

PROGRAMME SPECIFICATION

glyndŵr

PRIFYSGOL GLYNDŴR WRECSAM
GLYNDŴR UNIVERSITY WREXHAM

Awarding body/institution	University of Wales/ Glyndŵr University
Teaching institution	Glyndŵr University
Details of accreditation by a professional, statutory or regulatory body	
Final award/s available	MSc in Creative Media Technology Postgraduate Diploma (PgD) in Creative Media Technology Postgraduate Certificate (PgC) in Creative Media Technology
Award title	Creative Media Technology
UCAS code	
Relevant QAA subject benchmark statement/s	Computing Communication, media, film and cultural studies
Other external and internal reference points used to inform the programme outcomes	<p>The following reference points were used in designing the programme:</p> <ul style="list-style-type: none"> • QAA Computing subject benchmark statement • Benchmark standards for computing proposed by the Council of Professors and Heads of Computing • QAA Framework for Higher Education Qualifications in England, Wales and Northern Ireland • QAA Code of Practice for the assurance of academic quality and standards in HE • Regulations for Glyndŵr University Modular Masters Degrees • British Computer Society (BCS) Guidelines for Exemption and Accreditation • Glyndŵr University and School of Computing & Communications Technology Teaching Learning and Assessment policies and strategies • University policy on equal opportunities.
Mode/s of study	Full Time

	Part Time
Language of study	English
Date at which the programme specification was written or revised	January 2009 Programme validated June 2009

Aims of the programme

Programme aims for the Masters

1. To produce Masters graduates possessing awareness, knowledge and practical skills in the creative media disciplines (Multimedia, Web and Mobile development)
2. To give students an advanced understanding of and competence with, the hardware and software available and/or needed for the development and use of creative systems
3. To develop the students' professional attitudes and the interpersonal and entrepreneurial skills required by a practitioner in the creative industries.
4. To provide sufficient breadth and depth of experience in up-to-date methodologies to significantly advance the career prospects of graduates within the creative industries, and/or equip them to undertake research in creative media technologies.
5. To provide an appreciation of the current state and future directions of technological advances in creative media disciplines
6. To enable the undertaking of a research project and complete the project to a professional standard.

By the end of the programme the students will have acquired advanced critical and evaluative perspectives of this discipline, together with analytical and creative problem solving abilities

Programme aims for the Diploma

1. To produce graduates possessing awareness, knowledge and practical skills in the creative media disciplines (Multimedia, Web and Mobile development)
2. To give students an advanced understanding of and competence with, the hardware and software available and/or needed for the development and use of creative systems
3. To develop the students' professional attitudes and the interpersonal and entrepreneurial skills required by a practitioner in the creative industries.
4. To provide sufficient breadth and depth of experience in up-to-date methodologies to advance the career prospects of graduates within the creative industries.
5. To provide an appreciation of the current state and future directions of technological advances in creative media disciplines

By the end of the programme the students will have acquired advanced critical and evaluative perspectives of this discipline, together with analytical and creative problem solving abilities

Programme aims for the Certificate

1. To produce graduates possessing awareness, knowledge and practical skills in one the creative media disciplines (Multimedia, Web and Mobile development)
2. To give students an advanced understanding of and competence with, the hardware and software available and/or needed for the development and use of creative systems
3. To develop the students' professional attitudes and the interpersonal and entrepreneurial skills required by a practitioner in the creative industries.
4. To provide sufficient breadth and depth of experience in up-to-date methodologies to advance the career prospects of graduates within the creative industries.
5. To provide an appreciation of the current state and future directions of technological advances in creative media disciplines

By the end of the programme the students will have acquired advanced critical and evaluative perspectives of this discipline, together with analytical and creative problem solving abilities

Intended learning outcomes of the programme*

On successful completion of the programme a graduate should demonstrate knowledge and skills as follows:

A: Knowledge and Understanding

PG Certificate/PG Diploma Level

- A1. Demonstrate comprehensive, detailed, state-of-the-art knowledge of the specialist area(s) (Multimedia, Web and Mobile development,) covered by the programme within the context of the broader discipline of Multimedia and the Creative Industries.
- A2. Demonstrate knowledge of research methodology appropriate to this level of work.
- A3. Demonstrate clear and confident understanding of the theoretical and empirical limits and boundaries of the area(s) in question, and of the range of methods of study and types of judgements employed by advanced practitioners.

Masters Level

The 'Masters' stage of the programme will build upon the knowledge and understanding developed at the PG Certificate/PG Diploma stages by providing knowledge and understanding of those aspects of research methodology that are appropriate to the specialist area(s) covered by the programme. It will also require the student to develop detailed knowledge and understanding of the particular area in which the advanced independent-study project associated with the 'Masters' stage of the programme is carried out.

Students will again be expected in addition to the understanding developed at the PG Certificate/PG Diploma stage:

- A4. Utilise information resources and demonstrate how to access these to obtain state-of-the-art knowledge of current creative systems technology.
- A5. Demonstrate a sufficiently detailed knowledge of research methods appropriate specifically to their 'Masters' advanced independent-study project, together with detailed knowledge of the particular area in which the project is carried out.
- A6. Demonstrate clear and confident understanding of appropriate research methodology and detailed understanding of the particular area in which the 'Masters' project is carried out.

B: Intellectual/Cognitive Skills

PG Certificate/PG Diploma Level

- B1. **Application:** Work autonomously or with minimal guidance where appropriate, carry out confident and accurate selection and application of principles and procedures appropriate to the resolution of a range of situations and professional problems associated with the specialist area(s) covered by the programme.
- B2. **Analysis:** Work autonomously or with minimal guidance where appropriate, identify and classify principles and ideas in contemporary information sources and situations to professional standards; analyse rigorously, effectively, critically and creatively; cope with complexity.
- B3. **Synthesis:** Work autonomously or with minimal guidance where appropriate, bring together facts/ideas/elements in support of an argument or case presented to professional standards; confidently evolve alternative solutions and concepts.
- B4. **Evaluation:** Work autonomously or with minimal guidance where appropriate, confidently integrate theory with professional/vocational practice; evaluate theories, processes, solutions and outcomes critically and effectively; use the

evaluations of others critically, reflectively and constructively.

- B5. **Problem-Solving:** Work autonomously or with minimal guidance where appropriate, identify, define and resolve a range of problems associated with the specialist area(s) covered by the programme, work to professional standards.

Masters Level

Students will again be expected in addition to the skills developed at the PG Certificate/PG Diploma stage:

- B6. **Application:** Demonstrate mastery of the principles, techniques and procedures associated with the advanced independent-study project carried out during the 'Masters' stage, including the ability to work effectively from information provided, with little or no guidance.
- B7. **Analysis:** Demonstrate mastery of the analytical skills associated with the 'Masters' stage project, again working autonomously or with minimal guidance where appropriate.
- B8. **Synthesis:** Demonstrate the full range of skills needed to plan and manage a 'Masters'-level project and produce a report/dissertation/thesis or other suitable research output on same working to a detailed specification and to professional standards.
- B9. **Evaluation:** Demonstrate the full range of evaluative skills associated with the 'Masters' stage project, including the effective exercise of judgement based on incomplete and/or contradictory information.
- B10. **Problem-Solving:** Demonstrate professional competence in participating in the identification of a suitable 'Masters' project task and seeking a satisfactory solution that meets the specific requirements of the problem.

C: Subject Specific Skills

PG Certificate/PG Diploma Level

- C1 : Make effective use of a range of theories, techniques, programming languages, design support tools and multimedia development environments
- C2 : Specify, design, implement, test and document a creative system
- C3 : Work as a member of a development team, contributing to the planning and execution of a shared design and implementation task
- C4 : Read and analyse critically academic literature from a range of disciplines related to creative systems

Masters Level

Students will again be expected in addition to the skills developed at the PG Certificate/PG Diploma stage:

- C5 : Demonstrate computing, technical and theoretical skills by undertaking a significant project which involves developing a substantial creative system with an analytical, rigorous and critical approach to problem identification, solution and evaluation;
- C6 : Synthesise the knowledge, skills and theories from the creative areas covered by the programme in order to solve a complex problem that may require the integration of different computing techniques and / or technologies

D: Key Skills**PG Certificate/PG Diploma Level**

- D1. **Communication and Presentation Skills:** Engage effectively in a range of independent roles; debate in a confident, professional manner; produce detailed critiques and coherent project reports to professional standards; give confident, high-quality oral and other presentations in a wide range of contexts appropriate to the specialist area(s) covered by the programme.
- D2. **Numeracy:** Practise and demonstrate professional competence in the full range of numerical/mathematical skills associated with the specialist area(s) covered by the programme.
- D3. **IT Skills:** Practise and demonstrate professional competence in the full range of IT skills associated with the specialist area(s) covered by the programme.
- D4. **Learning Skills:** Work autonomously or with minimal guidance where appropriate, directing and managing own learning using the full range of resources and study techniques appropriate to the specialist area(s) covered by the programme.
- D5. **Interactive and Group Skills:** Interact confidently and effectively within a range of learning and professional groups, as appropriate to the specialist area(s) covered by the programme; demonstrate appropriate negotiating, role, leadership and group-support skills to professional standards.

Masters Level

Students will again be expected in addition to the skills developed at the PG Certificate/PG Diploma stage:

- D6. **Communication and Presentation Skills:** Produce a detailed, professional research report/dissertation/thesis or other suitable research output to the specification laid down for the advanced independent-study project; present

and defend this against in-depth examination in an appropriate live context.

- D7. **Numeracy:** Demonstrate mastery of the specialist numerical/mathematical skills associated with the particular area in which the 'Masters' stage advanced independent-study project is carried out, including appropriate data analysis/statistical skills.
- D8. **IT Skills:** Demonstrate mastery of the specialist IT skills required to carry out the 'Masters' stage project, including search skills, data-analysis skills, data-presentation skills and document-production skills.
- D9. **Learning Skills:** Work autonomously or with minimal guidance where appropriate, direct and manage own development of mastery of the various research-methodology skills associated with the 'Masters' stage project.
- D10. **Interactive and Group Skills:** Demonstrate the various skills required to work effectively with a research supervisor and with any other support staff

Distinctive features of the programme

The programme is offered in full-time and part-time modes. In full-time mode, the entire MSc syllabus may be completed in 12 months. Part-time study provides a flexible-delivery mode to suit student's individual needs. In flexible mode the duration of study may be extended to a maximum of five years to suit professional and personal circumstances. Attendance may be a mixture of mornings and afternoons per week to allow credits to be accumulated on an individual-module basis. The intermediate qualifications of PGCert (Postgraduate Certificate) and PGDip (Postgraduate Diploma) may be awarded after completing three or six modules respectively.

Graduates from the programme will learn the latest skills and computing knowledge that equips them for entry into the creative media profession.

Teaching, learning and assessment strategies used to enable outcomes to be achieved and demonstrated

The programme is delivered using a mixture of formal lectures, practical and tutorial sessions, guided reading and student centred learning.

The broad nature of the programme including common and specialist elements necessitates the use of a broad range of teaching techniques. Lectures are used as the main delivery mechanism, typically supplemented by supervised problem and lab classes, and group discussion. Some modules include group and small-scale project work, with student-led seminars and presentations. Blackboard and a range of other online tools are used to support teaching. The School also operates a number of specialist computer labs, with teaching based around the lab facilities.

The programme is assessed by a combination of traditional written examinations and

continuous assessment, including essays and computer programming problems. The dissertation includes an element of assessment by oral, poster and/or demonstration representation of project work. All modules are assessed at the end of the semester in which they are taught.

The Welsh Language

The School will offer Welsh medium assessment, (including written assignments, examinations, projects and theses) to students and will provide assessment in accordance with the student's linguistic preference.

The School will offer and establish the need for Welsh medium assessment as part of its registration processes. Where a qualified tutor is available, students will then be allocated to a tutor who is able to assess the work in Welsh. At present, the School does not have enough bilingual tutors or full-time academic staff who are able to assess through the medium of Welsh. Where a need for Welsh medium assessment has been identified and no appropriate Welsh speaking tutor/assessor is available, the written assessment will be translated into English. This translation will be conducted by University qualified translators.

The School will collect data on the linguistic preferences of students during the registration process. This data will be used, where possible, to offer students academic and other support in the Welsh language and enable the University to assess the demand to develop bilingual educational provision further.

Assessment regulations that apply to the programme

Regulations for Glyndŵr University Modular Masters Degrees

Programme structures and requirements, levels, modules, credits and awards*

Module Title	Core/ Optional	Level	Existing Module Code*	Credit Value
Post Graduate Study and Research Methods	C	M	COMM50	20
Future & Emerging Technology	C	M	COMM51	20
Applied Sound and Music Production	C	M	COM706	20
Multimedia Development Environments	C	M	COM705	20
Commercial Website Design & Development	C	M	COM707	20
Internet and Mobile Application Development	C	M	COM708	20
Dissertation / Project	C	M	COMM56	60

Criteria for admission to the programme

The standard entry requirement for the MSc programme is an Honours Degree of at least 2:2 classification or equivalent although in some cases applicants with substantial commercial or industrial experience can be accepted, subject to interview and references.

English Language Requirements

In addition to the academic entry requirements, overseas students require a TOEFL score of 600 (paper) or 237 (computer), or an IELTS score of 6.5 (with no sub-part less than 6.0): this should have been achieved within the two years prior to application. Good English is essential for success on the programme.

Accreditation of Prior (Experiential) Learning

Applications from students wishing to enter the course at points other than the beginning of the programme will be dealt with on an individual basis in line with the APL procedures within the University regulations regarding credit accumulation and transfer

Each applicant will be required to provide an academic transcript of their previous study as part of their application

Indicators of quality

The following indicators are used to judge the quality of our educational provision:

- consideration of relevant external examiners' reports, comments on individual examination papers and contributions at the Assessment Boards;
- double marking and the independent moderation of all examination elements;
- analysis of entry and exit qualifications, progression and completion rates, measured against the profiles of students;
- scrutiny of standards by the Standards and Quality Committee (SQC) via annual programme reports, required responses to external examiners' reports and internal review by a SQC panel;
- input from the Research Assessment Exercise;
- input from industry and the profession, via accreditation processes, advisory panels and the variety of professional activities of members of the School;
- input from employers via students and their projects;
- student feedback from questionnaires (SPOMS), and class representatives;
- procedures facilitating the spread of good practice via peer observation, joint teaching, second examining at other institutions, participation in SQC programme report/internal review panels, attendance at events and courses.

Methods for evaluating and improving the quality and standards of the programme

The University has procedures in place for the regular review of its educational provision, including the annual review of both modules and programmes which draw on feedback from such sources as external examiners' reports, student evaluation,

student achievement and progression data. In addition, programmes are reviewed every four years through a programme scrutiny quality review scheme that includes external input.

Mechanisms for gaining student feedback on the quality of teaching and their learning experience

- Student assessment of teaching through questionnaires at the end of modules
- Staff-Student Consultative Committee

Particular support for learning

Students on the programme will receive the following forms of student support and guidance:

- **Admissions.** All students on the programme will have the opportunity to discuss their application with staff, and receive appropriate advice and guidance prior to admission. This will include review of expectations of the course and clarification of workload and requirements.
- **Induction.** New students on the programme will undergo an induction programme which will provide them with a full introduction to the course, and will include elements of work on study skills and professional development.
- **Student Handbook.** All students on the programme will receive a Student Handbook which will contain details and guidance on all aspects of the course and forms of student support and guidance, programme-based, School-based and institutional
- **Personal Tutors:** Students will be allocated a personal tutor who will offer:
 - Academic monitoring and advice: regular one to one meetings to discuss their academic progress and the provision of guidance on matters such as options, changing programmes and University regulations
 - Pastoral care: a point of contact within the School with whom to discuss non-academic problems and difficulties with the ability to advise the student on the availability of appropriate assistance offered by the University or the Student Guild on studying, financial and other problems
- **Progress Review and Attendance Monitoring.** Student attendance will be subject to regular monitoring through registers, and this will be a means of addressing issues of student support. There will also be regular reviews for each student with personal tutors.
- **University and School Web-sites/ Blackboard**
- **University Library**
- **E-mail**
- **University welfare services**
 - University doctor
 - Counselling services
 - Child care provision
 - Director of Welfare

- Financial Advice and support
- **Language and Special Needs Support**
 - Support for students with dyslexia
 - Support for students with special needs
 - Support for students whose first language is not English
 - General learning support for students

Equality and Diversity

The University is committed to equal opportunities for all and the School pays close attention to providing fair and equal treatment to all students regardless of race, religion or belief, gender, age or sexual orientation. Students will not be discriminated against on the grounds of disability, although an individual's disability may be taken into consideration during the admission process in relation to the nature of assessment methods.

Curriculum Map of modules against intended learning outcomes of the programme

PG Cert, PG Dip stages

PG Core, PG Electives					Knowledge & Understanding	
Stage	Module Code	Module Title	Core/Option	A1	A2	A3
1	COMM50	Postgraduate Study & Research Methods	Core		x	x
	COMM51	Future & Emerging Technology	Core			
	COM707	Commercial Website Design & Development	Core	x	x	x
	COM708	Internet and Mobile Application Development	Core	x	x	x
	COM706	Applied Sound and Music Production	Core	x	x	x
	COM705	Multimedia Development Environments	Core	x	x	x

				Intellectual/Cognitive Skills				
Stage	Module Code	Module Title	Core/Option	B1	B2	B3	B4	B5
1	COMM50	Postgraduate Study & Research Methods	Core			x	x	
	COMM51	Future & Emerging Technology	Core					
	COM707	Commercial Website Design & Development	Core	x	x	x		
	COM708	Internet and Mobile Application Development	Core	x	x	x	x	
	COM706	Applied Sound and Music Production	Core	x	x	x	x	
	COM705	Multimedia Development Environments	Core	x	x	x	x	

			<i>Subject Specific Skills</i>				
<i>Stage</i>	<i>Module Code</i>	<i>Module Title</i>	<i>Core/Option</i>	<i>C1</i>	<i>C2</i>	<i>C3</i>	<i>C4</i>
<i>1</i>	COMM50	Postgraduate Study & Research Methods	Core	x	x	x	x
	COMM51	Future & Emerging Technology	Core				
	COM707	Commercial Website Design & Development	Core	x		x	
	COM708	Internet and Mobile Application Development	Core	x		x	x
	COM706	Applied Sound and Music Production	Core	x		x	x
	COM705	Multimedia Development Environments	Core	x		x	x

			<i>Key Skills</i>					
<i>Stage</i>	<i>Module Code</i>	<i>Module Title</i>	<i>Core/Option</i>	<i>D1</i>	<i>D2</i>	<i>D3</i>	<i>D4</i>	<i>D5</i>
<i>1</i>	COMM50	Postgraduate Study & Research Methods	Core		x	x	x	
	COMM51	Future & Emerging Technology	Core					
	COM707	Commercial Website Design & Development	Core		x			
	COM708	Internet and Mobile Application Development	Core		x	x	x	x
	COM706	Applied Sound and Music Production	Core	x	x	x		
	COM705	Multimedia Development Environments	Core	x	x	x		

Masters stage

<i>Knowledge & Understanding</i>						
<i>Stage</i>	<i>Module Code</i>	<i>Module Title</i>	<i>Core/Option</i>	A4	A5	A6
<i>1</i>	COMM50	Postgraduate Study & Research Methods	Core		x	x
	COMM51	Future & Emerging Technology	Core			
	COM707	Commercial Website Design & Development	Core	x	x	x
	COM708	Internet and Mobile Application Development	Core	x	x	x
	COM706	Applied Sound and Music Production	Core	x	x	x
	COM705	Multimedia Development Environments	Core	x	x	x

<i>Stage</i>	<i>Module Code</i>	<i>Module Title</i>	<i>Core/Option</i>	A4	A5	A6
<i>2</i>	COMM56	Dissertation	Core	x	x	x

<i>Intellectual/Cognitive Skills</i>								
<i>Stage</i>	<i>Module Code</i>	<i>Module Title</i>	<i>Core/Option</i>	B6	B7	B8	B9	B10
<i>1</i>	COMM50	Postgraduate Study & Research Methods	Core				x	x
	COMM51	Future & Emerging Technology	Core					
	COM707	Commercial Website Design & Development	Core	x	x	x		
	COM708	Internet and Mobile Application Development	Core	x	x	x	x	
	COM706	Applied Sound and Music Production	Core	x	x	x	x	
	COM705	Multimedia Development Environments	Core	x	x	x	x	

<i>Stage</i>	<i>Module Code</i>	<i>Module Title</i>	<i>Core/Option</i>	B6	B7	B8	B9	B10
<i>2</i>	COMM56	Dissertation	Core	x	x	x	x	x

			<i>Subject Specific Skills</i>		
<i>Stage</i>	<i>Module Code</i>	<i>Module Title</i>	<i>Core/Option</i>	C5	C6
<i>1</i>	COMM50	Postgraduate Study & Research Methods	Core	x	x
	COMM51	Future & Emerging Technology	Core		
	COM707	Commercial Website Design & Development	Core	x	
	COM708	Internet and Mobile Application Development	Core	x	
	COM706	Applied Sound and Music Production	Core	x	
	COM705	Multimedia Development Environments	Core	x	

<i>Stage</i>	<i>Module Code</i>	<i>Module Title</i>	<i>Core/Option</i>	C5	C6
<i>2</i>	COMM56	Dissertation	Core	x	x

			<i>Key Skills</i>					
<i>Stage</i>	<i>Module Code</i>	<i>Module Title</i>	<i>Core/Option</i>	D6	D7	D8	D9	D10
<i>1</i>	COMM50	Postgraduate Study & Research Methods	Core		x	x	x	
	COMM51	Future & Emerging Technology	Core					
	COM707	Commercial Website Design & Development	Core		x			
	COM708	Internet and Mobile Application Development	Core		x	x	x	x
	COM706	Applied Sound and Music Production	Core	x	x	x		
	COM705	Multimedia Development Environments	Core	x	x	x		
<i>Stage</i>	<i>Module Code</i>	<i>Module Title</i>	<i>Core/Option</i>	D6	D7	D8	D9	D10
<i>2</i>	COMM56	Dissertation	Core	x	x	x	x	x