

**University of Plymouth
Partnerships**

Truro & Penwith College

**Programme Quality
Handbook**

BA (Hons) Creative Media Production

2025-26

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WELCOME AND INTRODUCTION

Welcome and Introduction

Welcome to the BA (Hons) Creative Media Production 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, Humanities and Business, School of Art, Design and Architecture. 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 BA (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 Learning, Teaching and Assessment (LTA) Handbook available on SharePoint.

Programme Specification

Programme Overview

Programme Title:	BA (Hons) Creative Media Production
Faculty/school/Partner:	Truro and Penwith College
Delivery location:	Truro
Mode of delivery:	Face to Face
Level of qualification:	Level 6
Programme duration:	Full-time: 1yr Part-time: 2yr
Programme Entry Points:	Level 6
UCAS code:	P300
HECOS code(s):	100440 digital media 100443 media production
QAA Subject Benchmark Group(s):	Communication, media, film, and cultural studies.

Programme development was informed by the following:-

[The Framework for HE Qualifications of UK Degree-Awarding Bodies](#) (2024)

[Foundation Degree Characteristics Statement](#) (2020)

[The UK Quality Code for Higher Education \(qaa.ac.uk\)](#) (2023)

Brief Description of the programme

The top-up degree in Creative Media Production offers honours-level study in media, photography, and filmmaking, which is designed to help students develop practical strategies, interdisciplinary skills, and transferable qualities for employment or independent practice. The programme includes flexible modules, allowing students to choose assignments aligned with their areas of interest, with support from expert staff. Key modules include two major production opportunities: one focused on collaborating with local organizations or businesses to apply production and entrepreneurial skills, and the second allowing students to undertake a personal creative project, potentially with a commercial context.

The course also incorporates critical study modules that encourage students to analyse and evaluate professional practices and techniques in their chosen field. A core aspect of the programme is its emphasis on connecting creative skills with local economic needs, particularly in Cornwall's small business and voluntary sectors. By fostering an understanding of the intersection between creativity, technical skill, and client

requirements, the programme aims to develop not only skilled practitioners but also creative individuals capable of generating opportunities and contributing to the local community and business landscape.

Professional Accrediting Body

n/a

Teaching and Learning

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.
- The modules provide opportunities to explore emerging media developments and various tools such as AI technologies within teaching and learning. We will continue to examine how such tools can be used creatively, enabling students to stay informed about the evolving digital landscape while also engaging with traditional analogue practices. This broad approach supports the growth of individual creative expression.
- Additionally, students will start developing their own online portfolio which present their creative work and enhances their professional development and employment prospects.

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 SharePoint with resources, images, video material and supportive learning exercises and guidance. Use of e-books and journals through the Plymouth Portal and SharePoint.
- 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 methods

The following modes and assignments are used to assess modules. Some modules also offer a choice of assessment mode, which underpins the pedagogical aim of supporting diverse learners and enabling students to demonstrate their skills and understanding in different ways.

- **Presentations:** For example, students may demonstrate their understanding of module content, respond to it, or present research findings.
- **Creative practice:** This may involve the creation of a group product or a self-directed product (or series of products).
- **Written analysis, critical reflection, and evaluation:** These may include essays that make an argument and/or situate the student's own creative practice.
- **Work-in-progress presentations:** These include verbal and written feedback from tutors.
- **Preparatory writing tasks:** These are designed to engage students in wider reading and research.
- **Library research tasks.**
- **Portfolios** or other appropriate forms of documentation: These showcase research processes and production outcomes.
- **Seminar presentations:** For example, students might present work-in-progress or other research findings.
- **Reviews:** These include literature reviews, annotated bibliographies, and abstracts/proposals.

- **Specialist projects:** These may include written dissertations or practice-based projects, along with 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 outcomes.
- **Project and evaluation report:** These often pertain to work-based learning activities.

Coursework frequently reflects the collaborative nature of the discipline, requiring students to engage in practical learning and participate in the process from initial research to audience engagement. All students are expected to support, engage with, and participate in each other's practical work where appropriate. Peer feedback serves as an important learning tool, encouraging critical thinking.

Admissions Criteria

All applicants must have GCSE (or equivalent) Maths and English at Grade 4/C or above plus a relevant level 3 qualification. Applicants may be interviewed to assess the experience/capabilities for successful entry and completion of the course.

Entry Requirements	
Level 5: Successful completion of HND/FdA in Media-based programme	
Work Experience	Considered on an individual basis through an interview process.
Other qualifications / non-standard awards or experience	Considered on an individual basis through an interview process.
APEL / APCL possibilities	APEL/APCL will be considered as per University of Plymouth Regulations
Interview / Portfolio requirements	All students will be interviewed
Independent Safeguarding Agency (ISA) / Disclosure and Barring Service (DBS) clearance required	Students are expected to purchase a current DBS, if required for placement.

Apply online at www.ucas.com. For further information on the admissions process contact heEnquiry@truro-penwith.ac.uk or 01872 305746.

Programme Structure

Full-time Route

YEAR 1 (LEVEL 6)				
Module Code	Module Title	Credits	Core / Optional	Term / Semester
TRUR3126	Creative Production in a Local Context	40	Core	1
TRUR3127	Dissertation	20	Core	1
TRUR3128	Final Major Project	40	Core	2
TRUR3129	Professional Practice	20	Core	2

Part-time Indicative Route

YEAR 1 (LEVEL 6)				
Module Code	Module Title	Credits	Core / Optional	Term / Semester
TRUR3126	Creative Production in a Local Context	40	Core	1
TRUR3129	Professional Practice	20	Core	2

YEAR 2 (LEVEL 6)				
Module Code	Module Title	Credits	Core / Optional	Term / Semester
TRUR3127	Dissertation	20	Core	1
TRUR3128	Final Major Project	40	Core	2

Programme Aims

- Develop students with vocational and academic skills at honours level in applied media and creative media practices
- Develop autonomous practitioners with an appreciation of and engagement with the contemporary practice of the current 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

Knowledge and Understanding

On successful completion of the named award, graduates will have developed:

PILO	Module Code(s)	Module Learning outcomes
9.1.1 A broad technical, historical, theoretical and cultural understanding of a subject specialism.	TRUR3126 TRUR3128 TRUR3127	MLO1 MLO1 MLO1,4
9.1.2 A detailed understanding of the significance of the works of other practitioners.	TRUR3128 TRUR3127	MLO1,4 MLO2
9.1.3 A knowledge of the commercial and community opportunities for and relations within media production.	TRUR3126 TRUR3128 TRUR3129	MLO3 MLO4 MLO2
9.1.4 A knowledge of the methods, practices and conceptual framework of media production.	TRUR3127	MLO2,3

Cognitive and Intellectual skills

On successful completion of the named award, graduates will be able to:

PILO	Module Code(s)	Module Learning outcomes
9.2.1 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.	TRUR3128 TRUR3127	MLO1 MLO1,4
9.2.2 Contextualise the analysis of information and experiences, formulate independent judgements, and articulate reasoned arguments through reflection, review and evaluation.	TRUR3127 TRUR3129	MLO5 MLO1
9.2.3 Engage in critical debate through discursive argument and work within the context of contested concepts and theories	TRUR3126 TRUR3127	MLO1 MLO1,2,5
9.2.4 Critically reflect on new knowledge and understandings related to the key developments in current and emerging media and technologies.	TRUR3126 TRUR3127	MLO1 MLO1,2,5

Practical and Employment related skills

On successful completion of the named award, graduates will be able to:

PILO	Module Code(s)	Module Learning outcomes
9.3.1 Work and negotiate with others, peers, professionals and clients, the confidence and ability to liaise effectively with professional practitioners/individuals and organisations.	TRUR3128 TRUR3129	MLO2,3,5 MLO3
9.3.2 Conduct planning and organising, and to employ time management skills. Show awareness of appropriate codes of practice in professional contexts.	TRUR3126 TRUR3128 TRUR3129	MLO2 MLO2,3 MLO3
9.3.3 Initiate, innovate, create and complete productions in professional arenas.	TRUR3128 TRUR3129	MLO3,5 MLO2,3,5

Key and Transferable skills

On successful completion of the named award, graduates will be able to:

PILO	Module Code(s)	Module Learning outcomes
9.4.1 Demonstrate a capacity for clear and fluent expression in a variety of contexts	TRUR3129	MLO1,5
9.4.2 Anticipate and accommodate change, and work within contexts of ambiguity, uncertainty, and unfamiliarity	TRUR3126	MLO2,4
9.4.3 Demonstrate independent thinking, to take on responsibility and decision-making, a capacity for critical reflection on own and others' performance against agreed criteria utilising PDP processes.	TRUR3126 TRUR3129	MLO3 MLO1,4

Placement Opportunities

The module Creative Production in a Local Context places students with work related opportunities by connecting with local employers and national organisations to negotiate the creation of media products. Through these partnerships, students will engage in real-world projects, gaining practical experience as they negotiate and develop media products. This approach enhances their professional skills, industry awareness, and ability to adapt to the demands of the creative sector.

Any additional costs

Optional opportunities for trips, visits.

Non-Standard Regulations (and date approved)

None

Progression Opportunities

Students undertaking the BA (Hons) Creative Media Production may choose to continue their studies onto an MA programme such as:

- 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 & Penwith College

Other institutions may also offer appropriate progression choices and students are encouraged to discuss other options with their Personal Tutor. Applications for further studies will be subject to the admissions criteria of the given institution.

Upon completion of the BA (Hons) Creative Media Production, students may be suited to work in a variety of settings and these opportunities include, but are not limited to working in the following sectors:

- Advertising and Marketing
- Digital Content Creation
- Design
- Film, TV, video, and photography
- Publishing
- Social Media Marketing

Transitional Arrangements

Any students interrupted from the existing BA (Hons) Applied Media, or required to repeat the year, will be transitioned into the following intake/cohort.

Work placement and Work based learning

Higher education programmes continually develop learning, teaching and assessment strategies that promote activities relevant to student career aspirations and employment opportunities. The embedding of employability ensures that students leave their programmes ready to take on the challenges of employment in the twenty first century with the professional, personal and practical skills outlined in our Employability Statement.

Work-based learning enables learners to take on appropriate role(s) within a work related context, giving them the opportunity to learn and apply skills and knowledge they have acquired through their programme. Work-based learning can be achieved through many forms, including full-time or part-time work, integrated work placements, real work environments and real life scenarios. Work-placement is a period of time working with an employer in a commercial/voluntary sector that is assessed as part of your programme.

Every Foundation Degree programme will contain some form of assessment that is linked to a period of work-placement or work-based learning. Some courses will contain the assessed work in year 1, some in year 2 and some will be assessed in year 2 following a placement period during year 1 (or in the summer break between year 1 and year 2). You should confirm with your tutor when the placement period will be for your student group so that you can find a relevant placement.

Normally we recommend that 20 days will provide the best opportunity to engage with the employer, understand working practice and demonstrate your value in a way that will generate a positive reference for the future. Assessments normally require a minimum period of 10 days. This may be a 2-week block, a weekly one-day placement or a mixture of opportunities negotiated between your tutor and the employer. In light of current placement difficulties due to the Coronavirus pandemic, we are strongly recommending these hours but only if they are safe to do so. Any student who is shielding or does not feel able to conduct any placement opportunities should have a meeting with their tutor and Programme Leader in the first instance to be able to consider alternative opportunities and be able to complete the paperwork.

Placements must be agreed with your tutor along with the relevant information regarding insurance, a mentor and all the relevant paperwork before you can attend. For a variety of reasons, some sectors don't conform to normal working practice and in these cases, your course manager may choose to develop simulated work-placements within the college, work shadowing or exercises that link directly to self-employment.

Any student who works in an environment where they engage with children or vulnerable adults is required to provide an enhanced Disclosure and Barring Service (DBS) record with no entries (formally Criminal Records Bureau [CRB]). Students are expected to cover the cost of this process and should have provided evidence at interview or enrolment. Foundation Degree students who are unable to provide an enhanced DBS record free from convictions or cautions could be at risk of being unable to complete the assessment on their programme which could mean withdrawal from or interruption of their studies. If a student is aware that they will have entries on their DBS record they should raise this immediately with their tutor so that appropriate advice can be provided. All sport and health, education and social science students will need to provide a DBS record before they can take part in some components of their programme. Students on other courses will be advised by their module leader based on their choice of placement.

Students must also be aware that should any material information or circumstances change that could influence their DBS status following the offer of a place, or at any time once enrolled on a programme, it is their responsibility to make their Programme Lead aware of any change.

Changes to circumstances will be considered in confidence and Programme Leads will work with students to minimise the impact on their studies.

LEVEL 6 MODULE RECORDS

UNIVERSITY OF PLYMOUTH MODULE RECORD

SECTION A: DEFINITIVE MODULE RECORD

MODULE CODE: TRUR3126 **MODULE TITLE:** Creative Production in a Local Context

CREDITS: 40 **FHEQ LEVEL:** 6 **HECoS CODE:** 100443 media production

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

SHORT MODULE DESCRIPTOR:

This module focuses on developing a full understanding of the complexities of working with external agencies and employers in relation to creative media. It allows students to collaboratively use their individual knowledge, research, skills and media practices to create enterprising media product(s), in response to a client-based brief. Underpinned with essential practical skills and adaptability in media environments.

ELEMENTS OF ASSESSMENT – see [Definitions of Elements and Components of Assessment](#)

C1 (Coursework)	100%	E1 (Examination)		P1 (Practical)	
T1 (In-Class Test)		O1 (online open book assessment)			

SUBJECT ASSESSMENT PANEL to which module should be linked: Media

Professional body minimum pass mark requirement: N/A

MODULE AIMS:

- To systematically develop and devise a media product in response to an identified problem as negotiated collaboratively with an external client.
- To develop critical awareness of the complexities of working with colleagues, outside agencies and clients in a professional capacity.
- 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.
- To develop the ability to manage own learning, through critical engagement with a wide range of academic and practical resources.
- To create and present a final product for the client.

ASSESSED LEARNING OUTCOMES: (refer to Programme Specification for relevant Programme Intended Learning Outcomes)

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes:	Programme Intended Learning Outcomes (PILOs) contributed to:
1. Identify conceptual ideas and through appropriate research and negotiation develop an agreed brief for the client media product.	9.1.1, 9.2.3, 9.2.4, 9.3.1
2. Apply a systematic understanding of the requirements of working for an external client. Apply the conceptual framework to the chosen product from conception to production.	9.3.2, 9.4.2
3. Critically evaluate arguments and abstract concepts that have been identified relating to the product.	9.4.3, 9.1.3
4. Communicate and critically evaluate information and ideas derived from client feedback, collaborators and other appropriate audiences. Consider how the products would be used online or in a social media marketing campaign.	9.4.2, 9.1.3

DATE OF APPROVAL: March 2025	FACULTY/OFFICE: Partnerships
DATE OF IMPLEMENTATION: September 2025	SCHOOL/PARTNER: Truro and Penwith College
DATE(S) OF APPROVED CHANGE:	SEMESTER: 1
MODE OF DELIVERY: campus taught	

Notes:

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 UNISTATS 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: 2025-26	NATIONAL COST CENTRE: 121
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

Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lecture/Seminar	33	
Practical classes and workshops	22	
Project Supervision	20	
Guided Independent Study	300	
External Visits	25	Client visits and location (example: filming/photography)
Total	400	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

SUMMATIVE ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	Research and Proposal: Research and developmental notes. AL01 Proposal that will be presented to the client before the production process begins and a final negotiated brief, including exhibition opportunities and evidence of considering the 4 pillars of sustainability AL01, AL02	50%
	Final Product and commentary: Workbook/Blog including all relevant production paperwork and reflective commentary on the production process. AL02, AL03 Final product. Presentation of outcome and an evaluation that includes audience/client feedback. AL03, AL04	50%
		=100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	Creative Production Portfolio including: Research and development; Project Proposal; final negotiated brief; Workbook/Blog; reflective	100%

	commentary; Final product and evaluation including audience/client feedback	
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To be completed when presented for Minor Change approval and/or annually updated

Updated by: Date: Andy Hughes	Approved by: Date: 05/12/24
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UNIVERSITY OF PLYMOUTH MODULE RECORD

SECTION A: DEFINITIVE MODULE RECORD

MODULE CODE: TRUR3128 **MODULE TITLE:** Final Major Project
CREDITS: 40 **FHEQ LEVEL:** 6 **HECoS CODE:** 100443 media production
PRE-REQUISITES: None **CO-REQUISITES:** None **COMPENSATABLE:** No

SHORT MODULE DESCRIPTOR:

Students will develop an independent Specialist Final Major Project based on research ideas negotiated with the tutor. This module supports exploration of sustainable creative interests along with the acquisition of technical skills. The Project will enable students to display technical competence and a professional attitude to academic study and applied practice. Includes exhibition/competition submission/public display, and evaluation.

ELEMENTS OF ASSESSMENT – see Definitions of Elements and Components of Assessment					
C1 (Coursework)	100%	E1 (Examination)		P1 (Practical)	
T1 (In-Class Test)		O1 (online open book assessment)			

SUBJECT ASSESSMENT PANEL to which module should be linked: Media

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 and sustainable working practices within applied creative 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: (refer to Programme Specification for relevant Programme Intended Learning Outcomes)

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes:	Programme Intended Learning Outcomes (PILOs) contributed to:
1. Identify conceptual ideas and through appropriate research develop a rationalisation for the specialist media project.	9.1.2, 9.2.1
2. Prepare coherent initial project briefs and execute to professional standards	9.3.2, 9.3.1
3. Apply a systematic understanding of the requirements of working in the conceptual framework for the chosen specialist project to the production.	9.3.1, 9.3.2, 9.3.3
4. Critically evaluate arguments and abstract concepts that have been identified in the specialist project.	9.1.1, 9.1.2, 9.1.3
5. Communicate and critically evaluate information and ideas derived from the specialist production. Present FMP to audiences through public display and reflect upon feedback and success of digital and analogue promotional materials	9.3.1, 9.3.3

DATE OF APPROVAL: March 2025	FACULTY/OFFICE: Partnerships
DATE OF IMPLEMENTATION: September 2025	SCHOOL/PARTNER: Truro and Penwith College
DATE(S) OF APPROVED CHANGE:	SEMESTER: 2
MODE OF DELIVERY: campus taught	

Notes:

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 UNISTATS 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: 2025-26	NATIONAL COST CENTRE: 121
MODULE LEADER: SUE LEWIS	OTHER MODULE STAFF: ALL STAFF
SUMMARY OF MODULE CONTENT:	
<ul style="list-style-type: none"> 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		
Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lecture	10	
Seminar	15	
Tutorial	10	
Project Supervision	10	
Practical classes and workshops	20	Promotion Catalogue Design for both print and screen-based media.
Supervised Studio/Class	15	
Guided Independent Study	300	
Visit to FMP Venue	20	Wrecky space and
Total	400	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

SUMMATIVE ASSESSMENT		
Element Category	Component Name	Component Weighting
Coursework	Project Proposal: Production research (to include research that contextualizes and identifies initial conceptual issues.)planning and proposal pitch that shows initial ideas and experimentation. AL01, AL02	20%
	Production workbook to include notes, schedule, pre-production paperwork and reflective commentary on the production process. AL03, AL04	20%
	Final product: Distribution/exhibitions and reflective evaluation AL04, AL05	60%
		=100%

REFERRAL ASSESSMENT		
Element Category	Component Name	Component Weighting
Coursework	Project Portfolio including: Project Proposal; Production research, planning and proposal pitch; Production workbook; reflective commentary; Final product; Distribution/exhibitions and reflective evaluation	100%

To be completed when presented for Minor Change approval and/or annually updated

Updated by: Date: Andy Hughes	Approved by: Date: 05/12/24
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UNIVERSITY OF PLYMOUTH MODULE RECORD

SECTION A: DEFINITIVE MODULE RECORD

MODULE CODE: TRUR3127 **MODULE TITLE:** Dissertation
CREDITS: 20 **FHEQ LEVEL:** 6 **HECoS CODE:** 100444 media and communication studies
PRE-REQUISITES: None **CO-REQUISITES:** None **COMPENSATABLE:** Yes

SHORT MODULE DESCRIPTOR: The dissertation gives 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 allows 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 – see Definitions of Elements and Components of Assessment					
C1 (Coursework)	100%	E1 (Examination)		P1 (Practical)	
T1 (In-Class Test)		O1 (online open book assessment)			

SUBJECT ASSESSMENT PANEL to which module should be linked: Media

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: (refer to Programme Specification for relevant Programme Intended Learning Outcomes)

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes:	Programme Intended Learning Outcomes (PILOs) contributed to:
1. Engage critically with a range of academic and professional issues within the media industry.	9.1.1, 9.2.1, 9.2.3, 9.2.4
2. Demonstrate a critical engagement with the contested nature of specific media concepts and theories.	9.1.4, 9.2.3, 9.2.4
3. Critically analyse texts in relation to a chosen area of investigative research within the media industry.	9.1.2, 9.1.4
4. Complete a sustained investigative critical study that demonstrates ability to problem solve within a theoretical framework.	9.1.1, 9.2.1
5. Communicate information, ideas, problems and solutions in a clearly coherent and well organised way.	9.2.2, 9.2.3, 9.2.4

DATE OF APPROVAL: March 2025	FACULTY/OFFICE: Partnerships
DATE OF IMPLEMENTATION: September 2025	SCHOOL/PARTNER: Truro and Penwith College
DATE(S) OF APPROVED CHANGE:	SEMESTER: 1
MODE OF DELIVERY: campus taught	

Notes:

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 UNISTATS 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: 2025-26	NATIONAL COST CENTRE: 121
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		
Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lecture	25	
Tutorial	25	
Seminar	10	
Guided Independent Study	140	
Total	200	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

SUMMATIVE ASSESSMENT		
Element Category	Component Name	Component Weighting
Coursework	Proposal presentation AL01,AL02	10%
	Dissertation (including Literature Review) ALO3,AL04, AL05	90%
		=100%

REFERRAL ASSESSMENT		
Element Category	Component Name	Component Weighting
Coursework	3. Dissertation (including proposal and literature review)	100%

To be completed when presented for Minor Change approval and/or annually updated	
Updated by: Date: Andy Hughes	Approved by: Date: 5/12/24

UNIVERSITY OF PLYMOUTH MODULE RECORD

SECTION A: DEFINITIVE MODULE RECORD

MODULE CODE: TRUR3129 **MODULE TITLE:** Professional Practice
CREDITS: 20 **FHEQ LEVEL:** 6 **HECoS CODE:** 100443 media production
PRE-REQUISITES: None **CO-REQUISITES:** None **COMPENSATABLE:** Yes

SHORT MODULE DESCRIPTOR: This module aims to allow students to reflect critically upon their skills, knowledge and confidence to progress within professional local and national creative industries. They will focus on the relationship between aspirations and the complexities of the media industry, generating specific media materials that enhances employment possibilities. Students will synthesise their research and reflection to encourage responsiveness to evolving creative practices.

ELEMENTS OF ASSESSMENT – see Definitions of Elements and Components of Assessment					
C1 (Coursework)	100%	E1 (Examination)		P1 (Practical)	
T1 (In-Class Test)		O1 (online open book assessment)			

SUBJECT ASSESSMENT PANEL to which module should be linked: Media

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: (refer to Programme Specification for relevant Programme Intended Learning Outcomes)

At the end of the module the learner will be expected to be able to:

Assessed Module Learning Outcomes:	Programme Intended Learning Outcomes (PILOs) contributed to:
1. Reflect critically on professional and personal aspirations, skills and knowledge	9.2.2, 9.4.1, 9.4.3
2. Systematically investigate the complexities of professional practice that relate to a defined specialism in the media industry	9.1.3, 9.3.3
3. Exercise initiative in experiences with external bodies (e.g. film festivals, competitions, grants and awards) and conduct evaluative reflection.	9.3.2, 9.3.3, 9.3.1
4. Apply reflective knowledge and awareness to formulate strategies for future professional development	9.4.3
5. Devise ideas and techniques for specific online creative content and analogue self-promotional material using contextual knowledge of self and profession	9.4.1, 9.3.3

DATE OF APPROVAL: March 2025	FACULTY/OFFICE: Partnerships
DATE OF IMPLEMENTATION: September 2025	SCHOOL/PARTNER: Truro and Penwith College
DATE(S) OF APPROVED CHANGE:	SEMESTER: 2
MODE OF DELIVERY: campus taught	

Notes:

SECTION B: DETAILS OF TEACHING, LEARNING AND ASSESSMENT

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ACADEMIC YEAR: 2025-26	NATIONAL COST CENTRE: 121
MODULE LEADER: ANDY HUGHES	OTHER MODULE STAFF: ALL STAFF

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

Scheduled Activities	Hours	Comments/Additional Information (briefly explain activities, including formative assessment opportunities)
Lecture	20	
Tutorial	5	
Practical classes and workshops	15	
Seminar	20	
Guided Independent Study	140	
Total	200	(NB: 1 credit = 10 hours of learning; 10 credits = 100 hours, etc.)

SUMMATIVE ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	A personal professional development document that includes evidence of professional practice research, planning for your future career. A reflection on your creative practice and professional experiences and a detailed individual sustainability audit of your practice AL01, AL02, AL03	50%
	Self-promotional material relevant to your chosen specialism. AL04, AL05	50%
		=100%

REFERRAL ASSESSMENT

Element Category	Component Name	Component Weighting
Coursework	Professional Practice Portfolio including: Personal professional development document and Self-promotional material	100%

To be completed when presented for Minor Change approval and/or annually updated

Updated by: Date: Andy Hughes	Approved by: Date: 5/12/24
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