



# UNIVERSITY OF LINCOLN

## Programme Specification

Title:

### Media Production

Final Award: **Bachelor of Arts with Honours (BA (Hons))**

With Exit Awards at:

**Certificate of Higher Education (CertHE)**

**Diploma of Higher Education (DipHE)**

**Bachelor of Arts with Honours (BA (Hons))**

To be delivered from:

<b>Level</b>	<b>Date</b>
Level 1 or Certificate of Higher Education (CertHE)	2018-19
Level 2 or Diploma of Higher Education (DipHE)	2019-20
Level 3 or Bachelor of Arts with Honours (BA (Hons))	2020-21

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## **1. Introduction**

This document describes one of the University of Lincoln's programmes using the protocols required by the UK National Qualifications Framework as defined in the publication *QAA guidelines for preparing programme specifications*.

This programme operates under the policy and regulatory frameworks of the University of Lincoln.

## 2. Basic Programme Data

<b>Final Award:</b>	Bachelor of Arts with Honours (BA (Hons))
<b>Programme Title:</b>	Media Production
<b>Exit Awards and Titles</b>	Certificate of Higher Education (CertHE) Diploma of Higher Education (DipHE) Bachelor of Arts with Honours (BA (Hons))
<b>Subject(s)</b>	Media Production
<b>Mode(s) of delivery</b>	Full Time Part Time
<b>Is there a Placement or Exchange?</b>	Yes
<b>UCAS code</b>	P301
<b>Awarding Body</b>	University of Lincoln
<b>Campus(es)</b>	KDU Penang University College - Dual Award, Lincoln Campus
<b>School(s)</b>	Lincoln School of Film and Media
<b>Programme Leader</b>	Jon Rowlands (jrowlands)
<b>Relevant Subject Benchmark Statements</b>	
<b>Professional, Statutory or Regulatory Body Accreditation</b>	
<b>Programme Start Date</b>	2018-19

## 3. Programme Description

### 3.1 Overview

#### 3.2 Aims and Objectives

Educational aims of the programme:

- The BA (Hons) Media Production aims to provide an educational context in which students develop creative, conceptual, critical, analytical, technical, organisational and research skills appropriate to employment in the media industries.
- The Subject aims to provide students with opportunities to make and develop contacts with media professionals. The Subject also includes the opportunity for a limited number of students to encounter media practice in a different cultural context through the Moorhead Exchange Programme (in partnership with Minnesota State University in the US).
- The BA (Hons) Media Production is distinctive in that it provides response to the need for media professionals and university graduates more generally, to understand the uses of technology and technological change in relation to cultural production and in addition, the importance of media cultural products in the formation of national and other identities.
- It is also a response to the United Kingdom's economic need to develop its creative and cultural industries and, in particular, a response to the need to stimulate and develop the local and regional economies.

QAA Subject Benchmark Statement(s):

The BA (Hons) Media Production responds to the United Kingdom QAA benchmark statement(s) for the subject of Communication, media, film and cultural studies. Benchmarking Analysis provides a detailed specification of the relationship between this programme's curriculum and the relevant QAA benchmark(s).

Internal contexts:

BA (Hons) Media Production is a revision and development of a curriculum offered by the University since 1992, It is one of a suite of awards provided by the School of Film and Media located in the College of Arts and integrates with other Colleges, Schools and Departments through the provision of collaborative awards at undergraduate and postgraduate level. This integration is further consolidated through Faculty Research Centres.

External contexts:

BA (Hons) Media Production is part of a response to the rapid technological, social and economic development of communication and media in society. The programme acknowledges this continuing development and the exploration of emerging areas of study and creative practices. The Universities and Colleges Admissions Service identifies the programme as the largest undergraduate provision with the second highest application rate in the UK.

#### 3.3 Variations to Standard Regulations and Guidance

None

## 4. Programme Outcomes

Programme-level learning outcomes are identified below.

Refer to *Appendix I – Curriculum Map* for details of how outcomes are deployed across the programme.

### 4.1 Knowledge and Understanding

On successful completion of this programme a student will have knowledge and understanding of:

- 1 Advanced understanding of the cultural and historic contexts of production.
- 2 Advance arguments concerning issues relating to form, content and context of production.
- 3 Implications of ownership copyright, sponsorship and commissioning.
- 4 The effects of technological developments upon production.
- 5 Codes and conventions in relation to production.
- 6 Distribution and production frameworks.
- 7 The processes linking production, circulation and consumption.
- 8 Local to global contexts of media developments.
- 9 The roles media institutions play in different societies.
- 10 How different social groups access and are affected by media.
- 11 The role of cultural practice and institutions in society.
- 12 Regulatory frameworks for media industries.
- 13 The usage of critical and independent analysis to inform and evaluate production.

### 4.2 Subject Specific Intellectual Skills

On successful completion of this programme a student will be able to:

- 14 Demonstrate knowledge of technical processes and procedures.
- 15 Understand the importance of specific elements in the construction of meaning.

### 4.3 Subject Specific Practical Skills

On successful completion of this programme a student will be able to:

- 16 Produce audience specific work appropriate for the chosen forms of presentation.
- 17 Build up professional practice and techniques appropriate to production.
- 18 Develop original formats that challenge existing professional and subject boundaries.
- 19 Use appropriate software programmes to produce work.
- 20 Write fiction and documentary scripts in line with professional formats.
- 21 Structure development of ideas within a practical context.
- 22 Develop and employ creative and innovative strategies in production.

#### **4.4 Transferable Skills and Attributes**

On successful completion of this programme a student will be able to:

- 23 Develop critical and analytical skills.
- 24 Produce an original project efficiently and creatively.
- 25 Work well as a member of a team and apply group management skills.
- 26 Present research and findings through the production of written essay and reports.
- 27 Independently research recent theory.
- 28 Produce and deliver information effectively as a presentation.
- 29 Undertake technical, distributive and financial planning.
- 30 Plan, organise and have strategies for managing time and resources.
- 31 Understand the media labour market and career development opportunities.
- 32 Evaluate and reflect on their own work.

For details of each module contributing to the programme, please consult the module specification document.

## **5. Learning, Teaching and Assessment Strategies**

### **5.1. Learning and Teaching Strategy**

The teaching and learning strategy adopted within BA (Hons) Media Production derives from the programme learning outcomes and the principles underscored in Section 6 of the QAA Subject Benchmarks for the subject of Communication, media, film and cultural studies. The re-examination of traditional methods and the department's roots in Art & Design practice have also influenced initiatives to increase flexibility and explore methods to integrate and synthesise practice and practical criticism, allied to creative production. In this context practical criticism means the use of analysis, research and criticism in the context of practical production not divorced from it.

During the first year all students undertake modules that introduce them to techniques and principles of research, writing, critical analysis and production practices, giving students a diagnostic and supportive programme of preparation for the various forms of learning available on the programme. Progression through levels leads to increasing emphasis on student self direction and self responsibility in the learning strategies employed. Students experience a wide variety of learning and teaching situations designed to support the aims and outcomes of the programme. A balance of the following methods are used: lectures, seminars, tutorials, workshops, group work, live broadcast, public exhibition, project work, multi media and e-learning, production practice, overseas exchange, supervised independent learning, peer evaluation, reflective reporting, live projects. Active engagement in a social production environment is developed through method as much as content. Students articulate and defend concepts and projects to communicate their own ideas, understand those of others and work creatively with both.

Module descriptions identifying learning outcomes, methods, content and assessment are contained in the student handbook and are distributed to all students at the beginning of the year.

### **5.2. Assessment Strategy**

Assessment strategies adopted within the BA (Hons) Media Production are aligned with aims and outcomes of the modules undertaken and the principles underscored in Section 6.3 of the QAA Subject Benchmarks for the subject of Communication, media, film and cultural studies. Assessment criteria and scope are communicated to students at the beginning of each module in the student handbook and module guide. Assessment methods include: Short and long essays, dissertation, reports, presentations, self and peer evaluation, logbooks, portfolio presentations, exhibitions, screening, research and development files. Programmes and portfolios in a wide range of media, produced individually and by groups are usual. Group work will usually include a significant component of individually assessed work. Assessment Map gives a top-level indication of the scheduling and distribution of assessment modes within the programme. Details of module assessment strategy are included with each module specification.



## 6. Programme Structure

The total number of credit points required for the achievement of Certificate of Higher Education (CertHE) is 120.

The total number of credit points required for the achievement of Diploma of Higher Education (DipHE) is 240.

The total number of credit points required for the achievement of Bachelor of Arts with Honours (BA (Hons)) is 360.

### Level 1

<b>Title</b>	<b>Credit Rating</b>	<b>Core / Optional</b>
Script, Screenwriting and Realisation 2018-19	15	Core
Photography 2018-19	15	Core
Digital Media (Level 1) 2018-19	15	Core
Production Planning 2018-19	15	Core
Design and Visual Communication 2018-19	15	Core
Radio and Sound 2018-19	15	Core
Mediation & Representation 2 2018-19	15	Core
Mediation & Representation 1 2018-19	15	Core

### Level 2

<b>Title</b>	<b>Credit Rating</b>	<b>Core / Optional</b>
Radio and Sound Projects 2019-20	30	Optional
Film Production Projects 2019-20	30	Optional
Multi Camera Projects 2019-20	30	Optional
Script and Screenwriting Projects 2019-20	30	Optional
Digital Media Projects 2019-20	30	Optional
Photography Projects 2019-20	30	Optional
Design Projects 2019-20	30	Optional
Analysing and Working in the Media Industries 2019-20	15	Core
Media Research: Methods and Proposal Design 2019-20	15	Core
Television and Screen Entertainment 2019-20	15	Optional
Representing Reality 2019-20	15	Optional
Photography and Design in Context 2019-20	15	Optional
Public Service Broadcasting 2019-20	15	Optional
Realism in Narrative Fiction 2019-20	15	Optional
Globalisation and Contemporary Culture 2019-20	15	Optional
Living Culture 2019-20	15	Optional
Women in and at the Movies: Stars, Icons and Audiences 2019-20	15	Optional
Society, Aesthetics and Digital Media 2019-20	15	Optional
Representing Difference 2019-20	15	Optional
Horror in Popular Culture 2019-20	15	Optional
Film, Television and Creative Vision 2019-20	15	Optional
Children's Film and Television 2019-20	15	Optional
Modernism and Experimental Forms 2019-20	15	Optional
Practices of Listening 2019-20	15	Optional
New Media Cultures 2019-20	15	Optional
Media and War 2019-20	15	Optional
Culture and the Environment 2019-20	15	Optional

East Asian Cinemas 2019-20	15	Optional
British Television Drama 2019-20	15	Optional
The Art and Craft of Directing and Cinematography 2019-20	15	Optional
Radio & Sound (Level 2) 2019-20	15	Optional
Media Study Period Abroad 2019-20	60	Optional
Film Production 2019-20	15	Optional
Multi Camera 2019-20	15	Optional
Script and Screenwriting 2019-20	15	Optional
Digital Media (Level 2) 2019-20	15	Optional
Photography (Level 2) 2019-20	15	Optional
Design 2019-20	15	Optional
Movies never die: understanding the archives 2019-20	15	Optional
Games Cultures 2019-20	15	Optional
Hollywood Musical 2019-20	15	Optional

### Level 3

<b>Title</b>	<b>Credit Rating</b>	<b>Core / Optional</b>
Media Project 1 2020-21	30	Core
Media Project 2 2020-21	30	Core
Media Independent Study 2020-21	30	Core
MACE Internship 2020-21	15	Optional
Creative Enterprise 2020-21	15	Core
Community Education & Mentoring 2020-21	15	Optional
Creative Industries Case Study 2020-21	15	Optional

## Appendix I - Curriculum Map

This table indicates which modules assume responsibility for delivering and ordering particular programme learning outcomes.

**Key:**  Delivered and Assessed     Delivered     Assessed

### Level 1

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
Design and Visual Communication 2018-19					✓							
Digital Media (Level 1) 2018-19												
Mediation & Representation 1 2018-19	✓	✓	✓		✓		✓	✓	✓	✓		
Mediation & Representation 2 2018-19	✓	✓	✓		✓		✓	✓	✓	✓		
Photography 2018-19												
Production Planning 2018-19					✓							
Radio and Sound 2018-19							✓					
Script, Screenwriting and Realisation 2018-19					✓							

	PO13	PO14	PO15	PO16	PO17	PO18	PO19	PO20	PO21	PO22	PO23	PO24
Design and Visual Communication 2018-19	✓											
Digital Media (Level 1) 2018-19	✓						✓			✓	✓	
Mediation & Representation 1 2018-19												
Mediation & Representation 2 2018-19												
Photography 2018-19	✓	✓			✓		✓				✓	
Production Planning 2018-19	✓	✓									✓	✓
Radio and Sound 2018-19	✓	✓		✓								
Script, Screenwriting and Realisation 2018-19	✓	✓	✓					✓				

	PO25	PO26	PO27	PO28	PO29	PO30	PO31	PO32
Design and Visual Communication 2018-19								
Digital Media (Level 1) 2018-19								
Mediation & Representation 1 2018-19		✓						

Mediation & Representation 2 2018-19		✓										
Photography 2018-19												
Production Planning 2018-19	✓								✓			
Radio and Sound 2018-19												
Script, Screenwriting and Realisation 2018-19												

## Level 2

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
Analysing and Working in the Media Industries 2019-20		✓	✓	✓		✓	✓	✓	✓	✓	✓	✓
British Television Drama 2019-20	✓						✓		✓		✓	
Children's Film and Television 2019-20		✓			✓							
Culture and the Environment 2019-20	✓						✓	✓	✓		✓	
Design 2019-20												
Design Projects 2019-20												
Digital Media (Level 2) 2019-20												
Digital Media Projects 2019-20												
East Asian Cinemas 2019-20	✓						✓		✓		✓	
Film Production 2019-20												
Film Production Projects 2019-20												
Film, Television and Creative Vision 2019-20		✓			✓							
Games Cultures 2019-20	✓	✓					✓					
Globalisation and Contemporary Culture 2019-20		✓					✓	✓	✓		✓	
Hollywood Musical 2019-20	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	
Horror in Popular Culture 2019-20	✓	✓			✓					✓	✓	
Living Culture 2019-20	✓						✓	✓				
Media and War 2019-20	✓						✓		✓		✓	
Media Research: Methods and Proposal Design 2019-20							✓				✓	

Media Study Period Abroad 2019-20	✓	✓			✓	✓	✓	✓	✓	✓	✓		
Modernism and Experimental Forms 2019-20		✓			✓		✓					✓	
Movies never die: understanding the archives 2019-20													
Multi Camera 2019-20													
Multi Camera Projects 2019-20					✓								
New Media Cultures 2019-20	✓						✓		✓			✓	
Photography (Level 2) 2019-20													
Photography and Design in Context 2019-20	✓	✓										✓	
Photography Projects 2019-20													
Practices of Listening 2019-20	✓	✓										✓	
Public Service Broadcasting 2019-20		✓	✓			✓	✓	✓				✓	✓
Radio & Sound (Level 2) 2019-20													
Radio and Sound Projects 2019-20													
Realism in Narrative Fiction 2019-20	✓	✓			✓		✓					✓	
Representing Difference 2019-20	✓	✓			✓			✓	✓	✓		✓	
Representing Reality 2019-20	✓	✓			✓					✓			
Script and Screenwriting 2019-20													
Script and Screenwriting Projects 2019-20					✓								
Society, Aesthetics and Digital Media 2019-20	✓	✓			✓		✓					✓	
Television and Screen Entertainment 2019-20	✓	✓			✓		✓	✓		✓		✓	
The Art and Craft of Directing and Cinematography 2019-20	✓						✓		✓			✓	
Women in and at the Movies: Stars, Icons and Audiences 2019-20	✓	✓			✓		✓			✓		✓	

	PO13	PO14	PO15	PO16	PO17	PO18	PO19	PO20	PO21	PO22	PO23	PO24
Analysing and Working in the Media Industries 2019-20			✓									
British Television Drama 2019-20			✓	✓								
Children's Film and Television 2019-20			✓								✓	
Culture and the Environment 2019-20			✓	✓								

Design 2019-20					✓		✓				
Design Projects 2019-20	✓				✓	✓	✓				
Digital Media (Level 2) 2019-20			✓				✓	✓			
Digital Media Projects 2019-20	✓		✓					✓	✓	✓	
East Asian Cinemas 2019-20			✓	✓							
Film Production 2019-20	✓	✓	✓	✓				✓		✓	✓
Film Production Projects 2019-20	✓	✓	✓	✓		✓		✓	✓	✓	✓
Film, Television and Creative Vision 2019-20			✓							✓	
Games Cultures 2019-20			✓							✓	
Globalisation and Contemporary Culture 2019-20										✓	
Hollywood Musical 2019-20		✓			✓					✓	✓
Horror in Popular Culture 2019-20			✓							✓	
Living Culture 2019-20				✓							
Media and War 2019-20				✓							
Media Research: Methods and Proposal Design 2019-20										✓	
Media Study Period Abroad 2019-20	✓	✓	✓	✓			✓	✓		✓	✓
Modernism and Experimental Forms 2019-20			✓							✓	
Movies never die: understanding the archives 2019-20											
Multi Camera 2019-20				✓	✓			✓		✓	
Multi Camera Projects 2019-20	✓			✓	✓	✓		✓	✓	✓	
New Media Cultures 2019-20				✓							
Photography (Level 2) 2019-20	✓	✓		✓				✓			
Photography and Design in Context 2019-20			✓								
Photography Projects 2019-20	✓	✓		✓		✓		✓	✓		
Practices of Listening 2019-20			✓							✓	
Public Service Broadcasting 2019-20										✓	
Radio & Sound (Level 2) 2019-20	✓	✓	✓	✓			✓			✓	✓
Radio and Sound Projects 2019-20	✓	✓	✓	✓		✓	✓		✓	✓	✓
Realism in Narrative Fiction 2019-20			✓							✓	
Representing Difference 2019-20			✓							✓	

Representing Reality 2019-20			✓							✓
Script and Screenwriting 2019-20			✓		✓					
Script and Screenwriting Projects 2019-20	✓		✓		✓	✓		✓		✓
Society, Aesthetics and Digital Media 2019-20			✓							✓
Television and Screen Entertainment 2019-20			✓							
The Art and Craft of Directing and Cinematography 2019-20			✓	✓						
Women in and at the Movies: Stars, Icons and Audiences 2019-20			✓							

	PO25	PO26	PO27	PO28	PO29	PO30	PO31	PO32
Analysing and Working in the Media Industries 2019-20		✓	✓					
British Television Drama 2019-20		✓	✓					
Children's Film and Television 2019-20		✓	✓					
Culture and the Environment 2019-20						✓		
Design 2019-20	✓							
Design Projects 2019-20	✓							
Digital Media (Level 2) 2019-20						✓		✓
Digital Media Projects 2019-20	✓					✓		✓
East Asian Cinemas 2019-20		✓	✓					
Film Production 2019-20	✓				✓			
Film Production Projects 2019-20	✓				✓			
Film, Television and Creative Vision 2019-20		✓	✓					
Games Cultures 2019-20		✓	✓					
Globalisation and Contemporary Culture 2019-20								
Hollywood Musical 2019-20			✓					
Horror in Popular Culture 2019-20		✓	✓					
Living Culture 2019-20		✓			✓			
Media and War 2019-20			✓			✓		
Media Research: Methods and Proposal Design 2019-20		✓	✓			✓		
Media Study Period Abroad 2019-20	✓	✓		✓	✓	✓		
Modernism and Experimental Forms 2019-20		✓	✓					

Movies never die: understanding the archives 2019-20												
Multi Camera 2019-20	✓								✓			
Multi Camera Projects 2019-20	✓								✓			
New Media Cultures 2019-20			✓						✓			
Photography (Level 2) 2019-20									✓			
Photography and Design in Context 2019-20		✓										
Photography Projects 2019-20									✓			
Practices of Listening 2019-20		✓	✓									
Public Service Broadcasting 2019-20												
Radio & Sound (Level 2) 2019-20	✓					✓	✓					✓
Radio and Sound Projects 2019-20	✓					✓	✓					✓
Realism in Narrative Fiction 2019-20		✓	✓							✓		
Representing Difference 2019-20		✓	✓									
Representing Reality 2019-20			✓									
Script and Screenwriting 2019-20						✓						✓
Script and Screenwriting Projects 2019-20						✓						✓
Society, Aesthetics and Digital Media 2019-20		✓	✓									
Television and Screen Entertainment 2019-20		✓	✓									
The Art and Craft of Directing and Cinematography 2019-20		✓	✓									
Women in and at the Movies: Stars, Icons and Audiences 2019-20		✓	✓									

### Level 3

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
Community Education & Mentoring 2020-21										✓	✓	✓
Creative Enterprise 2020-21		✓	✓			✓	✓					✓
Creative Industries Case Study 2020-21			✓			✓	✓	✓				✓
MACE Internship 2020-21	✓		✓								✓	✓
Media Independent Study 2020-21	✓	✓										
Media Project 1 2020-21					✓							
Media Project 2 2020-21					✓							



	PO13	PO14	PO15	PO16	PO17	PO18	PO19	PO20	PO21	PO22	PO23	PO24
Community Education & Mentoring 2020-21			✓		✓						✓	
Creative Enterprise 2020-21			✓		✓							
Creative Industries Case Study 2020-21					✓							
MACE Internship 2020-21		✓									✓	
Media Independent Study 2020-21		✓		✓							✓	✓
Media Project 1 2020-21				✓		✓			✓	✓		
Media Project 2 2020-21				✓		✓			✓	✓		

	PO25	PO26	PO27	PO28	PO29	PO30	PO31	PO32
Community Education & Mentoring 2020-21	✓	✓				✓		✓
Creative Enterprise 2020-21		✓		✓				✓
Creative Industries Case Study 2020-21		✓					✓	✓
MACE Internship 2020-21		✓			✓		✓	
Media Independent Study 2020-21		✓	✓			✓		
Media Project 1 2020-21					✓	✓		✓
Media Project 2 2020-21					✓	✓		✓

## Appendix II - Assessment Map

This table indicates the spread of assessment activity across the programme. Percentages indicate assessment weighting.

### Level 1

	01	02	03	04	05	06	07	08	09	10	11	12
Design and Visual Communication 2018-19												
Digital Media (Level 1) 2018-19								50				
Mediation & Representation 1 2018-19												100
Mediation & Representation 2 2018-19												
Photography 2018-19	10										90	
Production Planning 2018-19												
Radio and Sound 2018-19												
Script, Screenwriting and Realisation 2018-19							30					50

	13	14	15	16	17	18	19	20	21	22	23	24
Design and Visual Communication 2018-19												
Digital Media (Level 1) 2018-19		50										
Mediation & Representation 1 2018-19												
Mediation & Representation 2 2018-19								100				
Photography 2018-19												
Production Planning 2018-19									20			
Radio and Sound 2018-19							40					
Script, Screenwriting and Realisation 2018-19		20										

	25	26	27	28	29	30	31	32	33	34	35	36
Design and Visual Communication 2018-19		50	50									
Digital Media (Level 1) 2018-19												
Mediation & Representation 1 2018-19												
Mediation & Representation 2 2018-19												
Photography 2018-19												

Production Planning 2018-19	80												
Radio and Sound 2018-19		60											
Script, Screenwriting and Realisation 2018-19													
	37	38	39	40	41	42	43	44	45	46	47	48	
Design and Visual Communication 2018-19													
Digital Media (Level 1) 2018-19													
Mediation & Representation 1 2018-19													
Mediation & Representation 2 2018-19													
Photography 2018-19													
Production Planning 2018-19													
Radio and Sound 2018-19													
Script, Screenwriting and Realisation 2018-19													
							49	50	51	52	EP 1 (Wk 16)	EP 2 (Wks 33, 34, 35)	
Design and Visual Communication 2018-19													
Digital Media (Level 1) 2018-19													
Mediation & Representation 1 2018-19													
Mediation & Representation 2 2018-19													
Photography 2018-19													
Production Planning 2018-19													
Radio and Sound 2018-19													
Script, Screenwriting and Realisation 2018-19													

## Level 2

	01	02	03	04	05	06	07	08	09	10	11	12
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Public Service Broadcasting 2019-20												
Radio & Sound (Level 2) 2019-20												
Radio and Sound Projects 2019-20									30			
Realism in Narrative Fiction 2019-20												
Representing Difference 2019-20												
Representing Reality 2019-20												
Script and Screenwriting 2019-20												
Script and Screenwriting Projects 2019-20												
Society, Aesthetics and Digital Media 2019-20												
Television and Screen Entertainment 2019-20												
The Art and Craft of Directing and Cinematography 2019-20							50				30	
Women in and at the Movies: Stars, Icons and Audiences 2019-20												
	13	14	15	16	17	18	19	20	21	22	23	24
Analysing and Working in the Media Industries 2019-20	70											
British Television Drama 2019-20												
Children's Film and Television 2019-20												
Culture and the Environment 2019-20										20		
Design 2019-20												
Design Projects 2019-20												
Digital Media (Level 2) 2019-20												
Digital Media Projects 2019-20												
East Asian Cinemas 2019-20												
Film Production 2019-20												
Film Production Projects 2019-20	50										50	
Film, Television and Creative Vision 2019-20												
Games Cultures 2019-20												
Globalisation and Contemporary Culture 2019-20												

Hollywood Musical 2019-20	100												
Horror in Popular Culture 2019-20													
Living Culture 2019-20	100												
Media and War 2019-20											30		
Media Research: Methods and Proposal Design 2019-20													
Media Study Period Abroad 2019-20													
Modernism and Experimental Forms 2019-20													
Movies never die: understanding the archives 2019-20											35		
Multi Camera 2019-20													
Multi Camera Projects 2019-20													
New Media Cultures 2019-20													
Photography (Level 2) 2019-20													
Photography and Design in Context 2019-20													
Photography Projects 2019-20													
Practices of Listening 2019-20													
Public Service Broadcasting 2019-20	100												
Radio & Sound (Level 2) 2019-20								20					
Radio and Sound Projects 2019-20								30					
Realism in Narrative Fiction 2019-20	100												
Representing Difference 2019-20													
Representing Reality 2019-20	100												
Script and Screenwriting 2019-20													
Script and Screenwriting Projects 2019-20	50												
Society, Aesthetics and Digital Media 2019-20													
Television and Screen Entertainment 2019-20		100											
The Art and Craft of Directing and Cinematography 2019-20									20				
Women in and at the Movies: Stars, Icons and Audiences 2019-20	100												

	25	26	27	28	29	30	31	32	33	34	35	36
Analysing and Working in the Media Industries 2019-20												
British Television Drama 2019-20				100								
Children's Film and Television 2019-20				100								
Culture and the Environment 2019-20				80								
Design 2019-20		100										
Design Projects 2019-20		50										
Digital Media (Level 2) 2019-20			100									
Digital Media Projects 2019-20	25		25									
East Asian Cinemas 2019-20				100								
Film Production 2019-20			100									
Film Production Projects 2019-20												
Film, Television and Creative Vision 2019-20				100								
Games Cultures 2019-20												
Globalisation and Contemporary Culture 2019-20				70								
Hollywood Musical 2019-20												
Horror in Popular Culture 2019-20										100		
Living Culture 2019-20												
Media and War 2019-20			70									
Media Research: Methods and Proposal Design 2019-20				30				70				
Media Study Period Abroad 2019-20				100								
Modernism and Experimental Forms 2019-20									100			
Movies never die: understanding the archives 2019-20							65					
Multi Camera 2019-20		100										
Multi Camera Projects 2019-20		55										
New Media Cultures 2019-20		100										
Photography (Level 2) 2019-20		100										
Photography and Design in Context 2019-20												
Photography Projects 2019-20		50										

Practices of Listening 2019-20									100				
Public Service Broadcasting 2019-20													
Radio & Sound (Level 2) 2019-20			80										
Radio and Sound Projects 2019-20			40										
Realism in Narrative Fiction 2019-20													
Representing Difference 2019-20				100									
Representing Reality 2019-20													
Script and Screenwriting 2019-20			100										
Script and Screenwriting Projects 2019-20			50										
Society, Aesthetics and Digital Media 2019-20										100			
Television and Screen Entertainment 2019-20													
The Art and Craft of Directing and Cinematography 2019-20													
Women in and at the Movies: Stars, Icons and Audiences 2019-20													
		37	38	39	40	41	42	43	44	45	46	47	48
Analysing and Working in the Media Industries 2019-20													
British Television Drama 2019-20													
Children's Film and Television 2019-20													
Culture and the Environment 2019-20													
Design 2019-20													
Design Projects 2019-20													
Digital Media (Level 2) 2019-20													
Digital Media Projects 2019-20													
East Asian Cinemas 2019-20													
Film Production 2019-20													
Film Production Projects 2019-20													
Film, Television and Creative Vision 2019-20													
Games Cultures 2019-20													
Globalisation and Contemporary Culture													



2019-20													
Hollywood Musical 2019-20													
Horror in Popular Culture 2019-20													
Living Culture 2019-20													
Media and War 2019-20													
Media Research: Methods and Proposal Design 2019-20													
Media Study Period Abroad 2019-20													
Modernism and Experimental Forms 2019-20													
Movies never die: understanding the archives 2019-20													
Multi Camera 2019-20													
Multi Camera Projects 2019-20													
New Media Cultures 2019-20													
Photography (Level 2) 2019-20													
Photography and Design in Context 2019-20													
Photography Projects 2019-20													
Practices of Listening 2019-20													
Public Service Broadcasting 2019-20													
Radio & Sound (Level 2) 2019-20													
Radio and Sound Projects 2019-20													
Realism in Narrative Fiction 2019-20													
Representing Difference 2019-20													
Representing Reality 2019-20													
Script and Screenwriting 2019-20													
Script and Screenwriting Projects 2019-20													
Society, Aesthetics and Digital Media 2019-20													
Television and Screen Entertainment 2019-20													
The Art and Craft of Directing and Cinematography 2019-20													
Women in and at the Movies: Stars, Icons and Audiences 2019-20													

	49	50	51	52	EP 1 (Wk 16)	EP 2 (Wks 33, 34, 35)
Analysing and Working in the Media Industries 2019-20						
British Television Drama 2019-20						
Children's Film and Television 2019-20						
Culture and the Environment 2019-20						
Design 2019-20						
Design Projects 2019-20						
Digital Media (Level 2) 2019-20						
Digital Media Projects 2019-20						
East Asian Cinemas 2019-20						
Film Production 2019-20						
Film Production Projects 2019-20						
Film, Television and Creative Vision 2019-20						
Games Cultures 2019-20						
Globalisation and Contemporary Culture 2019-20						
Hollywood Musical 2019-20						
Horror in Popular Culture 2019-20						
Living Culture 2019-20						
Media and War 2019-20						
Media Research: Methods and Proposal Design 2019-20						
Media Study Period Abroad 2019-20						
Modernism and Experimental Forms 2019-20						
Movies never die: understanding the archives 2019-20						
Multi Camera 2019-20						
Multi Camera Projects 2019-20						
New Media Cultures 2019-20						
Photography (Level 2) 2019-20						
Photography and Design in Context 2019-20						

Photography Projects 2019-20												
Practices of Listening 2019-20												
Public Service Broadcasting 2019-20												
Radio & Sound (Level 2) 2019-20												
Radio and Sound Projects 2019-20												
Realism in Narrative Fiction 2019-20												
Representing Difference 2019-20												
Representing Reality 2019-20												
Script and Screenwriting 2019-20												
Script and Screenwriting Projects 2019-20												
Society, Aesthetics and Digital Media 2019-20												
Television and Screen Entertainment 2019-20												
The Art and Craft of Directing and Cinematography 2019-20												
Women in and at the Movies: Stars, Icons and Audiences 2019-20												

### Level 3

	01	02	03	04	05	06	07	08	09	10	11	12
Community Education & Mentoring 2020-21												
Creative Enterprise 2020-21						10					90	
Creative Industries Case Study 2020-21												
MACE Internship 2020-21												
Media Independent Study 2020-21												
Media Project 1 2020-21												
Media Project 2 2020-21												
	13	14	15	16	17	18	19	20	21	22	23	24
Community Education & Mentoring 2020-21												
Creative Enterprise 2020-21												
Creative Industries Case Study 2020-21												
MACE Internship 2020-21		100										

Media Independent Study 2020-21													100
Media Project 1 2020-21	100												
Media Project 2 2020-21													
	25	26	27	28	29	30	31	32	33	34	35	36	
Community Education & Mentoring 2020-21						100							
Creative Enterprise 2020-21													
Creative Industries Case Study 2020-21				100									
MACE Internship 2020-21													
Media Independent Study 2020-21													
Media Project 1 2020-21													
Media Project 2 2020-21				100									
	37	38	39	40	41	42	43	44	45	46	47	48	
Community Education & Mentoring 2020-21													
Creative Enterprise 2020-21													
Creative Industries Case Study 2020-21													
MACE Internship 2020-21													
Media Independent Study 2020-21													
Media Project 1 2020-21													
Media Project 2 2020-21													
							49	50	51	52	EP 1 (Wk 16)	EP 2 (Wks 33, 34, 35)	
Community Education & Mentoring 2020-21													
Creative Enterprise 2020-21													
Creative Industries Case Study 2020-21													
MACE Internship 2020-21													
Media Independent Study 2020-21													
Media Project 1 2020-21													



## Appendix III - Benchmark Analysis

This table maps programme learning outcomes to relevant QAA subject benchmark statements or PSRB guidelines.

### Knowledge and Understanding

	CMFCS01	CMFCS02	CMFCS03	CMFCS04	CMFCS05	CMFCS06	CMFCS07	CMFCS08	CMFCS09
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									
PO7									
PO8									
PO9									
PO10									
PO11									
PO12									
PO13									

	CMFCS10	CMFCS11	CMFCS12	CMFCS13	CMFCS14	CMFCS15	CMFCS16	CMFCS17	CMFCS18
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									
PO7									
PO8									
PO9									
PO10									

PO11									
PO12									
PO13									

	CMFCS19	CMFCS20	CMFCS21	CMFCS22	CMFCS23	CMFCS24	CMFCS25	CMFCS26	CMFCS27
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									
PO7									
PO8									
PO9									
PO10									
PO11									
PO12									
PO13									

	CMFCS28	CMFCS29	CMFCS30	CMFCS31	CMFCS32	CMFCS33	CMFCS34	CMFCS35	CMFCS36
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									
PO7									
PO8									
PO9									
PO10									
PO11									
PO12									
PO13									

	CMFCS37	CMFCS38	CMFCS39	CMFCS40	CMFCS41	CMFCS42	CMFCS43	CMFCS44	CMFCS45
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									
PO7									
PO8									
PO9									
PO10									
PO11									
PO12									
PO13									

	CMFCS46	CMFCS47	CMFCS48	CMFCS49	CMFCS50	CMFCS51	CMFCS52	CMFCS53	CMFCS54
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									
PO7									
PO8									
PO9									
PO10									
PO11									
PO12									
PO13									

	CMFCS55	CMFCS56	CMFCS57	CMFCS58	CMFCS59	CMFCS60	CMFCS61	CMFCS62	CMFCS63
PO1									



PO2									
PO3									
PO4									
PO5									
PO6									
PO7									
PO8									
PO9									
PO10									
PO11									
PO12									
PO13									

	CMFCS64	CMFCS65	CMFCS66	CMFCS67	CMFCS68	CMFCS69	CMFCS70	CMFCS71	CMFCS72
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									
PO7									
PO8									
PO9									
PO10									
PO11									
PO12									
PO13									

	CMFCS73	CMFCS74	CMFCS75	CMFCS76	CMFCS77	CMFCS78	CMFCS79	CMFCS80	CMFCS81
PO1									
PO2									
PO3									
PO4									

PO5									
PO6									
PO7									
PO8									
PO9									
PO10									
PO11									
PO12									
PO13									

	CMFCS82	CMFCS83	CMFCS84	CMFCS85	CMFCS86	CMFCS87	CMFCS88	CMFCS89	CMFCS90
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									
PO7									
PO8									
PO9									
PO10									
PO11									
PO12									
PO13									

	CMFCS91	CMFCS92	CMFCS93	CMFCS94	CMFCS95	CMFCS96	CMFCS97	CMFCS98	CMFCS99
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									
PO7									

PO8									
PO9									
PO10									
PO11									
PO12									
PO13									

	CMFCS100	CMFCS101	CMFCS102	CMFCS103
PO1				
PO2				
PO3				
PO4				
PO5				
PO6				
PO7				
PO8				
PO9				
PO10				
PO11				
PO12				
PO13				

### Subject Specific Intellectual Skills

	CMFCS01	CMFCS02	CMFCS03	CMFCS04	CMFCS05	CMFCS06	CMFCS07	CMFCS08	CMFCS09
PO14									
PO15									

	CMFCS10	CMFCS11	CMFCS12	CMFCS13	CMFCS14	CMFCS15	CMFCS16	CMFCS17	CMFCS18
PO14									
PO15									

	CMFCS19	CMFCS20	CMFCS21	CMFCS22	CMFCS23	CMFCS24	CMFCS25	CMFCS26	CMFCS27
PO14									
PO15									
	CMFCS28	CMFCS29	CMFCS30	CMFCS31	CMFCS32	CMFCS33	CMFCS34	CMFCS35	CMFCS36
PO14									
PO15									
	CMFCS37	CMFCS38	CMFCS39	CMFCS40	CMFCS41	CMFCS42	CMFCS43	CMFCS44	CMFCS45
PO14									
PO15									
	CMFCS46	CMFCS47	CMFCS48	CMFCS49	CMFCS50	CMFCS51	CMFCS52	CMFCS53	CMFCS54
PO14									
PO15									
	CMFCS55	CMFCS56	CMFCS57	CMFCS58	CMFCS59	CMFCS60	CMFCS61	CMFCS62	CMFCS63
PO14									
PO15									
	CMFCS64	CMFCS65	CMFCS66	CMFCS67	CMFCS68	CMFCS69	CMFCS70	CMFCS71	CMFCS72
PO14									
PO15									
	CMFCS73	CMFCS74	CMFCS75	CMFCS76	CMFCS77	CMFCS78	CMFCS79	CMFCS80	CMFCS81
PO14									
PO15									
	CMFCS82	CMFCS83	CMFCS84	CMFCS85	CMFCS86	CMFCS87	CMFCS88	CMFCS89	CMFCS90
PO14									
PO15									

	CMFCS91	CMFCS92	CMFCS93	CMFCS94	CMFCS95	CMFCS96	CMFCS97	CMFCS98	CMFCS99
PO14									
PO15									

						CMFCS100	CMFCS101	CMFCS102	CMFCS103
PO14									
PO15									

## Subject Specific Practical Skills

	CMFCS01	CMFCS02	CMFCS03	CMFCS04	CMFCS05	CMFCS06	CMFCS07	CMFCS08	CMFCS09
PO16									
PO17									
PO18									
PO19									
PO20									
PO21									
PO22									

	CMFCS10	CMFCS11	CMFCS12	CMFCS13	CMFCS14	CMFCS15	CMFCS16	CMFCS17	CMFCS18
PO16									
PO17									
PO18									
PO19									
PO20									
PO21									
PO22									

	CMFCS19	CMFCS20	CMFCS21	CMFCS22	CMFCS23	CMFCS24	CMFCS25	CMFCS26	CMFCS27
PO16									
PO17									

PO18									
PO19									
PO20									
PO21									
PO22									

	CMFCS28	CMFCS29	CMFCS30	CMFCS31	CMFCS32	CMFCS33	CMFCS34	CMFCS35	CMFCS36
PO16									
PO17									
PO18									
PO19									
PO20									
PO21									
PO22									

	CMFCS37	CMFCS38	CMFCS39	CMFCS40	CMFCS41	CMFCS42	CMFCS43	CMFCS44	CMFCS45
PO16									
PO17									
PO18									
PO19									
PO20									
PO21									
PO22									

	CMFCS46	CMFCS47	CMFCS48	CMFCS49	CMFCS50	CMFCS51	CMFCS52	CMFCS53	CMFCS54
PO16									
PO17									
PO18									
PO19									
PO20									
PO21									
PO22									

	CMFCS55	CMFCS56	CMFCS57	CMFCS58	CMFCS59	CMFCS60	CMFCS61	CMFCS62	CMFCS63
PO16									
PO17									
PO18									
PO19									
PO20									
PO21									
PO22									

	CMFCS64	CMFCS65	CMFCS66	CMFCS67	CMFCS68	CMFCS69	CMFCS70	CMFCS71	CMFCS72
PO16									
PO17									
PO18									
PO19									
PO20									
PO21									
PO22									

	CMFCS73	CMFCS74	CMFCS75	CMFCS76	CMFCS77	CMFCS78	CMFCS79	CMFCS80	CMFCS81
PO16									
PO17									
PO18									
PO19									
PO20									
PO21									
PO22									

	CMFCS82	CMFCS83	CMFCS84	CMFCS85	CMFCS86	CMFCS87	CMFCS88	CMFCS89	CMFCS90
PO16									
PO17									
PO18									
PO19									
PO20									

PO21									
PO22									
	CMFCS91	CMFCS92	CMFCS93	CMFCS94	CMFCS95	CMFCS96	CMFCS97	CMFCS98	CMFCS99
PO16									
PO17									
PO18									
PO19									
PO20									
PO21									
PO22									

							CMFCS100	CMFCS101	CMFCS102	CMFCS103
PO16										
PO17										
PO18										
PO19										
PO20										
PO21										
PO22										

## Transferable Skills and Attributes

	CMFCS01	CMFCS02	CMFCS03	CMFCS04	CMFCS05	CMFCS06	CMFCS07	CMFCS08	CMFCS09
PO23									
PO24									
PO25									
PO26									
PO27									
PO28									
PO29									



PO30									
PO31									
PO32									

	CMFCS10	CMFCS11	CMFCS12	CMFCS13	CMFCS14	CMFCS15	CMFCS16	CMFCS17	CMFCS18
PO23									
PO24									
PO25									
PO26									
PO27									
PO28									
PO29									
PO30									
PO31									
PO32									

	CMFCS19	CMFCS20	CMFCS21	CMFCS22	CMFCS23	CMFCS24	CMFCS25	CMFCS26	CMFCS27
PO23									
PO24									
PO25									
PO26									
PO27									
PO28									
PO29									
PO30									
PO31									
PO32									

	CMFCS28	CMFCS29	CMFCS30	CMFCS31	CMFCS32	CMFCS33	CMFCS34	CMFCS35	CMFCS36
PO23									
PO24									
PO25									
PO26									

PO27									
PO28									
PO29									
PO30									
PO31									
PO32									

	CMFCS37	CMFCS38	CMFCS39	CMFCS40	CMFCS41	CMFCS42	CMFCS43	CMFCS44	CMFCS45
PO23									
PO24									
PO25									
PO26									
PO27									
PO28									
PO29									
PO30									
PO31									
PO32									

	CMFCS46	CMFCS47	CMFCS48	CMFCS49	CMFCS50	CMFCS51	CMFCS52	CMFCS53	CMFCS54
PO23									
PO24									
PO25									
PO26									
PO27									
PO28									
PO29									
PO30									
PO31									
PO32									

	CMFCS55	CMFCS56	CMFCS57	CMFCS58	CMFCS59	CMFCS60	CMFCS61	CMFCS62	CMFCS63
PO23									

PO24									
PO25									
PO26									
PO27									
PO28									
PO29									
PO30									
PO31									
PO32									

	CMFCS64	CMFCS65	CMFCS66	CMFCS67	CMFCS68	CMFCS69	CMFCS70	CMFCS71	CMFCS72
PO23									
PO24									
PO25									
PO26									
PO27									
PO28									
PO29									
PO30									
PO31									
PO32									

	CMFCS73	CMFCS74	CMFCS75	CMFCS76	CMFCS77	CMFCS78	CMFCS79	CMFCS80	CMFCS81
PO23									
PO24									
PO25									
PO26									
PO27									
PO28									
PO29									
PO30									
PO31									
PO32									

	CMFCS82	CMFCS83	CMFCS84	CMFCS85	CMFCS86	CMFCS87	CMFCS88	CMFCS89	CMFCS90
PO23									
PO24									
PO25									
PO26									
PO27									
PO28									
PO29									
PO30									
PO31									
PO32									

	CMFCS91	CMFCS92	CMFCS93	CMFCS94	CMFCS95	CMFCS96	CMFCS97	CMFCS98	CMFCS99
PO23									
PO24									
PO25									
PO26									
PO27									
PO28									
PO29									
PO30									
PO31									
PO32									

	CMFCS100	CMFCS101	CMFCS102	CMFCS103
PO23				
PO24				
PO25				
PO26				
PO27				
PO28				
PO29				

PO30

PO31

PO32

## **Appendix IV: Benchmark Benchmark Statement(s)**

**CMFCS01** - *Display coherent knowledge of the communication, media and cultural forms and processes chosen for study within their degree programme.*

**CMFCS02** - *Display understanding of a range of concepts, theories and approaches appropriate to the study of those objects and processes, and the capacity to apply these.*

**CMFCS03** - *Display skills in critical analysis, research, production and communication appropriate to the learning tasks set by their programme, as well as an array of generic and creative skills.*

**CMFCS04** - *Demonstrate knowledge of the central role that communications, media and cultural agencies play at local, national, international and global levels of economic, political and social organisation, along with the ability to explore and articulate the...*

**CMFCS05** - *Demonstrate awareness of the historical formation of their particular objects of study, and their contexts and interfaces.*

**CMFCS06** - *Demonstrate knowledge of appropriate research practices, procedures and traditions, and some awareness of their strengths and limitations.*

**CMFCS07** - *Awareness of the diversity of approaches to understanding communication, media and culture in both historical and contemporary contexts, and of the uses and implications of these approaches.*

**CMFCS08** - *Knowledge of a range of texts, genres, aesthetic forms and cultural practices, and the ability to produce close analysis of these, and to make comparisons and connections.*

**CMFCS09** - *Engagement with forms of critical analysis, argument and debate, expressed through an appropriate command of oral, written and other forms of communication.*

**CMFCS10** - *Understanding of production processes and professional practices within media, cultural and communicative industries.*

**CMFCS11** - *Critically informed competency in the management and operation of production technologies, procedures and processes.*

**CMFCS12** - *The ability to engage with and to advance creative processes in one or more forms of media or cultural production.*

**CMFCS13** - *Knowledge of a range of communicative situations and cultural practices, along with the ability to produce detailed analyses of these, and to make comparisons and connections.*

**CMFCS14** - *The ability to consider views other than their own, and exercise a degree of independent and informed critical judgement in analysis.*

**CMFCS15** - *The ability to work across a variety of group and independent modes of study, and within these to demonstrate flexibility, creativity and the capacity for critical self-reflection.*

**CMFCS16** - *The ability to use their knowledge and understanding of communication, cultural and media processes as a basis for the examination of policy and ethical issues, whether in the public*

*domain or in other aspects of democratic participation and...*

**CMFCS17** - *Demonstrate an understanding of the roles of communication systems, modes of representations and systems of meaning in the ordering of societies.*

**CMFCS18** - *An awareness of the economic forces that frame the media, cultural and creative industries, and the role of such industries in specific areas of contemporary political and cultural life.*

**CMFCS19** - *A comparative understanding of the roles that media and/or cultural institutions play in different societies.*

**CMFCS20** - *An understanding of the roles of cultural practices and cultural institutions in society.*

**CMFCS21** - *An understanding of particular media forms and genres, and the way in which they organise understandings, meanings and affects.*

**CMFCS22** - *An understanding of the role of technology in terms of media production, content manipulation, distribution, access and use.*

**CMFCS23** - *An understanding of new and emergent media forms and their relation both to their social context and to earlier forms.*

**CMFCS24** - *An understanding of the ways in which participatory access to the central sites of public culture and communication is distributed along axes of social division, such as disability, class, ethnicity, gender, nationality, and sexuality.*

**CMFCS25** - *An understanding of the dynamics of public and everyday discourses in the shaping of culture and society.*

**CMFCS26** - *An understanding of the ways in which different social groups may make use of cultural texts and products in the construction of social and cultural realities, cultural maps and frames of reference.*

**CMFCS27** - *An understanding of the development of media and cultural forms in a local, community, regional, national, international or global context.*

**CMFCS28** - *An understanding of the social, cultural and political histories from which different media and cultural institutions, modes of communication, practices and structures have emerged.*

**CMFCS29** - *A historically informed knowledge of the contribution of media organisations to the shaping of the modern world.*

**CMFCS30** - *An understanding of the interconnectedness of texts and contexts, and of the shifting configurations of communicative, cultural and aesthetic practices and systems.*

**CMFCS31** - *An understanding of the historical evolution of particular genres, aesthetic traditions and forms, and of their current characteristics and possible future developments.*

**CMFCS32** - *An understanding of the history of communication and media technologies, and a*



*recognition of the different ways in which the history of, and current developments in, media and communication can be understood in relation to technological change.*

**CMFCS33** - *An understanding of the interrelationships of technological and social change.*

**CMFCS34** - *An understanding of the historical development of practices of cultural consumption (including subcultural forms and everyday lived practices)*

**CMFCS35** - *An awareness of the ways in which critical and cultural theories and concepts have developed within particular contexts.*

**CMFCS36** - *An understanding of the processes linking production, distribution, circulation and consumption.*

**CMFCS37** - *An understanding of the processes, both verbal and non-verbal, whereby people manage communication face to face and in the context of real and virtual groups and/or communities.*

**CMFCS38** - *An awareness of the processes of cultural and subcultural formations and their dynamics.*

**CMFCS39** - *An understanding of key production processes and professional practices relevant to media, cultural and communicative industries, and of ways of conceptualising creativity and authorship.*

**CMFCS40** - *An understanding of professional, technical and formal choices which realise, develop or challenge existing practices and traditions, and of the possibilities and constraints involved in production processes.*

**CMFCS41** - *A knowledge of the legal, ethical and regulatory frameworks that affect media and cultural production, manipulation, distribution, circulation, and consumption.*

**CMFCS42** - *An understanding of how media, cultural and creative organisations operate, communicate and are managed.*

**CMFCS43** - *An understanding of how in creative industries individuals, or collaborative project-oriented teams, are formed, operate and complete their work.*

**CMFCS44** - *An understanding of the material conditions of media and cultural consumption, and of the cultural contexts in which people appropriate, use and make sense of media and cultural products.*

**CMFCS45** - *An awareness of how media products might be understood within broader concepts of culture.*

**CMFCS46** - *An understanding of the aesthetic and formal qualities at play, and their relation to meanings, in particular cultural forms.*

**CMFCS47** - *An insight into the cultural and social ways in which aesthetic judgements are constructed and aesthetic processes experienced.*

**CMFCS48** - *An understanding of the student's own creative processes and practice through engagement in one or more production practices.*

**CMFCS49** - *An examination of the role that aesthetic and other pleasures and judgements may play in the production and maintenance of social relations.*

**CMFCS50** - *An awareness of a range of works (in one or more media) which generate different kinds of aesthetic pleasures.*

**CMFCS51** - *An understanding of the narrative processes, generic forms and modes of representation at work in media and cultural texts.*

**CMFCS52** - *An understanding of the ways in which specific media and their attendant technologies make possible different kinds of aesthetic effects and forms.*

**CMFCS53** - *An understanding of the audio, visual and verbal conventions through which sounds, images and words make meaning.*

**CMFCS54** - *An understanding of the ways in which people engage with cultural texts and practices and make meaning from them.*

**CMFCS55** - *An appreciation of the complexity of the term 'culture' and an understanding of how it has developed.*

**CMFCS56** - *An understanding of the ways in which identities are constructed and contested through engagements with culture.*

**CMFCS57** - *An understanding of how disability, class, ethnicity, gender, religion, nationality, sexuality and other social divisions play key roles in terms of both access to the media and modes of representation in media texts.*

**CMFCS58** - *An insight into the different modes of global, international, national and local cultural experience and their interaction in particular instances.*

**CMFCS59** - *An understanding of the ways in which forms of media and cultural consumption are embedded in everyday life, and serve as ways of claiming and understanding identities.*

**CMFCS60** - *An understanding of the relationship between discourse, culture and identity.*

**CMFCS61** - *Able to engage critically with major thinkers, debates and intellectual paradigms within the field and put them to productive use.*

**CMFCS62** - *Understand forms of communication, media and culture as they have emerged historically and appreciate the processes through which they have come into being, with reference to social, cultural and technological change.*

**CMFCS63** - *Examine such forms critically with appropriate reference to the social and cultural contexts and diversity of contemporary society, and have an understanding of how different social groups variously make use of, and engage with, forms of...*

**CMFCS64** - *Analyse closely, interpret and show the exercise of critical judgement in the understanding and, as appropriate, evaluation of these forms.*

**CMFCS65** - *Develop substantive and detailed knowledge and understanding in one or more designated areas of the field.*

**CMFCS66** - *Consider and evaluate their own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions.*

**CMFCS67** - *Carry out various forms of research for essays, projects, creative productions or dissertations involving sustained independent enquiry.*

**CMFCS68** - *Formulate appropriate research questions and employ appropriate methods and resources for exploring those questions.*

**CMFCS69** - *Evaluate and draw upon the range of sources and the conceptual frameworks appropriate to research in the chosen area.*

**CMFCS70** - *Draw on the strengths and understand the limits of the major quantitative and/or qualitative research methods, and be able to apply this knowledge critically in their own work.*

**CMFCS71** - *Draw on research models enabled or underpinned by emergent technologies.*

**CMFCS72** - *Draw and reflect upon the relevance and impact of their own cultural commitments and positioning to the practice of research.*

**CMFCS73** - *Explore matters that may be new and emerging, drawing upon a variety of personal skills and upon a variety of academic and non-academic sources.*

**CMFCS74** - *Produce work which demonstrates the effective manipulation of sound, image and/or the written word.*

**CMFCS75** - *Demonstrate competences in the chosen field of practice.*

**CMFCS76** - *Demonstrate the development of creative ideas and concepts based upon secure research strategies.*

**CMFCS77** - *Understand the importance of the commissioning and funding structures of the creative industries and demonstrate a capacity to work within the constraints imposed by them.*

**CMFCS78** - *Produce work showing capability in operational aspects of media production technologies, systems, techniques and professional practices.*

**CMFCS79** - *Manage time, personnel and resources effectively by drawing on planning, organisational, project management and leadership skills.*

**CMFCS80** - *Produce work which demonstrates an understanding of media forms and structures, audiences and specific communication registers.*

**CMFCS81** - *Produce work which is informed by, and contextualised within, relevant theoretical issues and debates.*

**CMFCS82** - *Initiate, develop and realise distinctive and creative work within various forms of writing or of aural, visual, audiovisual, sound or other electronic media.*

**CMFCS83** - *Experiment, as appropriate, with forms, conventions, languages, techniques and practices.*

**CMFCS84** - *Employ production skills and practices to challenge existing forms and conventions and to innovate.*

**CMFCS85** - *Draw upon and bring together ideas from different sources of knowledge and from different academic disciplines.*

**CMFCS86** - *Be adaptable, creative and self-reflexive in producing output for a variety of audiences and in a variety of media forms.*

**CMFCS87** - *Critically appraise some of the widespread common sense understandings and misunderstandings of communications, media and culture, and the debates and disagreements to which these give rise.*

**CMFCS88** - *Analyse how media and cultural policies are devised and implemented, and the ways in which citizens and cultural communities can play a part in shaping them.*

**CMFCS89** - *Analyse the role which community and participatory media forms may play in contributing to cultural debate and contesting social power.*

**CMFCS90** - *Critically evaluate the contested nature of some objects of study within the fields of communication, media, film and cultural studies, and the social and political implications of the judgements which are made.*

**CMFCS91** - *Show insight into the range of attitudes and values arising from the complexity and diversity of contemporary communications, media, culture and society, and show capability to consider and respond to these.*

**CMFCS92** - *Work in flexible, creative and independent ways, showing self-discipline, self-direction and reflexivity.*

**CMFCS93** - *Gather, organise and deploy ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or other forms.*

**CMFCS94** - *Retrieve and generate information, and evaluate sources, in carrying out independent research.*

**CMFCS95** - *Organise and manage supervised, self-directed projects.*

**CMFCS96** - *Communicate effectively in interpersonal settings, in writing and in a variety of media.*

**CMFCS97** - *Work productively in a group or team, showing abilities at different times to listen, contribute and lead effectively.*

**CMFCS98** - *Deliver work to a given length, format, brief and deadline, properly referencing sources and ideas and making use, as appropriate, of a problem-solving approach.*

**CMFCS99** - *Apply entrepreneurial skills in dealing with audiences, clients, consumers, markets, sources and/or users.*

**CMFCS100** - *Put to use a range of information communication technology (ICT) skills from basic competences such as data analysis and word-processing to more complex skills using web-based technology or multimedia, and develop, as appropriate, specific...*

**CMFCS101** - *Graduates who have achieved the threshold level in a programme within the fields of communication, media, film and cultural studies will be able to demonstrate sufficient grounding overall in the knowledge outlined in Benchmark statements, as...*

**CMFCS102** - *Graduates who achieve the typical level within the fields of communication, media, film and cultural studies will be able to demonstrate systematic knowledge and understanding of the subject and field as outlined in Benchmark statements, as...*

**CMFCS103** - *Graduates who attain above the typical level in a programme within the fields of communication, media, film and cultural studies will display excellence in a range of the knowledge, understandings and abilities required by their programmes...*