PROGRAMME SPECIFICATION – BA Digital Media

Name, title and level of final qualification(s) (*Final qualifications are in bold*)	BA Digital Media: Pathway entry awards: **BA Digital Media and Culture** **BA Digital Media and Creative Practice** **BA Digital Media, Arts and Entrepreneurship** (suspended) (Level 6)
Name and title of any exit qualification(s)	Dip HE Cert HE
Is the programme offered with a Foundation Year?	Yes
Awarding Body	University of London
Teaching Institution(s)	Birkbeck, University of London
Home school/other teaching departments	School of Creative Arts, Culture and Communication
Location of delivery	Central London
Language of delivery and assessment	English
Mode of study, length of study and normal start month	Full-time (3 years); Part-time (4 years); Full-time with Foundation Year (4 years); Part-time with Foundation Year (6 years) (Note the BA Digital Media, Arts and Entrepreneurship is offered **full-time** only) September
Professional, statutory or regulatory body	N/A
[QAA subject benchmark group(s) Higher Education Credit Framework for England](#)	Communication, media, film and cultural studies
UCAS code	Digital Media and Culture: IF34; IF35 (with FY) Digital Media and Creative Practice: IF36; 1F37 (with FY)
Birkbeck Course Code	Digital Media and Culture UUBADMCL_C (full-time, 3 years) UBADMDCL_C (part-time, 4 years) UUBFDMCL_C (full-time with FY, 4 years) UBFDMDCL_C (part-time with FY, 6 years) Digital Media and Creative Practice: UUBADMCP_C (full-time, 3 years) UBADMDCP_C (part-time, 4 years) UUBFDMCP_C (full-time with FY, 4 years) UBFDMDCP_C (part-time with FY, 6 years) Digital Media, Arts and Entrepreneurship (suspended): UUBADMAR_C (full-time, 3 years) UUBFDMAR_C (full-time with FY, 4 years)

HECoS Code	100440 (Digital Media)
	100444 (media and communication studies)
	100632 (visual communication)
	101233 (cultural studies)
Start date of programme	Autumn 2015
Date of programme approval	Summer 2014
Date of last programme amendment approval	November 2022
Valid for academic year and cohorts	2023/24
Date of last revision to document	02/09/2022

Admissions requirements

We welcome applicants without traditional entry qualifications as we base decisions on our own assessment of qualifications, knowledge and previous work experience. We may waive formal entry requirements based on judgement of academic potential.

UCAS tariff: 96-128 points (48 points for Foundation Year entry)

The UCAS tariff score is applicable to you if you have recently studied a qualification that has a UCAS tariff equivalence. UCAS provides a [tariff calculator](#) for you to work out what your qualification is worth within the UCAS tariff.

Course aims

Birkbeck's cluster of Digital Media BA programmes (BA Digital Media and Culture; BA Digital Media and Creative Practice; and BA Digital Media, Arts and Entrepreneurship) challenge you to gain knowledge of the most recent advances and concerns relating to digital media and culture: from wearable technologies and artificial intelligence, to social media influencers and algorithmic bias. We also put such topics under scrutiny in a wider historical context to enable you to better understand how the digital media we use and depend on today have been made possible.

Depending on the pathway you choose, you will combine the programme cluster's overarching focus on digital media with special attention to developing your skills and knowledge in fields such as media research, applied creative practice, arts and entrepreneurship or learning a new language. Through projects, practice-led activities and experimentation you can acquire professional knowledge and aptitudes in areas such as social media, digital design, video editing, marketing, curating and creative entrepreneurship. This will help you develop a broad yet highly transferable knowledge and skills relating to digital media and culture, suited to the twenty-first-century context.

You will be taught in Birkbeck's highly interactive evening classes, one to two nights a week, between October and early July. It will be your chance to meet students from different walks of life who bring interesting professional working experiences and cultural and educational backgrounds.

As a student on this degree, you will be encouraged to take full advantage of our central London location, which offers a huge diversity of arts- and media-related events including public debates, exhibitions, conferences, screenings and film festivals, not to mention a host of media and cultural institutions, from the Tate Modern to the BBC to the British Film Institute. Closer to home, at Birkbeck's Bloomsbury campus, there are facilities such as the award-winning Birkbeck Cinema, computer labs equipped with video editing, print layout and web design software packages, and the Peltz Gallery, a versatile exhibition and event space.

Course structure

Full time students will be required to take no more than 60 credits in any one term, and no less than 30. Part time students will be expected/required to take no more than 45 credits in any one term, and no less than 30. The exception is the final year, where students are spreading the final year project over three terms, and so a 70 credit termly maximum applies for full-time students in year 3 and a 40 credit termly maximum applies for part-time students in year 4).

Level	Module Code	Module Title	Credit	Comp Core/ Option	Likely teaching term(s)
BA Digital Media and Culture – Full-time, 3 years					
Year 1					
4	ARMC157S4	Introduction to Digital Culture	30	Core	1
4	ARMC217S4	Media Studies: Key Thinkers and Approaches	30	Comp	2
4		Optional module (dept list only)	30	Option	1, 2 or 3
4		Optional module (dept or College-wide)	30	Option	1, 2 or 3
Year 2					
5	FFME017S5	Media, Technology and Culture	30	Comp	1
5	ARMC125S5	Researching Arts and Media	30	Comp	2
5		Optional module (dept list only)	30	Option	1, 2 or 3
5		Optional module (dept or College-wide)	30	Option	1, 2 or 3
Year 3					
6	ARMC265S6	Final Year Project	30	Core	1-3
6		Optional module (dept list only)	30	Option	1, 2 or 3
6		Optional module (dept or College-wide)	30	Option	1, 2 or 3
6		Optional module (dept or College-wide)	30	Option	1, 2 or 3
BA Digital Media and Creative Practice – Full-time, 3 years					
Year 1					
4	ARMC157S4	Introduction to Digital Culture	30	Core	1
4		Optional module (dept list only)	30	Option	1, 2 or 3
4		Optional module (dept list only)	30	Option	1, 2 or 3
4		Optional module (dept or College-wide)	30	Option	1, 2 or 3
Year 2					
5	FFME017S5	Media, Technology and Culture	30	Comp	1
5	ARMC252S5	Designing Digitally	30	Core	3
5		Optional module (dept list only)	30	Option	1, 2 or 3
5		Optional module (dept or College-wide)	30	Option	1, 2 or 3
Year 3					
6	ARMC235S6	Communicating Digitally	30	Comp	1
6	ARMC265S6	Final Year Project	30	Core	1-3
6		Optional module (dept list only)	30	Option	1, 2 or 3
6		Optional module (dept or College-wide)	30	Option	1, 2 or 3
BA Digital Media, Arts and Entrepreneurship – Full-time, 3 years - currently suspended					
Year 1					
4	ARMC157S4	Introduction to Digital Culture	30	Core	1
4	ARMC119S4	Creative Organisations	30	Comp	1
4	ARMC120S4	Visual Art: Histories, Networks and Organisations	30	Comp	3
4		Optional module (dept list or College-wide)	30	Option	2 or 3

		Year 2				
5	FFME017S5	Media, Technology and Culture	30	Comp	1
5	ARMC124S5	Freelancers and Entrepreneurs: Understanding Cultural Labour	30	Comp	1
5	ARMC249S5	Curating Culture	30	Option	2
5		Optional module (dept list or College-wide)	30	Option	2 or 3
		Year 3				
6	ARMC036S6	Understanding Cultural Audiences	30	Comp	1
6	ARMC265S6	Final Year Project	30	Core	1-3
6		Optional module (dept list only)	30	Option	1, 2 or 3
6		Optional module (dept list or College-wide)	30	Option	1, 2 or 3
		BA Digital Media and Culture – Part-time, 4 years				
		Year 1				
4	ARMC157S4	Introduction to Digital Culture	30	Core	1
4	ARMC217S4	Media Studies: Key Thinkers and Approaches	30	Comp	2
4		Optional module (dept list only)	30	Option	3
		Year 2				
4		Optional module (dept list or College-wide)	30	Option	2 or 3
5	FFME017S5	Media, Technology and Culture	30	Comp	1
5		Optional module (dept list only)	30	Option	2 or 3
		Year 3				
5	ARMC125S5	Researching Arts and Media	30	Comp	2
5		Optional module (dept list or College-wide)	30	Option	1 or 3
6		Optional module (dept list only)	30	Option	1 or 3
		Year 4				
6	ARMC265S6	Final Year Project	30	Core	1-3
6		Optional module (dept list or College-wide)	30	Option	1, 2 or 3
6		Optional module (dept list or College-wide)	30	Option	1, 2 or 3
		BA Digital Media and Creative Practice – Part-time, 4 years				
		Year 1				
4	ARMC157S4	Introduction to Digital Culture	30	Core	1
4		Optional module (dept list only)	30	Option	2 or 3
4		Optional module (dept list or College-wide)	30	Option	2 or 3
		Year 2				
4		Optional module (dept list or College-wide)	30	Option	2
5	FFME017S5	Media, Technology and Culture	30	Comp	1
5	ARMC252S5	Designing Digitally	30	Core	3

Year 3					
5		Optional module (dept list only)	30	Option	2 or 3
5		Optional module (dept list or College-wide)	30	Option	2 or 3
6	ARMC235S6	Communicating Digitally	30	Comp	1
Year 4					
6	ARMC265S6	Final Year Project	30	Core	1-3
6		Optional module (dept list only)	30	Option	1, 2 or 3
6		Optional module (dept list or College-wide)	30	Option	1, 2 or 3
Indicative options					
4	FFME007S4	Journalism in British Life	30	Option	T1
4	FFME031S4	Introduction to PR and Digital Marketing	30	Option	T2
4	ARMC120S4	Visual Art: Histories, Networks and Organisations	30	Option	T3
4	ARMC231S4	Cinema Today	30	Option	T2
5	ARMC124S5	Freelancers and Entrepreneurs: Understanding Cultural Labour	30	Option	T1
5	ARMC269S5	Television: from small screen to smart screen	30	Option	T2
5	FFME063S5	Documentary	30	Option	T2
5	FFME013S5	Journalism and Politics	30	Option	T3
5	ARMC249S5	Curating Culture	30	Option	T2
6	ARMC175S6	Principles of Layout and Design	30	Option	T2
6	FFME090S6	Principles of Digital Video and Editing	30	Option	T2
6	ARMC255S6	Working with Found Footage	30	Option	T2
6	FFME050S6	Globalisation and Media Cultures	30	Option	T1
6	ARMC235S6	Communicating Digitally	30	Option	T1
6	ARMC176S6	Media and Conflict	30	Option	T1
6	ARMC173S6	Media, Digitalisation & the City	30	Option	T2
6	ARMC036S6	Understanding Cultural Audiences	30	Option	T1

Core: Module must be taken and passed by student

Compulsory: Module must be taken but can be considered for compensated credit (see CAS regulations paragraph 24)

Option: Student can choose to take this module

(Note the Foundation Year is the Arts Foundation Year – see separate specification for details)

How you will learn

Your learning and teaching is organised to help you meet the learning outcomes (below) of the course. As a student, we expect you to be an active learner and to take responsibility for your learning, engaging with all of the material and sessions arranged for you.

Each course is divided into modules. You will find information on the virtual learning site (Moodle, see Academic Support below) about each of your modules, what to expect, the work you need to prepare, links to reading lists, information about how and when you will be assessed.

Teaching on this course includes the follow methods:

- Lectures are designed to provide you with an outline or overview of the topic, to engage you with the material and direct you to other resources. They are a springboard for your own learning.
- Seminars are group sessions where you will be asked to contribute to discussion or group work around the topic, with material set in advance for which you need to prepare.
- Creative workshops are designed to combine the generation of creative ideas with practical, critical and interpersonal skills.
- Practical demonstrations, training and experimentation across multiple arts and media forms, devices and platforms not only provides you with the essential portfolio of skills needed for contemporary media and creative work, but also alternative ways of conceptualising your subject from a critical point of view.
- Guest lectures and tours acquaint you with the professional worlds of digital media, creative practices, arts and entrepreneurship, helping to demystify their structures, demands, limitations and possibilities.
- Online platforms augment core face-to-face learning, providing you opportunities to access materials at your own pace, carry on interactions with other students through alternative mediums, and gain valuable skills in web-based interaction and ideas-generation (e.g. through wikis, blogs, tweets, podcasts, discussion forums)
- Tutorials are one-to-one meetings where you discuss your assessment or coursework with designated personal tutor, or the module tutor.

How we will assess you

The course will use a variety of assessment methods. Assessment is used to enhance your learning rather than simply to test it. For most of the modules associated with this course, your assessment will be through the following types of assessment:

- Essays which will develop in length and expected complexity as you progress through your studies, and which focus on either theoretical topics of critical reflection on creative practice.
- Professional writing (e.g. public relations plans, social media strategies, exhibition programmes)
- Digital media design, production and experimentation (e.g. blogging, video, podcasting, web design, desktop documentary, photography.

Learning outcomes (what you can expect to achieve)

'Learning outcomes' indicate what you should be able to know or do at the end of your course. Providing them helps you to understand what your teachers will expect and also the learning requirements upon which you will be assessed.

Knowledge and Understanding
1. Awareness of the principal academic theories and approaches in relation to digital media and related areas of arts and creative practice.
2. Awareness of the history of digital media in terms of technologies, genres, professions, institutions and audiences
3. Awareness of the key debates and issues surrounding contemporary digital media
4. Familiarity with a range of digital media genres, applications, platforms and services
5. Ability to interpret, analyse and critique digital media through: its organisations, and their economic, cultural and historical definition; its different international contexts; its

semiotic and aesthetic conditions of knowledge production; and its rapidly changing technological environments

Intellectual
6. Ability to understand and critique theoretical arguments
7. Ability to apply abstract theoretical principles to practical, contemporary contexts
8. Ability to distinguish and critically compare genres, technologies, disciplines and discourses
9. Ability to engage in reflexive analysis
10. Ability to distil key principles from large bodies of academic work
11. Ability to gather data and evidence and develop arguments on this basis
12. Ability to communicate ideas in different formats, genres and perspectives
13. Ability to plan own learning

Practical
14. Skill in communicating ideas in different forms and for different audiences
15. Ability to write clearly and concisely in scholarly form
16. Ability to form and sustain professional relationships with colleagues and contacts
17. Ability to negotiate and interact effectively with arts, media and cultural institutions
18. Ability to analyse effectiveness of own work
19. For some students, proficiency in content creation and publishing in selected digital/media forms, genres and platforms, potentially including online publications, mobile apps, user-generated content, social media platforms, web layout and design, podcasts and/or digital video.

Transferable Skills
20. Ability to communicate effectively in different contexts and with different people
21. Interpersonal skills such as group participation, constructive criticism, professional collaboration, self-reflection
22. Ability to take responsibility for own learning and time management
23. Ability to work to deadlines and under pressure

Careers and further study

Our graduates go on to a range of careers. Some work directly in the media or the wider cultural and creative industries, for example in digital design and management, film and television, curatorial practice, news media, online publishing, magazines, trade publications or public relations. Others deploy their transferable skills and knowledge in other fields, such as cultural and educational institutions, public policy or professional communications. We also provide first-rate preparation for those students interested in postgraduate academic study.

Graduates of Birkbeck's BA Digital Media cluster will complete with a set of valuable attributes, for example:

- The ability to work as part of a team
- High-level oral and written communication skills in English, both academic and professionally-related
- Research skills
- Skills in evaluating and assessing types of information
- The ability to present yourself and an argument
- Transferrable applied knowledge in working with digital media devices, software and platforms

Birkbeck offers a range of careers support to its students. You can find out more on the careers pages of our website.

Academic regulations and course management

Birkbeck's academic regulations are contained in its Common Award Scheme Regulations and Policies published by year of application on the Birkbeck website. You will have access to a course handbook on Moodle and this will outline how your course is managed, including who to contact if you have any questions about your module or course.

Support for your study

Your learning at Birkbeck is supported by your teaching team and other resources and people in the College there to help you with your study. Birkbeck uses a virtual learning environment called Moodle and each course has a dedicated Moodle page and there are further Moodle sites for each of your modules. This will include your course handbook. Birkbeck will introduce you to the Library and IT support, how to access materials online, including using Moodle, and provide you with an orientation which includes an online Moodle module to guide you through all of the support available. You will also be allocated a personal tutor and provided with information about learning support offered within your School and by the College.

Please check our website for more information about student support services. This covers the whole of your time as a student with us including learning support and support for your wellbeing.

Quality and standards at Birkbeck

Birkbeck's courses are subject to our quality assurance procedures. This means that new courses must follow our design principles and meet the requirements of our academic regulations. Each new course or module is subject to a course approval process where the proposal is scrutinised by subject specialists, quality professionals and external representatives to ensure that it will offer an excellent student experience and meet the expectation of regulatory and other professional bodies.

You will be invited to participate in an online survey for each module you take. We take these surveys seriously and they are considered by the course team to develop both modules and the overall courses. Please take the time to complete any surveys you are sent as a student.

We conduct an annual process of reviewing our portfolio of courses which analyses student achievement, equality data and includes an action plan for each department to identify ongoing enhancements to our education, including changes made as a result of student feedback.

Our periodic review process is a regular check (usually every four years) on the courses by department with a specialist team including students.

Each course will have an external examiner associated with it who produces an annual report and any recommendations. Students can read the most recent external examiner reports on the course Moodle pages. Our courses are all subject to Birkbeck Baseline Standards for our Moodle module information. This supports the accessibility of our education including expectations of what information is provided online for students.