



LEEDS
BECKETT
UNIVERSITY

Course

Specification

**BSc (Hons) Creative
Media Technology**

Course Code: BSCMT

2021/22

leedsbeckett.ac.uk

Award & Title **BSc (Hons) Creative Media
Technology (BSCMT)**

**Applicant Facing Course Specification for 2021/22
Undergraduate Entrants**

Confirmed at AUG/2021

General Information

Award Bachelor of Science with Honours Creative Media Technology

Contained Awards Bachelor of Science Creative Media Technology
Diploma of Higher Education Creative Media Technology
Certificate of Higher Education Creative Media Technology

Awarding Body Leeds Beckett University

Level of Qualification & Credits Level 6 of the Framework for Higher Education
Qualifications, with 120 credit points at each of Levels 4, 5
and 6 of the UK Credit Framework for Higher Education (360
credits in total).

Course Lengths & Standard

Timescales Start dates will be notified to students via their offer letter.
The length of the course is confirmed below, and modes of
delivery will be confirmed prior to the start date in line with
Government guidance:

- 3 years (full time)
- 4 years (full time with sandwich year)

Part Time Study PT students will be supported by the course team to
determine an appropriate selection of modules from the
level for each year of study. PT delivery is usually at half the
intensity of the FT equivalent course, although there may be
flexibility to increase your pace of study to shorten the overall

course duration. Some modules may be delivered in a different sequence to that defined within this information set but the modules offered within each level are consistent. Please note that the work placement option is not generally available to PT students.

Location(s) of Delivery

City Campus, Leeds

Entry Requirements

Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning.

Admissions enquiries may be directed to: AdmissionsEnquiries@leedsbeckett.ac.uk.

Course Fees

Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to Fees@leedsbeckett.ac.uk.

Timetable Information

Timetables will be made available to students during induction week via:

- i) The Student Outlook Calendar
- ii) The Student Portal (MyBeckett)
- iii) The Leeds Beckett app

Any difficulties relating to timetabled sessions may be discussed with your Course Administrator.

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/academicregulations)

There are no additional or non-standard regulations which relate to your course

Key Contacts

Your Course Director

Hugo Smith

Your Academic Advisor

Paul Emery/Ant Pearson /Marc Fabri

Your Course Administrator

Maya Kempe-Stanners

m.kempe-stanners@leedsbeckett.ac.uk

Sandwich or Other 'In Year' Work Placement Information

Summary

Leeds Beckett is dedicated to improving the employability of our students and one of the ways in which we do this is to support our students to gain valuable work experience through work-based placements. Our placement teams have developed strong links with companies, many of whom repeatedly recruit our students into excellent placement roles. Our teams are dedicated to supporting students through every stage of the placement process. Details of how to contact our placement teams may be found here:

[leedsbeckett placements](#)

Length

Min. 30 weeks, undertaken between year 2 and year 3 (level 5 and Level 6)

Location

Students are responsible for obtaining their own placement, with assistance from the University. The locations will vary, dependent on the opportunity.

Other 'In Year' Work Placement Information

Summary

Work placement or volunteering opportunities may be supported throughout study at the University, informally.

Length

Varied as appropriate for opportunity

Location

Any location may vary, dependent on the opportunity.

Course Overview

Aims

This is a practical course which is aimed at creative and dynamic individuals with an interest in digital technology and passion for modern media trends. Teaching and learning will take place in the Leeds School of Arts Building at our City Campus with modern, state-of-the-art labs and flexible learning spaces. Graduates work largely but not exclusively in digital design/creative media industries.

The Creative Media Technology course aims to deliver a curriculum focused on three core subject areas:

- Design and graphics
- Web and Interactivity
- Project and Professional Skills

These have been clearly identified by employers as the key skills and attributes that graduates must demonstrate. Each subject area focuses upon the creative application of technology within the discipline and ensures students are versed in the latest industry-standard software packages. The range of businesses that employ graduates from this course require multi-skilled graduates who can

contribute to a variety of projects. Therefore, the course offers a broad, multi-disciplinary curriculum with skills development and group work at every level of study and students also have opportunity to engage with specialist areas such as:

- Camera and Audio Technologies
- 3D Graphics and Animation
- Mobile Applications

A distinctive feature of the course is its close links with a range of commercial companies which contribute to an advisory employer forum. These range from digital advertising agencies and web development companies to e-learning producers and video post-production houses. Our relationship with these companies informs our approach to module design and assessment. Our use of an employer forum has direct input into the briefs set for students and some undergraduates have secured year-long industry placements as part of their degree and high-level employment as graduates with some of these employers following conclusion of their studies.

Staff teaching on the course actively pursue research and some lecturers divide their time between their academic work and commercial sector activities. This approach ensures that the student experience keeps pace with the rapidly changing digital environment and provides exposure to academic and employment opportunities.

Throughout the degree course students will encounter a range of learning environments and experiences, preparing them for the modern workplace. These range from responding creatively to real-world briefs, innovative approaches to pitching concepts, contextual research techniques and producing work for clients.

Course Learning Outcomes

At the end of the course, students will be able to:

1	enable graduates to develop a combination of creative, technical and entrepreneurial skills related to the creative media industries.
2	independently undertake research and critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete) and to frame appropriate questions to achieve a solution, or identify a range of solutions, to problems.
3	enable graduates to acquire up-to-date knowledge and skills related the rapidly changing international creative media industries.
4	benefit from a broad, multi-disciplinary curriculum that meets the needs of full-service employers, whilst also allowing students to select specialisms of their choosing.
5	provide the opportunity for graduates to develop transferable employability and professional skills that fit multicultural and global employment environments including development of their own personal portfolio of creative media products.

Teaching and Learning Activities

Summary

Each week students will normally receive a programme of teaching covering the core areas of learning and focus for the week followed by tutorials/ practical studio and/or lab-based session(s). These are

supplemented with a programme of guest speakers and industry-led seminars. Where possible, traditional large lecture-hall teaching will be avoided on this award in favour of project-based working on practical assignments and small-group tutorial work developing practical skills and deepening subject knowledge.

This structure is preferred within such a vocational award where students are learning specialised skills for often specific creative media careers in jobs relating to digital design. This award is a hands-on subject area where theory alone would be unlikely to allow a student to achieve successful employment in the creative media industries. Practical exercises allow for students to implement and reflect upon their learning of key theory and see how this relates to tutors' and guest lecturers' experience of industry.

Integrated assignments drive the learning in this award. Students engage in formative discussion on their practical creative assignments and ask for the knowledge they wish to develop, in order to be able to complete assignments.

Assessment is seen as an integral part of the teaching process across the award with each assessment point providing clear indicators (via feedback) on how student performance can improve. In this way, the course provides a clear and robust framework for assessment which will enhance the learning process.

The use of group projects at Level 4 & 5 allows students to develop communication skills with peers. This will include peer assessment and, where possible, mixing with other cultures/a global outlook. Individuals often work with peers they might not have originally chosen to work with, as in a professional context. Roles are allocated following interview presentations on the quality of interview/presentation, again mirroring industrial practice.

The end of level 5 allows for work placement opportunities, either through a sandwich year or through shorter periods of work-based learning. The sandwich year will normally be 30+ weeks in duration. It is hoped students will be able to engage with the CEPS (Creative Entrepreneur Placement Scheme) piloted by a team of academics at Leeds Beckett University that includes the Creative Media Technology Course Director as a key participant.

Level 6 assessments can be understood to be part of a year-long process. Assessment points allow students to choose a main context specialism, while maintaining a broad expertise across the year. The overall scheme of assessment from level 4 to level 6 is designed in such a way as to maximise the opportunity for progression. This approach provides a strong context for learning. In addition, the student role in assessment is more likely to be participatory especially by level 6. Students are encouraged to develop their own goals in consultation with tutors, first at Level 5 with a one-from-two choice of specialist electives, and then at Level 6, where there is freedom to set personal project goals and to choose further specialist elective modules. This allows students to aspire to high quality, professional and personalised levels of attainment.

Your Modules

PT students will be supported by the course team to determine an appropriate selection of modules from the level for each year of study. PT delivery is usually at half the intensity of the FT equivalent course, although there may be flexibility to increase your pace of study to shorten the overall course duration. Some modules may be delivered in a different sequence to that defined within this information set but the modules offered within each level are consistent. Please note that the work placement option is not generally available to PT students.

Level 4

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Graphic Design (20 credits)	Y	Creative Media Practice (40 credits)	Y
Web Authoring (20 credits)	Y	3D Principles (20 credits)	Y
Camera & Audio Technologies (20 credits)	Y		

Level 5

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Motion Graphics (20 credits)	Y	Visual Communication in Creative Industries (40 credits)	Y
Web Design (20 credits)	Y	Interactive Media Design (20 credits)	N
Design Thinking (20 credits)	Y	Advanced 3D Animation (20 credits)	N

Level 6

Semester 1	Core (Y/N)	Semester 2	Core (Y/N)
Production Project (40 credits)	Y	Production Project (40 credits)	Y
VR Authoring (20 credits)	N	Short Story (20 credits)	Y
Web Development (20 credits)	N	Professional Portfolio (20 credits)	Y
Creative Technology in Education (20 credits)	N		
Professional Photographer (20 credits)	N		
Experiments in Video (20 credits)	N		
Scriptwriting (20 credits)	N		
Advanced Graphics for Broadcast (20 credits)	N		

The option modules listed are indicative of a typical year. There may be some variance in the availability of option modules.

Assessment Balance and Scheduled Learning and Teaching Activities by Level

The assessment balance and overall workload associated with this course are calculated from core modules and typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director but applicants should note that the specific option choices students make may influence both assessment and workload balance.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activity and independent study. Modules may have more than one component of assessment.

Assessment

Level 4 is assessed predominantly by coursework with some practical assessments.

Level 5 is assessed by coursework only.

Level 6 is assessed predominantly by coursework with some practical assessments.

Workload

Teaching, Learning and Assessment	336 hours	252 hours	252 hours
Independent Study	864 hours	948 hours	948 hours
Placement	0 hours	0 hours	0 hours

Learning Support

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to specialist professional services as appropriate. They can give you a confirmation of attendance letter, and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

If you have any questions about life at our University in general, call into or contact the Student Advice Hub on either campus. This team, consisting of recent graduates and permanent staff, are available to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. There is a Student Advice Hub on the ground floor of the Rose Bowl at City Campus and one in Campus Central at Headingley. You can also find the team in the Gateway in the Leslie Silver Building at City Campus. Email enquiries may be directed to studentadvicehub@leedsbeckett.ac.uk.

Within MyBeckett you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services

available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration.

The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.