

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Immersive Media
2	Course Code	US0970
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	N/A
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	N/A

6	Course Description
	<p>The face of media is changing. Immersive formats are no longer the exclusive domain of specialist tech companies – more and more industries are looking to expand their portfolios and utilise different creative digital formats in a variety of ways. On the BA Immersive Media, we want to ensure that, as a future media worker, you are prepared for the proliferation of new technologies you will encounter, some of which may not have been invented yet. Our focus is on allowing you the room for exploration, experimentation and expression.</p> <p>We will introduce you to new technologies and invite you to play with old ones, from augmented reality and virtual reality to spatial sound and interactive storytelling. You will learn how they function, what they can be used for, and understand the societal and cultural implications of their practices. This will allow you to bridge the gap between the development of technology and its use within creative industries.</p> <p>Through your own projects, both practical and research based, you will be encouraged to experiment with immersive media formats, and to create ethical solutions to media issues. You will meet with industry professionals with the potential for receiving live briefs, and will also have the option to undertake an international fieldtrip to gain networking experience and exposure to emerging technologies in practice.</p> <p>By the end of your three years, you will be confident in expressing your own stories, considering your work within a global context. You will understand the constraints and limitations of different technologies and the ways in which they mediate reality.</p> <p>You will be prepared for the change in future technologies by considering more specifically how we interact with different mediums, how they affect us, why they appeal to us, and the alternative subject positions that they allow. This course isn't about learning one new format, only for that to be supplanted further down the road. Instead, through the creative challenges set within the course, we will foster the correct attitude needed in order to constantly adapt to changing parameters, and be autonomous in your work.</p>

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	<i>Bachelor of Arts with Honours Immersive Media</i>	<i>Level 6</i>	<i>360</i>
7b	Exit Awards and Credits Awarded		
	<i>Certificate of Higher Education Immersive Media</i>	<i>Level 4</i>	<i>120</i>
	<i>Diploma of Higher Education Immersive Media</i>	<i>Level 5</i>	<i>240</i>
	<i>Bachelor of Arts Immersive Media</i>	<i>Level 6</i>	<i>300</i>

8	Derogation from the University Regulations		
	N/A		

9	Delivery Patterns		
	Mode(s) of Study	Location(s) of Study	Duration of Study
	Full Time	City Centre	3 years
			US0970

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/		

11	Course Learning Outcomes		
	<u>Knowledge and Understanding</u>		
1	Understand the impact of emotion in the design and development of immersive media		
2	Identify their own position and potential contribution within the immersive media landscape.		
3	Understand relevant theoretical, critical and technical frameworks in order to create practical outputs		
4	Appraise current and future technological developments and their implications		
5	Understand global issues and inequalities relevant to the growth and diversity of digital spaces, futures, stories and experiences		
6	Critically evaluate competing theoretical positions and consider the tensions and contradictions therein		
	<u>Skills and other attributes</u>		
7	Experiment with technological applications and appraise their relevant uses		
8	Appropriately plan and deliver creative projects to meet audience needs and expectations		
9	Research and compose responses to legal and ethical requirements and considerations in industry and academia		
10	Manage independent research projects in line with students' interests and passions through the collection of primary and secondary data sources		

11	Communicate clearly and coherently through multiple contexts
12	Adapt to difficult and complex situations by implementing appropriate solutions

12	Course Requirements																																																						
12a	<p>Level 4:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MED4160</td><td>Live Production 1</td><td>40</td></tr><tr><td>MED4180</td><td>Introduction to UX (User Experience)</td><td>40</td></tr><tr><td>MED4161</td><td>Global and Community Impact</td><td>20</td></tr><tr><td>MED4179</td><td>Digital Communities</td><td>20</td></tr></table> <p>Level 5:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>MED5203</td><td>Live Project 2</td><td>40</td></tr><tr><td>MED5218</td><td>Immersive Experiences</td><td>40</td></tr><tr><td>MED5217</td><td>Digital Storytelling</td><td>20</td></tr></table> <p><i>In order to complete this course a student must successfully complete ONE pf the following OPTIONAL modules (totalling 20 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>AMD5000</td><td>Work placement</td><td>20</td></tr><tr><td>ADM5001</td><td>Live Project</td><td>20</td></tr><tr><td>ADM5006</td><td>Collaborative Practice</td><td>20</td></tr></table> <p>Level 6:</p> <p><i>In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):</i></p> <table><tr><th>Module Code</th><th>Module Name</th><th>Credit Value</th></tr><tr><td>ADM6006</td><td>Major Project</td><td>60</td></tr><tr><td>MED6210</td><td>Digital Futures</td><td>20</td></tr><tr><td>MED6174</td><td>Media Activism</td><td>20</td></tr><tr><td>MED6176</td><td>Professional and Academic Development</td><td>20</td></tr></table>	Module Code	Module Name	Credit Value	MED4160	Live Production 1	40	MED4180	Introduction to UX (User Experience)	40	MED4161	Global and Community Impact	20	MED4179	Digital Communities	20	Module Code	Module Name	Credit Value	MED5203	Live Project 2	40	MED5218	Immersive Experiences	40	MED5217	Digital Storytelling	20	Module Code	Module Name	Credit Value	AMD5000	Work placement	20	ADM5001	Live Project	20	ADM5006	Collaborative Practice	20	Module Code	Module Name	Credit Value	ADM6006	Major Project	60	MED6210	Digital Futures	20	MED6174	Media Activism	20	MED6176	Professional and Academic Development	20
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12b Structure Diagram

Please note list of optional modules is indicative only. Students' choice will not be guaranteed for optional modules but a fair and transparent process will be adopted and shared with students.

Level 4

SEMESTER ONE	SEMESTER TWO
Core MED4179: Digital Communities (20 credits)	Core MED4161: Global and Community Impact (20 credits)
Core MED4160: Live Production 1 (40 credits)	
Core MED4180: Introduction to UX (User Experience) (40 credits)	

Level 5

SEMESTER ONE	SEMESTER TWO
Core MED5218: Immersive Experiences (40 credits)	Option ADM5000/01/06 Work placement/Live Project/Collaborative Practice (20 credits) Core MED5217 Digital Storytelling (20 credits)
Core MED5203: Live Project 2 (40 credits)	

Level 6

Core MED6210: Digital Futures (20 credits) MED6174 Media Activism (20 credits)	Core MED6176 Professional and Academic Development (20 credits)
Core ADM6006: Major Project (60 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 4

Workload

30% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	360
Directed Learning	600
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%

Level 5

Workload

30% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	360
Directed Learning	600
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%

Level 6**Workload****30% time spent in timetabled teaching and learning activity**

Activity	Number of Hours
Scheduled Learning	360
Directed Learning	600
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%