Birmingham City University
Faculty of Technology, Engineering and the Environment

Undergraduate Programme

Programme Specification

BSc (Hons) Film Production Technology

Date of Course Approval/Review	Version Number	Version Date
31/10/2012		

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Definitive Documents and Version Control

This document has a version number and reference date in the footer.

The process leading to introduction of new courses, and major changes to courses follows Faculty procedure QA 1 and culminates in approval by the University's Senate.

The process leading to introduction of minor changes to modules and courses follows Faculty procedure QA 5 and culminates in approval by the Dean.

The reference date will be that of the approval event, minor changes board, or other meeting at which formal consideration was given.

Further details about the course and document development may be obtained from minutes of the approval, or minor changes board. A history of the document is summarised in the table below and further information relating to past versions can be obtained from the Faculty Registry.

Version	Event	Date of event	Authorised by
1.3	Approval meeting	31 October	Dean of Faculty
	Approval meeting - conditions		Panel Chair
	Minor changes Board of Studies		Dean of Faculty

Programme Specification
BSc (Hons) Film Production Technology
Date of Publication to Students: September 2013

NOTE: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes advantage of the learning opportunities that are provided. More detail on the specific learning outcomes, indicative content and the teaching, learning and assessment methods of each module can be found (1) at https://mytid.bcu.ac.uk, (2) in the Module Specifications and (3) in the Student Handbook.

The accuracy of the information contained in this document is reviewed by the University and may be checked within independent review processes undertaken by the Quality Assurance Agency.

Awarding Institution / Body:	Birmingham City University
Teaching Institution:	Birmingham City University
Interim Awards and Final Award:	Cert HE / Dip HE / BSc / BSc(Hons)
Programme Title:	Film Production Technology
Main fields of Study:	*Digital Film Production with Digital Post-Production Techniques & Technologies*
Modes of Study:	This degree combines a study of the enabling technologies of audiovisual and communications with their creative applications relating to the production of digital films and a study of production management relevant to the film industry. Our graduates will be equipped to perform a variety of roles within organizations, bridging the gap between technical specialists and creative professionals, thus merging science with art to provide an industry focused digital film production skills base.
Language of Study:	English
UCAS Code:	WP63
JACS Code:	H642

Professional Status of the programme (if applicable):

Programme accredited* by the Institution of Engineering and Technology to Incorporated Engineer Status

*Subject to approval of changes

Relevant subject benchmark statements and other external reference points used to inform programme outcomes:

QAA Benchmarking Group: Engineering

IEng Accreditation from IET (Institution of Engineering & Technology)

Programme philosophy and aims

In the last century, cinema established itself as one of the great entertainment and communication audiovisual platforms. Even after only a short foray into the new century, already the development of digital technology and digital distribution is providing the film industry with new commercial and creative opportunities. As a result, the industry demands graduates who are not only technically literate, but are also able to embrace these changes within a framework of life long learning.

The *BSc (Hons) Film Production Technology* degree combines a study of audiovisual technologies, management systems and contextual investigations to develop understanding and practice relevant to the production of digital film artefacts and to the film industry. Our graduates will be versatile, adaptable, technically literate, creative and business-like, well equipped to perform a variety of roles within firms, bridging the gap between technical specialists and creative professionals.

Employers require enthusiastic and adaptable team workers who can apply their creative and practical skills in a fast-developing sector of the entertainment industry. The school of *Digital Media Technology* aims, through its links with industrial and commercial organisations and partners to foster an environment which promotes opportunity and fulfillment thus creating multi-skilled and versatile graduates.

The aims of the programme are to provide:

- A broadly based and stimulating curriculum which combines a study of technology, critical theory, creative processes and business context relevant to a career in the film and creative industry sector.
- Opportunities for intellectual and creative development through the application of technical knowledge, software systems and design principles to the creation of high quality digital film products.
- An enjoyable and satisfying educational experience through involvement in a wide range of participative and active teaching and learning methodologies.
- A range of transferable and marketable skills and a subject specific knowledge base with a flexible and resourceful approach to work, necessary for employability in a rapidly developing industry.
- A foundation of principles and techniques which facilitate future professional development and lifelong learning.
- A qualification designed to satisfy accreditation requirements of relevant professional bodies.

Intended learning outcomes and the means by which they are achieved and demonstrated:

Learning Outcomes

1. Knowledge and Understanding of:

KU1. The theory and practice of digital still and moving image production and the process of communicating ideas and information, the key components of digital film and audio acquisition, manipulation and the application of principles and techniques applied to digital post-production.

KU2. Design principles and aesthetic factors applied to the creation of film that are visually authorative and employ conventional and innovative uses of narrative construction.

KU3. New and existing technologies and assess their suitability for specific applications with the implications of competing standards and technologies on the applications they develop, together with knowledge of strategies to avoid problems.

KU4. Management, organisational and business theories and techniques and their application in identifying and evaluating managerial and commercial possibilities in the micro and large scale film production industries set against a legal and ethical framework.

KU5. A wide range of hardware and software based audiovisual resources within a broad range of contexts.

2. Intellectual Skills

IS1. Evaluate film to identify good practice and effective structure and apply conclusions to own work.

IS2. Demonstrate skills in the use of sophisticated acquisition equipment and online editing systems to integrate technical knowledge and narrative principles in the implementation of film projects.

IS3. Apply appropriate management and organizational techniques to planning and implementing digital film projects.

IS4. Make critical judgments about the merits of different viewpoints and perspectives on ethical and social issues relevant to the film industry.

IS5. Demonstrate the ability to use a wide variety of sources in researching aspects of media law and industry, construct effective arguments and reach valid conclusions.

3. Practical Skills

PS1. Use digital acquisition equipment to produce high quality images and high quality audio recordings for incorporation in digital film production.

PS2. Use appropriate software to capture and manipulate content, design title sequences and incorporate layers of sound and music.

PS3. Design and produce DVDs with full interactive multimedia using a variety of software systems and platforms.

PS4. Plan and undertake tasks, work to deadlines and budget, and accept accountability for learning decisions.

PS5. Apply appropriate methodologies to the realisation of a major project,

using derivative content, developmental screenplays, pre-acquisition preparations and referenced sources.

PS6. Collect relevant information, assimilate knowledge, marshal a coherent and rational argument, and relate theory and practice.

PS7. Draw independent conclusions based on a rigorous, analytical and critical assessment of argument, opinion and data.

PS8. Use appropriate acquisition and post-production equipment to execute safely a series of applied experiments and to generate production content.

4. Transferable/Key Skills

TS1. Work with, and relate effectively to others.

TS2. Manage time and prioritise workloads.

TS3. Make effective oral and written presentations.

TS4. Access and make appropriate use of relevant numerical and statistical information.

TS5. Make effective use of information and communications technologies, including word and data processing packages, the internet, email and electronic information retrieval systems.

TS6. Understand career opportunities and begin to plan a career path.

TS7. Show confidence and self-awareness, reflect on own learning, and be self-reliant and constructively self-critical.

Learning teaching, and assessment methods used

Knowledge and understanding are acquired through formal lectures, computer laboratories, audio and video practical areas, laboratory experiments, seminars and directed independent learning activities.

Knowledge is assessed, formatively and summatively, and includes a number of methods, including seminars, coursework, examinations (seen and unseen, open- and closed- book), presentations, and practical project work, individual and group presentations, laboratory experimentation.

A range of assessment methods are employed. In modules which involve the application of complex software for creative purposes, the emphasis is on practical and creative assignments. Examinations are used in technical modules to test understanding of scientific principles and techniques.

Intellectual skills are developed through formal lectures, computer laboratories, audio and video practical areas, laboratory experiments, seminars and directed independent learning activities.

Analytical and problem solving skills are further developed using a range of appropriate 'real' and 'theoretical' case-studies and problem- and task-based learning scenarios.

Assessment includes practical project work, individual and group presentations, written coursework, laboratory experimentation, examinations (seen and unseen, open- and closed- book).

The practical application of technology is a key feature of the course and is emphasized in course design and delivery. Small-group tutorial and practical work comprise up to two thirds of timetabled sessions.

Assessment for practical work can include laboratory demonstrations and tests as well as practical activities which may be written up as coursework.

Research and independent learning skills are central to the programme and are developed throughout the course. The Learning Centre provides comprehensive

internet and text resources and specialist staff to provide tutorial support for skills development.

As well as developing and applying skills through assignment work, particular emphasis on research work is associated with the year 1 and 2 business modules and the final year media project.

Independent learning is encouraged through research tasks for assignments and the final year project, and in the requirement to plan work schedules to meet deadlines for coursework submission.

Transferable/key skills are core to the learning strategy of the programme. They are pervasive, and are incorporated into modules and assessments as appropriate, eg team-working skills are fostered via group, task-based practical projects.

Reflection and self awareness are fostered by keeping logbooks/ learning diaries and submitting self assessment documentation in support of personal performance.
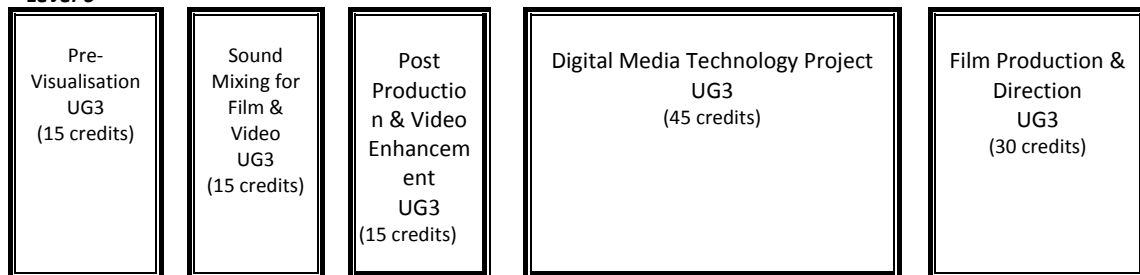
The use of information technology is fundamental to the course. Assessment methods include practical projects, presentations, coursework, peer- and self-assessment.

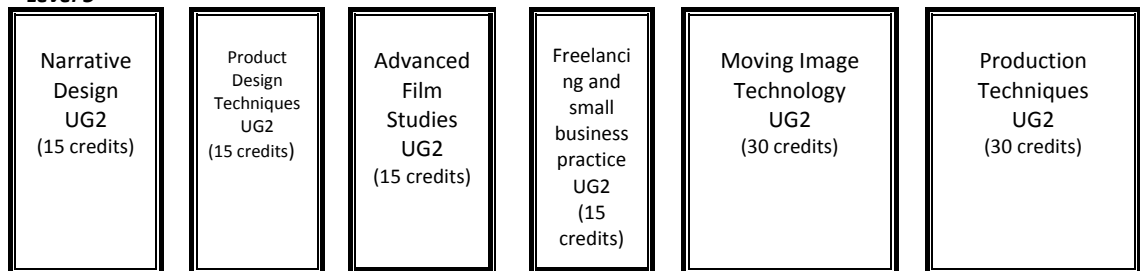**Programme structure and requirements, levels, modules, credits and awards**

The structure of the course, the modules, levels and credit values, and the awards which can be gained are shown in the diagram below.
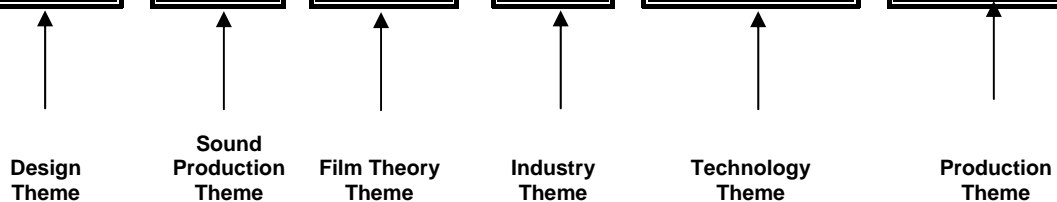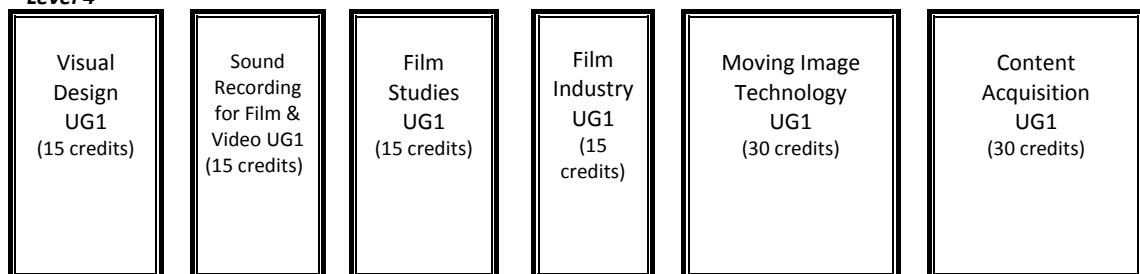
BSc (Hons) Film Production Technology

Level 6

Pre-Visualisation UG3 (15 credits)	Sound Mixing for Film & Video UG3 (15 credits)	Post Production & Video Enhancement UG3 (15 credits)	Digital Media Technology Project UG3 (45 credits)	Film Production & Direction UG3 (30 credits)

Level 5

Narrative Design UG2 (15 credits)	Product Design Techniques UG2 (15 credits)	Advanced Film Studies UG2 (15 credits)	Freelancing and small business practice UG2 (15 credits)	Moving Image Technology UG2 (30 credits)	Production Techniques UG2 (30 credits)

Level 4

Visual Design UG1 (15 credits)	Sound Recording for Film & Video UG1 (15 credits)	Film Studies UG1 (15 credits)	Film Industry UG1 (15 credits)	Moving Image Technology UG1 (30 credits)	Content Acquisition UG1 (30 credits)

Design Theme	Sound Production Theme	Film Theory Theme	Industry Theme	Technology Theme	Production Theme

Awards
Successful completion of Modules at Level 4 leads to the award of Certificate of Higher Education
Successful completion of Modules at Level 4 and 5 leads to the award of Diploma of Higher Education
Successful completion of Modules at Level 4, 5 and 6 leads to the award of Bachelor of Science with Honours.

Support for Learning including Personal Development Planning (PDP)

Students are encouraged to identify and, with guidance, to reflect on their own learning needs and are offered the following support as appropriate to meet those needs:

- A dedicated Learning Centre with open access learning materials, resources and full-time staff specialising in a variety of support areas.
- A Student Handbook, containing information relating to the University, Faculty, course and modules.
- Access to administrative staff and to academic staff, including the Tutors, Module Coordinators, Course Director, Centre Manager and Head of Division, at reasonable times.
- Access to Faculty resources, including the Computer Centre, and a range of supported IT equipment and laboratories.
- Access to the services of the library.
- Access to the University's Student Services, including those offered by the careers service, financial advisers, medical centre, disability service, crèche, counselling service and chaplaincy.

Criteria for admission

Candidates must satisfy the general admissions requirements of the programme, which are as follows:

All applicants must have GCSE (grade C or above) in Mathematics and English Language, or equivalent. In addition, applicants should have one of the following, for which the typical tariff offer is 280 points for Curriculum 2000, or equivalent for other qualifications. Actual tariff offers may vary from 280 points.

Qualification	Requirements
Curriculum 2000, A Levels	Five GCSEs/GCEs including at least two subjects at A2 level. Points tariff can include AS level
Curriculum 2000, AVC.	Two 6-unit or one 12-unit AVCE.
Irish Leaving Certificate	Passes in four subjects at the higher grade.
Scottish Certificate of Education	Passes in four subjects at the higher grade.
International Baccalaureate or European Baccalaureate	Typically 280 points
BTEC/Edexcel National Certificate/National Diploma	For National Diploma, Typically D, D, M
A pass in a recognised Access or Foundation Year course	
An appropriate Advanced General National Vocational Qualification	
A professional qualification of an appropriate standard	
A qualification deemed equivalent to one of the above	

Other learning and experience may be considered for entry to the programme. A student may be allowed entry to the course if he or she does not have the standard entry qualifications but can provide evidence of necessary knowledge and skills to successfully enter and complete the programme.

Applicants with a Higher National Certificate or Higher National Diploma, including Merits, in an appropriate subject, or an equivalent qualification, may be offered entry with advanced standing

Methods for evaluation and enhancement of quality and standards including listening and responding to views of students

The following faculty committees are involved in evaluation and enhancement of quality, standards and student experience: Board of Studies, Faculty Board, Learning and Teaching Committee, Academic Standards and Quality Enhancement Committee and Student Experience Committee.

Review and evaluation processes in which students are involved include annual course and module reviews, course review and re-approval events, professional body accreditation visits and external examiner visits. Mechanisms for student input include meetings with course tutors, feedback questionnaires, faculty and university student satisfaction surveys and representation on the faculty committees referred to above.

External examiners are members of examination boards and their remit includes meeting students and monitoring and reporting on academic standards.