UNIVERSITY CENTRE TRURO & PENWITH

University of Plymouth Academic Partnerships

Truro & Penwith College

Programme Quality Handbook

BA (Hons) Applied Media

2024-25

Contents

WELCOME AND INTRODUCTION

1. Welcome and Introduction to BA (Hons) Applied Media

Welcome to the BA (Hons) Applied Media degree. This level 6 programme is designed to take you from HND or Foundation degree studies into the next level of higher education, enabling you to achieve a full honours degree. The course has been designed by media staff at Truro and Penwith College, with a view to the particular situation and circumstances here, but has been the result of consultations and advice from the Plymouth University Faculty of Arts and Humanities, School of Art and Media. We are certain that the relations between the College and University will be greatly to your benefit, and urge you strongly to take advantage of events and opportunities at the University whenever possible.

The programme itself is a blend of the practical and the academic, giving you the opportunity and the support to develop your practical skills using critical reflection and evaluation so that you can become the best practitioner possible, but also stretching your academic abilities so that you can gain those insights and understandings only achievable through in depth study of your subject. Every module will be underpinned with an understanding of 'theory', whether that is critical and contextual, or market and audience theory, or theories of visual culture and representation, and this theory will be a vital part of developing your creative and practical work.

The programme also blends the specialist with the generalist, ensuring that you not only develop your particular skill and expertise but have a good understanding and familiarity with the skills and practices of other media practitioners, because in the media industries of today, everyone is expected to be multisided and have a broad range of abilities.

The programme has a distinctive philosophy, a belief that employability in contemporary media is about enterprise and flexibility, about specialist skills but also all-round vision and understanding, of other skills, of the commercial world, of clients and organisations, businesses and commissioners. Hoping to succeed in today's media we believe is about 360 degree vision, and this course gives you the opportunities to develop that vision for the twenty-first century.

A B.A.(Hons) requires you to be an independent learner and show a self-motivated approach to your work. It is expected that you will need less guidance from your tutor as you will be putting into practice the skills, knowledge and working practices you developed on your foundation degree/HND. While you will be expected to attend all timetabled lessons you will also be expected to work productively and creatively to develop the productions, and build on your skills and knowledge, outside of the scheduled sessions. You are also expected to have a critical awareness of how your own work fits into the theoretical and historical context of visual arts practice. You will be required to both justify and elucidate on your work in light of your own research into the relevant theories and contextual material, allowing you to demonstrate a greater depth of questioning and understanding. This might require primary research via interviews or questionnaires, or secondary research from books, journals or the web. All work must be referenced and include a bibliography listing the sources you have used to research and plan your practical work. We hope this will inform your work and give you the critical framework to move on to further studies if you desire, or place yourself within the narrative of the visual arts practice you wish to pursue.

This programme has been designed to equip you with the skills and knowledge base required to work in your chosen specialism or other graduate opportunities. It is also a platform from which you can undertake additional vocational and academic qualifications.

This Programme Quality handbook contains important information including:

- The approved programme specification

- Module records

Note: the information in this handbook should be read in conjunction with: the [University Centre Student Handbook](#) (on SharePoint) which contains information on issues such as finance, student support, careers, learning resources and studying at University Centre Truro and Penwith; the University of Plymouth Student Handbook https://www.plymouth.ac.uk/your-university/governance/student-handbook; and your Teaching, Learning and Assessment Handbook available on SharePoint.

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2.   Programme Specification

Final award title	BA (Hons) Applied Media
Level	Level 6
Intermediate award title(s)	
Level	
Awarding institution	Plymouth University
Teaching institution	Truro and Penwith College
Accrediting body	University of Plymouth
Appropriate benchmark(s)	Communication, media, film and cultural studies (QAA:2008)
UCAS code	P300
JACS code	

Entry requirements

Successful completion of HND/FdA in Media-based programme

Students will generally be expected to hold (or obtain) GCSEs in English and Maths at Grade C / Level 4 and above. This will be reviewed on a case-by-case basis

Programme aims

Develop students with vocational and academic skills at honours level in applied media and advertising practices.

Develop autonomous practitioners with an appreciation of and engagement with the contemporary 360 degree practice of advertising and media industries.

Develop entrepreneurial and enterprising students with the ability to sustainably create and develop opportunities within real economic contexts.

Develop a critical and reflexive understanding of historical and contemporary issues and practices through visual and written practices.

Enable students to engage in academic and vocational research of a contemporary and local nature.

Develop a critical understanding of the social, environmental and economic context of contemporary media production and consumption.

Programme Intended Learning Outcomes

The programme provides opportunities for participants to develop and demonstrate the general outcomes listed below. The learning outcomes are referenced to Level 6 Descriptors (SEEC, 2010 and QAA Quality Code) and adapted for the discipline. These will be contextualised within each participant's coursework.

By the end of the programme, participants will be expected to have/be able to:

Setting

- an understanding of the requirements of professional practice and standards within their chosen field

- the ability to select, use and understand appropriate equipment in an effective and creative manner, in accordance with good professional practice and applied to a variety of situations and contexts

- the ability to adopt a critical reflective approach to issues of practice

- the ability to systematically plan, organise, monitor and present work to an audience/client in a coherent and professional manner, demonstrating a reflective awareness of client relations and understanding of client needs

- the ability to complete an appropriate 'portfolio' of work suitable for practice in professional life
- the ability to contribute to contemporary culture through the application of skills, imagination, and inventiveness

Knowledge and understanding

- a broad and deep technical, historical, theoretical and cultural understanding of a specialist area

- a detailed understanding of the significance of the works of other practitioners

- a knowledge of the commercial and community opportunities for and relations within media production

- a knowledge of the methods, practices and conceptual framework of media production

Cognitive skills

- the ability to critically analyse and evaluate texts, fields of knowledge, concepts or cultural or production practices taking account of cultural, economic, environmental, ethical, global, historical, political, societal, and/or theoretical contexts

- the ability to contextualise the analysis of information and experiences, formulate independent judgements, and articulate reasoned arguments through reflection, review and evaluation

- the ability to engage in critical debate through discursive argument and work within the context of contested concepts and theories

- the ability to critically reflect on new knowledge and understandings related to the key developments in current and emerging media and technologies

Performance and practice

- The ability to select, test and make appropriate use of skills in the use of a range of technology systems for accessing data, resources, contacts and literature

- The ability to develop ideas creatively through to material outcomes, for example images, artefacts, products, systems and processes, or texts

- The ability to employ skills of skills of investigation and enquiry in independent research and analysis

- The ability to work and negotiate with others, peers, professionals and clients

- The ability to anticipate and accommodate change, and work within contexts of ambiguity, uncertainty, and unfamiliarity

- The ability to reflect upon personal strengths and needs

- The ability to use oral, visual and written communicative skills appropriate to a range of situations and contexts, including public display

Personal and enabling skills

- the confidence and ability to liaise effectively with professional practitioners/individuals and organisations

- the ability to conduct planning and organising, and to employ time management skills

- the ability to demonstrate independent thinking, to take on responsibility and decision-making

- awareness of appropriate codes of practice in the professional context

- a capacity to initiate, innovate and complete productions in professional arenas

- a capacity for critical reflection on own and others' performance against agreed criteria utilising PDP processes

▪ a capacity for clear and fluent expression in a variety of contexts

Brief Description of Programme

The top up degree in Applied Media is designed to offer honours degree level study for students and learners in the core subject areas of media advertising, photography and filmmaking. It will enable students to develop strategies, skills and interdisciplinary approaches which will inform practice and build on the qualities and transferable skills for employment and/or continuing independent practice.

The modules have been constructed so that students will be able to elect an assignment to be assessed on in a subject of their choice that relates to particular key areas of practice. They will be supported by a relevant member of staff with expertise and knowledge in their chosen area.

The modules are comprised of two major production opportunities, one in each semester. The first module focuses upon work with a specific local organisation or business acting as client, and thus building upon skills of production and entrepreneurship and appreciation of the wider application of media products in commercial and promotional settings.

The second module is a major project that allows students to develop a personal response to their own specialist field and while this may have a commercial context, the focus is upon personal creativity and practice.

The other modules within the programme create the opportunity for investigative critical study of context or technique, and the development, analysis and critical evaluation of professional practice within the student's chosen area of interest.

This course aims to help promote, inspire, facilitate and generate practitioners who will work in the local industries or further afield.

Central to the philosophy of the programme is the relation of creative skills to the needs of the local economy and in particular the small business and voluntary sector within Cornwall. Through analysis and critical evaluation of the complex relationship between creativity, technical skill and client need, the programme aims to develop not merely skilled practitioners, but talented individuals who can investigate, develop and create opportunities, while at the same time contributing to local business and community.

Programme structure and pathways

Level 6 - Full Time

TERM 1	TERM 2
APME301 **Creative Production in a local context: 40 credits**	APME302 **Specialist Production (Project): 40 credits**
APME303 **Dissertation: 20 credits**	APME304 **Professional Practice: 20 credits**

Level 6 - Part Time

TERM 1 and 2

APME301 **Creative Production in a local context: 40 credits**

APME303 **Dissertation: 20 credits**

TERM 3 and 4

APME302 **Specialist Production (Project): 40 credits**

APME304 **Professional Practice: 20 credits**

Progression routes
Graduates are eligible to apply for the following local progression routes (depending on final grades) : • MA Photography at Plymouth University or Arts University Plymouth • MA Film and Television or Creative Advertising or Communication Design at Falmouth University • MA Entrepreneurship for Creative Practice or Visual Communication or Creative Education at Arts University Plymouth • Initial Teacher Training at Truro College

Exceptions/ special academic regulations
Faculty of Arts permission to run 40 credit modules.

Teaching, learning and assessment strategies

The teaching and learning strategies will support students in building a dynamic relationship between theory and practice and develop an understanding that theory can be as much embodied in 'action' as in thinking. Different modes of learning and assessment criteria aligned to these will support diverse learners and encourage a broader perspective of intelligent thinking and practice in the study.

- Experiential learning and critical reflection on practice will play a key role to enable students to analyse, articulate and evaluate the provisional nature of knowledge.

- The curriculum will be delivered through a combination of teaching and learning methods including lectures, skills based training in practical workshops, seminars, supervised and unsupervised practical sessions, group discussions, self-directed learning, and individual and group tutorials.

- Students will also have the opportunity to observe a range of visiting practitioners who are experts in their particular discipline and approaches to making contemporary media practice.

Methods of learning
- Learning, teaching and assessment are closely related through a variety of different approaches which are designed to facilitate students' creative development and their articulation of experiential learning and embodied knowledge .The delivery of praxis is central to the ethos of this award and promotes the subject understanding that theory can be as much embodied in 'action' as in thinking.

- Experiential learning through: workshops, productions, practical classes, studio-based practice, screenings.

- lectures, seminars, tutorials.

- collaborative and individual learning.

- tutor-led, student-led, self-directed study.

- resource-based learning, including library and archive work and attendance at screening and events.

- Use of VLE with resources, images, video material and supportive learning exercises and guidance. Use of e-books and journals through the Plymouth Portal and 'Moodle' (Truro College's VLE).

> ➤ the use of generic technology (e.g. word-processing software, internet, electronic discussion groups, etc.) and, if appropriate, subject-specific technology (e.g. software from Adobe Creative Suite, scanners, DSLRs, Celtx scriptwriting software etc.).

Assessment

The following modes and assignments are used to assess modules: Some modules also offer a choice of assessment mode and this underpins the subject pedagogical aim to support diverse learners and enable students to evidence skills and understanding in different ways.

- Presentations (e.g. in which students demonstrate their understandings of the module content and their responses to it, or else research findings)
- Creative practice as evidenced in the creation of a group product or a self-directed product (or series of products).
- Written analysis, critical reflection and evaluation of both process and products.
- Essays, making an argument and/or situating own creative practice.
- Work-in-progress presentations – tutor feedback both verbal and written.
- Preparatory writing tasks to engage students in wider reading and research.
- Library research task.
- Portfolios or other appropriate forms of documentation of research processes and production outcomes.
- Seminar presentations (e.g. about work-in-progress or other research findings).
- Reviews, literature reviews, annotated bibliographies, abstracts/proposal
- Specialist projects (written dissertation and practice-based).
- Dissertations or practice as research presentations and submission of supporting documentation.
- Workbook/Sketchbook/Blog – students are encouraged to include their 'workings' visually, practically and theoretically, the' workbook' also embeds a contextual and critically reflective account of the outcome(s).
- Project and evaluation report of work based learning activity.

Coursework will often reflect the collaborative nature of the discipline and students will engage with practical learning, participating as appropriate in the process from initial research to engagement with an audience. All students are expected to support, engage and participate in each other's practical work where appropriate. Peer feedback is an important learning tool that encourages critical thinking.

Distinctive features

The philosophy from which this programme has been developed, 360 degree media, creates a distinctive environment for study and career development. The programme intends to broaden students' understanding and experience of media beyond their own specialism into collaboration across a range of digital practice.

It focuses upon an entrepreurial outlook which is intended to develop a creative enterprise approach to both local and global opportunities.

The degree has the virtue of working with an interdisciplinary mixture of students, all pursuing their own special skills and areas of interest, but also being a part of a programme cohort, seeing and experiencing the methods and value of others' approaches to similar challenges.

Truro College, its geographic location and the special characteristics of the arts and cultural regeneration in Cornwall give the programme a distinctive context in which to relate to a variety of practitioners, employers, curators and filmmakers.

The programme puts particular stress upon applying studies to commerical, environmental and social benefit, on exploring creativity which will generate not merely personal development but will engage the creative artist with the social and commercial issues of the region.

3.   Module Records

SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.*

MODULE CODE: APME301	**MODULE TITLE:** Creative Production in a Local Context

CREDITS: 40	**FHEQ LEVEL:** 6	**JACS CODE:** P310

PRE-REQUISITES: None	**CO-REQUISITES:** None	**COMPENSATABLE:** No

SHORT MODULE DESCRIPTOR:(max 425 characters)
The focus of this module is developing a full understanding of the complexities of working with outside agencies in relation to applied media. It will allow students to use their individual knowledge, skills and media practices in collaboration with others to create enterprising media product(s). The media product(s) will be created in response to an identified complex employer or voluntary sector problem. Underpinning this module is the role of the media in 're-presenting' reality.

ELEMENTS OF ASSESSMENT*(Use HESA KIS definitions)*

WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)		**C1**	100%	**P1**	
E2 (OSCE)		**C2**		**P3**	
T1 (in-class test)		**A1**			

SUBJECT ASSESSMENT PANEL Group to which module should be linked: APME

Professional body minimum pass mark requirement: N/A

MODULE AIMS:
1. To systematically develop and devise a media product in response to an identified problem as negotiated collaboratively with an external client.
2. To develop critical awareness of the complexities of working with colleagues, outside agencies and clients in a professional capacity.
3. To apply research methods and production techniques which students have learned to review, consolidate, extend and apply knowledge to initiate and create a client-focused product.
4. To develop the ability to manage own learning, through critical engagement with a wide range of academic and practical resources.
5. To create and present a final product for the client.

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ASSESSED LEARNING OUTCOMES:(additional guidance below)

1. Identify conceptual ideas and through appropriate research and negotiation develop an agreed brief for the client media product.
2. Apply a systematic understanding of the requirements of working collaboratively in the conceptual framework for the chosen product from conception to production.
3. Critically evaluate arguments and abstract concepts that have been identified relating to the product.
4. Communicate and critically evaluate information and ideas derived from the product to collaborators, the client and other appropriate audiences through public display.

DATE OF APPROVAL: 07/09/12	**FACULTY/OFFICE:** Academic Partnerships
DATE OF IMPLEMENTATION:24/09/12	**SCHOOL/PARTNER:** Truro & Penwith College
DATE(S) OF APPROVED CHANGE: N/A	**TERM:** Autumn/Spring

Additional notes (for office use only):

Additional Guidance for Learning Outcomes:

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Framework for Higher Education Qualifications http://www.qaa.ac.uk/Publications/InformationAndGuidance/Documents/FHEQ08.pdf
- Subject benchmark statements http://www.qaa.ac.uk/ASSURINGSTANDARDSANDQUALITY/SUBJECT-GUIDANCE/Pages/Subject-benchmark-statements.aspx
- SEEC level descriptors http://www.seec.org.uk/academic-credit/seec-credit-level-descriptors-2010 (scroll to pdf link at bottom of page)
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)
- QAA Quality Code http://www.qaa.ac.uk/AssuringStandardsAndQuality/quality-code/Pages/default.aspx

PLYMOUTH UNIVERSITY MODULE RECORD

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

*Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. **Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students.** Further details for current students should be provided in module guidance notes.*

ACADEMIC YEAR: 2024-25	**NATIONAL COST CENTRE:** 143

MODULE LEADER: Andy Hughes	**OTHER MODULE STAFF:** Sue Lewis

Summary of Module Content

- Approaches and principles of client consultation–concepts, production techniques, roles.
- Principles and practices of collaborative and team working.
- Brief setting techniques and practices.
- Production techniques – planning, communication, teamwork.
- Systems of paperwork, for planning and production.
- Methods of analysis, self-assessment, finished product.
- Reflective practice.

SUMMARY OF TEACHING AND LEARNING *(Use HESA KIS definitions)*
(This summary is indicative of what may be taught)

Scheduled Activities	Hours	Comments/Additional Information
Lecture	18	
Seminar	15	
Tutorial		
Project Supervision	20	
Demonstration		
Practical Classes & Workshops	22	
Supervised Time in Studio/Workshop		
Fieldwork	15	
External Visits	10	
Work Based Learning		
Guided Independent Study	300	
Other		
Total	**400**	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)

Category (mode of assessment)	Element	Component Name	Component weighting	Comments Include links to learning objectives
Coursework	C1	Supporting documents (in folder or on the blog) that **must** include the following: **Research** and developmental notes. A **Proposal** that will be	50%	Allows students to address ALO 1/2/3

		presented to the client before the production process begins and a **final negotiated brief**, including exhibition opportunities. **Workbook**/Log Sheets including all relevant production paperwork and reflective commentary on the production process.		
		Final product. Presentation of final outcome and an evaluation that includes audience/client feedback.	50%	ALO 3/4
			=100%	

Updated by: Sue Lewis **Date:** 18/09/24	**Approved by**: **Date**: N/A

PLYMOUTH UNIVERSITY MODULE RECORD

SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.*

MODULE CODE: APME302	**MODULE TITLE:** Specialist Production (Project)

CREDITS: 40	**FHEQ LEVEL:** 6	**JACS CODE:** P310

PRE-REQUISITES: None	**CO-REQUISITES:** None	**COMPENSATABLE:** No

SHORT MODULE DESCRIPTOR:*(max 425 characters)*
Students will work independently to develop a Specialist Project based on research ideas negotiated with the tutor. This module supports the exploration of creative interests in combination with the acquisition of technical skills. The Specialist Project will enable students to display technical competence and a professional attitude to academic study and applied practice. This module includes exhibition/competition submission and/or another form of public display, and evaluation.

ELEMENTS OF ASSESSMENT*(Use HESA KIS definitions)*

WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)		**C1**	100%	**P1**	
E2 (OSCE)		**C2**		**P3**	
T1 (in-class test)		**A1**			

SUBJECT ASSESSMENT PANEL Group to which module should be linked: APME
Professional body minimum pass mark requirement: N/A

MODULE AIMS:
1. To systematically develop and devise a specialist media project in response to an identified problem as negotiated with tutor.
2. To develop critical awareness of working practices within applied media.
3. To apply the methods and techniques which students have learned to review, consolidate, extend and apply knowledge to initiate and carry out a project.
4. To develop the ability to manage own learning, through critical engagement with a wide range of academic and practical resources

ASSESSED LEARNING OUTCOMES:(additional guidance below)
1. Identify conceptual ideas and through appropriate research develop a rationalisation for the specialist media project.
2. Prepare coherent initial project briefs and execute to professional standards
3. Apply a systematic understanding of the requirements of working in the conceptual framework for the chosen specialist project to the production.
4. Critically evaluate arguments and abstract concepts that have been identified in the specialist project.
5. Communicate and critically evaluate information and ideas derived from the specialist project to both specialist and non-specialist audiences through public display.

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DATE(S) OF APPROVED CHANGE: N/A	**TERM:** Spring/Summer

Additional notes (for office use only):

Additional Guidance for Learning Outcomes:

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Framework for Higher Education Qualifications http://www.qaa.ac.uk/Publications/InformationAndGuidance/Documents/FHEQ08.pdf
- Subject benchmark statements http://www.qaa.ac.uk/ASSURINGSTANDARDSANDQUALITY/SUBJECT-GUIDANCE/Pages/Subject-benchmark-statements.aspx
- SEEC level descriptors http://www.seec.org.uk/academic-credit/seec-credit-level-descriptors-2010 (scroll to pdf link at bottom of page)
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)
- QAA Quality Code http://www.qaa.ac.uk/AssuringStandardsAndQuality/quality-code/Pages/default.aspx

PLYMOUTH UNIVERSITY MODULE RECORD

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. <u>Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students.</u> Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2024-25	**NATIONAL COST CENTRE:** 143

MODULE LEADER: Danny Parker	**OTHER MODULE STAFF:** Andy Hughes.

Summary of Module Content
Working environment and project management.
Models of collaborative practice.
Contextual appreciation and research skills.
Methods of obtaining Public and/or Audience Feedback.
Reflective practice.
Exhibition, distribution and display techniques.

SUMMARY OF TEACHING AND LEARNING *(Use HESA KIS definitions)*
(This summary is indicative of what may be taught)

Scheduled Activities	Hours	Comments/Additional Information
Lecture	10	
Seminar	15	
Tutorial	10	
Project Supervision	10	
Demonstration		
Practical Classes & Workshops	20	
Supervised Time in Studio/Workshop	15	
Fieldwork	15	
External Visits	5	
Work Based Learning		
Guided Independent Study	300	
Other		
Total	**400**	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)

Category *(mode of assessment)*	Element	Component Name	Component weighting	Comments *Include links to learning objectives*
Coursework	C1	Production research, planning and proposal pitch that shows initial ideas, experimentation, and plans. To include research that contextualizes and identifies initial conceptual issues.	20%	Allows students to address: ALO 1/2/

		Production workbook to include notes, schedule, pre-production paperwork and reflective commentary on the production process.	80%	AOL 3
		Final product		AOL 3/4
		Distribution/exhibitions and reflective evaluation		AOL 4/5
			=100%	

Updated by: Sue Lewis **Date:** 18/09/24	**Approved by**: **Date**: N/A

PLYMOUTH UNIVERSITY MODULE RECORD

SECTION A: DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.*

MODULE CODE: APME303	MODULE TITLE: Dissertation

CREDITS: 20	FHEQ LEVEL: 6	JACS CODE: P310

PRE-REQUISITES: None	CO-REQUISITES: None	COMPENSATABLE: Yes

SHORT MODULE DESCRIPTOR: *(max 425 characters)*
The dissertation module will give students an opportunity to appreciate the uncertainty and limits to knowledge within a range of concepts, theories and analytical methods that underpin the academic study of the visual media and photographic arts. This module will allow students to utilise their understanding of this theoretical context in a systematic, critical investigation of an appropriate topic for sustained research and study.

ELEMENTS OF ASSESSMENT *(Use HESA KIS definitions)*

WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)	xx%	**C1**	100%	**P1**	xx% or Pass/Fail
E2 (OSCE)	xx%	**C2**	xx%	**P3**	xx% or Pass/Fail
T1 (in-class test)	xx%	**A1**	xx%		

SUBJECT ASSESSMENT PANEL Group to which module should be linked: APME

Professional body minimum pass mark requirement: N/A

MODULE AIMS:
1. To explore and critically discuss current debates around the production of media texts/images within a contemporary digital discourse.
2. To develop evaluative understandings of the contestable nature of the concepts and theories that underpin the study of creative media arts.
3. To critically appraise a range of analytical approaches to the study of media texts.
4. To allow students to devise and sustain arguments proceeding from an investigative study.

ASSESSED LEARNING OUTCOMES: (additional guidance below)
At the end of the module the learner will be expected to be able to:
1. Engage critically with a range of academic and professional issues within the media industry.
2. Demonstrate a critical engagement with the contested nature of specific media concepts and theories.
3. Critically analyse texts in relation to a chosen area of investigative research within the media industry.
4. Complete a sustained investigative critical study that demonstrates ability to problem solve within a theoretical framework.

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5. Communicate information, ideas, problems and solutions in a clearly coherent and well organised way.	

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DATE OF IMPLEMENTATION: 24/09/12	**SCHOOL/PARTNER:** Truro & Penwith College
DATE(S) OF APPROVED CHANGE: N/A	**TERM:** Autumn/Spring

Additional notes (for office use only):

Additional Guidance for Learning Outcomes:

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Framework for Higher Education Qualifications http://www.qaa.ac.uk/Publications/InformationAndGuidance/Documents/FHEQ08.pdf
- Subject benchmark statements http://www.qaa.ac.uk/ASSURINGSTANDARDSANDQUALITY/SUBJECT-GUIDANCE/Pages/Subject-benchmark-statements.aspx
- SEEC level descriptors http://www.seec.org.uk/academic-credit/seec-credit-level-descriptors-2010 (scroll to pdf link at bottom of page)
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)
- QAA Quality Code http://www.qaa.ac.uk/AssuringStandardsAndQuality/quality-code/Pages/default.aspx

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SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

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ACADEMIC YEAR: 2024-25	**NATIONAL COST CENTRE:** 143

MODULE LEADER: Danny Parker	**OTHER MODULE STAFF:** Sue Lewis

Summary of Module Content
Key concepts and theories
Postmodernism
Semiotics
Post-structuralism
Hyper reality
Simulacra

Setting up a research project
Developing a research idea
Literature review
Time management
Research methods and sources
Critical Thinking
Linking theory and practice
Authoring skills and editing
Presentation skills

Topics such as:
digital developments
global media and social thinking
debates around authorship in the digital age
the role of the media in presenting information to a wider public

SUMMARY OF TEACHING AND LEARNING *(Use HESA KIS definitions)*
(This summary is indicative of what may be taught)

Scheduled Activities	Hours	Comments/Additional Information
Lecture	25	
Seminar	10	
Tutorial	25	
Project Supervision		
Demonstration		
Practical Classes & Workshops		
Supervised Time in Studio/Workshop		
Fieldwork		
External Visits		
Work Based Learning		
Guided Independent Study	140	
Other		

PLYMOUTH UNIVERSITY MODULE RECORD

Total			200	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)

Category (mode of assessment)	Element	Component Name	Component weighting	Comments Include links to learning objectives
Coursework	C1	Proposal and presentation	10%	Allows students to address: AOL 1/2/5
		Literature Review	20%	AOL 1/2/3
		Dissertation	70%	AOL 1/2/3/4/5
			=100%	

Updated by: Sue Lewis **Date:** 18/09/24	**Approved by**: **Date**: N/A

PLYMOUTH UNIVERSITY MODULE RECORD

SECTION A:DEFINITIVE MODULE RECORD. *Proposed changes must be submitted via Faculty Quality Procedures for approval and issue of new module code.*

MODULE CODE: APME304	**MODULE TITLE:** Professional Practice

CREDITS: 20	**FHEQ LEVEL:** 6	**JACS CODE:** P310

PRE-REQUISITES: None	**CO-REQUISITES:** None	**COMPENSATABLE:** Yes

SHORT MODULE DESCRIPTOR:(max 425 characters)

This module aims to allow students to reflect critically upon their skills, knowledge and confidence to progress within professional life. They will focus on the relationship between aspirations and the complexities of the media industry, generating specific enterprising material that enhances employment possibilities. Students will synthesise their research and reflection to formulate a personal development strategy which allows evaluative reflection.

ELEMENTS OF ASSESSMENT(Use HESA KIS definitions)

WRITTEN EXAMINATION		COURSEWORK		PRACTICE	
E1 (Formally scheduled)	xx%	**C1**	100%	**P1**	xx% or Pass/Fail
E2 (OSCE)	xx%	**C2**	xx%	**P3**	xx% or Pass/Fail
T1 (in-class test)	xx%	**A1**	xx%		

SUBJECT ASSESSMENT PANEL Group to which module should be linked: APME

Professional body minimum pass mark requirement: N/A

MODULE AIMS:
1. To enable students to critically analyse and reflect on their professional skills and knowledge.
2. To enable students to take the initiative and personal responsibility in understanding the relationship between their aspirations and the complexities of the media industry.
3. To develop a systematic understanding and strategy which will support students' professional identity within a media context.
4. To allow students to synthesise and contextualise reflection through the generation of specific self-promotional material.

ASSESSED LEARNING OUTCOMES:(additional guidance below)
1. Reflect critically on professional and personal aspirations, skills and knowledge
2. Systematically investigate the complexities of professional practice that relate to a defined specialism in the media industry
3. Exercise initiative in experiences with external bodies and conduct evaluative reflection.

PLYMOUTH UNIVERSITY MODULE RECORD

4. Apply reflective knowledge and awareness to formulate strategies for future professional development
5. Devise ideas and techniques for specific self-promotional material using contextual knowledge of self and profession

DATE OF APPROVAL: 07/09/12	**FACULTY/OFFICE:** Academic Partnerships
DATE OF IMPLEMENTATION:24/09/12	**SCHOOL/PARTNER:** Truro & Penwith College
DATE(S) OF APPROVED CHANGE: N/A	**TERM:** Spring/Summer

Additional notes (for office use only):

Additional Guidance for Learning Outcomes:

To ensure that the module is pitched at the right level check your intended learning outcomes against the following nationally agreed standards

- Framework for Higher Education Qualifications http://www.qaa.ac.uk/Publications/InformationAndGuidance/Documents/FHEQ08.pdf
- Subject benchmark statements http://www.qaa.ac.uk/ASSURINGSTANDARDSANDQUALITY/SUBJECT-GUIDANCE/Pages/Subject-benchmark-statements.aspx
- SEEC level descriptors http://www.seec.org.uk/academic-credit/seec-credit-level-descriptors-2010 (scroll to pdf link at bottom of page)
- Professional, regulatory and statutory (PSRB) accreditation requirements (where necessary e.g. health and social care, medicine, engineering, psychology, architecture, teaching, law)
- QAA Quality Code http://www.qaa.ac.uk/AssuringStandardsAndQuality/quality-code/Pages/default.aspx

PLYMOUTH UNIVERSITY MODULE RECORD

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

Items in this section must be considered annually and amended as appropriate, in conjunction with the Module Review Process. <u>Some parts of this page may be used in the KIS return and published on the extranet as a guide for prospective students.</u> Further details for current students should be provided in module guidance notes.

ACADEMIC YEAR: 2024-25	**NATIONAL COST CENTRE:** 143

MODULE LEADER: Andy Hughes	**OTHER MODULE STAFF:** Sue Lewis, Danny Parker

Summary of Module Content

Analytical methods to investigate self-promotional material – semiotics, marketing theory, cultural theory.

Analysis of media industry to include:
- Enterprise and freelance practice
- Business planning
- Review a range of Commercial practice
- Entrepreneurship
- Reaching a wider audience, publishing and the web, mobile technologies
- Future employment and educational opportunities
- Career planning
- External experiences related to your specialism

SUMMARY OF TEACHING AND LEARNING *(Use HESA KIS definitions)*
(This summary is indicative of what may be taught)

Scheduled Activities	Hours	Comments/Additional Information
Lecture	20	
Seminar	20	
Tutorial	5	
Project Supervision		
Demonstration		
Practical Classes & Workshops	15	
Supervised Time in Studio/Workshop		
Fieldwork		
External Visits		
Work Based Learning		
Guided Independent Study	140	
Other		
Total	**200**	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc)

Category *(mode of assessment)*	Element	Component Name	Component weighting	Comments *Include links to learning objectives*
Coursework	C1	**A personal professional development document**	50%	Allows students to address: AOL 1/2/3/4

PLYMOUTH UNIVERSITY MODULE RECORD

		that includes evidence of professional practice research, planning for your future career and reflection on your creative practice and professional experiences. Self-promotional material relevant to your chosen specialism.	50% =100%	ALO 4/5

Updated by: Sue Lewis **Date:** 18/09/24	**Approved by**: **Date**: N/A