

Programme Specification

SECTION A: CORE INFORMATION

1. Name of programme

Digital Film Production

2. Award title

BA Honours

3. Programme linkage

Is this part of group of linked programmes between which students can transfer at agreed points?

No

4. Is the programme a top-up only?

No

5. Does the programme have a Foundation Year (level 3) associated with it so that students enter for a four-year programme and progress directly from the Foundation Year to Stage 1 without having to re-apply?

Yes

6. Level of award (eg Level 6 for BA/BSc)

Level 3		Level 4		Level 5		Level 6	x	Level 7	
---------	--	---------	--	---------	--	---------	---	---------	--

7. Awarding body: University of Sunderland

8. Which department is it in? Faculty of Arts and Creative Industries

9. Programme Studies Board? Media Production

10. Programme Leader Jo McCulloch

11. How and where can I study the programme?

Tick all boxes that apply

At Sunderland:	
Full-time on campus	x
Part-time on campus	x
As work-based learning full-time	
As work-based learning part-time	
As a full-time sandwich course	
As a part-time sandwich course	
By distance learning	

12. How long does the programme take?

	Min number of years / months	Max number of years / months
Full-time	3 years	9 years
Part-time	6 years	9 years
Distance learning	NA	NA
Work-based learning	NA	NA

SECTION B – FURTHER CORE INFORMATION

26. Learning and teaching strategy.

The learning and teaching strategy for this programme is aligned to the University Learning and Teaching Plan 2013-16 whose aims are to:

- develop independent, active and reflective learners
- create learning environments where teaching approaches, learning technologies, and institutional structures and culture foster these learners
- ensure that staff are supported and developed for their roles, and valued for their contribution to learning and the learner experience
- promote learning partnerships in which innovative, supportive and challenging practice inspires students to approach their courses and careers with curiosity, enthusiasm and creativity.

You will encounter a number of approaches to learning on this programme, where tutors will use a range of approaches across the modules, but also may use variety of techniques in the 4 hour teaching sessions on practical modules.

However the main learning and teaching methods employed are a combination of:

Lectures

- to present and explain factual information and give a grounding in the key theories, genres and works associated with design practice.

Seminars

- to allow guided group discussion as a means of clarifying and elaborating on aspects of course work and thinking.

Workshops

- To allow you to engage and develop practical skills with tutor support

Demonstrations and hands-on tuition

- to show you practical techniques both in the studio and with specialised equipment .

Group critiques

- to allow you to practice presenting your work to others and to develop the ability to become reflective in your practice, and to learn from the feedback of others.

Tutorials

- are very frequent throughout the programme. They are either one-to-one with the tutor or in small groups to discuss your ideas, thinking, approach, analysis, facts.

Electronic learning resources

(electronic journals, internet, self-learning DVDs, videos, etc)

- develop skills of research and analysis, and encourage you to become an independent learner embracing the notion of professional self development.

Independent learning or private study

- encourages you to become resourceful and self-reliant using your own initiative and time management skills. With experience you also learn when it's better to seek appropriate guidance. This is a core skill that employers are keen to see in any graduate.

Presentations

- Over time, you will gain practice presenting your work as would be expected in industry in a client presentation situation. This not only helps with your oral and visual presentation skills, it helps you to develop the skills to evaluate your own work and concisely identify the key points that can sell the idea to your audience.

27. Retention strategy.

The University has a range of strategies in place to guide and support students which help to maintain retention.

Induction

Students enrolling on this programme are taken through a week of induction activities, introducing you to the University, the staff and fellow students. There is normally a range of fun creative projects, that might include a field trip, prizes, library inductions and students union activities all designed to help students make friends, settle in to University life, find their way around and get ready for their studies

Student handbook

All Digital Film Production students receive a student handbook that explains important things about their academic studies, how and where to get advice and support, and directs you to some of the wider support systems in place for students. You are also supported by materials on the VLE, and via email.

Student Reps

Students on all programmes at each stage have a student representative who can speak for them at the various committees and forums where decisions are made about how the programme is run. Your programme leader will ask for volunteers so please do apply if you are interested.

Registers and Communications/Meetings

The University has a system of attendance monitoring a TDS swipe system. Students swipe their campus card on card readers in each session/teaching room. Staff can then access this data electronically by name or by module to see student attendance. Students who don't swipe are deemed not to have attended. They are sent emails from administrative staff asking for explanations for non-attendance and/or to contact their programme leader/tutor if they need additional support. Continuous non-attendance can result in the student being withdrawn from their programme of study.

SSLC

Each department holds Staff Student Liaison Committee meetings at least once per term at which students and staff are invited to identify things that are worth commending about the operation of each programme, as well as things that need to be addressed. An action plan ensures that all agreed actions are followed up and addressed. This meeting is usually attended on your behalf by your student representative, so please pass on any comment, problems or positive experiences to them.

Personal tutor

All students are allocated a personal tutor who is there to turn to and who can support them or direct them to where appropriate help may be obtained. You will get a different tutor at each stage. Students can request a change of tutor without any questions asked. There is a list of tutors on the programme notice board, but you can also talk to the programme leader if you prefer.

Student support manager

The Faculty has a Student Support Manager who they can meet to discuss anything if a student prefers to discuss issues with someone who is outside of their immediate academic community.

Additional support

All on-campus students have access to the University's central support services including Counselling, Disability Service, Health and Well-being, Chaplaincy, financial support and advice, International Office and Careers and Employability Service. The Students' Union provides an independent service, which offers advice and support across the full range of personal and academic problems which students may encounter. These services are available via the Student Gateway or directed by tutors.

SECTION C - TEACHING AND LEARNING

28. What is the programme about?

BA Digital Film Production is made up of a combination of practical and theoretical modules. It covers subjects in the production of film as well as film theory and analysis. You will have the ability to specialise in aspects such as camera operation, radio documentary and drama production. You will also have a strong theoretical framework that will help you approach things with an open and critical mind, as well as the ability to communicate your ideas in a variety of forms.

This Digital Film Production Programme aims to:

- Provide specific knowledge(s) of specialist skills in professional practices, contexts and research processes within the digital film industry.
- To develop in students a critical approach to their own and others' media productions.
- enable students to reflect, evaluate and present creative and professional work in their own and in other's practice in digital film production.
- develop students' analytical skills
- develop students' communication skills
- To produce graduates capable of independent, challenging and creative work in the areas of broadcast and digital media production

29. What will I know or be able to do at each Stage of the programme?

By the end of this Stage of the programme successful students should know, understand or be able to do the following:

Learning Outcomes Stage 1 – Knowledge

By the end of this Stage of the programme successful students should know, understand or be able to do the following:

K1: knowledge of the theoretical concepts and approaches necessary for further study within the fields of media, film and digital film

K2: understanding of the impact of historical changes on media, film and digital film production

K3: knowledge of the institutional contexts in which the social, political and cultural operate

K4: knowledge of the underlying concepts, principles and operation of digital film production

Learning Outcomes Stage 1 – Skills

S1: explain and express theories and concepts in the analysis of media texts.

S2: Employ a range of technical and production skills

S3: write essays that include academic conventions of research.

S4: use appropriate technologies in the production of content for film and television formats.

Learning Outcomes Stage 2 – Knowledge

K5: advanced knowledge and understanding of key theories and debates relating to the analysis of media texts, audiences, film theory and digital film theory.

K6: knowledge of a variety of historical developments in media, film and digital film.

K7: Knowledge of digital film production within an institutional context.

Learning Outcomes Stage 2 – Skills

S5: develop creative and practical skills in the production of media content for one or more platforms.

S6: apply appropriate theoretical perspectives and institutional requirements to the process of producing digital films

S7: analyse your own work in a reflexive manner with reference to academic and professional issues, debates and conventions.

S8: present ideas clearly to a specific audience, including creative productions, essays and presentations

Learning Outcomes Stage 3 – Knowledge

K8: an advanced critical awareness of organisational structures, roles and processes shaping ethical dilemmas faced by practitioners in media.

K9: knowledge and practical appreciation of the requirements for appropriate professional practices in the production of media content.

K10: research, critically reflect and evaluate theoretical issues and debates within the wider field of media, film and digital film.

K11: advanced knowledge of production processes, institutional and industrial contexts and processes in media production.

Learning Outcomes Stage 3 – Skills

S9: the advanced ability to critique and evaluate concepts specific to media and film texts and audience

S10: an ability to negotiate, pitch and execute a proposal for a piece of media work either alone or as part of a team.

S11: advanced skills in media production techniques culminating in the production of a creative piece of work, and ensuring appropriate compliance processes.

S12: the ability to evaluate appropriate theoretical perspectives and research methods in analysing specific areas of media, film and digital film output and consumption.

30. What will the programme consist of?

Each undergraduate programme consists of a number of Stages from a minimum of 1 to a maximum of 4, each of which is equivalent to a year's full-time study. The summary below describes briefly what is contained in each Stage. Most programmes have a mixture of core (ie compulsory) modules and optional ones, often with increasing choice as you move through the programme and gain in experience. In some programmes the choice of optional modules gives you particular 'routes' through the programme. The programme structure including a detailed list of modules can be found in the [programme regulations](#).

Stage 1

At stage 1 students are introduced to the relationship between theory, research, criticism and practice as it applies to, media studies, film studies and digital film production. This is supported by the inclusion of practice modules in order to introduce the basic techniques required to develop students' understanding of the relationship between theory and practice. You will be doing a number of practical modules making a number of different films and TV programmes.

Stage 2

Stage 2 draws on, and allows students to integrate and refine, the knowledge and skills they have attained as modules further develop the theoretical, analytical, practical and critical skills introduced at stage 1.

Stage 3

At stage 3 the emphasis on modules shifts further towards advanced self-directed learning with tutorial support. Students will be required to develop early practical project proposals, which will be assessed and then developed into a practical project.

31. How will I be taught? *Modes of teaching and learning aligned with KIS – choose one or more*

Scheduled teaching activities	x
Independent study	x
Placement	

The Programme uses a diverse range of teaching and learning strategies that assist in the development of technical and professional skills of students. In the early stages of the Programme, the modules are staff led, providing teaching and learning through staff led sessions and seminars. However, by stage 3 the self-negotiated projects/dissertation lead to a greater student-led emphasis within their learning with staff guidance. Each module offers a variety of individual tutorials, seminars, hand-outs, demonstrations, peer reviews, and feedback.

The main learning and teaching methods employed are a combination of:

Lectures to present and explain factual information and give a grounding in the key theories and approach to practice.

Seminars to allow guided group discussion as a means of clarifying and elaborating on aspects of course work and thinking.

Independent learning or private study encourages students to become resourceful and self-reliant using their own initiative. With experience they also learn when it's better to seek appropriate guidance. This is a core skill that employers are keen to see in any graduate.

Workshops allow you to engage with and develop practical skills with tutor support.

32. How will I be assessed and given feedback?

Written examinations	
Coursework	x
Practical assessments	x

This programme uses the Generic University Assessment Criteria	x	
This programme uses the Subject Specific Assessment Criteria		

On this course you will experience a range of assessments and assignments, all of which we will explain to you in more detail in the Module Guides. Across the whole of the course you can expect to: Write academic essays and critical evaluations; deliver presentations on research topics, your ideas or productions; produce practical work in TV, Digital Film or Digital Media and take on-line tests or exams. You will also be assessed on your skills, your engagement with projects as well as your ability to work in a team of people.

The main assessment methods employed are a combination of:

Media Production assignments

- are used to explore your skill as a producer of media work. Assignments may consider your creative skills, your technical skills, but also how you tell a story and work as a team. Some production work may be created in teams, although there may be aspects of the same assessment where tutors assess your input to the production process.

Written assignments, essays and reports

- are used to test knowledge and understanding. They also test your academic research skills and the ability to select critical detail from large amounts of information and to interpret, evaluate, organise and present a coherent argument or report based on that information.

Seminar and presentations

- are used to test your ability to sift key information and present it coherently and succinctly to an audience. Depending on the nature of the project, the assessment may require that you present individually or as part of a team.

Assessment

The generic assessment criteria which we use can be found [here](#)

Stage 1 assessment does not impact on your final award. All stage 1 work is assessed by module lecturers who will then provide you with detailed feedback.

For stage 2 and 3 modules, all work is assessed and then moderated by appropriate members of the journalism team. Students will receive detailed feedback. External examiners moderate a sample of work from all modules across stages 2 and 3.

All grades are agreed at module assessment boards across the three stages.

Student feedback an assessment is provided both verbally and in written form, in both cases referring clearly to the assessment criteria and learning outcomes of the module. This enables you to understand the level of your mark, and draw your attention to areas for improvement.

33. [Teaching, learning and assessment matrix](#)

How does research influence the programme?

The academic staff have a rich range of expertise across practice, theory and production. Academics also engage in academic research and publication, where in the most recent REF 25% of research was deemed to be world leading. Other members of staff are also engaged in the media industry, working with the likes of ITV Studios and BBC Radio. The experience these staff have in both research and practice helps to inform what we do on the course.

Staff are also active as academic and critical practitioners. Recent individual projects have covered a range of theoretical and practical concerns, and outcomes have been disseminated via media including publication, conference presentation, community work, exhibition, creative writing and performance. The Media Department continues to consolidate and develop its research activities, skills and methodologies through initiatives based on individual projects, collaborative exchange, and contact with external scholars and funding partners. The Department's Research seminars, held fortnightly, also provide important staff development, and staff from across all parts of the Media Department attend, together with postgraduate students.

SECTION D EMPLOYABILITY

34. How will the programme prepare me for employment?

In addition to a curriculum that is designed to foster high level communication skills, time management, group working and I.T. skills, the programme enables students to study abroad at stage 2, which enables students to gain higher levels of independence and maturity while simultaneously broadening their cultural experience and social network. At stage 2 students may study in the USA, Canada, Australia, and a number of EU countries, where University or subject-specific agreements exist. In each case, students are interviewed and study abroad approved only subject to satisfactory progress on their degree programme. Students must also have approval for their proposed programme of study. During the period of study abroad tutors maintain contact with students via email. Credits for approved study abroad are counted towards the student's degree programme.

In addition to this there is also a full-time employability that assists in placing students and engaging with employers. Students on the degree programme have undertaken placements at Endemol TV, Metro Radio, BBC Network TV and Radio, Tyne Tees Television, Bridge and Tunnel productions, Bauer Radio, SuperKrush, Dene films and regional BBC Centres. There is also a facebook page where opportunities are advertised. In addition, the University offers a number of centrally based programmes designed to support student innovation. These include the *Media Hub* (which includes *Sportsbyte*, *Northern Lights*, *Fashion North* and *SRNews*), *Made T* and *FabLab*, which seek to support students who wish to develop work in both voluntary and business sectors; and *The Enterprise Place*, which offers students initially free and, later, subsidised facilities, support and mentoring with a view to helping develop

creative ideas into viable business propositions. Students can also contribute to the University's student magazines, such as *Spark* and *Vibe*, to presenting on and/or managing Spark FM, the University's award-winning Community Radio Station. Students also enter their work in a variety of prestigious national and international competitions, including National Student Television Awards (NASTA) and Royal Television Society awards.

In addition to a curriculum that is designed to foster high level communication skills, time management, group working and I.T. skills, the programme enables students to study abroad at stage 2, which enables students to gain higher levels of independence and maturity while simultaneously broadening their cultural experience and social network. At stage 2 students may study in the USA, Canada, Australia, and a number of EU countries, where University or subject-specific agreements exist. In each case, students are interviewed and study abroad approved only subject to satisfactory progress on their degree programme. Students must also have approval for their proposed programme of study. During the period of study abroad tutors maintain contact with students via email. Credits for approved study abroad are counted towards the student's degree programme.

Other activities that students can attend and participate in include the Wednesday lunchtime Masterclasses, a series of lectures and workshops running throughout the academic year featuring invited industry practitioners. Furthermore, action-planning, career and goal-setting are central to Sunderland Futures, which includes the Sunderland professional Award (SuPA) and Higher Education Achievement Report (HEAR).

35. Professional statutory or regulatory body (PSRB) accreditation. Choose one of the following.

PSRB accreditation is not relevant to this programme	x
PSRB accreditation is currently being sought for this programme	
This programme currently has PSRB accreditation	

SECTION E PROGRAMME STRUCTURE AND REGULATIONS

Use [Programme Regulations Form](#), for questions 39 and 40

The programme gives you the opportunity to develop skills which you can use in the future. Some skills are more specific than others to the subject area, or to a particular type of activity, but all skills can be applied in a range of employment situations, sometimes in quite unexpected ways. The skills which this programme is designed to develop are listed below.

Stage 1

Core modules: 120 core credits

Code	Title	Credits
MAC101	Media Studies	20
MED128	Introduction to Sound Design	20
MAC135	Visual Storytelling	20
MAC170	Introduction to Film Studies	20
MED 101	Digital Fictional Film	20
MED110	Media Production Skills	20

Stage 2

Core modules 20 core credits

Code	Title	Credits
MED203	Digital Fictional Film 2	20

Students choose between the following modules at least (40 credits)

Code	Title	Credits
MAC201	Media Studies 1 or	20
MAC217	Film Theory and Criticism	20
MAC275	Video Documentary Production or	20
MAC253	Experimental Film Practice	20

Optional Modules –

You may select up to 60 credits from the full range of stage 2 media/performance modules.

Stage 3

Core modules 80 core credits

Code	Title	Credits
MED324	Film and Feeling	20
MED322	Digital Fictional Film 3	20
MED326	Media Project	40

Optional Modules –

You may select up to 20 credits from the full range of stage 3 media/performance modules.

SECTION F ADMISSIONS, LEARNING ENVIRONMENT AND SUPPORT

41. What are the admissions requirements?

The University's standard admissions requirements can be found in the [university regulations](#). Programme-specific requirements which are in addition to those regulations are given below.

Entry from a University of Sunderland Foundation Year (*give details or delete*)

Can students enter with advanced standing?	yes	
--	------------	--

If yes, to which Stages?

Stage 1	
Stage 2	yes
Stage 3	yes
Stage 4	

If yes, with what qualifications?

The course will also take direct entry to stages 2 and 3 depending on prior experience or having suitable qualifications such as HND or Foundation degree. The key criteria here will be based on relevant previous experience and this will be assessed at interview, through a portfolio and on the application form; unless articulation agreement exists. Students should be suitably experienced with skills and experiences that are aligned to the programme.

42. What kind of support and help will there be?

Every student receives personal copies of the programme handbook or has access to them online. These contain a wide range of information including the current Induction information and the relevant safety policy as well as information on how to access the full University Services.

Every student, at the beginning of the induction period, is supplied with detailed timetables of the induction activities and of the course on to which he/she has enrolled.

Students requesting or showing signs of needing additional support or who have specific learning needs will be advised and directed to the support available. All students are asked to complete induction evaluation questionnaires to comment on the effectiveness of the induction programme.

On commencement of the programme, all students are allotted a personal tutor who will support them through their studies. Both the personal tutor and the programme leader support students by helping them to understand and navigate through the modular credit scheme and also, where appropriate, by acting as a signpost to refer students to any of the other support systems within the University or beyond.

Tutorials will normally take place at least twice a term (and more often as necessary) in order to discuss programme-specific issues and identify any personal difficulties and to help to develop and maintain the students progress file. Students normally see their personal tutor individually at appropriate points during each term to discuss their progress. Students will be referred to Student Services, Financial Counsellor, Students Union and other appropriate agencies who offer expertise to deal with issues of a more personal nature. Students are informed about the careers service, the counselling service, the chaplaincy and the international student service during induction and when necessary during tutorials. The careers service delivers aspects of the programme at Stages 2 and 3.

All on-campus students have access to the University's central support services including Counselling, Disability Service, Health and Well-being, Chaplaincy, financial support and advice, International Office and Careers and Employability Service. The Students' Union provides an independent service which offers advice and support across the full range of personal and academic problems which students may encounter. Students wishing to lodge a complaint or an appeal can seek advice from the Students' Union or from Academic Services. Full details of all these services can be found on the University's web-site. Where appropriate, academic or support staff in the Faculty will sign-post students to these specialist services.

a. in the university as a whole:

The University provides a range of professional support services including [health and well-being](#), [counselling](#), [disability support](#), and a [Chaplaincy](#). Click on the links for further information.

43. What resources will I have access to?

On campus		In a partner college		By distance learning	
-----------	--	----------------------	--	----------------------	--

On campus

Tick all that apply

General Teaching and Learning Space	X
IT	X
Library	X
VLE	X
Laboratory	
Studio	X
Performance space	
Other specialist	
Technical resources	X

Specialist Equipment:

The Media Department provision is located on St Peter's Campus, in a purpose-built, newly equipped Media Centre, which opened in September 2003. In August 2009 the media and new media facilities benefited from a £1.5 million pound re-kit, upgrading the video production facilities. All field equipment is now fully 4K compatible and subject to constant reviewing and updating to ensure parity with industrial practices. There are 2 studios: multi-camera and chroma used for live and recorded programmes and special effects filming. There is also a range of steadicam and grip equipment.

VLE

All modules and programmes are supported by an online Virtual Learning Environment. Each module will maintain a space on the VLE, where you will find the module guide and materials to support your learning. Some modules will also collect your assignments via a dropbox on the VLE.

University Library resources

University Library Services offer a range of resources, both in print and online, in support of University learning, teaching and research activities. The three site libraries provide information collections, a variety of study spaces, IT facilities and experienced library staff during core hours, with online services and support available at any time off-campus. In addition, both The Murray and St. Peter's libraries offer 24/7 access during main teaching weeks.

On joining the University, all students attend a Library Induction session and library staff are available to help with enquiries during library opening hours. In addition, library staff are experienced in working with academic colleagues in designing and delivering customised Information Skills workshops, either timetabled sessions embedded into core modules or individual sessions provided on request. These workshops provide students with the skills they need to identify and evaluate information from both print collections and electronic sources, including subject specific databases and gateways, online journals and other quality sources available on the Internet. Students can also access subject specific help sheets, online tutorials, FAQs and many more sources of information on the Library website www.library.sunderland.ac.uk

Information about the University's facilities can be found [here](#).

44. Are there any additional costs on top of the fees?

No, but all students buy some study materials such as books and provide their own basic study materials.	x
Yes (optional) All students buy some study materials such as books and provide their own basic study materials. In addition there are some are additional costs for optional activities associated with the programme (see below)	

<p>Yes (essential) All students buy some study materials such as books and provide their own basic study materials. In addition there are some are essential additional costs associated with the programme (see below)</p>	
---	--

Whilst there are no formal additional fees, you may wish to buy small or even large items of equipment. The media centre equipment store stocks sufficient equipment to cater for all students; however some students choose to buy their own cameras, audio recorders or laptops to use in productions. This is not compulsory and students who choose not to purchase their own equipment are not disadvantaged.

45. How are student views represented?

All taught programmes in the University have student representatives for each Stage (year-group) of each programme who meet in a Student-Staff Liaison Committee (SSLC) where they can raise your views and concerns. The Students' Union and the faculties together provide training for student representatives. SSLCs and focus groups are also used to obtain student feedback on plans for developing existing programmes and designing new ones. Feedback on your programme is obtained every year through module questionnaires and informs the annual review of your programme. Student representatives are also invited to attend Programme and Module Studies Boards which manage the delivery and development of programmes and modules. Various Faculty committees, particularly Faculty Academic Experience Committee, Academic Development Committee and Quality Management Sub-Committee also have student representation. This allows students to be involved in higher-level plans for teaching and learning. There is a parallel structure at university level on which students are represented by sabbatical officers who are the elected leaders of the Students' Union.

The University's student representation and feedback policy can be found [here](#).

Undergraduate programmes only: Final-year students are also invited to complete a National Student Survey (NSS) which asks a standard set of questions across the whole country. The results of this are discussed at Programme Studies Boards and at Faculty Academic Experience Committee to identify good practice which can be shared and problems which need to be addressed. We rely heavily on student input to interpret the results of the NSS and ensure that we make the most appropriate changes.

We encourage students to contact staff either face to face or via email if that have any questions or problems. We are also very keen that our student representatives take a full role in feeding back on the programme. A strong partnership between staff and students is important to us and we will actively seek student feedback when considering developments to modules or the programme.

SECTION G QUALITY MANAGEMENT

46. National subject benchmarks

The Quality Assurance Agency for Higher Education publishes benchmark statements which give guidance as to the skills and knowledge which graduates in various subjects and in certain types of degree are expected to have. These can be found [here](#).

Are there any benchmark statements for this programme?	yes	
--	------------	--

The subject benchmark(s) for this programme is/are: [Communication, Media, Film and Cultural Studies](#)

The QAA also publishes a Framework for Higher Education Qualifications (FHEQ) which defines the generic skills and abilities expected of students who have achieved awards at a given level and with which our programmes align. The FHEQ can be found [here](#).

47. How are the quality and standards of the programme assured?

The programme is managed and quality assured through the University's standard processes. Programmes are overseen by Module and Programme Studies Boards which include student representatives. Each year each module leader provides a brief report on the delivery of the module, identifying strengths and areas for development, and the programme team reviews the programme as a whole. The purpose of this is to ensure that the programme is coherent and up-to-date, with suitable progression from one Stage to another, and a good fit (alignment) between what is taught and how students learn and are assessed - the learning outcomes, content and types of teaching, learning and assessment. Student achievement, including progress between Stages of the programme and degree classification, is kept under review. The programme review report is sent to the Faculty Quality Management Sub-Committee which in turn reports issues to the University's Quality Management Sub-Committee (QMSC) and Academic Experience Committee (AEC).

External examiners are appointed to oversee and advise on the assessment of the programme. They ensure that the standards of the programme are comparable with those of similar programmes elsewhere in the UK and are also involved in the assessment process to make sure that it is fair. They are invited to comment on proposed developments to the programme. Their reports are sent to the Deputy Vice-Chancellor (Academic) as well as to the Faculty so that issues of concern can be addressed.

All programmes are reviewed by the University on a six-yearly cycle to identify good practice and areas for enhancement. Programmes are revalidated through this review process. These reviews include at least one academic specialist in the subject area concerned from another UK university. The University is subject to external

review by the Quality Assurance Agency for Higher Education on a six-year cycle. Their review reports for Sunderland can be found [here](#).

Further information about our quality processes can be found [here](#).

PART B - PROGRAMME REGULATION/S

APPENDIX 1

Name of programme: BA (Hons) Digital Film Production

Title of final award: BA Honours

Interim awards¹: Certificate in Digital Film Production, Diploma in Digital Film Production, Ordinary degree in Digital Film Production

Accreditation: N/A

University Regulation (please state the relevant University Regulation): N/A

Regulations apply to students commencing their studies from (please state the date / intake that these regulations will apply to students for each Stage): N/A

Stage 1

Core modules: 120 core credits

Code	Title	Credits
MAC101	Media Studies	20
MED128	Introduction to Sound Design	20
MAC135	Visual Storytelling	20
MAC170	Introduction to Film Studies	20
MED 101	Digital Fictional Film	20
MED110	Media Production Skills	20

¹ Same as main award unless agreed otherwise at validation – eg to meet PSRB requirements

Stage 2

Core modules 20 core credits

Code	Title	Credits
MED203	Digital Fictional Film 2	20

Students choose between the following modules (40 credits)

Code	Title	Credits
MAC201	Media Studies 1 or	20
MAC217	Film Theory and Criticism	20
MAC275	Video Documentary Production or	20
MAC253	Experimental Film Practice	20

Optional Modules –

You may select up to 60 credits from the full range of stage 2 ADM modules provided that you have the pre-requisite module.

Stage 3

Core modules 80 core credits

Code	Title	Credits
MED324	Film and Feeling	20
MED322	Digital Fictional Film 3	20
MED326	Media Project	40

Optional Modules –

You may select up to 40 credits from the full range of stage 3 ADM modules provided that you have the pre-requisite module.

Appendix 2

Matrix of modes of teaching, learning and assessment for BA Digital Film Production

(S = Skills Learning Outcome, K = Knowledge Learning Outcome)

Key: D = Developed T = Taught A = Assessed

Stage 1

Module	Code	Core / optional	Modes of T&L	Modes of Assessment	K1	K2	K3	K4	S1	S2	S3	S4
Introduction to Media & Cultural Studies	MAC101	Core	Lectures, Seminars, Screenings, self-directed study	Essay Presentation	T D A	T A	T D A		T D A		T D A	
Introduction to Sound:Design and Production	MED128	Core	Lectures, Seminars, Workshop activities, Self-directed study, practical workshops	Practical Critical Evaluation	A	D A	D	T D A	D A	T D A	A	T D A
Media Production Skills	MED110	Core	Lectures, Project Tutorials screenings, demonstrations, production exercises and group discussion	Group Production Critical Evaluation Production File	A	T D A	D	T D A	D A	T D A	A	T D A

Module	Code	Core / optional	Modes of T&L	Modes of Assessment	K1	K2	K3	K4	S1	S2	S3	S4
Visual storytelling	MAC135	Core	Lectures, Project Tutorials screenings, demonstrations, production exercises and group discussion	Group production Presentation	T D A	T D A		T D	T D	T D A		T D A
Introduction to Film Studies	MED170	Core	Lectures, Seminars, workshops, screenings.	Essays x2	T D A	T D A	T D A	D	T D A		T A	
Digital fictional film	MED101	Core	Lectures, Workshops, Seminars Screenings	Practical Production, evaluation, production file	T D	D A	T D A	T D A	T D	T D A	A	T D A

STAGE 2

Module	Code	Core / optional	Modes of T&L	Modes of Assessment	K5	K6	K7	S5	S6	S7	S8
Digital Fictional Film 2	MED203	Core	Lectures, Group discussion, Screenings, Practical Workshops, Self-directed study Project Tutorials	Group Productions Critical Evaluation Presentation, screening	D	T D A	D	T D A	D A	T A	T D A
Media Studies 1	MAC 201	Option (Designated)	Lectures, Research task, Seminars/workshops, Screenings, VLE Independent Study	Essay Online test/essay	T D A	D			T D		
Film Theory & Criticism	MAC217	Option (Designated)	Lectures, seminars, workshops, screenings	Essay	T D A	T D A	D			D A	D A
Experimental Digital Film Practice	MAC253	Option (Designated)	Lectures, Seminar, Screenings, Group discussion	Group Presentation Production Critical Evaluation	D A	D T	D T	T D A	T D A	T D A	T D A
Documentary Production	MAC 275	Option (designated)	Lectures, Group discussion, Screenings, Practical workshops, self-directed study Project Tutorials	Individual Skills Test Group Production Critical Evaluation	D	D A	D	T D A	D A	T D A	T D A

STAGE 3

Module	Code	Core / optional	Modes of T&L	Modes of Assessment	LO K8	LO K9	LO K10	LO K11	LO S9	LO S10	LO S11	LO S 12
Film and Feeling:Music, Performance, Genre	MED324	Core	Lectures, seminars, workshops, presentations, screenings	Essay	T D	T D	T D A	T D A	T D			T D A
Media Project	MED 326	Core	Workshop, group presentations, evaluations, Tutorials, Open access and self-directed study/production time	Pitch and Proposal Production work Individual assessment and evaluation	D A	D A	D A	A	A	D A	D A	A
Advanced Digital Fictional Film	MED341	Core	Lectures, Group discussion, Screenings, Practical workshops, self-directed study	Group Production Individual Evaluation	T D A	D A	D A	D A	A	A	D A	A

**QUICK REFERENCE**

Panel: External D Internal D
 Programme: New D Review D Title Change D
 Replacement for existing D

SITS SUMMARY PROGRAMME/SHORT COURSE DETAILS

(Form to be completed electronically by the Faculty and forwarded to the QAE Quality Officer supporting the Approval event, or sent to MISD for faculty devolved processes before sending to QAE)

PROGRAMME/SUBJECT/SHORT COURSE DETAILS	
Exit Award: Title of programme/award	Digital Film Production
<i>If replacement for existing, specify title of old</i>	
Faculty(ies):	Arts, Design and Media
Department:	Media
SITS Programme/Short Course code ¹	
Programme Studies Board ²	Media Production Module studies board
UCAS code ³ (if applicable). If other please state method.	
JACS code ⁴	P300
Qualification Level / Qualification Aim	BA Honours
Modes of delivery and duration:	(delete yes/no as necessary) Full time yes3.. years Sandwich no years Part time yes5.. years Work Based Learning no On-campus yes Off-campus no
CSP Only. Other subject combinations not allowed with this subject:	
Programme/Subject/Short Course Leader:	Jo McCulloch
Date of Approval	2016
Date of next review (QAE to complete)	
Start date of programme/Short Course	
Number of intakes per annum and likely month(s) intake(s) starts.	1 September

¹ To be allocated in consultation with MISD team in SRBP

² Programme Studies/Assessment Board that will have management responsibilities for the programme.

³ Please contact Admissions Manager for code

⁴ JACS code = e.g. (V1) History, (G5) Computing Science, etc. for information contact relevant AD

FUNDING DETAILS	
Confirm funding arrangements for programme e.g. HEFCE/TDA/NHS/Other ⁵	HEFCE
If it is TDA, is it primary/secondary/F.E./Other (please state)	
Is the programme Open or Closed ⁶ :	Open

ACCREDITING BODY	No
-------------------------	----

PROGRAMME SPECIFIC REGULATIONS	Are there to be programme specific regulations? Yes
---------------------------------------	--

COLLABORATIVE: Please complete details	UK no	
	Overseas no	
Institution	Collaborative model ⁷	Funding arrangements ⁸
.....
.....
.....

INTERIM AWARD SCHEDULE

Interim award title	Credits required	Interim structure Please show mandatory requirements if applicable e.g. core module codes
Certificate of Higher Education	120	Credits will normally include the modules designated as core for Stage 1 (MAC 101, MED128, MAC135, MAC170, MED101, MED110) While credits above Stage 1 may be counted towards the Certificate, they cannot be counted again towards a higher degree that may be subsequently taken. Students have the choice of receiving the Certificate, or continuing their study for a higher award.

⁵ Please confer with David Balme for funding status for programme

⁶ An Open programme constitutes an open admissions policy. A Closed programme is normally specific to one client only. If in doubt please consult Academic Services or Planning and Finance.

⁷ As per QAE guidelines

⁸ Please contact David Balme for confirmation of funding details

Diploma of Higher Education	240	120 of these credits must be achieved at Stage 2. The total credits earned will normally include the modules designated as core for both Stage 1 and 2. The core module for Stage 2 is MED203 + 40 credits from designated options and up to 60 credits from stage two Media and Performance Modules. Credits above Stage 2 can be counted towards the Diploma, but cannot then be counted again towards a higher degree that may be subsequently taken. Students may choose to receive the Diploma, or continue their study for a higher award.
BA Ordinary Degree	300	Students must earn 300 credits. The credits for Stages 1 and 2 will normally include the modules designated as core for Stages 1 and 2. In stage 3 MED324, MED322, MED326. Students may choose to receive the Ordinary, or continue their study for a higher award.
BA Hons Degree	360	Students must earn 300 credits. The credits for Stages 1, 2 and 3 will normally include the modules designated as core for Stages 1, 2 and 3, plus designated options and other options are required at stage 3 for students to receive the BA (Hons).

DETAILS SUPPLIED BY:

DATE:

For QAE use only: Circulation list: Quality Assurance & Enhancement (files) MISD (J Ruffell), Admissions (E Wilson), Recruitment (Les Brown, Catryn Davies), Student Office (L Dixon), Examinations (B Muldowney), Planning (David Balme) Learning Development Services (Malcolm Green) Central Timetabling (Lesley Scott) + **for collaborative programmes:** SRBP Carole Green/Peter Elliott, marketing (Judith Green)

Programme Structure and Content - Appendix3

Module List

Stage 1

Award, Route (if applicable) and Level	New/Existing/Modified Module (N/E/MM)	Module Title	Module Code	Module Credit Value	Whether core or option	Must choose (ie designated option):	Assessment weighting – give % weight for <i>each assessment item</i>	Pre-/co-requisites	Module leader	Other comment (if required)	Date of Entry on SITS. N/MM only (After event)	JACS Code
	E	Introduction to Media & Cultural Studies	MAC101	20	Core		Essay 50% Presentation 50%	None	Dan Ward			P300
	E	Introduction to Sound:Design and Production	MED128	20	Core		Practical 80% Critical Evaluation 20%	None	Elaine Drainville			P300
	E	Media Production Skills	MED110	20	Core		Group Production 70% Critical Evaluation Production File 30%	None	Ian McPake			P310
	E	Visual storytelling	MAC135	20	Core		Group production 60% Presentation 40%	None	Nicholas Glean			P310
	E	Introduction to Film Studies	MAC170	20	Core		Essays x2 40%/60%	None	Steve Cannon			P303

Award, Route (if applicable) and Level	New/Existing/ Modified Module (N/E/MM)	Module Title	Module Code	Module Credit Value	Whether core or option	Must choose (ie designated option):	Assessment weighting – give % weight for <i>each assessment item</i>	Pre-/co-requisites	Module leader	Other comment (if required)	Date of Entry on SITS. N/MM only (After event)	JACS Code
	E	Digital fictional film	MED101	20	Core		Practical Production 50%, evaluation 30%, production file 20%	None	Nicholas Glean			P310

STAGE 2

Award, Route (if applicable) and Level	New/Existing/ Modified Module (N/E/MM)	Module Title	Module Code	Module Credit Value	Whether core or option	Must choose (ie designated option):	Assessment weighting – give % weight for <i>each assessment item</i>	Pre-/co-requisites	Module leader	Other comment (if required)	Date of Entry on SITS. N/MM only (After event)	JACS Code
	E	Digital Fictional Film 2	MED203	20	Core		Group Productions 60% Critical Evaluation Presentation 10%, screening 30%		Nicholas Glean			P313
	M	Media Studies 1	MAC 201	20	Option (Designated)		Essay 60% Online test/essay 40%		Robert Jewitt			P300

Award, Route (if applicable) and Level	New/Existing/Modified Module (N/E/MM)	Module Title	Module Code	Module Credit Value	Whether core or option	Must choose (ie designated option):	Assessment weighting – give % weight for <i>each assessment item</i>	Pre-/co-requisites	Module leader	Other comment (if required)	Date of Entry on SITS. N/MM only (After event)	JACS Code
	E	Film Theory & Criticism	MAC217	20	Option (Designated)		Group presentation 30% Essay 70%		Martin Shingler			P303
	E	Experimental Digital Film Practice	MAC253	20	Option (Designated)		Group Presentation Production 70% Critical Evaluation 30%		Elaine Drainville			P310
	E	Documentary Production	MAC 275	20	Option (designated)		Critical presentation 30% Documentary/production file 70%		Elaine Drainville			P310

STAGE 3

Award, Route (if applicable) and Level	New/Existing/Modified Module (N/E/MM)	Module Title	Module Code	Module Credit Value	Whether core or option	Must choose (ie designated option):	Assessment weighting – give % weight for <i>each</i> assessment item	Pre-/co-requisites	Module leader	Other comment (if required)	Date of Entry on SITS. N/MM only (After event)	JACS Code
	E	Film and Feeling: Music, Performance, Genre	MED324	20	Core		Group presentation 25% Essay 75%		Susan Smith			P303
	E	Media Project	MED 326	40	Core		Pitch and Proposal 10% Production work 50% Individual assessment and evaluation 40%		Darren Bykerk			P310
	N	Advanced Digital Fictional Film	MED341	20	Core		Group Production Individual Evaluation		TBC			P310