Programme Specification

1	**Awarding body**	University of London
2	**Teaching Institution**	**Birkbeck College**
3	**Programme Title(s)**	**MA Digital Media**
4	**Programme Code(s)**	TMADIGME_C
3a	*Programme Pathway Title*	**MA Digital Media Design**
4a	*Programme Pathway Code*	TMADIGMD_C
3b	*Programme Pathway Title*	**MA Digital Media Management**
4b	*Programme Pathway Code*	TMADIGMM_C
3c	*Programme Pathway Title*	**MA Digital Media Culture**
4c	*Programme Pathway Code*	TMADIGMC_C
5	**UCAS code**	N/A
6	**Home Department**	Department of Film, Media and Cultural Studies
7	**Exit Award(s)**	PG Certificate in Digital Media Design
		PG Certificate in Digital Media Management
		PG Certificate in Digital Media Culture
		PG Dip Digital Media Design
		PG Dip Digital Media Management
		PG Dip Digital Media Culture
8	**Duration of Study** (number of years)	1 year Full-Time / 2 years Part-Time
9	**Mode of Study**	FT [X] PT [x] DL [ ]
10	**Level of Award (FHEQ)**	Level 7
11	**Other teaching depts or institution**	N/A
12	**Professional, Statutory Regulatory Body(PSRB) details (or not applicable)**	N/A
13	**QAA Benchmark Group**	N/A

14	**Programme Rationale & Aims**
	How can designers, managers, entrepreneurs and scholars keep pace with the rapidly changing field of digital media and web design? Is it possible to learn skills, approaches and methods that facilitate both current production and the anticipation of future developments in digital media? The MA Digital Media at Birkbeck provides both the technical and conceptual framework required to succeed in the digital environment of today and tomorrow. The programme is one of the only MA degrees in the UK to combine professional development and technical skills with academic rigour and scholarly consideration. The philosophy of the

programme is that the innovative design and management of digital media must go hand in hand with critical thinking about digital media.

The MA Digital Media programme will equip students with the professional skills required to be immediately employable within media and culture industries, while also encouraging the development of critical perspectives on digital media that will allow you to anticipate and participate in future changes to these industries. The MA Digital Media programme thus fosters both creative production and intellectual discussion within this dynamic area. Students will benefit from being taught by both industry practitioners and leading academic researchers working in the area of digital media and culture. Graduates will leave the programme with connections to media companies and industry networks, and having developed project-based portfolios that will greatly facilitate entry into both private and public sector communities.

Three Programme Streams

The **MA Digital Media Design** (DMD) stream concentrates on industry standard techniques, introducing students to core development tools and how to use them. The DMD stream considers skills such as image manipulation and information architecture awareness that encourages students to see the full scope of development. The **Digital Media Management** (DMM) stream is one of the only MA level courses in the UK to deal exclusively with the management issues relating to the development, organization and marketing of digital media content. The **Digital Media Culture** (DMC) stream concentrates on the academic study of digital media and its social and political context, introducing students to the key intellectual debates, discussions and texts shaping the fields of digital culture and media theory. While choosing their individual concentration, all students in the MA Digital Media programme will share a compulsory module on Digital Design Thinking and have the opportunity to benefit from the modules offered in the other streams.

15	**Entry Criteria**
	▪ A good degree in any related subject; other qualifications will be considered.
	▪ If English is not the applicant's first language or they have not previously studied in English, our usual requirement is the equivalent of an International English Language Testing System (IELTS Academic Test) score of 6.5, with not less than 6.0 in each of the sub-tests.
	▪ Applications are encouraged from those with prior experience in a related area.
	▪ Individuals with no degree but considerable work-related experience in a related subject will be considered.

16	**Learning Outcomes**
	On successful completion of the programme we would expect students to have:
	Subject Specific:

1. Systematic and creative command of the language of digital media and its main areas of application across different areas of society and business.
2. Expert knowledge of the historical development of areas of digital media design, development and application relating to Web design and other digital formats.
3. Advanced understanding of the different approaches to digital development and their viability and sustainability in an appropriate context.
4. Expert knowledge of the categorisation of information in different contexts and for different audiences.
5. Advanced awareness of international standards relating to digital media development.

Intellectual:

6. Ability to understand the wider social and cultural context of digital media production and reception.
7. Ability to critically evaluate Web sites and recommend and justify changes.
8. Ability to formulate research questions, evaluate responses and apply to projects.
9. Ability to understand and critique theoretical arguments.
10. Ability to assess a wide variety of data, evaluate, prioritise and discard inappropriate information in the context of their projects.
11. Ability to evaluate own work, and the work of others, critically.
12. Ability to plan own learning and skills development.

Practical:

13. Use of the internet to research, supply information and network.
14. Demonstrate skills in managing sites, project management and delivery to time and specification.
15. Ability to cost and apply resource to projects appropriately (people, time, assets).
16. Ability to develop project plans, including marketing plans, using software tools or paper-based information.
17. Ability to analyse the effectiveness of their own creative work.
18. Ability to identify appropriate marketing channels and techniques and apply these effectively.
19. Through discussion groups and through teamwork ability to work with others, respect their views and transfer best practice.
20. Ability to write clearly and concisely.
21. Ability to make informed decisions.
22. Ability to identify risks, weigh their importance and manage them effectively.
23. Presentation skills in explaining their project both internally and externally.

Personal and Social:

24. Interpersonal skills such as the ability to work in a group or as a member of a team and network.
25. Collaboration and negotiation skills.

26. Communicate effectively using different media and appropriate interpersonal skills.
27. Take responsibility for own learning and time management.
28. Demonstrate self-direction and originality in tackling and solving complex problems.
29. Work under pressure and to deadlines.
30. Understand the relevance of the course for their current and future personal and professional development.

Dissertation

In relation to the MA dissertation students will be expected to:

Subject specific:

31. Demonstrate a high level of skill in a chosen specialisation.

Intellectual:

32. Demonstrate an ability to work autonomously to a high level of research and critical reasoning.

Practical:

33. Demonstrate an ability to formulate, construct, organise and deliver a large scale piece of professional or academic work.

17	**Learning, teaching and assessment methods**
	Learning and teaching:

Learning and teaching:

The taught component of the programme will comprise a combination of lectures and seminars with a strong emphasis on peer collaboration and a range of academic and practice-oriented assessments. Academic modules incorporate a variety of learning methods including lectures, class discussion and in class group activities. Practice-based modules involve both lab-based workshops and seminars. Students are required to share their experience and work through regular peer presentations. In addition to workshops, students will be expected to work at home supported by an online working environment which contains course notes.

The dissertation will require a higher degree of independent learning, as well as distinct teaching delivery in the form of dissertation supervision.

Assessment methods:

Students will be expected to prepare coursework for formal assessment appropriate to the teaching and learning on the module as set out in the module descriptions. The balance between different forms of coursework will depend on the objectives and outcomes of the module. Coursework includes proposals, evidence of research, project and marketing plans and costing models, reflective reports, risk analysis and presentations as well as a final evaluation and personal appraisal of their own progression. Technical areas will be assessed on the quality of digital items produced and the critical evaluation undertaken by students. Academic modules will be assessed primarily through essay writing assignments.

18	**Programme Description**

The **MA Digital Media Design** stream consists of one option module (30 credits), a 60 credit dissertation/project module, and the following three compulsory modules (90 credits):

- Digital Design Thinking
- Web Development and User Experience
- Visual Design & Web Project

The **MA Digital Media Management** stream consists of one option module (30 credits), a 60 credit dissertation/project module, and the following three compulsory modules (90 credits):

- Digital Design Thinking
- Managing a Digital Project
- Creative Digital Branding

The **MA Digital Media Culture** stream consists of two option module (60 credits), a 60 credit dissertation/project module, and the following two compulsory modules (60 credits):

- Digital Design Thinking
- Digital Culture

The **PG Dip Digital Media Design** consists of the completion of the module requirements of MA Digital Media Design stream, minus the 60 credit dissertation/project module.

The **PG Dip Digital Media Management** consists of the completion of the module requirements of MA Digital Media Management stream, minus the 60 credit dissertation/project module.

The **PG Dip Digital Media Culture** consists of the completion of the module requirements of MA Digital Media Culture stream, minus the 60 credit dissertation/project module.

The **PG Cert Digital Media Design** consists of two compulsory modules (60 credits):

- Web Development and User Experience
- Visual Design & Web Project

The **PG Cert Digital Media Management** consists of two compulsory modules (60 credits):
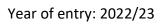
- Managing a Digital Project
- Creative Digital Branding

The **PG Cert Digital Media Culture** consists of two compulsory modules (60 credits):

- Digital Design Thinking
- Digital Culture

19	Programme Structure			
Full Time - Digital Media Design (1 year)				
Year 1				
Level	**Module Code**	**Module Title**	**Credits**	**Status***
7	ARMC245S7	Digital Design Thinking	30	Comp.
7	ARMC243S7	Web Development and User Experience	30	Comp.
7	ARMC244S7	Visual Design & Web Project	30	Comp.
7	OPTION	(See options list below)	30	Option
7	ARMC248D7	Project/Dissertation	60	Core
Full Time - Digital Media Management (1 year)				
Year 1				
Level	**Module Code**	**Module Title**	**Credits**	**Status***
7	ARMC245S7	Digital Design Thinking	30	Comp.
7	ARMC247S7	Managing a Digital Project	30	Comp.
7	ARMC246S7	Creative Digital Branding	30	Comp.
7	OPTION	(See options list below)	30	Option
7	ARMC248D7	Project/Dissertation	60	Core
Full Time - Digital Media Culture (1 year)				
Year 1				
Level	**Module Code**	**Module Title**	**Credits**	**Status***
7	ARMC245S7	Digital Design Thinking	30	Comp.
7	ARMC222S7	Digital Culture	30	Comp.
7	OPTION	(See options list below)	30	Option
7	OPTION	(See options list below)	30	Option
7	ARMC248D7	Project/Dissertation	60	Core
Part Time - Digital Media Design (2 years)				
Year 1				
Level	**Module Code**	**Module Title**	**Credits**	**Status***
7	ARMC245S7	Digital Design Thinking	30	Comp.
7	ARMC243S7	Web Development and User Experience	30	Comp.
7	ARMC244S7	Visual Design & Web Project	30	Comp.
Year 2				
Level	**Module Code**	**Module Title**	**Credits**	**Status***
7	OPTION	(See options list below)	30	Option
7	ARMC248D7	Project/Dissertation	60	Core

Part Time - Digital Media Management (2 years)				
Year 1				
Level	**Module Code**	**Module Title**	**Credits**	**Status***
7	ARMC245S7	Digital Design Thinking	30	Comp.
7	ARMC247S7	Managing a Digital Project	30	Comp.
7	ARMC246S7	Creative Digital Branding	30	Comp.
Year 2				
Level	**Module Code**	**Module Title**	**Credits**	**Status***
7	OPTION	(See options list below)	30	Option
7	ARMC248D7	Project/Dissertation	60	Core
Part Time - Digital Media Culture				
Year 1				
Level	**Module Code**	**Module Title**	**Credits**	**Status***
7	ARMC245S7	Digital Design Thinking	30	Comp.
7	ARMC222S7	Digital Culture	30	Comp.
7	OPTION	(See options list below)	30	Option
Year 2				
Level	**Module Code**	**Module Title**	**Credits**	**Status***
7	OPTION	(See options list below)	30	Option
7	ARMC248D7	Project/Dissertation	60	Core
Indicative List of Option Modules				
Level	**Module Code**	**Module Title**	**Credits**	**Status**
7	ARMC243S7	Web Development and User Experience (For non-Digital Media Design pathway students)	30	Option
7	ARMC244S7	Visual Design & Web Project (For non-Digital Media Design pathway students)	30	Option
7	ARMC247S7	Managing a Digital Project (For non-Digital Media Management pathway students)	30	Option
7	ARMC246S7	Creative Digital Branding (For non-Digital Web Management pathway students)	30	Option
7	ARMC222S7	Digital Culture (For non-Digital Media Culture pathway students)	30	Option
7	ARMC172S7	Theoretical Perspectives on Media	30	Option
7	FDME014S7	Web-based Journalism and Online Media Production	30	Option
7	ARMC171S7	Advanced Layout and Design	30	Option

7	ARMC178S7	Public Relations and Professional Communications	30	Option
7	ARMC228S7	Transcultural Memory	30	Option
7	ARMC160S7	The Inside Out of Culture: Theories and Institutions	30	Option
7	AHVM015S7	Contemporary American Cinema	30	Option

Status*

CORE – Module must be taken and passed by student; COMPULSORY – Module must be taken, mark can be reviewed at sub-exam board; OPTIONAL – Student can choose to take this module

24	**Programme Directors**	Joel McKim
		Marco Scalvini (Digital Design Management)
		TBC
25	**Start Date** (term/year)	Autumn 2017
26	**Date approved by TQEC**	23 November 2016 (Chair's action)
27	**Date approved by Academic Board**	Spring 2017
28	**Date(s) updated/amended**	November 2022