Course Specification
Part A

MA Immersive and Virtual Media
AHT054

School of Media and Performing Arts
Faculty of Arts and Humanities

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

MA Immersive and Virtual Media

1. Introduction

This course aims to help develop the creative, critical and technical skills required for practitioners to develop, craft, perform, co-create and share immersive arts experiences. Students on the course will gain practical experience creating and sharing immersive works across a broad range of techniques and technologies, including Virtual Reality (VR) and Augmented Reality (AR), building upon the faculty's extensive creative critical experience in technical and non-technical immersive forms.

The course will take a broad interdisciplinary interpretation of what we mean by immersive practices. Rather than focusing solely on headset immersive technologies, students will work across disciplines, producing hybridised postdigital work that challenges the conventions of media disciplines and encourages students to operate at the forefront of the rapidly expanding immersive sector. The curriculum will be thematic and enquiry-led and by examining immersive working under three lenses - bodies, spaces and play - students will be challenged to apply the conceptual, narrative and thematic ideas underpinning the production of their own immersive work and that of others. The course builds upon extensive faculty expertise in the research and practice of immersive forms including performance / motion capture and networked performance; spatial, 360 and volumetric filmmaking; interactive media arts, installation, projection and site-specific working; immersive sound design and multichannel music composition; animation and games art; and play and games design.

Upon completion of the course, students will be equipped with the creative critical skills to successfully realise a range of multisensory, interactive and immersive artistic products. They will have worked independently and collaboratively to produce work in a range of professional contexts, including working to live briefs developed in partnership with industry. Graduates will have developed key transferable skills that enable them to operate at the forefront of the emerging immersive sector. Some may choose to progress into technical roles, but the course also aims to support those interested in developing agile skills as writers, performers, directors, producers, designers and facilitators of immersive work. Most importantly, the course will emphasise the interdisciplinary nature of immersive ways of working and the sector's demand for flexible, ambitious, dynamic and self-aware practitioners.

Demand for graduates with skills and experience in immersive experience production is present and growing across the creative industries and students may seek employment in the screen industries and also across wider areas of the immersive economy, including but not limited to, GLAM (galleries, libraries, archives and museums), games, architecture, manufacturing and engineering, tourism, education and training, and healthcare.

As part of this course students will undertake a transnational development module which is designed to offer skills as encouraged by the Institute of Leadership and Management. This module also offers you the choice to tailor your professional skills from a menu focussing on leadership, transcultural communications and professional skills.

MA Cluster

This innovative new course will sit as part of a new cluster approach to postgraduate provision in the School of Media and Performing Arts, with a new central course structure that spans several MA programmes. The model establishes a shared ethos and identity for postgraduate study in the school, providing a greater shared community experience, presence and visibility for PG students. The MA cluster is centred on a flexible model that allows 3 points of entry across the academic year, where students will encounter a broad range of large and small group teaching as well as dedicated one-to-one support. Students will benefit from expert teaching in their chosen field as well as meaningful connectivity with research and practice expertise from across broader media and production disciplines. Students from across courses will collaborate on project-oriented modules for a total of 30 credits allowing natural interdisciplinarity and promoting a greater contextual understanding of their chosen specialism within the broader media and performing arts sectors. Via these collaborative project modules, students engage directly with the application of their chosen discipline in a variety of contexts including the commercial application of their ideas, the creation of tools that aid international sustainable development and initiating work that empowers communities to tackle the social challenges of the 21st Century.

Professional Experience

During semester one, students can apply for the extended route, which offers an opportunity to reflect upon and gain professional experience through three semesters of internship or placement* with a host of different organisations. Students can also undertake or participate in supervised, campus-based University projects. The professional experience supports the development of students' personal and professional skills, such as communication, team-working, self-management, project working and critical reflection to enhance their future employability. This experience will build up on students' previous learning and experiences and encourage them to reflect on their work and skill sets prior to undertaking the final sixty credits of M level study.

Professional experience placements may be paid or unpaid, and this will depend on what is being offered and agreed with the host organisation. Internships can be international, within the UK or may be internal, within the University. Students who secure appropriate campus-based professional experience, may undertake supervised projects, related research and activities designed to offer students the opportunity to develop and integrate curriculum related skills with an understanding of professional practice.

*Internships and placements are subject to competitive application, availability and additional fees.

2 Available Award(s) and Modes of Study

Title of Award	Mode of attendance	UCAS Code	FHEQ Level
MA Immersive and Virtual Media with Professional Experience Placement PG Diploma Immersive and Virtual Media PG Certificate Immersive and Virtual Media	F/T 2 years/F/T 1 year/P/T 2 years		7

3 Awarding Institution/Body	Coventry University.
4 Collaboration	Not applicable
5 Teaching Institution and Location of delivery	Coventry University
6 Internal Approval/Review Dates	Date of approval: (07/2020) Date for next review: (Academic year 2026/2027)
7 Course Accredited by	Not applicable
8 Accreditation Date and Duration	Not applicable
9 QAA Subject Benchmark Statement(s) and/or other external factors	This document takes note of the QAA Subject Benchmark Statement for Art and Design (2017), and Communication, Media, Film and Cultural Studies (2019) whilst noting their applicability to undergraduate courses: Communication, Media, Film and Cultural Studies Art and Design This document takes note of the generic benchmark document for Masters courses:

	https://www.qaa.ac.uk/docs/qaa/quality-code/master's-degree-characteristics
10 Date of Course Specification	July 2020
11 Course Director	Dom Breadmore

12 Outline and Educational Aims of the Course

The educational aims for the course are in line with the University Corporate Plan, the Education Strategy and the QAA Framework for Higher Education Qualifications, which pertain to the School of Media and Performing Arts and Faculty of Arts and Humanities as a whole.

The educational aims for the course are to enable students to:

a) Gain the creative critical skills to successfully realise a range of multisensory, interactive and immersive artistic products and experiences, applying established and emerging methodological approaches
b) Articulate complex critical and contextual issues by creative means, employing a broad and multidisciplinary range of technical and non-technical tools and approaches
c) Develop meaningful and professional transferable skills that allow them to research, think and work in flexible and interpretive ways that make them distinct in a global employment market
d) Interrogate the conceptual, narrative and thematic frameworks present in complex interdisciplinary immersive artistic work and relate these to their own abilities and those of their peers
e) Operate confidently in a range of professional environments, responding dynamically to the needs of different sectors, audiences and participants
f) Excel in working collaboratively and in a self-directed manner, making sound ethical judgements that are respectful to intercultural differences and demonstrate a commitment to tackling contemporary social challenges.

13 Course Learning Outcomes

The course outcomes have been mapped against the 6 pillars of the Education Strategy:

a) Creativity & enterprise
b) Intercultural & international engagement
c) Community contribution and responsibility
d) Innovation & digital fluency
e) Employability
f) Research-inspired teaching

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

CLO1	Produce high quality work that innovates and challenges conventions in their chosen field of creative-critical practice (a,d)
CLO2	Evidence ownership of decision-making processes, justifying their intention in a variety of complex situations (d, e)
CLO3	Apply specialist knowledge in order to operate at the forefront of the immersive field of study (d)
CLO4	Deploy high-level analysis leading to a systematic understanding of immersive practices (d)

CLO5	Produce work both collaboratively and in self-directed, independent ways (c,e)
CLO6	Apply and communicate their skills and achievements within the wider context of the needs of the industry locally, nationally, and internationally (b,c,e)
CLO7	Critically interrogate the outcomes of research and development in response to feedback from a wide range of sources (f)

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

Professional Experience
During semester 1, students who have expressed an interest in undertaking a work placement or internship should begin the application process for these opportunities. Students have the responsibility for securing a placement/internship. They will be supported throughout the application process by a specialist employer engagement team. The university will work with employers to identify opportunities. Subject to securing a placement/internship, the International Student Support team will work with international students to obtain UK study visa extensions. Visas required to work in other countries will be the responsibility of the student.

The course is structured so that students complete two semesters of taught modules and then could spend three semesters on professional experience placement. During this time students would be enrolled onto modules 7055MAPA, 7056MAPA, and 7057MAPA. The modules are zero credit and do not contribute to the classification of the award but must be passed to complete the placement.   Upon completion of the work placement, students would return to Coventry to complete the final semester during which time they undertake their project module which may be informed by the learning acquired during the professional experience.

MA Immersive and Virtual Media with Professional Experience Placement

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MA Immersive and Virtual Media
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PG Diploma Immersive and Virtual Media
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PG Certificate Immersive and Virtual Media

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.

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Credit level	Module Code	Title	Credit Value	Mandatory / Optional	Course Learning Outcomes
7	7065MAPA	Immersive Spaces	20	M	1,2,4,6,7
7	7066MAPA	Immersive Bodies	20	M	1,2,3,4,6,7
7	7064MAPA	Immersive Play	20	M	1,2,3,5,6,7
7	7058MAPA	Research Methods	20	M	2,4,6
7	7059MAPA	Final Major Project: Research and Planning	30	M	2,5,6,7
7	7060MAPA	Final Major Project: Production and Sharing	30	M	1,2,3,4,5,6,7
7	7061MAPA	Collaborative Community Project	10	M	5,6
7	7063MAPA	Collaborative Enterprise Project	10	M	1,2,6
7	7062MAPA	Collaborative Social Challenge Project	10	M	5,6
7	7001CGE	Transnational Professional Development	10	M	2,6

Credit level	Module Code	Title	Credit Value	Mandatory/ Optional	Course Learning Outcomes
Subject to securing an appropriate placement opportunity and fulfilling the selection requirements, students will be transferred to the two-year course and the zero credit modules listed below are to be taken.					
7	7055MAPA	Extended Masters Professional Experience Module A	0	Optional	2, 6
7	7056MAPA	Extended Masters Professional Experience Module B	0	Optional	2, 6
7	7057MAPA	Extended Masters Professional Experience Module C	0	Optional	2, 6

The work placement is to be taken over three semesters and prior to the final dissertation/project that must be taken in the final semester of the course.

Delivery Patterns:

The MA Immersive and Virtual Media has three possible entry points (September, January and May) and students can study in both F/T and P/T modes. Students on the course will normally follow one of the indicative delivery patterns outlined in the tables below:

Delivery Pattern	**Full Time**				
Starting Semester	**September**				
Immersive Spaces (20)	Immersive Bodies (20)	Immersive Play (20)			
Research Methods (20)	Final Major Project: Research and Planning (30)	Final Major Project: Production and Sharing (30)			
Transnational Professional Development (10)	Collaborative Community Project (10)	Collaborative Enterprise Project (10)			
Collaborative Social Challenge Project (10)					

Delivery Pattern	**Full Time**				
Starting Semester	**January**				
Immersive Bodies (20)	Immersive Play (20)	Immersive Spaces (20)			
Research Methods (20)	Final Major Project: Research and Planning (30)	Final Major Project: Production and Sharing (30)			

Transnational Professional Development (10)	Collaborative Enterprise Project (10)	Collaborative Social Challenge Project (10)			
Collaborative Community Project (10)					

Delivery Pattern	**Full Time**				
Starting Semester	**May**				

Immersive Play (20)	Immersive Spaces (20)	Immersive Bodies (20)			
Research Methods (20)	Final Major Project: Research and Planning (30)	Final Major Project: Production and Sharing (30)			
Transnational Professional Development (10)	Collaborative Social Challenge Project (10)	Collaborative Community Project (10)			
Collaborative Enterprise Project (10)					

Delivery Pattern	**Part Time**				
Starting Semester	**September**				

Research Methods (20)	Immersive Bodies (20)	Immersive Play (20)	Immersive Spaces (20)	Final Major Project: Research and Planning (30)	Final Major Project: Production and Sharing (30)
Collaborative Social Challenge Project (10)	Collaborative Community Project (10)	Collaborative Enterprise Project (10)	Transnational Professional Development (10)		

Delivery Pattern	**Part Time**				
Starting Semester	**January**				

Research Methods (20)	Immersive Play (20)	Immersive Spaces (20)	Immersive Bodies (20)	Final Major Project: Research and Planning (30)	Final Major Project: Production and Sharing (30)
Collaborative	Collaborative	Collaborative			

Community Project (10)	Enterprise Project (10)	Social Challenge Project (10)	Transnational Professional Development (10)		
Delivery Pattern	**Part Time**				
Starting Semester	**May**				
Research Methods (20)	Immersive Spaces (20)	Immersive Bodies (20)	Immersive Play (20)	Final Major Project: Research and Planning (30)	Final Major Project: Production and Sharing (30)
Collaborative Social Challenge Project (10)	Collaborative Community Project (10)	Collaborative Enterprise Project (10)	Transnational Professional Development (10)		

15 Criteria for Admission and Selection Procedure

General requirements are in line with University Policy. Specific entry requirements can be found via the 'Entry Requirements' tab on the course web page. Successful applicants are usually expected to hold a good honours degree, or equivalent. Applicants may be invited to interview or to provide a portfolio of work.

Students whose first language is not English must demonstrate proficiency in the English language equivalent to IELTS 6.5.

For students entering with advanced standing, the course conforms to the standard university RP(E)L procedure:

Further information can be found via the Postgraduate Study page: https://www.coventry.ac.uk/study-at-coventry/postgraduate-study/

16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard University Academic Regulations Postgraduate Mode R

17 Indicators of Quality Enhancement

The course is managed by the Media and Performing Arts Board of Study of the Faculty of Arts and Humanities.

The Progression and Awards Board (PAB) for Media 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.

Date of last amendment: Monday 18th May 2020

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 and the Postgraduate Taught Experience Survey (PTES).

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

The University's Online Digital Platforms and Virtual Learning Environment (VLE)

Module Information Directory

Study Support information