

University of Plymouth

Faculty of Arts, Humanities and Business

School of Art, Design and Architecture

Programme Specification

BA (Hons) Creative Media with Foundation

This award incorporates a Foundation Year

Definitive Document Approved: 13.2.19
Implementation Date: September 2019

Change of Award Title Approved: 4.4.19
Implementation Date: September 2020

Updated by Minor Change: 4.12.19 & 29.6.20

A handwritten signature in black ink, appearing to be 'S. W. 2020', is centered at the bottom of the page.

1. BA (Hons) Creative Media

Final award titles:

BA (Hons) Creative Media

UCAS code: W619

HECoS code 101361

* Integrated Foundation Year

Students undertake a foundation, Level 3 Year prior to entry to Level 4 of this award before progressing to the final award route. The approved content of the Level 3 year is described in this Programme Specification. The Level 3 year is an integral part of the final award route and is not therefore reflected in the final award title.

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

Level 3

At Level 3, we offer an engaging, experiential learning environment with a focus on active exploration, experimentation and discovery across a wide range of material, methods and media. Through studio and workshop projects, Level 3 will help students to develop the practical, technical and creative skills that are critical to successfully completing an undergraduate degree and developing personal interests and strengths as creative practitioners.

We aim to provide opportunities for non-standard entry students to embark upon a degree programmes with academic and pastoral support, while simultaneously developing a sense of being part of a wider vibrant student community. In particular students can engage with the close links and various opportunities available within the School of Art, Design and Architecture.

Level 3 students also have the opportunity to access a wide range of enviable specialist workshops, laboratories and facilities within the wider campus and become part of our dynamic creative legacy. The student studying at Plymouth will become part of a regenerating and energetic coastal city which offers a wide variety of urban, rural and coastal contexts with which to engage and explore.

Level 4-6

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 embedded 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

Level 3 of BA (Hons) Creative Media with Foundation

Semester 1 (10 weeks)		Semester 2 (13 weeks)
ADA001 Materials, Methods & Media (30 credits)	ADA002 Image, Type & Narrative (30 credits)	ADA003 Risk & Resolution (30 credits)
ADA004 Critical Themes in Art & Design (30 credits)		

Level 4

Module Code	Title	Credits	Level	Sem	Core
MEDI411	Creative Media Practice	20	4	1	Y
MEDI412	Narratives	40	4	1	Y
MEDI413	Transmedia, Storytelling & Branding	20	4	2	Y
MEDI414	Situating Practice	40	4	2	Y

Level 5

Module Code	Title	Credits	Level	Sem	Core
MEDI513	Critical Dialogues	40	5	2	Y
MEDI514	Experiment	40	5	1	Y
MEDI515	Interactive Media and Animation	20	5	1	Y
MEDI516	Common Challenge: Social Context	20	5	2	Y

Optional International Exchange Module

Level 6

Module Code	Title	Credits	Level	Sem	Core
ADA600	Common Dissertation: Critical Practices	20	6	1	Y
MEDI609	Collaborative & Contextual Practice	40	6	1&2	Y
MEDI611	Independent Practice	40	6	1&2	Y
MEDI612	Media Futures	20	6	2	Y

	First Semester	Second Semester
Level-4, First Year	MEDI411 Creative Media Practice 20 Credits	MEDI414 Situating Practice 40 Credits
	MEDI412 Narratives 40 Credits	MEDI413 Transmedia Branding 20 Credits
Level-5, Second	MEDI514 Experiment 40 Credits	MEDI513 Critical Dialogues 40 Credits
	MEDI515 Interactive and Immersive Media 20 Credits	MEDI516 Common Challenge: Social Context 20 Credits
	Optional International Exchange Module	
Level-6, Third Year	MEDI609 Collaborative & Contextual Practice 40 Credits	MEDI611 Independent Practice 40 Credits
	ADA600 Common Dissertation: Critical Practices Module 20 Credits	MEDI612 Media Futures 20 Credits

7. Programme Aims

Level 3

1. To provide a supportive and stimulating learning environment to prepare students for the specialist study of arts, design and media.
2. Enable students to develop key learning skills and to build an awareness of practise, context and theory.
3. Provide students with opportunities to experiment and explore a range of methods, materials and media in preparation for further studies.

Level 4-6 BA (Hons) Creative Media aims to provide:

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.
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.
3. A developmental context for the acquisition and application of conceptual and transferable skills.
4. The opportunity to respond to changing media technologies, cultural and professional contexts.
5. A framework within which to explore the synthesis between the potential of the individual and the requirements of collaborative working.
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 Level 3, Foundation Year

The intended learning outcomes of the Foundation year should be read in conjunction with those of the Level 4-6 award to demonstrate the full scope of the intended study programme.

On successful completion of the Foundation year of the programme students should have developed:

- A knowledge of using sound basic working methodologies to develop and document their working process;
- A knowledge and experience working with a range of materials, methods and media;
- An understanding of a range of theoretical, historical and contemporary contexts;
- An ability to take responsibility for learning and develop the ability to self-manage a programme of study.

8.2 Knowledge/Understanding

- 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
- 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

- The ability to employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry, visualisation and/or making.
- A practical and theoretical understanding of the practitioners relationship with audiences, clients, markets, users, consumers, and/or participants;
- A detailed understanding of the significance of the works of other practitioners.

8.3 Cognitive/Intellectual Skills

- 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;
- The ability to analyse information and experiences, formulate independent judgements, and articulate reasoned arguments through reflection, review and evaluation.
- The ability to manage and make appropriate use of the interaction between intention, process, outcome, context, and the methods of dissemination.
- 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.

8.4 Key/Transferable Skills

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

8.5 Practical Skills

- An understanding of the requirements of professional practice within their chosen field

- 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
- The ability to realise their intentions through the articulation of ideas and responses in appropriate forms
- The ability to present work to an audience/client in a coherent and professional manner
- The ability to complete an appropriate 'portfolio' of work suitable for practice in professional life
- The ability to contribute to contemporary culture through the application of skills, imagination, and inventiveness

8.6 Employment Related Skills

- The confidence and ability to liaise effectively with professional practitioners/individuals and organisations
- The ability to respond to briefs and subsequently plan, time manage and organise projects
- The ability to demonstrate independent thinking, to take on responsibility and decision-making
- An awareness of appropriate codes of practice in the professional context
- A capacity to initiate and innovate in professional arenas
- 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

All applicants must have GCSE (or equivalent) English at Grade C or above.

International applicants must also satisfy the University's English language requirements as specified at <https://www.plymouth.ac.uk/international/how-to-apply/international-students-entry-requirements>

Entry Requirements for BA (Hons) Creative Media with Foundation	
A-level/AS-level	For Level 3 entry the Tariff points entry level will normally be 32-48 points from A level or equivalent. Non-standard applicants will normally be interviewed.
BTEC National Diploma/QCF Extended Diploma/CACHE	All applications to be referred to the Admissions Tutor

Access to Higher Education at level 3	
Welsh Baccalaureate	Refer to Admissions Tutor
Scottish Qualifications Authority	32-48 points at Advanced Highers – refer to admissions tutor
Irish Leaving Certificate	Irish Highers, H5 in five subjects equivalent to 32-48 points
International Baccalaureate	24 overall – refer to Admissions tutor
Proficiency in English	Students for whom English is an additional language will need to demonstrate ability in spoken and written English equivalent to an IELTS score of 6.0 and/or successfully complete the university's special test before entering the Foundation Year.

10. Progression criteria for Final and Intermediate Awards

Level 3

Students are required to pass all modules of Level 3 (Foundation Year) to progress directly onto Level 4 of one of the following programmes:

BA (Hons) Creative Media, BA (Hons) Fine Art, BA (Hons) Illustration, BA (Hons) Photography, BA (Hons) Graphic Design with Typography, BA/BSc (Hons) Digital Media Design, BA (Hons) Game Arts and Design, BA (Hons) Interior Design or BA (Hons) Product and Furniture Design

Students must achieve 120 credits at level 3 to progress to 4. There is no exit award for those leaving after the Foundation Year.

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

MEDI411 PARM Board assessment
All level 4 Pass/Fail assessment

12. Transitional Arrangements

No transitional arrangements will be required

13. Mapping of Intended Learning Outcomes

Programme Intended Learning Outcomes Map BA (Hons) Creative Media with Foundation		Foundation (Level 3)	
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>		Subject Benchmark (specific reference)	Related Modules
<p><i>The student will be able to demonstrate:</i></p> <p>A range of transitional study skills to facilitate the move to Level 4 of the programme including;</p> <ul style="list-style-type: none"> • A knowledge of using sound basic working methodologies to develop and document their working process • A knowledge and experience working with a range of materials, methods and media that will provide the foundation for Level 4. • An understanding of a range of theoretical, historical and contemporary contexts to prepare them for Level 4 • An ability to take responsibility for learning and develop the ability to set and self-manage a programme of study to prepare them for Level 4. 	<ul style="list-style-type: none"> • The programme will foster a suitable learning environment to facilitate the success of students from a range of non-standard background, offering bespoke support and skills training. 		ADA001 ADA002 ADA003 ADA004

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
Knowledge/ Understanding (8.1) <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 MEDI412 MEDI413 MEDI414
Cognitive / Intellectual Skills (8.2) (generic) <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 MEDI412 MEDI414

<p>Key / Transferable Skills (8.3) (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>5.1, 5.2, 5.3, 5.4, 5.5, 5.6</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 MEDI412</p>
<p>Practical Skills (8.4) (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>5.1, 5.2, 5.3, 5.6</p>	<p>4.3 4.5 4.6 5.2 5.3 5.6 6.3 6.4 6.6</p>	<p>MEDI411 MEDI412 MEDI414</p>
<p>Employment-related skills (8.5)</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>5.3, 5.4, 5.6</p>	<p>4.1 4.4 4.5 5.2 5.6 5.8 6.3 6.4 6.6</p>	<p>MEDI414 MEDI413</p>
<p>Other</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
Knowledge/ Understanding (8.1) <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 MEDI515 MEDI516

<p>Cognitive / Intellectual Skills (8.2) (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>5.1, 5.2, 5.3, 5.4, 5.6</p>	<p>4.2 4.4 4.6 5.4 5.8 6.3 6.4 6.6</p>	<p>MEDI513 MEDI514 MEDI515 MEDI516</p>
---	---	--	--

<p>Key / Transferable Skills (8.3) (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>5.1, 5.2, 5.3, 5.4, 5.5, 5.6</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 MEDI514 MEDI515 MEDI516</p>
<p>Practical Skills (8.4) (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>5.1, 5.2, 5.3, 5.6</p>	<p>4.3 4.5 4.6 5.2 5.3 5.6 6.3 6.4 6.6</p>	<p>MEDI513 MEDI514 MEDI515 MEDI516</p>

<p>Employment-related skills (8.5) <i>ii) continued ...**including, where appropriate, the application of those principles in an employment context;</i> <i>c) undertake further training, develop existing skills and acquire new competencies that will enable them to assume significant responsibilities within organisations;</i> <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>5.1, 5.2, 5.3, 5.6</p>	<p>4.1 4.4 4.5 5.2 5.6 5.8 6.3 6.4 6.6</p>	<p>MEDI516</p>
---	----------------------------------	--	----------------

Programme Intended Learning Outcomes Map	Honours Degree Level		
1 Graduate Attributes and Skills	2	3	4
Core Programme Intended Learning Outcomes (as worded in the Programme Specification) The FHEQ requirements are already given here in italics	Aim	Subject Benchmark	Related Core Modules
<p>Knowledge/ Understanding (8.1) <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> <i>ii) an ability to deploy accurately established techniques of analysis and enquiry within a discipline;</i> <i>iv) an appreciation of uncertainty, ambiguity and the limits of knowledge;</i> <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>	5.1, 5.3	4.1 4.2 4.4 4.5 4.6 5.3 5.4 6.3 6.4 6.6	ADA600 MEDI609 MEDI611

<p>Cognitive / Intellectual Skills (8.2) (generic)</p> <p><i>iii) conceptual understanding that enables the student:</i></p> <ul style="list-style-type: none"> - 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><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>5.1, 5.2, 5.3, 5.4, 5.6</p>	<p>4.2 4.4 4.6 5.4 5.8 6.3 6.4 6.6</p>	<p>ADA600 MEDI609 MEDI611 MEDI612</p>
--	---	--	---

<p>Key / Transferable Skills (8.3) (generic) <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> <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>5.1, 5.2, 5.3, 5.4, 5.5, 5.6</p>	<p>4.1 4.3 4.5 4.6 5.3 5.4 5.6 5.8 6.3 6.6</p>	<p>ADA600 MEDI612 MEDI609 MEDI611</p>
---	--	---	--

<p>Practical Skills (8.4) (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>5.1, 5.2, 5.3, 5.6</p>	<p>4.3 4.5 4.6 5.2 5.3 5.6 6.3 6.4 6.6</p>	<p>MEDI609 MEDI611 MEDI612</p>
--	--------------------------------------	--	--

<p>Employment-related skills (8.5) d) qualities and transferable skills necessary for employment requiring: - the exercise of initiative and personal responsibility; - decision making in complex and unpredictable contexts and - the learning ability needed to undertake appropriate further training of a professional or equivalent nature.</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>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>5.3, 5.4, 5.6</p>	<p>4.1 4.4 4.5 5.2 5.6 5.8 6.3 6.4 6.6</p>	<p>ADA600 MEDI612 MEDI609</p>
<p>Other</p>			