BA (Hons) Creative Media

Awarding institution	Bath Spa University
Teaching institution	Bath Spa University
School	Bath School of Art, Film and Media
Main campus	Newton Park
Other sites of delivery	Paintworks, Bristol Locksbrook Campus Bath Spa RAK, Future Education World (FEW)
Other Schools involved in delivery	N/A

Name of award(s)	Creative Media
Qualification (final award)	BA (Hons)
Intermediate awards available	CertHE, DipHE, BA
Routes available	Specialised Award
Professional Placement Year	Optional (Not available at BSU RAK (FEW))
Duration of award	3 years full-time, 4 years with Professional Placement Year (BSU only) 6 years part-time (BSU only)
Modes of delivery offered	Campus-based
Regulatory Scheme [1]	Undergraduate Academic Framework
Exemptions from regulations/framework[2]	Yes

Professional, Statutory and Regulatory Body accreditation	N/A
Date of most recent PSRB approval (month and year)	N/A
Renewal of PSRB approval due (month and year)	N/A
UCAS code	WP93
Route code (SITS)	CRMSIN
Relevant QAA Subject Benchmark Statements (including date of publication)	Communication, Media, Film and Cultural Studies 2016
Date of most recent approval	November 2022
Date specification last updated	March 2023

[1] This should also be read in conjunction with the University's Qualifications Framework

[2] See section on 'Exemptions'

Exemptions

Programme/Pathway	Regulations/Framework	Brief description of variance	Approving body and date
BA (Hons) Creative Media	Undergraduate Academic Framework	Exemption requested to depart from Framework, Paragraph 1.4	Academic Quality Standards Committee, 15-Feb-2018

Programme Overview

The BA Creative Media programme is designed to address the long-felt needs of media and creative industries and is developed and delivered in partnership with them. The degree course will develop students' creative potential through an innovative curriculum that encourages them to become critical, reflective practitioners aware of the

challenges and opportunities of contemporary media work. The programme rests on twin pillars of entrepreneurship and creative practice. Creative entrepreneurship skills are developed through the course's core professional development strand and a series of workshops. Collaborative professional practice is built on a secure foundation of content creation skills in a variety of media and, as a whole, the degree provides students with a critical understanding of key aspects of creative media industries today.

In this course students follow a programme of modules designed to foster entrepreneurial approaches and a reflective and critical understanding of creative media. These core modules offer personal development which includes industry orientation and develops understanding of extant and emerging models of professional practice. Student work in core modules is further developed in a choice of specialist modules drawn from a range of options. The programme emphasises both the creation of original content and the experience of working with industry that is necessary for its dissemination.

On successful completion of the programme of study, students will emerge as socially aware, technically-skilled, and, above all, critically reflective creative media practitioners. A Creative Media student will be able to work as an entrepreneurial problem-solver, able to listen, analyse, suggest and construct business solutions in a range of commercial and not-for-profit environments. Key to Creative Media is its blending of technical skills, aesthetic understanding, strong creative abilities and critical approaches to media texts, audiences and professional practices and the ability to apply this combination of skills in an industrial context. The degree will equip students for work in a range of creative media industry settings.

Programme Aims

1. To produce graduates who are critical, reflective and capable practitioners who are aware of the challenges and opportunities of contemporary media work.
2. To encourage effective entrepreneurial problem-solving, and the ability to listen, analyse and construct business solutions to a range of problems.
3. To increase awareness of the geographies and cultures of the creative and cultural industries in the UK and internationally.
4. To inculcate a range and blend of digital media and craft skills so that graduates are capable of working across a range of media platforms.
5. To combine technical and aesthetic responses to business and commercial opportunities and challenges in the curriculum.

Programme Intended Learning Outcomes (ILOs)

A Subject-Specific Skills and Knowledge

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
A1	Systematic understanding of creative media forms, genres and their attendant technologies with reference to legal, ethical and regulatory frameworks which affect their production, circulation and consumption.	The ability to apply the main creative media forms and genres and their attendant technologies to produce a wide range of aesthetic effects	Knowledge of basic creative media forms and genres and the way in which they organise understandings, meanings and affects
A2	Detailed knowledge and understanding of the audio, visual and verbal conventions through which sounds, images and words make meaning in media production and post production	A critical understanding of the use of audio visual and verbal conventions, along with the role of technology, in audio and visual media production, access and use	Knowledge of the underlying audio, visual and verbal conventions through which sounds, images and words make meaning
A3	Coherent and detailed understanding of your own creative process in the creation of distinctive work through engagement with multiple media production practices	Knowledge and critical understanding of the processes leading to distinctive and creative work in a project of your specialism	The ability to develop ideas and lines of argument in accordance with the basic theories and concepts of the study of creative media.
A4	A systematic understanding of the narrative principles and systems of meaning and their impact on the roles of contemporary media communications systems and their modes of representation.	Knowledge of the main narrative forms, genre identities and modes of representation at work in contemporary creative media through the manipulation of images and sounds	Knowledge of basic narrative forms and their expression through the use of image and sound

A5	A detailed understanding of future aesthetic and commercial developments in the creative and cultural industries.	Critical understanding of the operation and management of creative and cultural industry organisations.	Understanding of the formal and industrial practices of creative and cultural industry organisations.
A6	Knowledge and application of media ethics in key production processes and professional practices relevant to specialist fields of creative media practice	Knowledge of media ethics in relation to key production processes and professional practices relevant to chosen fields of creative media.	Knowledge of media ethics
A7	The ability to devise and sustain arguments about current approaches to enterprise and entrepreneurship with reference to the central role played by interdisciplinary creative practice.	Critical evaluation of creative enterprise and entrepreneurship in contemporary practice.	Understanding of enterprise, entrepreneurship and their significance
A8	Coherent and detailed knowledge about markets with reference to the respective roles of audience/end user, client and creator(s).	Ability to research markets, audiences and consumption contexts.	Understanding of media markets.

B Cognitive and Intellectual Skills

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4

B1	Detailed conceptual knowledge and understanding of a variety of contextual frameworks and situations and to synthesise information from them for project development.	The ability to apply, consolidate and extend the learning experience into the development of a project with reference to contextual frameworks and situations.	The ability to develop, research and structure an idea for a project
B2	Coherent and detailed knowledge of processes for generating of ideas, concepts, proposals, solutions or arguments about media theory and to apply them independently and collaboratively to creative practice in response to set briefs or self-initiated entrepreneurial activity	Gather, organise and deploy ideas and information in order to formulate coherent arguments about media theory and their application in creative practice	The ability to understand and apply the basic concepts of contemporary media theory to creative practice
B3	Ability to develop complex creative ideas based on criticism, feedback, convergent and divergent thinking, observation, investigation, visualisation and making.	Develop independent creative ideas building on feedback and criticism, and based on research including retrieving and generating information, and evaluating sources	The ability to respond to criticism of creative ideas in a constructive way
B4	Devising and sustaining arguments and solving problems using analysis and techniques at the forefront of the discipline	Use of problem solving and analysis skills to select, test and make appropriate use of materials, processes and environments in creative media	Problem solving and critical analysis skills

C Skills for Life and Work

	On achieving Level 6 you will be able to:	On achieving Level 5 you will be able to:	On achieving Level 4 you will be able to:
C1	**Work Independently** Exercise initiative, independence and personal responsibility to manage your own learning and time.	**Work Independently** Exercise independence and personal responsibility to manage your own learning and time.	**Work Independently** Manage your own learning and time.
C2	**Work with Others** Work collaboratively with others to achieve individual and common goals, solve problems creatively and build interpersonal relationships to flourish in a global workplace.	**Work with Others** Work collaboratively with others to achieve individual and common goals, solve problems creatively.	**Work with Others** Work collaboratively with others.
C3	**Communicate with Impact** Communicate clearly, effectively and impactfully with specialist and non-specialist audiences.	**Communicate with Impact** Communicate clearly and effectively with others.	**Communicate with Impact** Communicate accurately and reliably with others.
C4	**Demonstrate Digital Fluency** Use digital skills productively, critically and ethically to enhance creativity and communication.	**Demonstrate Digital Fluency** Use digital skills productively, critically and ethically.	**Demonstrate Digital Fluency** Use digital skills productively.

Programme Content

This programme comprises the following modules

Subject offered as single and/or combined award

Single

Creative Media				Status	
Level	Code	Title	Credits	Single	Joint
4	FTV4004-20	Short Film Production: Drama	20	C	
4	FTV4005-20	Short Film Production: Documentary	20	C	
4	CME4102-20	Digital Content Creation	20	C	
4	CME4100-20	Digital Practice	20	C	
4	CME4105-20	Professional Practice	20	C	
4	CME4104-20	Creative Photography	20	C	
5	CME5000-20	Everyday Media Making	20	C	
5	CME5102-20	Advanced Digital Practice	20	C	
5	MCO5001-20	Promotional Media	20	O	

5	CME5100-20	Participatory Media	20	O	
5	CCO5002-20	Creative Industry Challenge (Not offered at BSU RAK (FEW)	20	O	
5	FTV5106-20	Visual Effects and Motion Graphics I	20	O	
5	CME5103-20	Commissioning Content Creation	20	C	
5	FTV5107-20	Visual Effects and Motion Graphics II (Not offered at BSU RAK (FEW)	20	O	
5	PPY5100-120	Professional Placement Year (Not offered at BSU RAK (FEW)	120	O	
6	CME6010-40	Creative Media Enterprise 1	40	C	
6	CCO6001-20	Creative Incubator (Not offered at BSU RAK (FEW)	20	R*	
6	CME6011-20	Creative Media Enterprise 2	20	R*	
6	CME6002-20	Digital Innovation and Enterprise	20	O	
6	CME6100-40	Personal Project	40	C	

Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules. Students will be supported in their development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

Work experience and placement opportunities

The course offers direct work experience or placement based opportunities at Level 6, especially in the Creative Media Enterprise and Professional Practice modules and students will be required to engage with clients from industry. Direct industry interface and entrepreneurship are embedded into the programme, and are part of assessment. At Level 5, students are encouraged to opt for the Work Placement open module. Guest sessions by industry professionals are held along with inputs from BSU's careers service to increase student employability in industry.

This programme can also be taken as a 'Sandwich' degree, which is studied over 4 years and includes a year-long work placement in a sector of your choice. The placement year is completed between years 2 and 3 of your degree and counts for 120 Level 5 credits. During this time you will be able to utilise knowledge gained as part of your studies in a real work environment to gain 'hands on' experience. The University has a dedicated Careers & Employability team to help you find and prepare for a placement. Following your placement year, you will return to University to complete your final year of study.

Although the Professional Placement Year is not offered by Bath Spa RAK (FEW), they continuously collaborate with prominent Corporate Partners in the region, offering attractive internship and placement opportunities for students and graduates. This is also supported with an Annual Job Fair at the RAK Center.

Additional Costs Table

Module Code & Title	Type of Cost	Cost
N/A		

Graduate Attributes

Graduate Attribute	While at Bath Spa, I will develop my ability to:	This programme will help me to do this through:
Confidently Self-Aware	Reflect on and recognise my unique skills, strengths, and values and be able to apply and articulate them in a range of different contexts.	The course equips students with a strong sense of self-awareness through continuous reflective practice, portfolio development, and client-facing projects. By engaging in career planning activities and collaborative work with constructive feedback, students learn to articulate their unique skills and creative voice, preparing them for the competitive media industry.
Emotionally Attuned	Be mindful of how my actions and emotions impact those around me so I can better navigate difficult situations and build effective interpersonal relationships.	The programme fosters emotional attunement through collaborative projects, client interactions, and peer feedback sessions, mirroring real-world industry dynamics. Students develop empathy and interpersonal skills while creating engaging content for diverse audiences, enhancing their ability to navigate complex group dynamics and communicate effectively in professional settings.
Inclusive Collaborator	Contribute independently to collaborative projects while working effectively with others, valuing diversity and respecting individual differences.	Students learn to value diversity and respect individual differences while working on accessible and inclusive media content, developing crucial skills for cross-cultural and interdisciplinary contexts.
Adaptable Innovator	Embrace challenges, taking risks where needed and applying individual and collective problem solving.	A focus on professional agility and flexibility underpins every level of the course as students engage with emerging technologies and respond to changing client requirements. Students will be encouraged to cultivate adaptability and problem-solving skills essential for the ever-evolving creative media landscape.

Critical Thinker	Keep an open mind, ask curious questions and think creatively to gain a deeper and broader understanding of global perspectives and the world around me.	The programme emphasises the importance of critical and conceptual understanding of subject matter throughout all levels. Students develop analytical skills through case studies, ethical considerations, and research-informed creative projects, enabling them to approach media texts and industry practices with a discerning and informed perspective.
Forward Thinker	Set goals, plan ahead and utilise resources to support my personal ambitions and achieve my own version of success.	The course cultivates forward thinking by encouraging students to analyse industry trends, develop long-term career strategies, and create innovative digital products. Through future forecasting assignments and entrepreneurial projects, students learn to anticipate and respond proactively to emerging opportunities in the creative sector.
Ethical Leader	Act with empathy, making decisions grounded in ethical principles while advocating for sustainability and positive social change.	The course instils a strong sense of social responsibility and principled decision-making throughout its curriculum. Students engage with case studies on moral dilemmas in media and reflect on personal values in creative practice. This approach positions graduates as conscientious leaders capable of making effective and ethical use of emerging technologies.
Responsible Self-Starter	Be accountable for my actions and decisions while demonstrating creativity, proactivity, and a focus on solutions.	The programme supports students in setting out their own deadlines and managing workloads. Students are encouraged to take ownership of projects, engage in industry networking, and lead peer workshops, fostering independence and accountability crucial for creative industry success.

Compassionately Resilient	Respond to setbacks with a reflective and positive attitude, flexibility and a self-caring approach.	A focus on professional agility and flexibility underpins every level of the course, supporting individuals to consider setbacks as opportunities for growth. Through reflective practice and peer support systems, students develop resilience and adaptability, essential qualities for thriving in high-pressure creative environments.
Digitally Resourceful	Utilise and responsibly leverage existing and emerging technologies to solve problems and communicate.	Digital literacy is central to both theory and practice-based modules throughout the programme. Students engage with emerging digital technologies, integrate multiple digital tools in projects, and critically evaluate digital resources, ensuring they can adapt to and leverage new digital platforms effectively in their creative practice.

Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
FTV4000-20	Introduction to Sound and Camera 1	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
FTV4001-20	Introduction to Sound and Camera 2	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
FTV4001-20	Introduction to Sound and Camera 2	Change to assessment	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20

CME4100-20	Digital Practice	Change to module status	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
MCO4000-20	Media Today 1	Delete module	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
CME4101-20	Media Enterprise	New module	CoLA Learning, Teaching and Quality Sub-committee, 3 April 2019	2019/20
FTV4000-20	Introduction to Sound and Camera 1	Change to Module Status	approved by Curriculum Committee (fixed Level 4 project) June 2020	2020/21
FTV4001-20	Introduction to Sound and Camera 2	Change to Module Status	approved by Curriculum Committee (fixed Level 4 project) June 2020	2020/21
PUB4000-20	Introduction to Publishing	Module Deleted	approved by Curriculum Committee (fixed Level 4 project) June 2020	2020/21
MCO4001-20	Media Today II	Change to Module Status	approved by Curriculum Committee (fixed Level 4 project) June 2020	2020/21
MCO4105-20	Your World, Your Media	Added as Core Module and removed CME4000	Approved by Creative Industries SQMC 30th November 2020	2021/22

MCO4106-20	Political Media Making	Title change; deleted MCO4001-20 Media Today II	Approved by Chair's Action at Creative Industries School Management and Quality Committee 30/11/2020	2021/22
FTV5101-20	Digital Effects II	Module added	Approved by Chair's Action at Creative Industries School Management and Quality Committee 30/11/2020	2021/22
FTV5003-20	Digital Effects I	Change to the assessment weighting	Approved by Chair's Action at Creative Industries School Management and Quality Committee 30/11/2020	2021/22
CME4101-20	Media Enterprise	Assessment change	Covid-related change made permanent	2021/22
CME5000-20	Everyday Media Making	Assessment change	Covid-related change made permanent June 2021	2021/22
CME5100-20	Partipatory Media	Assessment change	Covid-related change made permanent June 2021	2021/22
MCO4106-20	Political Media Making	Module Deleted	Approved at SQMC March 2022	2022/2023
CME4103-20	Storytelling for Content Creation	New module	Approved at SQMC March 2022	2022/2023
CME4100-20	Digital Practice	Assessment Change	Approved at SQMC March 2022	2022/2023
CME6002	Digital Innovation and Enterprise	New Module	Approved at SQMC March 2022	2022/2023

CME5101-20	Commissioning and Employment in the Media	Module Deleted	Approved at SQMC March 2022	2022/2023
CME5103-20	Commissioning Content Creation	New Module	Approved at SQMC March 2022	2022/2023
CME5001-20	Digital Cultures	Module Deleted	Approved at SQMC March 2022	2022/2023
CME5102-20	Advanced Digital Practice	New Module	Approved at SQMC March 2022	2022/2023
CME4101- 20	Media Enterprise	Module Deleted	Approved at SQMC March 2022	2022/2023
CME4102-20	Digital Content Creation	New Module	Approved at SQMC March 2022	2022/2023
MCO6102-20	Digital Innovation and Enterprise	Module Deleted	Approved at SQMC March 2022	2022/2023
FTV4000-20	Introduction to Sound and Camera 1	Change module title to FTV4004-20 Short Film Production: Drama	Approved at SQMC March 2022	2022/2023
FTV4001-20	Introduction to Sound and Camera 2	Change module title to FTV4005-20 Short Film Production: Documentary	Approved at SQMC March 2022	2022/2023
FTV5003-20	Digital Effects I	Change module title to FTV5006-20 Visual effects I Change of module status to Optional instead of Core	Approved at SQMC March 2022	2022/2023
FTV5101-20	Digital Effects II	Change module title to FTV5103-20 Visual effects II	Approved at SQMC March 2022	2022/2023
CME6000-40	Creative Media Enterprise	Wording update	Approved at SQMC May 2022	2022/23
CME4104-20	Creative Photography	Add Module	Approved at SQMC November 2022	2023/2024

MCO4105-20	Your World/Your Media	Delete Module	Approved at SQMC November 2022	2023/2024
CME6010-20	Creative Enterprise 1	Updated information on the module descriptor	Curriculum Approval Panel December 2024	2025/26

Programme-level modifications

RemovedNature of modification	Date(s) of approval and approving bodies	Date modification comes into effect
Removed MCO5000-20 Global Media	Approved by Chair's Action at Creative Industries School Management and Quality Committee 30/11/2020	2021/22
Added CME5101-20 Commissioning and Employment in the Media	Approved by Chair's Action at Creative Industries School Management and Quality Committee 30/11/2020	2021/22
Removed PUB6100-20 The Commissioning Editor	Curriculum Approval Panel December 2023	2024/25
Change of status CME6001-20 Professional Practice	Curriculum Approval Panel December 2023	2024/25
Change of status CME6100-40 Personal Project	Curriculum Approval Panel December 2023	2024/25
Removed CME4103-20 Storytelling for Creative Creation	Curriculum Approval Panel December 2024	2025/26
Added CME4105-20 Professional Practice	Curriculum Approval Panel December 2024	2025/26
Change of module title CME6000-40 Creative Media Enterprise to CME 6010-40 Creative Enterprise 1	Curriculum Approval Panel December 2024	2025/26
Removed CME6001-20 Professional Practice	Curriculum Approval Panel December 2024	2025/26
Removed PUB5100-20 The Independent Magazine	Curriculum Approval Panel December 2024	2025/26
Added CME6011-20 Creative media Enterprise 2	Curriculum Approval Panel December 2024	2025/26

FTV5006-20 Visual Effects 1 renamed with new module code to FTV5106-20 Visual Effects and Motion Graphics 1	Curriculum Approval Panel, December 2024	2025/26
FTV5103-20 Visual Effects 2 renamed with new module code to FTV5107-20 Visual Effects and Motion Graphics 1, with changes to assessment item weightings	Curriculum Approval Panel, December 2024	2025/26

Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

Appendix 1: Programme Structure Diagram - BA (Hons) Creative Media

Single Honours - Bath Spa University	
Level 4	
Semester 1	**Semester 2**
Core Modules	
CME4102-20 Digital Content Creation - 20 credits FTV4004-20 Short Film Production: Drama - 20 credits CME4104-20 Creative Photography - 20 credits	CME4100-20 Digital Practice - 20 credits FTV4005-20 Short Film Production: Documentary - 20 credits CME4105-20 Professional Practice - 20 credits
Level 5	
Core Modules	
CME5102-20 Advanced Digital Practice - 20 credits	CME5000-20 Everyday Media Making - 20 credits CME5103-20 Commissioning Content Creation - 20 credits
Optional Modules	
CME5100-20 Participatory Media - 20 credits FTV5106-20 Visual Effects and Motion Graphics I - 20 credits	MCO5001-20 Promotional Media - 20 credits CCO5002-20 Creative Industry Challenge - 20 credits FTV5107-20 Visual Effects and Motion Graphics II - 20 credits

Optional Professional Placement Year 120 credits	
Level 6	
Core Modules	
CME6010-40 Creative Media Enterprise 1 - 40 credits	CME6100-40 Personal Project - 40 credits
Required* Modules	
N/A	CME6011-20 Creative Media Enterprise 2 - 20 credits
	CCO6001-20 Creative Incubator - 20 credits
Optional Modules	
CME6002-20 Digital Innovation and Enterprise - 20 credits	N/A

Single Honours - Bath Spa RAK, Future Education World (FEW)	
Level 4	
Semester 1	**Semester 2**
Core Modules	
CME4102-20 Digital Content Creation - 20 credits	CME4100-20 Digital Practice - 20 credits
FTV4004-20 Short Film Production: Drama - 20 credits	FTV4005-20 Short Film Production: Documentary - 20 credits
CME4104-20 Creative Photography - 20 credits	CME4105-20 Professional Practice - 20 credits
Level 5	
Core Modules	
CME5102-20 Advanced Digital Practice - 20 credits	CME5000-20 Everyday Media Making - 20 credits
	CME5103-20 Commissioning Content Creation - 20 credits
Optional Modules	
CME5100-20 Participatory Media - 20 credits	MCO5001-20 Promotional Media - 20 credits
FTV5106-20 Visual Effects and Motion Graphics I - 20 credits	
Level 6	
Core Modules	
CME6010-40 Creative Media Enterprise 1 - 40 credits	CME6100-40 Personal Project - 40 credits
Required* Modules	
N/A	CME6011-20 Creative Media Enterprise 2 - 20 credits
Optional Modules	
CME6002-20 Digital Innovation and Enterprise - 20 credits	N/A

Appendix 2: Map of Intended Learning Outcomes

Level	Module Code	Module Title	Status (C,R,R*,O) [4]	Intended Learning Outcomes															
				Subject-specific Skills and Knowledge								Cognitive and Intellectual Skills				Skills for Life and Work			
				A1	A2	A3	A4	A5	A6	A7	A8	B1	B2	B3	B4	C1	C2	C3	C4
4	FTV4004-20	Short Film Production: Drama	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
4	FTV4005-20	Short Film Production: Documentary	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

4	CME4102-20	Digital Content Creation	C	X		X	X	X	X	X	X	X		X	X	X	X	X	X
4	CME4100-20	Digital Practice	C	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X
4	CME4105-20	Professional Practice	C	X	X	X	X	X				X	X	X	X	X	X	X	X
4	CME4104-20	Creative Photography	C	X		X		X	X		X	X	X	X	X	X	X	X	X
5	CME5000-20	Everyday Media Making	C	X	X	X	X	X		X		X	X	X	X	X	X	X	X

5	C M E5 10 2- 20	Ad va nc ed Di git al Pr ac tic e	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
5	M C O 50 01 -2 0	Pr o m oti on al M ed ia	O	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X
5	C M E5 10 0- 20	Pa rti ci pa to ry M ed ia	O	X	X	X	X	X	X	X		X	X	X	X	X		X	X
5	C C O 50 02 -2 0	Cr ea tiv e In du str y Ch all en ge	O	X	X	X	X	X			X	X	X	X	X	X	X	X	X

5	FTV5106-20	Visual effects and Motion Graphics I	O		X	X	X		X	X	X	X	X	X	X	X	X	X	X
5	CME5103-20	Commissioning Content Creation	C	X	X	X		X	X	X	X	X	X		X	X		X	X
5	FTV5107-20	Visual effects and Motion Graphics II	O	X		X	X	X		X	X	X		X	X	X	X	X	

No	Code	Name	Status																
5	PPY5100-1200	Professional Placement Year	O													X	X	X	X
6	CME6010-40	Creative Media Enterprise 1	C	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6	CCO6001-20	Creative Incubator	R*	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
6	CME6011-20	Creative Media Enterprise 2	R*	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

Level	Module Code	Module Title	Status	Composition	Dissertation	Essay	Journal	Project Plan	Portfolio	Report	Performance	Practical Project	Practical skills	Presentation	Set exercises	Written Examination	In-class test (seen)	In-class test (unseen)
6	CME6002-20	Digital Innovation and Enterprise	O	X	X	X	X	X	X	X	X	X	X	X	X		X	X
6	CME6100-40	Personal Project	C	X		X	X		X	X	X	X	X	X	X	X	X	X

[4] C = Core; R = Required; Required* = R*; O = Optional

Appendix 3: Map of Summative Assessment Tasks by Module

Level	Module Code	Module Title	Status (C, R, R*, O) [5]	Assessment method														
				Coursework							Practical					Written Examination		
				Composition	Dissertation	Essay	Journal	Project Plan	Portfolio	Report	Performance	Practical Project	Practical skills	Presentation	Set exercises	Written Examination	In-class test (seen)	In-class test (unseen)

Sem	Code	Title	Type											
4	FTV 4004-20	Short Film Production: Drama	C				1x	1x			1x			
4	FTV 4005-20	Short Film Production: Documentary	C				1x	1x			1x			
4	CME 4102-20	Digital Content Creation	C					1x						
4	CME 4100-20	Digital Practice	C					1x						
4	CME 4105-20	Professional Practice	C					1x						
4	CME 4104-20	Creative Photography	C					1x						
5	CME 5000-20	Everyday Media Making	C					1x			1x			
5	MCO5001-20	Promotional Media	O					1x						
5	CME 5100-20	Participatory Media	O			1x		1x						
5	CME 5102-20	Advanced Digital Practice	C						1x				1x	

5	CME 5103-20	Commissioning Content Creation	C						1x						
5	CCO 5002-20	Creative Industry Challenge	O						1x				1x		
5	FTV 5106-20	Visual Effects and Motion Graphics I	O						1x		1x				
5	FTV 5107-20	Visual Effects and Motion Graphics II	O						1x		1x				
5	PPY 5100-120	Professional Placement Year	O					1x	1x						
6	CME 6010-40	Creative Media Enterprise 1	C						1x						
6	CCO 6001-20	Creative Incubator	R*						1x				1x		
6	CME 6011-20	Creative Media Enterprise 2	R*						1x						
6	CME 6002-20	Digital Innovation and Enterprise	O						1x				1x		

6	CME 6100-40	Personal Project	C					1x								

C = Core; R = Required (ie required for this route); Required* = R*; O = Optional