

BA (Hons) Applied Media

Full Time // Truro College

The philosophy of the programme is underpinned by the concept of '360 Degree Media'. This contemporary approach will ensure that students are fully equipped for the media industries of the twenty-first century.

Why choose this course?

The Applied Media degree at Truro College has evolved in response to the requirements of production and consumption in a media industry continually in flux. It builds on the notion of media convergence, of technological change which brings all media closer together in methods and capabilities.

As large areas of the media have moved online organisations and businesses have more and more need for creative content for their websites and social media platforms. Therefore the course is designed to give students the skills and understanding to work in this context; whether that is working for the market or producing creative work that responds to our current 'global village' and its key ideas and concerns. The course has always welcomed a range of creative practitioners who wish to develop their own practice but broaden their media skills. These have included photographers, film makers, audio engineers, graphic designers, computer games designers and online content creators. The course incorporates modules that also investigate the interrelationship of social, cultural, creative, environmental, commercial and promotional environments and discusses the changes brought about by the shift in new media technologies.

This allows the programme to create media practitioners who will understand the balance between their specialist knowledge and skills and a wider awareness and understanding across media industries.

The BA (Hons) Applied Media is a one-year top-up degree. Applicants must have completed a Foundation Degree or HND in a relevant subject. The course is suitable for students from varied media backgrounds including photography, television and film production, animation, advertising and digital visualization and computer games design.

What will I learn?

The course consists of four units that balance creative practice, academic research and professional development.

Creative Production in a Local Context:

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 to create enterprising media products(s). The media product(s) will be created in response to briefs set by outside organisations such as The National Trust, Cornwall AONB and Hall for Cornwall.

Specialist Production:

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 professional attitude to academic study and applied practice. This module includes exhibition/competition submission and/or another form of public display, and evaluation. Through a high level of inventiveness, creativity, analysis and specialist understanding, they will systematically demonstrate critical awareness of the medium and exhibit work appropriately as the final stage of their programme.

Professional Practice:

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.

Dissertation:

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 utilize their understanding of this theoretical context in a systematic, critical investigation of an appropriate topic for sustained research and study.

Methods of Study

The course is taught using a mixture of lectures, seminars, practical workshops and creative practice.

Where will it take me?**Employability**

Speakers visit the students to discuss working in the relevant media industries, the College also organize trips in relation to working in a local context. Students will work with a local organization to produce a media product that may be of use to them. In the past, students have worked with The Cornwall Museums group, The National Trust, Cornwall AONB and Hall for Cornwall.

The Future

Graduates from the BA (Hons) Applied Media may wish to progress onto a variety of post-graduate courses such as MA Contemporary Art Practice or MA Photography at Plymouth University, the MA Photography at Plymouth College of Art, the MA Film and Television at Falmouth University or a variety of teaching qualifications at Truro and Penwith College.

Several graduates from the course have gone on to set up as freelancers and others have set up their own businesses. Previous students have set up a sound engineering studio, a magazine design company, a video production company and a wedding photography business while others are producing work for several print and web publications around Cornwall. Others have gained employment in the media industries in the county and further afield. Recent graduates have gained employment in digital media and social media management, marketing, digital publishing, freelance film production and education.

How to Apply

UCAS Institution: Truro and Penwith College

UCAS Institution Code: T85

UCAS Course Code: P300

UCAS Course Title: BA/AM