursue a career within a digital media area of specialism (1, 4, 5);
4. Demonstrate critical analysis of the full range of factors that impinge upon professional and creative activities within digital media (1, 2, 3, 6);
5. Work collaboratively at local, regional, national and/ or international level and demonstrate their understanding of the broader global context in which they work (2, 3, 5, 6);
6. Produce highly creative and stimulating work in digital media that is informed by, and engages with, the current media and creative industries landscape (1, 4, 5, 6).

### 14 Course Structure and Requirements, Levels, Modules, Credits and Awards

Progression and awards on the Digital Media degree are in line with, and reflect, the University Academic Regulations.

#### Cascade of Awards:



## Indicative Course Structure

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, and their credit value are identified in the table below.

Credit level	Module Code	Title	Credit Value	Semester	Mandatory / Optional	Course Learning Outcomes
4	4062MAPA	Creative Digital Media: Context and Practice	30	1	Mandatory	1, 2, 3, 4, 5, 6
4	4063MAPA	Digital Storytelling and Media Design	20	2	Mandatory	1, 2, 3, 4, 5, 6
4	4060MAPA	Creative Hacklab	30	2	Mandatory	1, 2, 3, 4, 5, 6
4	4061MAPA	Understanding Digital Media	20	1	Mandatory	2, 3, 4
4	4036MAPA	Web Design and Development Fundamentals in Digital Media	10	1	Mandatory	2, 3
4	<b>Add+Vantage</b>			2	Mandatory	
5	5043MAPA	Contextualising Digital Media	20	1	Mandatory	3, 4
5	5073MAPA	Professional Experience	10	1	Mandatory	2, 3, 5
5	5072MAPA	Digital Marketing and Campaigning	20	2	Mandatory	1, 2, 3, 4, 5, 6
5	5071MAPA	Creative Hack Lab Project	40	2	Mandatory	1, 2, 3, 5, 6
5	5070MAPA	Transmedia Practice	20	1	Option	1, 2, 3, 4, 5, 6
5	5093MAPA	Exploring Mobile Application Design and Development	20	1	Option	1, 2, 3, 4, 5, 6
5	5094MAPA	Exploring Immersive Production	20	1	Option	1, 2, 3, 4, 5, 6
5	<b>Add+Vantage</b>			1		
5	5089MAPA	Professional Enhancement Year	0	1 and 2	Option	
5	5090MAPA	International Enhancement Year	0	1 and 2	Option	
6	6041MAPA	Media in Context	20	1	Mandatory	4, 5
6	6066MAPA	Research and Development in Digital Media	10	1	Mandatory	2, 4, 6
6	6035MAPA	Modelling and Animation	20	1	Option	1, 2, 3, 4, 5, 6
6	6036MAPA	Critical Game Design and Development	20	2	Option	1, 2, 3, 4, 5, 6

6	6037MAPA	Immersive Production	20	1	Option	1, 2, 3, 4, 5, 6
6	6038MAPA	Data Design and Visualisation	20	2	Option	1, 2, 3, 4, 5, 6
6	6039MAPA	Internet of Things in Digital Media	20	2	Option	1, 2, 3, 4, 5, 6
6	6050MAPA	Mobile Application Design and Development	20	1	Option	1, 2, 3, 4, 5, 6
6	6067MAPA	Final Digital Media Research Project	40	2	Mandatory	1, 2, 3, 4, 6
6	<b>Add+Vantage</b>			1		

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## 15 Criteria for Admission and Selection Procedure

UCAS entry profiles may be found by searching for the relevant course on the [UCAS website](#), then clicking on 'Entry requirements'.

In the case of those applicants whose first language is not English an appropriate level of English Language capability should be demonstrated. Normally this is indicated by an IELTS score of 6.5 or above.

The course particularly welcomes applicants from non-standard entry, especially mature applicants and those from disadvantaged backgrounds. Such applicants should contact the admission team.

For students entering with advanced standing, the course conforms to the standard university Recognition of Prior Learning [RP\(E\)L procedure](#).

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## 16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard [University Academic Regulations](#) Undergraduate Mode E.

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## 17 Indicators of Quality Enhancement

The Course is managed by the Media and Performing Arts Board of Study (BoS) of the Faculty of Arts and Humanities.

The Progression and Awards Board (PAB) is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations.

The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the course.

External Examiners have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Course Quality Enhancement Monitoring (CQEM). Details of the CQEM process can be found on the Registry's web site.

Students are represented on the Student Forum, Board of Study and Faculty/School Board, all of which normally meet two or three times per year.

Student views are also sought through module and course evaluation questionnaires.

Subject specialists underpin the course delivery drawing on practical and research experience in a range of fields that align with the course focus. The design of the course has drawn on this subject specialist expertise to inform the focus of and vision for the BA (Hons) Digital Media.

## **18 Additional Information**

Enrolled students have access to additional, key sources of information about the course and student support including,

Faculty/School Handbook

Student Handbook

Module Guides

Module Information Directory

Study Support information

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