Course Specification

Course Summary Information		
1	Course Title	BSc (Hons) Digital Media Technology with Foundation Year
2	Course Code	UCAS Code	US0925F	1002
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	

6	Course Description

Digital Media development requires a comprehensive understanding of image, video and mixed reality processing. BSc (Hons) Digital Media Technology, aims to develop you with the versatile and rich combination of skills that will enable you to design and develop tomorrow's digital media products.

You'll have the opportunity to practice professional skills by delivering the course content in a project-driven and practice-like way, in specialist labs containing the latest hardware and software. Your skills will be further developed through the group project based module which take place in year two of the programme.

We also have well-established links with companies such as BBC, Microsoft and Cisco, ensuring that the programmes remain current and relevant to industry. The course also enables you to interact with potential employers by collaborating with industrial partners and participating in various events throughout the academic year.

About the Foundation Year

The Foundation Year course option enables you to study for our BSc (Hons) degree over an extended full-time duration of four years by including a Foundation Certificate (year one of four). The Foundation Certificate provides a broad study course that underpins the follow-on degree. In order to progress to the next year of your degree, it is necessary to achieve a pass in all of the modules of the Foundation Certificate.

Graduates will be equipped for careers related to media and computing. You could explore careers in multimedia development, web and interactive application development and multimedia content development.

You'll also have the opportunity to take a sandwich placement year between your second and third year. This is highly recommend as it will give you an invaluable opportunity to hone your expertise, try out a potential career path and get relevant workplace experience that is valued by so many employers. The course is also part of the Erasmus scheme, which allows you to study abroad within the EU for a semester, normally during the second year of your course.

7	Course Awards		
7a	**Name of Final Award**	**Level**	**Credits Awarded**
	Bachelor of Science with Honours Digital Media Technology	6	480
	Bachelor of Science with Honours Digital Media Technology with Sandwich Year	6	480
7b	**Exit Awards and Credits Awarded**		
	Foundation Certificate Computing	3	120
	Certificate of Higher Education Digital Media Technology	4	240
	Diploma of Higher Education Digital Media Technology	5	360
	Bachelor of Science Digital Media Technology	6	420

8	Derogation from the University Regulations
	Not applicable

9	Delivery Patterns

Mode(s) of Study	Location(s) of Study	Duration of Study	Code(s)
Full Time	City Centre	4 years	US0925F
Sandwich	City Centre	5 years	US0925FS

10	Entry Requirements

The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk/ or may be found by searching for the course entry profile located on the UCAS website.

11	**Course Learning Outcomes**
	Knowledge and Understanding
1	Demonstrate knowledge and understanding of essential facts, concepts, theories and principles of computer technology.
2	Demonstrate design principles, aesthetics and Human Factors applied to the creation of multimedia products.
3	Theory and practice of audio/visual acquisition and manipulation and their applications in multimedia systems.
4	Relate the management, organisational, planning and business theories and techniques and their application to the screen based media industry.
5	Demonstrate knowledge and understanding of relevant international regulatory and standards bodies and legislation on: media; copyright; intellectual property; health and safety.
	Cognitive and Intellectual Skills
6	Assimilate, interpret and analyse information, construct effective arguments and express valid conclusions
7	Create solutions, integrating technical knowledge and design principles, for multimedia products and the implementation of multimedia projects
8	Evaluate multimedia products to identify good practice and effective design and apply conclusions to own work.
9	Make judgments about the merits of different viewpoints and perspectives on commercial, economic, legal, ethical and social issues relevant to the media industry
	Practical and Professional Skills
10	Select and use appropriate hardware/software to create, capture, process, store and distribute a broad range of assets used in digital media.
11	Design and produce digital media artefacts using a variety of software tools.
12	Systematically collect information and conduct research into aspects of industry, media law and technology, using a variety of web-based and traditional sources, and compile findings.
13	Apply management and organizational techniques to planning and implementing multimedia projects.
14	Demonstrate skills in the use of sophisticated development tools and systems in the implementation of multimedia projects.
15	Work effectively as a member of a development team, and undertake management and planning activities, recognising the different roles within a team
	Key Transferable Skills
16	Manage learning and self-development, including time management, prioritising workload and meeting deadline.
17	In co-operation with others, plan and undertake tasks and contribute to achieving team goals.
18	Make effective use of information and communications technologies, including word, image and data processing packages, the internet, email and electronic information retrieval systems
19	Communicate effectively in writing and presentations to specialist and non-specialist audiences.
20	Use numerical data, applying appropriate technique.
21	Plan for personal and career development, recognising career opportunities including the fundamentals of freelance working.

12	**Course Requirements**

12a	Level 3:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
CMP3010	Fundamental Mathematics	20
BNV3001	Academic and Personal Study Skills	20
CMP3012	Web Application Design	20
CMP3011	Technology in Context	20
BNV3002	Independent Practice	20
CMP3009	Foundations of Programming	20

Level 4:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
CMP4266	Computer Programming	20
CMP4267	Computer Systems	20
CMP4285	Innovation Project	20
DIG4166	Website Design and Development	20
DIG4169	Media Technology	20
DIG4170	Multimedia Design and Graphics	20

Level 5:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
DIG5108	Sound for Visual Effects	20
DIG5120	Narrative Design	20
DIG5121	Video Production Technology	20
DIG5119	3D Modelling and Animation	20
DIG5128	Multimedia Group Project	40

Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
DIG6200	Individual Honours Project	40
DIG6115	Creative Visualisation	20
DIG6113	Professional Practice	20
DIG6105	Cross-Platform Media	20
CMP6172	Consultancy and IT Management	20

12b   Structure Diagram

Semester	Level 3		
1	**Fundamental Mathematics** 20 Credits	**Academic and Personal Study Skills** 20 Credits	**Web Application Design** 20 Credits
2	**Technology in Context** 20 Credits	**Independent Practice** 20 Credits	**Foundations of Programming** 20 Credits

Semester	Level 4		
1	**Website Design and Development** 20 Credits	**Computer Programming** 20 Credits	**Computer Systems** 20 Credits
2	**Innovation Project** 20 Credits	**Multimedia Design and Graphics** 20 Credits	**Media Technology** 20 Credits
	Level 5		
1	**Narrative Design** 20 Credits	**Video Production Technology** 20 Credits	**Sound for Visual Effects** 20 Credits
2	**Multimedia Group Project** 40 Credits		**3D Modelling and Animation** 20 Credits
	SANDWICH YEAR (Optional)		
	Level 6		
1	**Professional Practice** 20 Credits	**Individual Honours Project** 40 Credits	**Creative Visualisation** 20 Credits

2	Consultancy and IT Management 20 Credits		Cross Platform Media 20 Credits

13 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 3

Workload

32% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	384
Directed Learning	416
Private Study	400
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	95%
Exam	0
In-Person	5%

Level 4

Workload

25% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	304
Directed Learning	340
Private Study	556
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0
In-Person	0

Level 5

Workload

24% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	288
Directed Learning	206
Private Study	706
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	80%
Exam	0
In-Person	20%

Level 6

Workload

19% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	222
Directed Learning	230
Private Study	748
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	92%
Exam	0
In-Person	8%