



UNDERGRADUATE PROGRAMME SPECIFICATION

Programme Title:	Digital Film and Television Production
Awarding Body:	Staffordshire University
Teaching Institution:	LMA
Final Awards:	BA [Hons] Digital Film and Television Production BA [Hons] Digital Film and Television Production - Cinematography BA [Hons] Digital Film and Television Production - Directing BA [Hons] Digital Film and Television Production - Post Production BA [Hons] Digital Film and Television Production - Scriptwriting
Intermediate Awards:	BA; Dip HE; Cert HE
Mode of Study:	Full Time
UCAS Codes:	P311 / P313
QAA Subject Benchmarks:	Communication, Media, Film and Cultural studies 2016
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EDUCATIONAL AIMS OF THE PROGRAMME

BA [Hons] Digital Film and Television Production

This course is designed for you to explore and develop skills to meet the needs of the Digital Film and Television Industries. You will gain practical skills and the associated knowledge and expertise to succeed in the sector. As such, the aims of the programme are to:

- Provide a creative and facilitative environment with advanced knowledge and skills building through which you will develop high-level discipline expertise and become proficient in the use of techniques and resources associated with the digital film and television industries.
- Enable you to evaluate defined aspects of the digital film and television industries in historical, social, theoretical and professional contexts.
- Enable you to appreciate, explore, interrogate and challenge current and historic practice through independent and collaborative enquiry, whilst recognising ethical boundaries.
- Create an environment that enables speculation and innovation grounded in subject knowledge, leading to the generation of new ideas and products that respond to current film and television industry needs.
- Develop your professional practice knowledge, working abilities and confidence to support effective entry into the digital film and television industries.
- Develop a broad technical and creative skill set, and transferable skills, making you adaptable and flexible in order to support effective transition across disciplines and advancement through the film and/or television industries.
- Develop approaches to organisation and communication necessary for effective management of project briefs, and for sustaining a presence in the digital film and television industries.
- Enable your experience of business responsibility, including team working and leadership; and foster your skills of enterprise and entrepreneurship within a digital film and television production environment.
- Develop understanding of own strengths and limitations and responsibility for the attainment of skills suited to personal lifelong learning, career development and/or progress to future education, including postgraduate level study.

BA [Hons] Digital Film and Television Production (Cinematography)

This course is designed for you to explore and develop skills to meet the needs of the Digital Film and Television Industries as a cinematographer. Digital Film and Television (Cinematography) is designed for you to explore and develop your cinematography skills and the associated knowledge and theoretical approaches to succeed in the film and television industry.

As such, the aims of the programme are to:

- Provide a creative and facilitative environment with advanced knowledge and skills building through which you will develop high-level discipline expertise as a cinematographer and become proficient in the use of techniques and resources associated with the varying environments in which you will be working..
- Enable you to evaluate defined aspects of cinematography in historical, social, theoretical and professional contexts.
- Enable you to appreciate, explore, interrogate and challenge current and historic practice through independent and collaborative enquiry, whilst recognising ethical boundaries.
- Create an environment that enables speculation and innovation grounded in subject knowledge, leading to the generation of new ideas and products that respond to current film and television industry needs.
- Develop your professional practice knowledge, working abilities and confidence to support effective entry into the digital film and television industries as a cinematographer.
- Develop a broad technical and creative skill set, and transferable skills, making you adaptable and flexible in order to support effective transition across disciplines and advancement through the film and/or television industries.
- Develop approaches to organisation and communication necessary for effective management of project briefs, and for sustaining a presence in the digital film and television industries.
- Enable your experience of business responsibility, including team working and leadership; and foster your skills of enterprise and entrepreneurship within a digital film and television production environment.
- Develop understanding of own strengths and limitations and responsibility for the attainment of skills suited to personal lifelong learning, career development and/or progress to future education, including postgraduate level study.

BA [Hons] Digital Film and Television Production (Directing)

This course is designed for you to explore and develop skills to meet the needs of the Digital Film and Television Industries as a director. Digital Film and Television (Directing) is designed for you to explore and develop your directing skills and the associated knowledge and theoretical approaches to succeed in the film and television industry. As such, the aims of the programme are to:

- Provide a creative and facilitative environment with advanced knowledge and skills building through which you will develop high-level discipline expertise as a director and become proficient in the use of techniques and resources associated with the varying environments in which you will be working..
- Enable you to evaluate defined aspects of directing in historical, social, theoretical and professional contexts.
- Enable you to appreciate, explore, interrogate and challenge current and historic practice through independent and collaborative enquiry, whilst recognising ethical boundaries.
- Create an environment that enables speculation and innovation grounded in subject knowledge, leading to the generation of new ideas and products that respond to current film and television industry needs.
- Develop your professional practice knowledge, working abilities and confidence to support effective entry into the digital film and television industries as a director.
- Develop a broad technical and creative skill set, and transferable skills, making you adaptable and flexible in order to support effective transition across disciplines and advancement through the film and/or television industries.
- Develop approaches to organisation and communication necessary for effective management of project briefs, and for sustaining a presence in the digital film and television industries.
- Enable your experience of business responsibility, including team working and leadership; and foster your skills of enterprise and entrepreneurship within a digital film and television production environment.
- Develop understanding of own strengths and limitations and responsibility for the attainment of skills suited to personal lifelong learning, career development and/or progress to future education, including postgraduate level study.

BA [Hons] Digital Film and Television Production (Post Production)

This course is designed for you to explore and develop skills to meet the needs of the Digital Film and Television Industries within post production. Digital Film and Television (Post Production) is designed for you to explore and develop your post production skills and the associated knowledge and theoretical approaches to succeed in the film and television industry. As such, the aims of the programme are to:

- Provide a creative and facilitative environment with advanced knowledge and skills building through which you will develop high-level discipline expertise within post production and become proficient in the use of techniques and resources associated with the varying environments in which you will be working..
- Enable you to evaluate defined aspects of post production in historical, social, theoretical and professional contexts.
- Enable you to appreciate, explore, interrogate and challenge current and historic practice through independent and collaborative enquiry, whilst recognising ethical boundaries.
- Create an environment that enables speculation and innovation grounded in subject knowledge, leading to the generation of new ideas and products that respond to current film and television industry needs.
- Develop your professional practice within post production, enhancing knowledge, working abilities and confidence to support effective entry into the digital film and television industries.
- Develop a broad technical and creative skill set, and transferable skills, making you adaptable and flexible in order to support effective transition across disciplines and advancement through the film and/or television industries.
- Develop approaches to organisation and communication necessary for effective management of project briefs, and for sustaining a presence in the digital film and television industries.
- Enable your experience of business responsibility, including team working and leadership; and foster your skills of enterprise and entrepreneurship within a digital film and television production environment.
- Develop understanding of own strengths and limitations and responsibility for the attainment of skills suited to personal lifelong learning, career development and/or progress to future education, including postgraduate level study.

BA [Hons] Digital Film and Television Production (Scriptwriting)

This course is designed for you to explore and develop skills to meet the needs of the Digital Film and Television Industries as a scriptwriter. Digital Film and Television (Scriptwriting) is designed for you to explore and develop your scriptwriting skills and the associated knowledge and theoretical approaches to succeed in the film and television industry. As such, the aims of the programme are to:

- Provide a creative and facilitative environment with advanced knowledge and skills building through which you will develop high-level discipline expertise within scriptwriting and become proficient in the use of techniques and resources associated with the varying environments in which you will be working..
- Enable you to evaluate defined aspects of scriptwriting in historical, social, theoretical and professional contexts.
- Enable you to appreciate, explore, interrogate and challenge current and historic practice through independent and collaborative enquiry, whilst recognising ethical boundaries.
- Create an environment that enables speculation and innovation grounded in subject knowledge, leading to the generation of new ideas and products that respond to current film and television industry needs.
- Develop your professional practice within scriptwriting, enhancing knowledge, working abilities and confidence to support effective entry into the digital film and television industries.
- Develop a broad technical and creative skill set, and transferable skills, making you adaptable and flexible in order to support effective transition across disciplines and advancement through the film and/or television industries.
- Develop approaches to organisation and communication necessary for effective management of project briefs, and for sustaining a presence in the digital film and television industries.
- Enable your experience of business responsibility, including team working and leadership; and foster your skills of enterprise and entrepreneurship within a digital film and television production environment.
- Develop understanding of own strengths and limitations and responsibility for the attainment of skills suited to personal lifelong learning, career development and/or progress to future education, including postgraduate level study.

WHAT IS DISTINCTIVE ABOUT THIS PROGRAMME?

BA (Hons) Digital Film and Television

This Staffordshire University BA [Hons] Digital Film and Television Production qualification is approved for delivery at LMA and is designed to prepare you to embark on a career within the creative moving image industries, whatever your choice of career may be.

Do you want to be a director, producer, camera-operator, editor, scriptwriter, director of photography or a researcher? The industry is a fast-evolving sector, with employment opportunities open to enthusiastic and motivated individuals. In recognition of this, LMA has set out to be a creative lab, preparing you to recognise and meet the demands of a rapidly changing profession.

By embracing the opportunities generated whilst you study with LMA, we will nurture you as a contemporary content creator, giving you an unprecedented opportunity to take your creative ideas all the way from conception to distribution. With our hands-on approach to teaching, the curriculum provides exposure to all aspects of the various and varied media of moving image, enabling you to follow your dream career.

Reflecting the industry expectation of working inter- and cross-discipline, you will study all aspects of the production process, to develop an inherent understanding of its importance and impact and to expand your abilities in other areas. You will study the theory and practices of the film and television industry as well as fields with creative and cultural relevance. Theoretical concepts will be brought to life through the application of ideas in practical projects, implementing theory with practice.

LMA acts as a catalyst for local film, video and television production - challenging, enabling, and stimulating growth through original production, supported by industry-standard equipment. You will be encouraged to network and develop contacts through LMA's diverse pool of industry links and contacts, paving the way for future employment opportunities.

Your course will provide excellent value for money featuring high contact hours with the tutors, who will help to instil discipline, training and professional standards and expectations that the industry demands.

BA (Hons) Digital Film and Television (Cinematography)

This pathway is aimed at students who want to specialise within the art, skills and techniques of cinematography. Core principles of digital film and television and cinematography will be explored and creatively and theoretically applied to a context product. The pathway will enable you to work on refining technique and skills within cinematography and apply it to varied digital film and television contexts. You will participate in modules where you will work individually as well as modules where you will apply your skills as a cinematographer on set.

BA (Hons) Digital Film and Television (Cinematography) is a perfect way in which you can develop your cinematography experience in multiple contexts in order to prepare you for a career in digital film and television and notably as a cinematographer. You will gain an understanding of the whole digital film and television process in terms of refinement, development, creation, production and how and where the cinematographer's role features.

A culture of shared expertise is created and guest speakers, speakers from the digital film and television industry, collaborative working on set with fellow creatives and actors and musicians are just some of the ways in which the expectations, culture and etiquette for a professional working in the digital film and television industry and notably a cinematographer is reaffirmed.

Our digital film and television practices are run completely in line with accepted industry norms, and outside reviewers from industry watch products created.

Your course will provide excellent value for money featuring high contact hours with the tutors, which will help to instil discipline, training and professional standards and expectations that the performing arts and screen industry demands.

BA (Hons) Digital Film and Television (Directing)

This pathway is aimed at students who want to specialise within the art, skills and techniques of directing. Core principles of digital film and television and directing will be explored and creatively and theoretically applied to a context product. The pathway will enable you to work on refining technique and skills within directing and apply it to varied digital film and television contexts. You will participate in modules where you will work individually as well as modules where you will apply your skills as a director on set.

BA (Hons) Digital Film and Television (Post Production) is a perfect way in which you can develop your directing experience in multiple contexts in order to prepare you for a career in digital film and television and notably as a director. You will gain an understanding of the whole digital film and television process in terms of refinement, development, creation, production and how and where the director's role features.

A culture of shared expertise is created and guest speakers, speakers from the digital film and television industry, collaborative working on set with fellow creatives and actors and musicians are just some of the ways in which the expectations, culture and etiquette for a professional working in the digital film and television industry and notably a director is reaffirmed.

Our digital film and television practices are run completely in line with accepted industry norms, and outside reviewers from industry watch products created.

Your course will provide excellent value for money featuring high contact hours with the tutors, which will help to instil discipline, training and professional standards and expectations that the performing arts and screen industry demands.

BA (Hons) Digital Film and Television (Post Production)

This pathway is aimed at students who want to specialise within the art, skills and techniques within post production. Core principles of digital film and television and post production will be explored and creatively and theoretically applied to a context product. The pathway will enable you to work on refining technique and skills within post production and apply it to varied digital film and television contexts. You will participate in modules where you will work individually as well as modules where you will apply your skills within post production.

BA (Hons) Digital Film and Television (Post Production) is a perfect way in which you can develop your post production experience in multiple contexts in order to prepare you for a career in digital film and television and notably within post production. You will gain an understanding of the whole digital film and television process in terms of refinement, development, creation, production and how and where the post production roles features.

A culture of shared expertise is created and guest speakers, speakers from the digital film and television industry, collaborative working on set with fellow creatives and actors and musicians are just some of the ways in which the expectations, culture and etiquette for a professional working in the digital film and television industry and notably within post production is reaffirmed.

Our digital film and television practices are run completely in line with accepted industry norms, and outside reviewers from industry watch products created.

Your course will provide excellent value for money featuring high contact hours with the tutors, which will help to instil discipline, training and professional standards and expectations that the performing arts and screen industry demands.

BA (Hons) Digital Film and Television (Scriptwriting)

This pathway is aimed at students who want to specialise within the art, skills and techniques of scriptwriting. Core principles of digital film and television and scriptwriting will be explored and creatively and theoretically applied to a context product. The pathway will enable you to work on refining technique and skills within scriptwriting and apply it to varied digital film and television contexts. You will participate in modules where you will work individually as well as modules where you will apply your skills as a scriptwriting.

BA (Hons) Digital Film and Television (Scriptwriting) is a perfect way in which you can develop your scriptwriting experience in multiple contexts in order to prepare you for a career in digital film and television and notably as a cinematographer. You will gain an understanding of the whole digital film and television process in terms of refinement, development, creation, production and how and where the scriptwriter's role features.

A culture of shared expertise is created and guest speakers, speakers from the digital film and television industry, collaborative working with fellow creatives are just some of the

ways in which the expectations, culture and etiquette for a professional working in the digital film and television industry and notably a scriptwriter is reaffirmed.

Our digital film and television practices are run completely in line with accepted industry norms, and outside reviewers from industry watch products created.

Your course will provide excellent value for money featuring high contact hours with the tutors, which will help to instil discipline, training and professional standards and expectations that the performing arts and screen industry demands.

THE STAFFORDSHIRE GRADUATE

The BA [Hons] Digital Film and Television Production, BA [Hons] Digital Film and Television Production (Cinematography) BA [Hons] Digital Film and Television Production (Directing) BA [Hons] Digital Film and Television Production (Post Production) BA [Hons] Digital Film and Television Production (Scriptwriting) fulfils the Staffordshire Graduate pledge by drawing on the extensive professional backgrounds of the delivery team and by providing a mature and flexible learning environment with accessible specialist resources reflective of the industry. Continued exposure to practitioners within the film and television industries gives students access to the calibre of creative personnel, technical crew members, producers, directors and agents expected at this level of education and training. Working alongside such practitioners enables students to gain hands-on professional practice; providing valuable networking opportunities that can prove essential within this challenging global industry.

The Staffordshire Graduate represents a set of qualities that the University passionately believes is necessary for success in the 21st century. A Staffordshire Graduate is a reflective and critical learner with a global perspective, prepared to contribute in the world of work.

In partnership with Staffordshire University, this course will produce rounded, articulate and highly employable graduates with the skill set, knowledge base and personal attributes very much in line with industry demands. The course addresses the attributes of employability, entrepreneurship and enterprise, with modules developing confidence, team working skills, industry knowledge and continual personal and professional development [PPD]. It provides students with opportunities for industry exposure to creative and technical professionals alongside their study, as well as continued education and training in the correct professional settings with the appropriate hands-on tools.

For the duration of this BA [Hons] Digital Film and TV Production programme, we aim to provide students with **discipline expertise**. We instil a critical knowledge of the discipline that is underpinned by the experience, research and industry expertise of the academic staff and which strives to reflect the key issues that affect the world in which we live.

This course falls into the creative and cultural industries sector, which comprises a wide range of businesses and companies, many small and individual. Core to the success of

these businesses is the ability to work innovatively and with an enterprising and entrepreneurial approach. As part of our commitment to ensuring that graduates demonstrate the necessary **professionalism**, we expect that students will engage throughout the course with the world of work, and become **enterprising** and **entrepreneurial** by nature. This is achieved through practical work, live briefs, industry practice and independent and self-managed projects which develop and refine the transferable skills [and the confidence and proficiencies that such skills endow] that create graduates with the abilities that employers seek, not only in the field of film and television but also in wider employment contexts. This means that the skills you develop will have a usefulness outside the acting profession and you will be able to recognise their relevance as valuable life skills which are not subject specific and will support you as you navigate your way through what is likely to be a varied and changing career.

In order to capitalise on the knowledge and understanding that the degree aims to develop, **effective communication** and an ability to work in teams and with diverse stakeholders are seen as essential attributes of our graduates. The development of communication, **presentation** and **team working** skills lie at the heart of this BA [Hons] Digital Film and TV Production programme and are nurtured through practical briefs that require organisation and cooperation to achieve common goals in the context of creative work for different audiences and partners.

Employers also value **independence of thought** and a **creative** ability to find solutions. The parent programmes and pathways enables students to take ownership of their learning – whether individually or in groups. It encourages independence of thought and **problem-solving** across a spectrum of activities, in the conduct of work-related briefs through modules such as Short Drama Production and Major Production for Digital Film and TV.

Some modules within the course have specific focus on work practice, particularly the modules of Understanding the Film and TV Industries and Industry Investigation through which students develop an understanding of the current industry environment and employment opportunities. Your Promotional Portfolio module requires students to prepare an appropriate industry facing portfolio, while the Industry Pitch module puts students in direct contact with industry practitioners.

Students will carry out critical reading and writing, for example in modules such as Screen Studies and Advanced Screen Studies, and this will in part inform development in tutorial discussions, and presentations to peers and other identified target audiences. These are essential attributes of the **critical, reflective** and **lifelong learners** that Staffordshire Graduates are expected to become. Throughout the programme, students are expected to demonstrate their understanding through critical reflection and debate; to question different views and perspectives and to use both generic and specialist skills to recognise and resolve problems.

Increasingly those problems are set in a global context, and globalisation and **global citizenship** are central to the way that creative and cultural industries professionals engage with the world. Students will explore the local, national and international context of

their chosen subject genre and consider how current practice has been influenced by national and international trends through the investigation of the work of others. Students will be expected to access information from diverse sources including via the internet and will learn how to use a range of electronic platforms as routes to a global audience.

COURSE SPECIFIC LEARNING OUTCOMES

The course specific learning outcomes below describe what the course will teach you to do. These outcomes are informed by the QAA benchmark statement for the media, film and cultural studies sectors and therefore are representative of the attributes and capabilities that employers would expect you to demonstrate once you have achieved your qualification.

Level 6	
Knowledge & Understanding <i>[Communication, Media, Film and Cultural Studies Benchmark Statement 2016: 4.1, 4.2, 4.3, 4.4, 4.5, 4.6]</i>	Demonstrate a systematic understanding of the key aspects of film and television production, including acquisition of coherent and detailed knowledge of the industry, informed by both enquiry, and creative and technical practice.
Learning <i>[Communication, Media, Film and Cultural Studies Benchmark Statement 2016: 5.2, 5.3, 5.4, 5.5, 5.6]</i>	Consider critically your own qualities and transferable skills with reference to the evaluation of your own learning, learning ability and the exercising of initiative and personal responsibility. Think critically about the real working environment of the film and television industries and how you relate to them, demonstrating insights into your own skills in the context of the sector.
Enquiry <i>[Communication, Media, Film and Cultural Studies Benchmark Statement 2016: 4.3, 5.2, 5.3, 5.6]</i>	Deploy effective techniques of analysis and enquiry, demonstrating a professional approach to research and information gathering. Evaluate the ethical implications and appropriateness of information within your work and that of others.
Analysis <i>[Communication, Media, Film and Cultural Studies Benchmark Statement 2016: 4, 5.2, 5.3, 5.5, 6.1]</i>	Examine and critically evaluate the complex aspects of film and television production – theory and practice. Evaluate own abilities and limitations in order to identify personal and professional development needs. Question the effectiveness of creative and technical processes in terms of producing work that meets industry expectations.
Problem Solving <i>[Communication, Media, Film and Cultural Studies Benchmark Statement 2016: 4.3, 5.2, 5.4, 6.1]</i>	Develop appropriate methods to solve creative and technical problems. Make decisions informed by a systematic understanding of the key aspects of film and television production. Investigate, engage with and challenge conventional and alternative ways of interpreting and presenting ideas, material and other aspects of film and television production.
Communication <i>[Communication, Media, Film and Cultural Studies Benchmark Statement 2016: 4.3, 5.5, 5.6, 6.1]</i>	Communicate interpersonally using effective forms of written and oral expression. Analyse information and convey complex or abstract information, ideas, concepts and solutions to both specialist and public audiences.
Application <i>[Communication, Media, Film and Cultural Studies Benchmark Statement 2016: 5.4, 5.5, 6.1]</i>	Apply, at a professional level, appropriate skills and abilities to the film and television production process and other related contexts, including the development of practical, technical and written projects, considering theories and principles.
Reflection <i>[Communication, Media, Film and Cultural Studies Benchmark Statement 2016: 5.2, 6.1]</i>	Manage your own learning, exercising initiative and personal responsibility. Demonstrate qualities and transferable skills necessary for employment and present in a professional manner appropriate to entering the film and television industries.
Working with Others <i>[Communication, Media, Film and Cultural studies Benchmark Statement 2016: 5.4, 5.5, 6.1]</i>	Develop the communication and interpersonal skills necessary to become a Leader, by heading management and/or technical production teams. Motivate and engage team members and peers when working to a common goal, positively supporting the achievement of agreed outcomes.

PROGRAMME STRUCTURE, MODULES AND CREDITS

BA [Hons] Digital Film and Television Production
 BA [Hons] Digital Film and Television Production (Cinematography)
 BA [Hons] Digital Film and Television Production (Directing)
 BA [Hons] Digital Film and Television Production (Post Production)
 BA [Hons] Digital Film and Television Production (Scriptwriting)

*Denotes a module where assessment output is pathway badged.

L E V E L 4	Teaching Block 1	CORE LMAC40200 Toolkit for Success [15]	CORE XXET40324 Scriptwriting for Film and TV [15]	CORE LMAC40201 Technical Skills for Digital Film and TV [30]
	Teaching Block 2	CORE LMAC40202 Screen Studies [15]	CORE LMAC40203 Single-Camera; Making a Music Video [15]	CORE LMAC40204 Multi-Camera Filming [30]

L E V E L 5	Teaching Block 1	CORE LMAC50205 Understanding the Film and TV Industry [15]	CORE LMAC50206 * Advanced Skills for Digital Film and TV (Cinematography) (Directing) (Scriptwriting) (Post Production) [30]	CORE LMAC50207 Documentary Research and Production [30]
	Teaching Block 2	CORE LMAC50208 Advanced Screen Studies [15]		CORE LMAC50209 Short Drama Production [30]

L E V E L 6	Teaching Block 1	CORE CCIF60427 Industry Investigation [15]	CORE LMAC60210 Industry Pitch [15]	CORE LMAC60211 Corporate Film [30]
	Teaching Block 2	CORE LMAC60212 Your Promotional Portfolio [30]		CORE LMAC60213 *Major Production for Digital Film and TV (Cinematography) (Directing) (Scriptwriting) (Post Production) [30]

MAPPING MODULES TO LEARNING OUTCOMES

The table below shows how each of the learning outcomes relate to your modules and how they are covered throughout the 3 years of the course.

	Level 4 Modules						Level 5 Modules					Level 6 Modules				
	Toolkit for Success [15 credits]	Scriptwriting for Film and TV Film and TV [15 credits]	Technical Skills for Digital Film and TV [30 credits]	Screen Studies [15 credits]	Single-camera; Making a Music Video [15 credits]	Multi-camera Filming [30 credits]	Understanding the Film and TV Industries [15 credits]	Advanced Skills for Digital Film & TV [30 credits]	Advanced Screen Studies [15 credits]	Documentary Research and Production [30 credits]	Short Drama Production [30 credits]	Industry Investigation [30 credits]	Industry Pitch [15 credits]	Corporate Film [30 credits]	Your Promotional Portfolio [30 credits]	Major Production for Digital Film and TV [30 credits]
Knowledge & Understanding			X	X	X	X	X	X	X		X			X	X	
Learning	X	X					X			X		X	X			
Enquiry	X	X					X			X			X		X	
Analysis		X		X					X		X			X	X	
Problem Solving					X	X		X	X	X	X		X		X	
Communication	X	X		X	X		X	X	X		X	X		X	X	
Application	X		X			X	X			X		X		X	X	
Reflection			X			X	X	X			X		X	X	X	
Working with Others					X	X	X		X	X		X	X		X	

HOW WILL I BE TAUGHT AND ASSESSED?

Learning and Teaching

Through this course you will learn about the fundamental principles of working in the film and television production sector, and be encouraged to reflect on how this learning supports a sound base of skills and professional practice. The curriculum is designed to enable you to appreciate the scope and complexity of moving image production for the film and television industries and the professional demands associated with this. You will learn to adopt a mature and informed approach to personal and career development, and to question, discuss and debate professional practice, theoretical premise and areas of social and cultural interest.

BA [Hons] Digital Film and Television Production

BA [Hons] Digital Film and Television Production (Cinematography)

BA [Hons] Digital Film and Television Production (Directing)

BA [Hons] Digital Film and Television Production (Post Production)

BA [Hons] Digital Film and Television Production (Scriptwriting)

Teaching is designed to support the learning process and includes; lectures, practical workshops, instrument and vocal demonstrations, guided technical support, working in the digital film and tv studio, on set, filming live performances, performances to camera, seminars, project work and directed independent study.

All modules will be supported by LMA's virtual learning environment, which will not only function as a repository for module resources and information but will also encourage and support independent and flexible study and reinforce the inclusive intentions for learning and teaching on this course. The breadth and range of teaching modes is intended to provide a relevant and stimulating learning experience by supporting the development of essential specific and transferable skills [including communication, reflective practice and team working] in addition to critical understanding of key concepts and theories in a framework that maximises opportunities for student success.

Both the programme and the pathways are highly vocational with links to industry playing an important part throughout, and with several modules making a positive contribution to the development of a professional portfolio suited to a career within the film and television industries. Additionally, there are specific modules linking directly to industry through live briefs and the opportunity to present yourself and your work to an industry panel. Learning on this course will be enhanced by visiting lectures and masterclasses delivered by industry professionals. The course combines independent moving image production with group production projects, typically reflecting industry practice. Public distribution and exhibition of your products is encouraged throughout the course, allowing for feedback from public audiences as well as from peers and professionals. The opportunity for synergies with other creative areas enables networks to be formed and provides prospects for collaboration.

Alongside the largely practical design of the modules, self-reflective journals and evaluations add ongoing self-assessment and critique in order to monitor and measure progress and identify strategies for future development.

The course is underpinned by theoretical modules. Through these, an appreciation of the medium of film and television, analysis of media texts and a realisation of stylistic approaches to products are gained. These act as a basis for theory to be trialled in practice, whilst reinforcing knowledge and understanding. An important feature of the course is the diversity of modules which allows for broad ranging learning opportunities and scope to contextualise trends, expectations, demands and opportunities within the digital film and television industries. There are definite opportunities for creative individualism and specialism as the course progresses.

Students on this course will expect, and be expected, to take responsibility for their own learning and development and self-directed study. This is equally relevant to work undertaken when completing individual or collaborative assignments, whether working individually or as part of a team.

BA [Hons] Digital Film and Television Production

BA [Hons] Digital Film and Television Production (Cinematography)

BA [Hons] Digital Film and Television Production (Directing)

BA [Hons] Digital Film and Television Production (Post Production)

BA [Hons] Digital Film and Television Production (Scriptwriting)

At Level 4 there are opportunities for BA [Hons] Digital Film and Television Production students to develop skills through production, developing original content, working in the digital film and television studio whilst individually through a pathway or as an individual practitioner.

At L5, common modules will provide opportunities to develop skills within advanced specific areas and those on a pathway will specialise with their chosen pathway. Those not on a pathway will be developed as a filmmaker.

At L6 you will develop your skills in order to pursue a career within the digital film and television industry. Your L6 modules will form the basis of your graduate showreel and portfolio ready for entry to the sector.

Learning and Teaching strategies include:

Work-based practice: Throughout the course you will relate your training to professionally recognised work activities. You may work across subject areas in a variety of roles, or you may prefer, as the course progresses, to focus your practice on a particular aspect of the film and television production pipeline. The modules are designed to progressively emphasise professional responsibility and actual experience, which will require you to work increasingly independently whilst enhancing your skills. Work-based practice is embedded in the modules throughout this course and is supported through the Academy's film and television industry links.

Lectures: Formal lectures enable tutors and visiting speakers to impart ideas and information to groups of students, whilst creating the opportunity to stimulate discussions and bring forward areas that students find challenging. Students can be brought together for lectures across courses; this improves group dynamics, encourages appreciation for the

interrelationship between disciplines across the wider creative and cultural industries, supports the HE experience and increases networking opportunities.

Seminars: In groups you will be able to express your ideas and discuss your learning experience. Seminars will enable you to focus and discuss in depth subjects arising both from your formal lectures and work-based practice. Communication skills will be applied through presentations, justification and discussion, requiring listening and responding skills as well as expressive ability.

Technical Demonstrations and Masterclasses: You will gain many of your skills through participating in demonstrations and masterclasses delivered by experienced practitioners from within the Academy and also external experts from the field. Health and safety will be an important aspect of this training. You will be expected to keep a record of technical guidance in the form of handouts and personal notes; these will serve as useful prompts in the future. Evidence of your experimentation with materials and techniques should also be saved alongside your handouts and notes in a Process Journal.

Projects: You will build portfolios of work demonstrating your learning, largely through the undertaking of projects. As you progress through the course the projects will increase in their remit, responsibility and in their work related evidence.

Research: Research is crucial to the success of those working in the industry – to keep abreast of changes, to market to audiences, monitor competition and generate new ideas. Research methods are taught formally, and research workshops are included throughout the programme, enabling you to identify appropriate methods and evaluate findings.

Independent practice: Throughout the course you will be expected to study independently, to inform your activities in timetabled sessions and to enhance your work-based practice. As entrepreneurship is one of the key attributes of Staffordshire Graduate students, you will be expected to plan your learning to become increasingly independent in your approach and forward planning.

Reflective Practice: Throughout the course you will learn how to use frameworks of reflection to consider critically the actions that you have taken and those that you make take in the future in order to improve your progress and achieve goals. Critical reflection will allow you to demonstrate your understanding; to question different theories and viewpoints; to examine your own practice and that of others; to resolve problems and to speculate about the future. Such reflection may take place through discussion with others and through independent practice. A learning journal, which you will keep throughout the course, will be a tool to record your reflective practice in writing.

Tutorials: As you gain experience in the studio and engage with industry practitioners and clients through live briefs, tutorials have become an increasingly important part of the learning strategy. Tutorials can help you to reflect upon your progress – either as part of a group or on a one-to-one basis - and are an opportunity to be presented with formative feedback.

Group Critiques: Being able to assimilate new information, draw upon knowledge to discuss and argue points of view, and reflect and respond to others' viewpoints is central to being successful in the workplace. Group critiques allow you to exercise these skills in a safe environment, developing communication techniques that will enhance your future performance.

Study Visits: Widening your knowledge of practitioners, including historic and contemporary subjects and the challenges of different working environments, supports your learning by stimulating and inspiring, as well as creating opportunities for group discussion, networking and bonding.

Teamwork: Understanding the benefits and challenges of working in teams by undertaking projects, including short and long-term activities, will strengthen your workplace skills. Through collaborative work you will learn to appreciate the pros and cons of combining skill sets, and the skills required to communicate and manage independent and team responsibilities.

Progression:

In order to facilitate progression through your preferred route, whether academic or industry based, you will be guided on the management of your learning in order to tailor your experience and ensure a smooth transition.

Contacts with Industry:

Visiting lecturers working within the digital film and television industry bring a fresh up to date perspective on the professional worlds within which they practice, ensuring that students have a realistic sense of the career possibilities ahead of them.

Assessment

The assessment strategy is designed to both develop and evaluate your knowledge and skills throughout the course. A variety of academically rigorous assessment tasks, activities and formats will be used to suit different learning styles and situations. All the assessments on this course are designed to prepare you for industry practice.

Assessments are designed to be interesting, relevant and contemporary, with the aim of enhancing personal and professional development, while also evaluating performance. Assessments are designed to meet the learning outcomes within each module and the overall pattern of assessment matches the overarching learning outcomes of the full programme.

Summative assessment takes place on completion of a module through methods such as practical work, pitches, presentations, essays, journals, research projects and reports that require you to demonstrate an in-depth and increasingly critical understanding of key theoretical concepts and practical ability. It is provided in the form of a percentage mark at the end of a module, and is accompanied by written feedback from the module tutor to each individual student, relating his/her achievement to the learning outcomes of the module. The percentage mark is linked, within the Undergraduate Modular Framework Regulations, to a set of general assessment criteria which distinguish attainment at particular levels. In

the case of collaborative projects where you will be working in teams, peer assessment along with tutors' observation reports will be used to determine your contribution to the production of the final project and to inform overall grading of the module.

Summative assessment is provided in the form of a percentage point [on a scale of 0-100%) at the end of a module, and this is accompanied by peer verbal feedback where applicable and written feedback from the module tutor to each individual student, relating his/her achievement to the learning outcomes of the module and identifying strengths and improvements.

Formative Assessment, which is not graded, is carried out in tutorial and critique situations and feedback is usually provided to you orally, or may be in the form of written feedback on draft pieces submitted. Formative assessment is also sometimes produced as the result of peer or self-assessment exercises. All forms of formative assessment offer you the opportunity to consider your work and take steps to improve and respond to external points of view.

Self-assessment through reflection on the grades and feedback is a valuable way of checking your progress and helping you understand the criteria tutors use to measure progress. If you aspire to achieve higher grades you can read the grading statements to understand what you need to be doing in order to improve.

Assessment feedback is provided to you in two main ways: orally, in tutorial and critique situations and in writing, using a "fast feedback form" that indicates performance against the learning outcomes of the module.

Typical assessment activities that you will be graded may consist of one or a combination of the following:

Creative outputs professionally presented in the format required by the brief, such as an original script, a single or multi-camera shoot and/or the production of a film or programme of a specific genre i.e. documentary, drama, corporate, music video, etc.

A reflective journal, discussing your learning journey throughout the module and utilising appropriate reflective theory and frameworks.

A process journal including handouts and personal notes, documenting participation in technical demonstrations and practical experimentation materials, techniques and processes.

An essay, report, case study or project plan, written and illustrated to given guidelines and word counts.

Pitches to clients and presentation of ideas using professional techniques, such as an exhibition, mini-pitch, slide presentation, electronic/printed publicity material.

Self-assessment, peer review and studio critiques.

ADDITIONAL INFORMATION

Entry Requirements [including IELTS score]

What qualifications would I need to join this programme?

The entry requirements for the course are normally:

- 64 UCAS point
- Successful portfolio interview
- Related Work experience
- Mature students welcome by participation in practical workshop, interview and pitch

IELTS 6 [no less than 5.5 in any element]

We welcome applications from mature students and students with non-standard academic qualifications, and the interview allows us to counsel such students as to their best options, an interview would identify the best way forward for such students.

Students may be considered for Recognition of Prior Learning on the basis of credit achieved in prior study; work based experience, substantial employment or other experiential learning. This will be considered in accordance with the RPL Handbook. Evaluation is delegated to the Faculty, which is required to assess each application according to the specified procedure. Information about the availability of RPL can be found at:

<https://www.staffs.ac.uk/legal/policies/recognition-of-prior-learning.jsp>

Disability Statement

Staffordshire University operates a policy of inclusive learning and teaching to ensure that all students have an equal opportunity to fulfil their educational potential. Details about how to apply to have your needs assessed can be found at:

<http://www.staffs.ac.uk/study/disabled/index.jsp>

ADDITIONAL INFORMATION

Employment Context

This course is delivered at LMA.

The BA [Hons] Digital Film and Television Production programme and pathways, BA [Hons] Digital Film and Television Production (Cinematography), BA [Hons] Digital Film and Television Production (Directing), BA [Hons] Digital Film and Television Production (Post Production), BA [Hons] Digital Film and Television Production (Scriptwriting) has been developed taking into account the opportunities across the sector within the region. The modules are designed to enable students to fulfil the course requirements through their work-based experience. This will include working across a multitude of genres, and distribution and exhibition platforms, recognising the varied opportunities available in the industry.

Extra Costs

Students on this course are also encouraged to take every opportunity to extend their learning through enrichment activities such as educational visits and networking opportunities. This programme incorporates a range of subject relevant educational visits. The cost of these visits is subsidised by LMA but students who wish to take advantage of these are required to make a contribution. This cost would typically add up to no more than £100 per student per year. This enrichment will not be compulsory and will always be discussed well in advance.

Progression to Higher Education

Students choosing to continue down an academic route may wish to progress to a post graduate course; students may apply to appropriate postgraduate courses at Staffordshire University, although they may apply to other institutions as well.

Further information about the course can be found in the Course Handbook and on the University Website. This includes information about learning outcomes at levels below honours, student support, and academic regulations.

ADDENDUM FOR DELIVERY AT A PARTNER INSTITUTION

Name and location of partner	LMA
Partnership Context	This is one of a suite of BA Hons degrees for the Creative and Cultural Industries delivered by Staffordshire University partner colleges supported by the Faculty of Arts and Creative technologies
Courses to be offered at partner	BA [Hons] Digital Film and Television Production BA [Hons] Digital Film and Television Production (Cinematography) BA [Hons] Digital Film and Television Production (Directing) BA [Hons] Digital Film and Television Production (Post Production) BA [Hons] Digital Film and Television Production (Scriptwriting)
Aims / Learning Outcomes	As in Programme Specification
Curricula	As in the Course Handbook. Delivery will be appropriate to LMA's calendar
Teaching and Learning	As in Course Handbook
Assessment	As in Course Handbook
Admissions Criteria	64 UCAS Points
Specific Regulations	None
Date of completion	Students will enrol full-time for 3 years