



**UNIVERSITY OF  
PLYMOUTH**  
School of Art, Design and  
Architecture

## **University of Plymouth**

Faculty of Arts, Humanities and Business

School of Art, Design and Architecture

### **Programme Specification**

## **BA (Hons) Creative Media**

Change of Award Title Approved: 4.4.19

Updated by Minor Change: 4.12.19 & 29.6.20

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## 1. BA (Hons) Creative Media

**Final award titles:**

**BA (Hons) Creative Media**

**UCAS code W690**

**JACS code W690**

2. **Awarding Institution:** University of Plymouth

**Teaching institution(s):** University of Plymouth

3. **Accrediting body(ies)** N/A

## 4. Distinctive Features of the Programme and the Student Experience

BA(Hons) Creative Media is an interdisciplinary Programme which focuses on contemporary practice in video, photography, sound, animation and a range of new digital media. Students can use these skills to enhance and develop specialist skills or to foster a more integrated practice. The programme is designed for the contemporary Creative Media practitioner emphasising the value of learning by practical investigation informed by critical understanding. Creative Media embraces the changing needs of the subject and its students.

The programme is organised in five core strands which work in conjunction to develop and support the students overall learning of the subject:

### **Creative Practice**

#### **Critical Awareness/Theory**

#### **Collaborative Practice and Work Based learning**

#### **Technical Expertise**

#### **Professional Engagement**

### **Creative Practice:**

This strand is central to all of the above but will be specifically explored in modules aimed at fostering the students own creative direction and development towards a high level sustainable practice on graduation.

### **Theory and Critical Awareness:**

This strand is delivered in clearly defined modules as well as being embeded in practical modules. These underpin and support the development of the students theoretical awareness and critical practice.

### **Collaborative Practice and Workbased Learning:**

The skills required for collaboration and working with outside agencies will be introduced in stage one and expanded through levels 5 and 6. Students will negotiate and complete creative collaborations with organisations and/or individuals of their choice, producing work with real purpose in the world beyond the programme.

### **Technical Expertise:**

Technical workshops will be clearly mapped and structured across the programme. Allowing students to map their progress and identify which specialist provision is available and when, in support of their developing individual needs.

## **Professional Engagement:**

This strand supports PDP, careers, employability, exhibitions and public interfacing.

Creative Media aims to provide a flexible environment where students are supported in developing and mastering their own creative practice. The course is both interdisciplinary and focused for those who wish to pursue a more specialised career path. Our graduates are flexible, innovative, dynamic problem solvers with key transferable skills for the Media or Arts industries; they have strong communication skills and are experienced in working both independently and within a collaborative context. All have a broad knowledge of a range of media practices and a high level skill in one or more areas.

High level technical and creative skills are fostered throughout the programme. After developing a foundation across core practices which direction a student pursues is up to them; whether they wish to be a film maker, photographer, sound artist, animator or web designer; to work across these fields or to specialise in other media related practices.

The programme is outward looking. Our students work with public audiences as well as develop projects with organisations and individuals beyond the university; producing work with real purpose in the world, be that creative, promotional, academic or educational.

Each year students organise and contribute to a public exhibition, where the best of their work is showcased to the public. This is a great opportunity for getting work known outside of the university. Students are also encouraged to enter their work for relevant competitions, festivals and exhibitions throughout their studies.

Creative Media believes that collaboration is an important aspect of creative thinking and production. During their studies each student will work with a local, national or international institution or individual towards a shared creative outcome, this may be a film, a book, a website, a series of photographs, sound work or other media product. The process of the collaboration includes; creativity, the ability to contribute new objects or forms of cultural production, flexibility; the ability to work with others, to be playful with co-production, negotiation; being confident with expressing ideas and practices, fostering dynamic working relationships and having respect for others ideas and research and context; where the work 'fits' in the world, the theoretical or philosophical framework and how their work extends this.

Students are free to find their own collaborators but we also have businesses, organisations and individuals who come to us seeking students to take on opportunities on media related projects. Such work must be fit for the purpose defined by the collaboration, it is therefore out doing real jobs in the world; a very valuable experience for students soon to face the transition to the world of employment.

Good international recruitment and a healthy exchange programme means that students will be working with a richly diverse set of people. The opportunity to study abroad is a popular option for our students.

Our core staff team includes major figures in Creative Media and all are creative practitioners and researchers. We also have a dynamic team of associate lecturers who take time out of their busy careers to give valuable input into the course. Our visiting lecturer programme draws from eminent figures offering an invaluable insight into a range of Media industries and practices.

There are possibilities for Creative Media graduates to progress to Masters Level PGT and PGR programmes within the University leading to possibilities for MPhil or PhD research degrees.

## **5. Relevant QAA Subject Benchmark Group(s)**

Communication, Media, Film and Cultural studies. Links to paragraphs within the QAA subject benchmark statements are given in the Programme Intended Learning Outcomes Map (Appendix).

## **6. Programme Structure**

Creative Media Module Structure

Level 4

Module Code	Title	Credits	Level	Sem	Core
MEDI411	Creative Media Practice	20	4	1	Y
MEDI408	Photo Narratives	20	4	1	Y
MEDI410	Film Narratives	20	4	1	Y
MEDI409	Interactive Media and Animation	20	4	2	Y
MEDI405	Documentary	20	4	2	Y
MEDI406	Situating Practice	20	4	2	Y

Level 5

Module Code	Title	Credits	Level	Sem	Core
MEDI513	Critical Dialogues	40	5	1	Y
MEDI514	Experiment	40	5	2	Y
MEDI505	International Exchange	20	5	1& 2	N
MEDI510	Transmedia, Storytelling & Branding	20	5	1	Y
MEDI511	Social Context	20	5	2	Y

Level 6

Module Code	Title	Credits	Level	Sem	Core
MEDI602	Dissertation	20	6	1	Y
MEDI609	Collaborative & Contextual Practice	40	6	1&2	Y
MEDI608	Media Arts Futures	20	6	2	Y
MEDI611	Independent Practice	40	6	1&2	Y

### Level 4

Semester 1												Christmas Vacation			Assessment	Semester 2											Easter			Summer				Assessment		
9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	
Creative Media Practice (20 Credits)				Photographic Narratives (20 Credits)				Film Narratives (20 Credits)									Documentary (20 Credits)														Situating Practice extended sessions					
																Situating Practice (20 Credits)																				
																Interactive Media & Animation (20 Credits)																				

### Level 5

Semester 1												Christmas Vacation			Assessment	Semester 2											Easter			Summer				Assessment		
9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	
Critical Dialogues (40 Credits)																	Experiment (40 credits)																			
Transmedia Storytelling & Branding																	Social Context (20)																			

Semester 1												Christmas Vacation			Assessment	Semester 2											Easter			Summer				Assessment		
9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	
Collaborative & Contextual Practice (40 Credits)																	Independent Practice (40 Credits)														Independent Practice					
																Media Arts Futures (20 credits)														Extended sessions						
Dissertation (20 credits)																																				

Level 6

## **7. Programme Aims**

BA (Hons) Creative Media aims to provide:

- 7.1 The opportunity to work with a breadth of media and arts practices, emphasizing the value of learning by practical investigation and production informed by critical understanding.
- 7.2 An environment of teaching and learning that is designed to foster reflective, creative practice and a flexible approach to methods and processes in Creative Media.
- 7.3 A developmental context for the acquisition and application of conceptual and transferable skills.
- 7.4 The opportunity to respond to changing media technologies, cultural and professional contexts.
- 7.5 A framework within which to explore the synthesis between the potential of the individual and the requirements of collaborative working.
- 7.6 Resourceful, adaptive and self-motivated graduates who are able to respond to new and existing opportunities.

## **8. Programme Intended Learning Outcomes**

Upon completion of the programme you will be expected to be able to demonstrate:

### **8.1 Knowledge/Understanding**

- 8.11 An in depth technical, historical, theoretical and cultural understanding of one (or more) Creative Media specialist area, with the ability to make creative links between them
- 8.12 The ability to generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity
- 8.13 The ability to employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry, visualisation and/or making.
- 8.14 A practical and theoretical understanding of the practitioners relationship with audiences, clients, markets, users, consumers, and/or participants;
- 8.15 A detailed understanding of the significance of the works of other practitioners.

### **8.2 Cognitive/Intellectual Skills**

- 8.21 A detailed understanding of the critical and contextual dimensions of the student's discipline(s) in particular, and of Creative Media in general, for example the cultural, economic, environmental, ethical, global, historical, political, societal, and/or theoretical contexts;
- 8.22 The ability to analyse information and experiences, formulate independent judgements, and articulate reasoned arguments through reflection, review and evaluation.

- 8.23 The ability to manage and make appropriate use of the interaction between intention, process, outcome, context, and the methods of dissemination.
- 8.24 A detailed understanding of the implications and potential for their discipline(s) presented by the key developments in current and emerging media and technologies, and in interdisciplinary approaches to contemporary practice in Creative Media.

### **8.3 Key/Transferable Skills**

- 8.31 The ability to select, test and make appropriate use of materials, processes and environments;
- 8.32 The ability to develop ideas through to material outcomes, for example images, artefacts, products, systems and processes, or texts.
- 8.33 The ability to study independently, set goals, manage their own workloads and meet deadlines.
- 8.34 The ability to interact effectively with others, for example through collaboration, collective endeavour and negotiation.
- 8.35 The ability to anticipate and accommodate change, and work within contexts of ambiguity, uncertainty, and unfamiliarity.
- 8.36 The ability to formulate reasoned responses to the critical judgements of others;
- 8.37 The ability to identify personal strengths and needs.
- 8.38 The ability to articulate ideas and information comprehensibly in visual, oral and written forms.

### **8.4 Practical Skills**

- 8.41 An understanding of the requirements of professional practice within their chosen field
- 8.42 The ability to select, use and understand appropriate Creative Media equipment in an effective and creative manner, in accordance with good professional practice and applied to a variety of situations and contexts
- 8.43 The ability to realise their intentions through the articulation of ideas and responses in appropriate forms
- 8.44 The ability to present work to an audience/client in a coherent and professional manner
- 8.45 The ability to complete an appropriate 'portfolio' of work suitable for practice in professional life
- 8.46 The ability to contribute to contemporary culture through the application of skills, imagination, and inventiveness

## 8.5 Employment Related Skills

- 8.51 The confidence and ability to liaise effectively with professional practitioners/individuals and organisations
- 8.52 The ability to respond to briefs and subsequently plan, time manage and organise projects
- 8.53 The ability to demonstrate independent thinking, to take on responsibility and decision-making
- 8.54 An awareness of appropriate codes of practice in the professional context
- 8.55 A capacity to initiate and innovate in professional arenas
- 8.56 The ability to develop existing skills and acquire new competences mapped across PDP processes, enabling students to assume professional responsibilities and prepare for career pathways

## 9. Admissions Criteria and DAS arrangements

### Entry Requirements for BA (Hons) Creative Media

#### Entry Qualifications:

Successful applicants would normally have 112 points from a minimum of two 6-unit awards at grade C. However, individual consideration would be made for candidates with equivalent qualifications. In the case of European and overseas candidates, the individual's qualifications will be assessed in terms of the NARIC website [www.naric.org.uk](http://www.naric.org.uk) which compares overseas qualifications. As with all undergraduate programmes, in exceptional circumstances candidates may be considered under APEL/APCL provisions.

#### European/Overseas Applicants

Students applying from European or overseas institutions should attain minimum test scores of 6.0 for IELTS (International English Language Testing Scheme) or 550 (paper-based) or 213 for TOEFL or GCSE Grade C or above in English Language. European and overseas students will be advised to contact the University of Plymouth English Language Support Unit for advice and individual support.

#### DAS Arrangements

Disability Assist (DAS ) offer advice and guidance to current and prospective Plymouth University students and staff. This includes arranging the appropriate provision for students with disabilities. Students who declare they have a disability are invited with to meet with a staff member from Disability Assist and the Programme Manager to discuss their learning needs and support at the start of their studies.



**10. Progression criteria for Final and Intermediate Awards**

**Level 4**

Progression Requirement = 120 credits

Award = Certificate of Higher Education

**Level 5**

Progression Requirement = 120 credits

Award = Diploma of Higher Education

**Level 6**

Progression Requirement = 120 credits

Award = Honours Degree

**11. Exceptions to Regulations**

MEDI401 & MEDI408, MEDI410 PARM Board assessments

All level 4 Pass/Fail assessment

**12. Transitional Arrangements**

No transitional arrangements will be required

### 13. Mapping of Intended Learning Outcomes

(Certificate level)

Programme Intended Learning Outcomes Map		Certificate Level		
1 Graduate Attributes and Skills		2	3	4
Core Programme Intended Learning Outcomes (as worded in the Programme Specification) <i>The FHEQ requirements are already given inhere in italics</i>		Aim	Subject Benchmark	Related Core Modules
<b>Knowledge/ Understanding</b> <i>i) knowledge of the underlying concepts and principles associated with their area(s) of study, and an ability to evaluate and interpret these within the context of that area of study;</i>  understanding of key techniques and ideas associated with Creative Media and the ability to make creative links between them  Awareness of some key of concepts and debates that inform and influence Creative Media practice  Awareness of the broader social and cultural contexts within which contemporary Creative Media operates		5.1, 5.3	4.1 4.2 4.4 4.5 4.6 5.3 5.4 6.3 6.4 6.6	MEDI411 MEDI406
<b>Cognitive / Intellectual Skills (generic)</b> <i>ii) an ability to present, evaluate, and interpret qualitative and quantitative data, to develop lines of argument and make sound judgements in accordance with basic theories and concepts of their subject(s) of study</i>  The ability to problem solve using critical, analytical and practical skills  The ability to question, research, explore and respond to ideas, processes, materials and other stimuli  The ability to take risks and other speculative actions, to make constructive use of failure, and to recognise these as integral aspects of the creative process  The ability to organise, plan and time manage within a project framework  Understand the importance of integration of research and practice in the making of creative works		5.1, 5.2, 5.3, 5.4, 5.6	4.2 4.4 4.6 5.4 5.8 6.3 6.4 6.6	MEDI411 MEDI408 MEDI406

<p><b>Key / Transferable Skills</b> (generic)</p> <p><i>a) evaluate the appropriateness of different approaches to solving problems related to their area(s) of study and/or work;</i></p> <p><i>b) communicate the results of their study/work accurately and reliably, and with structured and coherent arguments;</i></p> <p>To evaluate their own abilities, achievement and understanding and reflect on their own learning</p> <p>To work independently and in collaboration with others</p> <p>To demonstrate literacy through various forms of written work</p> <p>To use relevant technologies as communication and research tools through the internet, archives and library</p>	<p><b>5.1, 5.2, 5.3, 5.4, 5.5, 5.6</b></p>	<p>4.1 4.3 4.5 4.6 5.3 5.4 5.6 5.8 6.3 6.6</p>	<p>MEDI411 MEDI409 MEDI405</p>
<p><b>Practical Skills</b> (subject specific)</p> <p>To understand the key requirements for effective project development and be able to document this process</p> <p>the ability to use and understand a range of Creative Media equipment in an effective and creative manner</p> <p>the ability to realise their intentions through the articulation of ideas and responses in appropriate forms</p>	<p><b>5.1, 5.2, 5.3, 5.6</b></p>	<p>4.3 4.5 4.6 5.2 5.3 5.6 6.3 6.4 6.6</p>	<p>MEDI411 MEDI410 MEDI408 MEDI409 MEDI405</p>
<p><b>Employment-related skills</b></p> <p><i>c) undertake further training and develop new skills within a structured and managed environment;</i></p> <p><i>d) qualities and transferable skills necessary for employment requiring the exercise of personal responsibility.</i></p> <p>The ability to respond to briefs and subsequently plan, time manage and organise projects</p> <p>To take personal responsibility for development of existing skills and acquire new competences mapped across PDP processes</p>	<p><b>5.3, 5.4, 5.6</b></p>	<p>4.1 4.4 4.5 5.2 5.6 5.8 6.3 6.4 6.6</p>	<p>MEDI406 MEDI405</p>
<p><b>Other</b></p>			

Programme Intended Learning Outcomes Map		Diploma level		
1	Graduate Attributes and Skills	2	3	4
Core Programme Intended Learning Outcomes (as worded in the Programme Specification) <i>The FHEQ requirements are already given here in italics</i>		Aim(s)	Subject) Benchmark k (specific reference)	Related Core Modules
<b>Knowledge/ Understanding</b> <i>i) knowledge and critical understanding of the well established principles of their area(s) of study, and the way in which those principles have developed;</i> <i>iii) knowledge of the main methods of enquiry in their subject(s) *</i> <i>iv) an understanding of the limits of their knowledge, and how this influences analyses and interpretations based on that knowledge;</i>  Understanding of a wide range of technical processes and theory associated with Creative Media and the ability to make creative links between them  Awareness of a range of concepts, values and debates that inform and influence Creative Media practice  A critical understanding of the broader social and cultural contexts within which contemporary Creative Media operates		5.1, 5.3	4.1 4.2 4.4 4.5 4.6 5.3 5.4 6.3 6.4 6.6	MEDI513 MEDI514 MEDI510

<p><b>Cognitive / Intellectual Skills</b> (generic)  <i>ii) ability to apply underlying concepts and principles outside the context in which they were first studied**</i></p> <p>The ability to problem solve using critical, analytical and practical skills</p> <p>the ability to synthesise, interpret and evaluate information from a number of sources to gain a coherent understanding of history, theory and practice</p> <p>the ability to question, research, explore and respond to ideas, processes, materials and other stimuli</p> <p>the ability to take risks and other speculative actions, to make constructive use of failure, and to recognise these as integral aspects of the creative process</p> <p>The ability to critically understand and apply different concepts and terminology</p> <p>organisational, planning and time management skills associated with Creative Media practice</p> <p>the integration of research and practice in the making of practical works</p> <p>the ability to challenge established principles in order to extend creative work</p>	<p><b>5.1, 5.2, 5.3, 5.4, 5.6</b></p>	<p>4.2 4.4 4.6 5.4 5.8 6.3 6.4 6.6</p>	<p>MEDI513 MEDI511</p>
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<p><b>Key / Transferable Skills</b> (generic)</p> <p><i>iii) continued ...* and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study;</i></p> <p><i>a) use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis;</i></p> <p><i>b) effectively communicate information, arguments, and analysis, in variety of forms, to specialist and non specialist audiences, and deploy key techniques of the discipline effectively;</i></p> <p>organise and manage an effective pattern of work</p> <p>utilise problem solving skills in theoretical and practical contexts</p> <p>evaluate their own abilities, achievement and understanding and reflect on their own learning</p> <p>work independently and in collaboration with others</p> <p>demonstrate literacy through various forms of written work</p> <p>negotiate and collaborate with external agencies/professions</p> <p>use relevant technologies as communication and research tools through the internet, archives and library</p>	<p><b>5.1, 5.2,</b> <b>5.3, 5.4,</b> <b>5.5, 5.6</b></p>	<p>4.1 4.3 4.5 4.6 5.3 5.4 5.6 5.8 6.3 6.6</p>	<p>MEDI513 MEDI511 MEDI514</p>
<p><b>Practical Skills</b> (subject specific)</p> <p>Effectively develop a practical project from initiation to realisation and be able to document this process.</p> <p>To be able to use a range of equipment in an effective and creative manner, in accordance with good professional practice.</p> <p>The ability to autonomously select and use appropriate technologies and processes for particular contexts</p> <p>The ability to realise their intentions supported by critical and cultural awareness and in appropriate forms</p>	<p><b>5.1, 5.2,</b> <b>5.3, 5.6</b></p>	<p>4.3 4.5 4.6 5.2 5.3 5.6 6.3 6.4 6.6</p>	<p>MEDI514 MEDI511 MEDI510</p>

<p><b>Employment-related skills</b></p> <p><i>ii) continued ...**including, where appropriate, the application of those principles in an employment context;</i></p> <p><i>c) undertake further training, develop existing skills and acquire new competencies that will enable them to assume significant responsibilities within organisations;</i></p> <p><i>d) qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision making.</i></p> <p>The confidence and ability to liaise effectively with professional practitioners/ individuals and organisations</p> <p>The ability to respond to briefs and subsequently plan, time manage and organise projects</p> <p>The ability to demonstrate independent thinking, to take on responsibility and decision-making</p> <p>The ability to develop existing skills and acquire new competences mapped across PDP processes, enabling students to assume professional responsibilities and prepare for career pathways</p> <p>The ability to plan and organise a substantial collaborative project</p>	<p><b>5.1, 5.2, 5.3, 5.6</b></p>	<p>4.1 4.4 4.5 5.2 5.6 5.8 6.3 6.4 6.6</p>	<p>MEDI510 MEDI511</p>
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<b>Programme Intended Learning Outcomes Map</b>	<b>Honours Degree Level</b>		
<b>1 Graduate Attributes and Skills</b>	<b>2</b>	<b>3</b>	<b>4</b>
<b>Core Programme Intended Learning Outcomes</b> (as worded in the Programme Specification) The FHEQ requirements are already given here in italics	<b>Aim</b>	<b>Subject Benchmark</b>	<b>Related Core Modules</b>
<p><b>Knowledge/ Understanding</b></p> <p><i>i) a systematic understanding of their area(s) of study, including acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline;</i></p> <p><i>ii) an ability to deploy accurately established techniques of analysis and enquiry within a discipline;</i></p> <p><i>iv) an appreciation of uncertainty, ambiguity and the limits of knowledge;</i></p> <p><i>a) apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects;</i></p> <p>An in depth technical, historical, theoretical and cultural understanding of one (or more) Creative Media specialist area, with the ability to make creative links between them</p> <p>The ability to generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity</p> <p>The ability to employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry, visualisation and/or making.</p> <p>A practical and theoretical understanding of the practitioners relationship with audiences, clients, markets, users, consumers, and/or participants;</p> <p>A detailed understanding of the significance of the works of other practitioners.</p>	<b>5.1, 5.3</b>	4.1 4.2 4.4 4.5 4.6 5.3 5.4 6.3 6.4 6.6	MEDI602 MEDI609 MEDI611



<p><b>Cognitive / Intellectual Skills</b> (generic)</p> <p><i>iii)conceptual understanding that enables the student:</i>  - to devise and sustain arguments, and / or solve problems, using ideas and technique, some of which are at the forefront of a discipline; and  - to describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline;</p> <p><i>b) critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgements, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem;</i></p> <p>A detailed understanding of the critical and contextual dimensions of the student's discipline(s) in particular, and of Creative Media in general, for example the cultural, economic, environmental, ethical, global, historical, political, societal, and/or theoretical contexts;</p> <p>The ability to analyse information and experiences, formulate independent judgements, and articulate reasoned arguments through reflection, review and evaluation.</p> <p>The ability to manage and make appropriate use of the interaction between intention, process, outcome, context, and the methods of dissemination.</p> <p>A detailed understanding of the implications and potential for their discipline(s) presented by the key developments in current and emerging media and technologies, and in interdisciplinary approaches to contemporary practice in Creative Media.</p>	<p><b>5.1, 5.2,</b>  <b>5.3, 5.4,</b>  <b>5.6</b></p>	<p>4.2  4.4  4.6  5.4  5.8  6.3  6.4  6.6</p>	<p>MEDI602  MEDI608  MEDI609</p>
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<p><b>Key / Transferable Skills</b> (generic)</p> <p><i>v) the ability to manage their own learning, and to make use of scholarly reviews and primary sources (e.g. refereed research articles and/or original materials appropriate to the discipline).</i></p> <p><i>c) communicate information, ideas, problems, and solutions to both specialist and non specialist audiences;</i></p> <p>The ability to select, test and make appropriate use of materials, processes and environments;</p> <p>The ability to develop ideas through to material outcomes, for example images, artefacts, products, systems and processes, or texts.</p> <p>The ability to study independently, set goals, manage their own workloads and meet deadlines.</p> <p>The ability to interact effectively with others, for example through collaboration, collective endeavour and negotiation.</p> <p>The ability to anticipate and accommodate change, and work within contexts of ambiguity, uncertainty, and unfamiliarity.</p> <p>The ability to formulate reasoned responses to the critical judgements of others;</p> <p>The ability to identify personal strengths and needs.</p> <p>The ability to articulate ideas and information comprehensibly in visual, oral and written forms.</p>	<p><b>5.1, 5.2,</b> <b>5.3, 5.4,</b> <b>5.5, 5.6</b></p>	<p>4.1 4.3 4.5 4.6 5.3 5.4 5.6 5.8 6.3 6.6</p>	<p>MEDI602 MEDI608 MEDI609 MEDI611</p>
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<p><b>Practical Skills</b> (subject specific)</p> <p>an understanding of the requirements of professional practice within their chosen field</p> <p>the ability to select, use and understand appropriate Creative Media equipment in an effective and creative manner, in accordance with good professional practice and applied to a variety of situations and contexts</p> <p>the ability to realise their intentions through the articulation of ideas and responses in appropriate forms</p> <p>the ability to present work to an audience/client in a coherent and professional manner</p> <p>the ability to complete an appropriate 'portfolio' of work suitable for practice in professional life</p> <p>the ability to contribute to contemporary culture through the application of skills, imagination, and inventiveness</p>	<p><b>5.1, 5.2, 5.3, 5.6</b></p>	<p>4.3 4.5 4.6 5.2 5.3 5.6 6.3 6.4 6.6</p>	<p>MEDI609 MEDI611</p>
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<p><b>Employment-related skills</b></p> <p>d) qualities and transferable skills necessary for employment requiring:</p> <ul style="list-style-type: none"> <li>- the exercise of initiative and personal responsibility;</li> <li>- decision making in complex and unpredictable contexts and</li> <li>- the learning ability needed to undertake appropriate further training of a professional or equivalent nature.</li> </ul> <p>the confidence and ability to liaise effectively with professional practitioners/ individuals and organisations</p> <p>the ability to respond to briefs and subsequently plan, time manage and organise projects</p> <p>the ability to demonstrate independent thinking, to take on responsibility and decision-making</p> <p>awareness of appropriate codes of practice in the professional context</p> <p>a capacity to initiate and innovate in professional arenas</p> <p>the ability to develop existing skills and acquire new competences mapped across PDP processes, enabling students to assume professional responsibilities and prepare for career pathways</p>	<p><b>5.3, 5.4, 5.6</b></p>	<p>4.1 4.4 4.5 5.2 5.6 5.8 6.3 6.4 6.6</p>	<p>MEDI608 MEDI609</p>
<p><b>Other</b></p>			