

Programme Specification

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Please check the Programme Directory for the most up to date version:

[UG Programme Directory](#)

[PG Programme Directory](#)

Section 1 – regulatory details				
1.1	Awarding body	Wrexham University		
1.2	Teaching institution	Wrexham University		
1.3	Final award and programme title (Welsh and English)	MA Cynhyrchu Cyfryngau Creadigol (Sgrîn) MA Creative Media Production (Screen)		
1.4	Exit awards and titles	PG Dip Creative Media Production (Screen) PG Cert Creative Media Production		
1.5	Credit requirements	MA – 180 level 7 credits PG Dip – 120 level 7 credits PG Cert – 60 level 7 credits		
1.6	Intake points	September		
1.7	Mode of study	Full & part time		
1.8	Length of delivery	Full time: 1 year Part time: 2 years		
1.9	Location of delivery	Plas Coch Campus, Wrexham		
1.10	Mode of delivery	Full time	In person	
		Part time	In person	
1.11	Language of delivery	English		
1.12	Faculty	Faculty of Arts, Computing and Engineering (FACE)		
1.13	Subject area	Creative Media		
1.14	HECoS Code	100443		
1.15	Suitable for applicants requiring a Student Visa?	Full time	In person	Yes
		Part time	In person	No
1.16	Is DBS check required on entry?	No		
1.17	Professional, Statutory or Regulatory Body (PSRB) accreditation	N/A		
1.18	Welsh Medium Provision	The programmes will be delivered through the medium of English. Students are entitled to submit assessments in the medium of Welsh.		
1.19	External reference points			
1.20	Derogation to Academic Regulations	N/A		
1.21	Foundation Year route	N/A		
1.22	Placement / Work based learning	Optional Work Placement – placements embedded within the programme, which must be completed to pass the module or programme. These may range from one day to a		

Section 1 – regulatory details		
		week or a few months and can be delivered as day release or in blocks. Work related learning embedded in the curriculum – an example would be where an organisation provides live data/ project briefs the students then use within their studies / assessments. Students do not leave the University to go on a placement for this category.
1.23	Length and level of the placement	Students are expected to accrue 175 hours of activities, and these activities can either be ‘in-house’ working on the many professional projects that are realised in the Creative Industry Building at Wrexham University, or could be a pre-agreed external opportunity.
1.24	Collaborative arrangement	N/A

Section 2 – programme details

2.1 Aims of the programme	
The MA Creative Media production course will be delivered in the context of the existing Creative Media Technology Undergraduate offer, specialised industry standard equipment and spaces, and existing and emerging industry links and partnerships with organisations such as Focus Wales, Avid, Adobe, Screen Alliance Wales, Theatre Clwyd, and also UK based Media Industry SMEs and sole traders. The MA in Creative Media Production considers advanced technological and practical production of media, which is underpinned by effective research and enquiry, and also underpinned by effective strategic approaches to media industry working. The programme is employability focussed and is aimed at applications from Graduates of the Creative Media Technology (CMT) suite of Undergraduate Programmes of Study. The MA is also aimed at practitioners who may already have experience of, or be established within, the Media industry, and who wish to further develop their level of academic and professional understanding and experience. The programme aims to develop student’s creative, technical and academic abilities to an advanced level, whilst promoting professional excellence in creative media production practise. This is a dynamic and stimulating course which has been designed in response to student and industry feedback. Through consultation with stakeholders, the curriculum design is relevant to the development of the advance creative and technical skills that align with professional roles in the modern Media Industry. This is an opportunity for post-graduate students to specialise in their own area (Music, Sound or Screen) and to gain further experience of collaboration, team working, mentorship and leadership experience in the production of fixed audio and visual media. This is also an opportunity for students to develop research skills that will prepare them for creative media production enquiry, continued professional development, and Doctorial study should they choose to further their studies. In summary the programme aims are as follows: - To promote systematic technical approaches to creative media production - To foster innovative research and critical thinking in relation to Creative Media production practise - To develop students written and practical skills to an academic and professional standard - To develop and enrich academic study, critical and analytical skills - To promote collaborative and network relationships between their student community, other professionals and industry stakeholders	

2.1 Aims of the programme

- To cultivate leadership and peer mentoring in the context of the creative media production environment
- To develop national and international connections between professionals, academic researchers and creative practitioners.
- To critique existing approaches to technical and creative practise
- To encourage and develop students entrepreneurial and business skills and professional identity.
- To support student employability and professional identity through named pathway routes to support Professional Identity and Employability

2.2 Programme structure and diagram, including delivery schedule

Full-time Programme Structure

Level	Module Code	Module Title	Credit Value	Core/ Option	Delivery (i.e. semester 1,2)
7	CMT704	Digital Media Techniques (Screen)	30	Core	1
7	CMT708	Professional Studies	30	Core	2
7	CMT709	Research Methods for Creative Industries	30	Core	2
7	CMT706	Industry Collaboration	30	Core	1-3
7	CMT707	Media Project	60	Core	1-3

Part-time Programme Structure

Level	Module Code	Module Title	Credit Value	Core/ Option	Delivery (i.e. semester 1,2)	Year of Study (PT only)
7	CMT706	Industry Collaboration	30	Core	1-3	1 and 2
7	CMT709	Research Methods for Creative Industries	30	Core	2	1
7	CMT704	Digital Media Techniques (Screen)	30	Core	1	2
7	CMT708	Professional Studies	30	Core	2	2
7	CMT707	Media Project	60	Core	1-3	2

2.3 Programme Learning Outcomes										
No.	Learning Outcome	K	I	S	P	PG Cert (L7)	PG Dip (L7)	Masters (L7)	Optional Ref (PSRB standards)	
1	Display an advanced understanding of creative, strategic and systematic approaches to Creative Media Production through engagement with studio-based activities	☒	☐	☐	☐	☒	☒	☒		
2	Identify key theories and criticisms within the field of Creative Media Production and through appropriate advanced research methodology	☒	☐	☐	☐	☒	☒	☒		
3	Recognise and critique key theory in regard to practical advanced Media Production	☒	☐	☐	☐	☐	☐	☒		
4	Gain an understanding of advanced technical and professional approaches to Media Production in a chosen specialist pathway	☒	☐	☐	☐	☐	☐	☒		
5	Apply a critical understanding of the methodologies and strategies for media production project management, including planning and implementation of key tasks in relation to the realisation of Media outputs	☐	☒	☐	☐	☐	☐	☒		
6	Construct arguments which demonstrate an advanced sense of theoretical and critical understanding of advanced technological and creative themes within Media Production	☐	☒	☐	☐	☒	☒	☒		
7	Appraise approaches to the systematic managing of Media production activities in the context of Leadership, Teamwork and mentorship	☐	☒	☐	☐	☐	☒	☒		
8	Understand and critique Media Consumption in the context of the modern media industry	☐	☒	☐	☐	☒	☒	☒		
9	Apply systematic and strategic approaches to contributing Media Content in the context a chosen specialism (Sound, Music or Screen)	☐	☐	☒	☐	☐	☐	☒		
10	Apply complex technological knowledge and critical skills to solving media production needs	☐	☐	☒	☐	☒	☒	☒		

2.3 Programme Learning Outcomes									
No.	Learning Outcome	K	I	S	P	PG Cert (L7)	PG Dip (L7)	Masters (L7)	Optional Ref (PSRB standards)
11	Produce Media content using advanced IT Media production Skills	☐	☐	☒	☐	☒	☒	☒	
12	Evaluate team and individual performance in the context of 'live' media production activities	☐	☐	☒	☐	☒	☒	☒	
13	Identify and be able to locate professional opportunities in the modern Media production industry	☐	☐	☐	☒	☐	☒	☒	
14	Design advanced digital resources in order to support sustainable and continued personal development, and in order to integrate and compete in the modern Media Production Industry	☐	☐	☐	☒	☐	☒	☒	
15	Evaluate the income generating models within the creative media production industry	☐	☐	☐	☒	☐	☒	☒	
16	Recognise and develop systematic leadership and networking strategies to support the building of work opportunities in the Creative Media production Industry	☐	☐	☐	☒	☒	☒	☒	

Note: K- Knowledge and understanding; I-Intellectual Skills; S-Subject Skills; P-Practical, professional and employability skills

2.4 Learning and teaching strategy

The programme will embrace the principles of the Active Learning Framework (ALF) and student learning and success will be effectively supported through using the Moodle VLE, Microsoft Teams and other online resources. In addition to the latter and where appropriate and most effective, face to face teaching will support the student experience and journey. Methods of Teaching and Learning delivery will utilise a blended approach including synchronous and asynchronous activities.

Synchronous activities will support the accumulation of Knowledge and understanding, subject skills and also key skills for professional industry facing development. The activities will include Lectures, Seminars and Tutorials and will be flexibly delivered through the most effective means of supporting student success and be either online or face to face. Students will be presented with opportunity to engage with new theoretical and practical content, and to explore and develop their learning through guided self-study activities such as group and individual task work. Synchronous activities will support dynamic learning environments where students can explore key concepts and develop their knowledge through discussion and where appropriate practical activities. Synchronous activities will support flexible learning approaches and structures by providing asynchronous materials such as session recordings which allow students to revisit weekly content and activities.

Asynchronous activities will further afford the student the convenience of a flexible engagement model that will support varied learning strategies through the provision of pre-recorded activities. These might either support or further develop conceptual and subject specific skills covered in synchronous activities.

We anticipate recruiting students with either Music, Sound or Screen based specialisms and feel that this is an important part of the collaborative opportunities the programme is designed to offer. This will be further enhanced and by the exposure to broader range of creative practise and intellectual discussion the co-delivered Creative Research Methods module will offer in terms of the extension of the post-graduate community that this module collaboration with Art and Design will offer. Furthermore, the home spaces of this course in the CIB will be shared with the undergraduate cohorts of the current undergraduate suite of degrees including students studying Television, Music and Sound and Media Production, and offer extended community benefits to post-graduate students. We also anticipate this will afford extended collaborative potential and opportunities for the post-graduates to lead and mentor undergraduates during the numerous professional and industry facing projects we host each academic year in the CIB and associated spaces.

The CIB is well equipped media production facility with equipment that can support cutting edge and professional Media production. This is a key selling point of the current successful undergraduate suite of courses as it affords students the opportunity to learn with industry standard equipment, and to date, this has allowed students to engage with informal non-credit bearing work based learning. The new MA seeks to formalise and give academic credit to post-graduate students for working either in a lead role, as a mentor and as a team member on the numerous professional activities that take place in the CIB building. This will be in the context of formalised placement activities which will be in-house, subject to the formal safeguarding procedures, and designed so that students can gain academic credit. This will also allow students to build up a list of Media production credits whilst they are a Postgraduate student at Wrexham. We will offer support to students who can successfully source their own external placement, and this will be subject to the standard university tripartite agreement which ensures safeguarding and the quality of the placement. Students will gain academic credit via the 'Industry Collaboration' module where students will be expected to respond to assignment brief that require the return of the standard formal placement agreements to their tutor, the accrual of a set number of placement activity hours and a reflective documentation of their experiences.

2.4 Learning and teaching strategy

We believe that in addition to the work-based learning opportunities outlined above, students will be able to reflectively build up their professional profile through the development and presentation of a dynamic and 'live' personal portfolio within the Professional Studies module portfolio. Through seminar and tutorial based activities, this module will support students in documenting their skills in an industry facing format to support them as either employees or contractors within the media industry.

2.5 Assessment strategy

Assessment criteria are linked to individual module learning outcomes and will be presented to students at the start of the module through key lecture activities. Assessment aims, assessment requirements and learning outcomes are detailed for each module and made explicit on assignment sheets and in module handbooks (sometimes the same document).

Formative feedback will be offered at regular points within the delivery of modules and at specific strategic points in order for students to be able to respond to their current performance and in time to develop their assessment response to achieve their full potential. Formative feedback may take place in classroom sessions (online or otherwise) but also within scheduled tutorials during the module delivery. There are a broad range of assessment activities which will support student development including oral presentation, reflective report writing, essay, and the opportunity to submit creative media production artefacts.

Most assessment deadlines will immediately follow the end of the module delivery. This is with the exception of the Industry Collaboration module where, although the module starts in the 1st Semester, the final submission deadline will be flexible and at the end of the course or before if appropriate. This is to facilitate students to accrue the required placement activity hours across the duration of their course.

2.6 Disclaimer

Throughout quality assurance processes we have ensured that this programme engages with and is aligned to:

- [Academic Regulations](#)
- [The University Skills Framework](#)
- [Welsh Language Policy](#)
- [Equality and Diversity Policy](#)
- [The Student Union offers support for students](#)

Section 3 – Programme set up (office use only)

3.1	Framework	FRAME046_SEP (Full time) FRAME070_SEP (Part time)
3.2	Cost centre	GACT
3.3	Course type (HESA)	N/A
3.4	Fee model	PGT: Fee Band B FT/PT (Fee as specified on website)
3.5	Are any modules taught over either multiple periods or across the HESA year (defined as running 1st August - 31st July)	Yes
3.6	Student funding model	SLC/Self Financed
3.7	Mode of Attendance (Funding)	In person attendance

Section 3 – Programme set up (office use only)		
3.8	Does the Suitability for Practice Procedure apply to the programme?	No
3.9	Programme Leader	Jason Wooley
3.10	Date of Approval	25/07/2022
3.11	Date and type of Revision	31 August 2023 Intake point change from Jan to Sept and delivery structure update 11 June 2025 ART723 replaced by CMT709 5th August 2026 CMAP approval to update the delivery of CMT707 to span semesters 1 to 3 for both full time and part-time students and CMT708 semester of delivery to change from semester 3 of year 1 to semester 2 of year 2 for part-time students (AM1)