

# **Plymouth University**

Faculty of Faculty of Arts and Humanities

School of Art and Media

## **Programme Specification**

Award Title(s)

BA/BSc (Hons) Internet Design

Adjusted by Minor Change Feb 2017

## 1. **BSc/BA Internet Design**

**Final award title: BSc/BA Internet Design**

**UCAS code: I160**

**JACS code: I160**

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**

The Internet Design programme is more than just another web design course. Naturally, the programme introduces students to fundamental web skills including graphic design, HTML, CSS, client and server-side scripting. However students also get to grips with advanced topics such as pervasive media, Internet of Things, network architecture, agile programming principle, social media applications, mobile application and web service integration, cloud services etc. This rich combination of topics ensures graduates have the knowledge and abilities to design and developed current, as well as future generations of Internet systems.

The Digital Art & Technology subject group is partnered and sponsored by leading players in the Digital Media Industry, such as IBM through the IBM Smart Planet Lab, Facebook and Sony Professional Broadcasting, as well as rich interactions through the Industrial Placement year.

The programme has developed a strong design and production ethos to enhance student creative and technical practice that embraces 'participatory', 'user centric', user experience, Interaction design and more classical HCI design methodologies and strategies. Also the programme will approach the most hard core computing topics with agile programming principles and an open source overall ethos.

The optional placement year in this four-year programme remains an exceptional opportunity for students to work in an industrial context in which a host of technical and creative skills are acquired, as well as the professional and personal developments that are made through working on 'real' projects in 'real' teams.

The Programme team has had significant history of success with supporting the formation of graduate companies and graduate employment within the broad field of Digital Art & Technology, most recent examples being Elixel, Mutant Labs, Play Nicely, Special Move, Remode and many others but also there is a track record of successful Digital Artist and Free Lancers, i.e. Ruairi Glynn, Adrian Ward and Chris O'Shea.

The Digital Art & Technology Programme's teaching and learning activities are informed by a strong integration with a world-class community of research-active staff and visiting practitioners and researchers.

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

In order to achieve a complete and coherent approach across the broad range of themes and to embrace the inter/trans-disciplinary nature of Digital Art and Technology, the Computing QAA Benchmarks have been extended to include relevant Benchmarks from Art and Design and Communication, Media, Film and Cultural Studies. The programme has also been developed with reference to the SEEC Credit Level Descriptors for Higher Education.

## **6. Programme Structure**

The programme consists of 3 years of study (with an optional placement year between the second and final year). Years 1 and 2 consist of 6 core modules, the final year consists of 2 core modules (INDE611/612 BA/BSc Final Year Project and INDE601 NetScapes).

Key to ensuring cohesive overall degree scheme are a number new specialised modules introduced within the Internet Design programme. These modules will draw upon the learning outcomes from other modules in order to provide students with a complete picture of the subject area. This will aid students in identifying linkages and translating concepts between the topics covered in the various modules. The Final Major Project also provides an opportunity to combine and synthesise all of the various aspects of the degree into a single, coherent project. To aid in this endeavour, students will be closely supervised in their work, with input from the various disciplines involved. This is illustrated in the figure below:

01 [09]	02 [10]	03 [11]	04 [12]	05 [13]	06 [14]	07 [15]	08 [16]	09 [17]	10 [18]	11 [19]	12 [20]	13 [24]	Ext. Cur.	Ext. Cur.	16 [27]	17 [28]	18 [29]	19 [30]	20 [31]	21 [32]	22 [33]	23 [34]	24 [35]	25 [39]	26 [40]	27 [41]	28 [42]
INDE401 20 credits Strategies				GCOM422 20 credits Type and Image				DAT405 20 credits Creative Coding								+INDE404 20 credits Social Networks				INDE402 20 credits Datacloud				GCOM451 20 credits Information Design			
DAT505 20 credits Adv Creative Coding				DAT504 20 credits Adv Web Technologies				DAT502 20 credits Creative Industries								GCOM541 20 credits Communicating Info				INDE502 20 credits Net Architecture				INDE501 20 credits Net Experience			
OPTIONAL Placement Year																											
INDE601 20 credits NetScapes												INDE61X 60 credits Final Year Project															
DAT601 20 credits Realtime																											
DAT602 20 credits Everyware																											
MEDI605 20 credits Interactive TV																											
DAT604 20 credits Venture Culture																											

Although the majority of the modules in the proposed programme are taken by all students, there is a clear distinction between the BA and BSc routes. There is a difference in emphasis between the two versions of the programmes - the BSc will have a more technical systems perspective, whereas the BA will have a more significant cultural, creative, artistic and social perspective. In order to reflect this divergence in perspective, assessment criteria vary between the two final year project modules (one for BA and one for BSc). Despite these differences in emphasis, both BA and BSc students are expected to engage fully with all aspects of the degree, including software development, media content creation, user experience design, social aspects and so on. This approach follows the model successfully employed on the Digital Art and Technology Degree for a number of years.

In line with university recommendations, the years of study contribute to the final degree classification in the following proportions:

- Year 1: 10%
- Year 2: 30%
- Year 3: 60%

## **7. Programme Aims**

The aims of this programme are:

A) Career Skillset: To provide students with a knowledge base and skillset suitable for a career in Internet and web related industries.

B) Research and Industry: To ensure the relevancy of course content through the integration of the research expertise of staff and through links with industry.

C) User-centred design: To sensitise students to the importance of understanding the needs of users and the implications these have for the design of user-centred systems.

D) Culture and Society: To produce graduates with the ability to understand impact (both positive and negative) of networked systems on culture and society.

E) Critical communication: To produce graduates with skills in critical evaluation, logical argument and effective communication.

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

### **8.1. Knowledge and understanding**

On successful completion graduates should have developed:

1. knowledge and understanding of essential facts, concepts, principles and theories relating to computing and computer applications as appropriate to the programme of study.
2. knowledge of the cultural, social, historical, political and contemporary contexts which surround communication design and to promote considered, innovative, original and experimental solutions to communication design problems.
3. awareness of the economic forces which frame the media, cultural and creative industries, and the role of such industries in specific areas of contemporary political and cultural life.
4. an understanding of key production processes and professional practices relevant to media, cultural and communicative industries, and of ways of conceptualising creativity and authorship.
5. an understanding of how narrative structures are capable of conveying a range of opinion, viewpoints and experience.

### **8.2. Cognitive and intellectual skills**

On successful completion graduates should have developed:

1. ability to evaluate and analyse the extent to which a computer-based system meets the criteria defined for its current use and future development.
2. ability to deploy appropriate theory, practices and tools for the specification,

design, implementation and evaluation of computer-based systems.

3. ability to engage critically with major thinkers, debates and intellectual paradigms within the field and put them to productive use.
4. ability to evaluate systems in terms of general quality attributes and possible trade-offs presented within the given problem.
5. ability to demonstrate an awareness and appreciation of graphic design as a subject

### **8.3. Key and transferable skills**

On successful completion graduates should have developed the ability to:

1. present succinctly to a range of audiences (orally, electronically or in writing) rational and reasoned arguments that address a given information handling problem or opportunity. This should include assessment of the impact of new technologies.
2. deploy effectively the tools used for the construction and documentation of computer applications, with particular emphasis on understanding the whole process involved in the effective deployment of computers to solve practical problems.
3. initiate, develop and realise distinctive and creative work within various forms of writing or of aural, visual, audio-visual, sound or other electronic media;
4. experiment, as appropriate, with forms, conventions, languages, techniques and practices.

### **8.4. Employment related skills**

On successful completion graduates should have developed:

1. recognition of the professional, moral and ethical issues involved in the exploitation of computer technology and be guided by the adoption of appropriate professional, ethical and legal practices.
2. ability to work as a member of a development team, recognising the different roles within a team and different ways of organising teams.

### **8.5. Practical skills**

On successful completion graduates should have developed:

1. ability to recognise practical constraints and computer-based systems (and this includes computer systems, information systems, embedded systems and distributed systems) in their context: recognise and analyse criteria and specifications appropriate to specific problems, and plan strategies for their solution.
2. ability to recognise any risks or safety aspects that may be involved in the operation of computing equipment within a given context.

3. ability to operate computing equipment effectively, taking into account its logical and physical properties.
4. ability to produce work showing competence in operational aspects of media production technologies, systems, techniques and professional practices.
5. ability to understand how communication problems can be solved through the use of both type and photographic image.
6. the use of typography as a communication tool

## 9. Admissions Criteria, including APCL, APEL and DAS arrangements

Entry Requirements for BA/BSc (Hons) Internet Design	
A-level/AS-level	112 points on the UCAS tariff or equivalent, <b>including</b> General Studies
BTEC National Diploma/QCF Extended Diploma	<b>18 Unit BTEC National Diploma/QCF Extended Diploma: DMM</b> <b>12 Unit BTEC Diploma: D*D*</b>
UAL Level 3 Extended Diploma	Merit (120 points)
Access to Higher Education at level 3	Pass a named Access to HE Diploma (e.g. Preferably Art and Design, Humanities or Combined) with at least 33 credits at Merit/Dist.
Welsh Baccalaureate	Awards additional A-level equivalent points, depending on grade (A-E)
Scottish Qualifications Authority	112 points to include 2 Advanced Highers
Irish Leaving Certificate	Irish Highers Grades H2 H2 H3 H3 H3 (112 points) or equivalent
International Baccalaureate	28 overall English & Maths accepted within If overseas and not studying English within IB – MUST have <b>IELTS: 6.0</b> overall with 5.5 in all elements
Proficiency in English	GCSE/IGCSE English Grade C/4 or IELTS 6.0 (5.5 in all elements) or equivalent

## 10. Progression criteria for Final and Intermediate Awards

- Certificate of Higher Education, 120 credits at Level 4 or above
- Diploma of Higher Education, 240 credits, of which at least 120 are at Level 5 or above

- Ordinary Degree, 320 credits of which 80 are at Level 6 and a further 120 at Level 5 or above

## **11. Exceptions to Regulations**

N/A

## **12. Transitional Arrangements**

N/A

## **13. Mapping and Appendices:**

### **13.1. ILO's against Modules Mapping**

**See appendices**

### **13.2. Assessment against Modules Mapping**

**See appendices**

### **13.3. Skills against Modules Mapping**

**See appendices**