

PROGRAMME SPECIFICATION

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[UG Programme Directory](#)

[PG Programme Directory](#)

Section 1 Regulatory Details

Awarding body	Wrexham University
Teaching institution	Wrexham University
Final award and programme title (Welsh)	BSc (Anrh) Cynhyrchu Cerddoriaeth a Sain BA (Anrh) Gwneud Ffilmiau
Final award and programme title (English)	BA (Hons) Music and Sound Production BA (Hons) Filmmaking
Exit awards and titles	<ul style="list-style-type: none"> • BA (Ord) Music and Sound Production • Diploma of Higher Education in Music and Sound Production • Certificate of Higher Education in Music and Sound Production • BA (Ord) Filmmaking • Diploma of Higher Education in Filmmaking • Certificate of Higher Education in Filmmaking
Credit requirements	<ul style="list-style-type: none"> • Bachelor Honours degree: 360 credits in total including a minimum of 120 credits at level 6 • Bachelor Ordinary degree: 300 credits in total including a minimum of 60 credits at level 6 • Dip HE: 240 credits in total including a minimum of 120 credits at level 5 • Cert HE: A minimum of 120 credits at level 4
Does the programme offer Foundation Year route?	Yes
Placement / Work based learning	N/A
Length and level of the placement	N/A
Faculty / Department	FACE
HECoS Code	100443
Intake Points	September
Mode of Attendance	Full time
Normal Programme Length	BA: 3 years BA with Foundation Year: 4 years

Mode of Study and Location of delivery	Campus based - Wrexham
Language of delivery	English
Welsh Medium Provision	The programmes will be delivered through the medium of English. Students are entitled to submit assessments in the medium of Welsh.
Professional, Statutory or Regulatory Body (PSRB) accreditation	N/A
External reference points	<p>Subject Benchmark Statement Music https://www.qaa.ac.uk/docs/qaa/sbs/music-sbs-for-consultation.pdf?sfvrsn=220bd81_5</p> <p>Subject Benchmark Statement Communication, Media, Film and Cultural Studies https://www.qaa.ac.uk/docs/qaa/sbs/sbs-communication-media-film-and-cultural-studies-24.pdf?sfvrsn=c401b481_4</p>
Entry Requirements	<p>The University website sets out the approved entry requirements for each programme, including minimum qualifications and English Language requirements</p> <p>In addition - applicants with non-traditional academic backgrounds are considered, and would be assessed via portfolio, interview, or RPL (Recognition of Prior Learning) routes. The programmes value creative potential, industry experience, and community engagement, aligning admissions with inclusive educational practice and widening access principles.</p>
Record of Prior (Experiential) learning	Recognition of Prior Learning Procedure
Is DBS check required on entry?	No
Does the Suitability for Practice Procedure apply to the programme?	No
Derogation to Academic Regulations	N/A
Date of Approval	06/08/2025
Date and type of Revision	

Section 2 Programme Details

Aims of the programme

BA Filmmaking

The BA Filmmaking programme aims to equip students with essential practical skills and theoretical knowledge for the film industry. It emphasizes hands-on experience in the media production process, cinematography, and editing, while also fostering critical contextual analysis skills to understand and interpret screen media within broader cultural and historical frameworks. This combination ensures graduates are well-prepared to meet industry demands and produce innovative, compelling content.

The programme is designed for students who wish to develop theoretical knowledge and practical skills for the film industry. Levels 4 and 5 offer taught opportunities to build competence in various aspects of filmmaking. Level 6 provides additional taught opportunities and the chance to undertake a large self-guided project. Students can also specialize in specific areas such as cinematography, editing, or screenwriting.

The proposed pathway nurtures creativity, a cornerstone of the filmmaking industry and a quality highly valued by employers. The programme encourages students to explore and develop their unique artistic voices through various projects and assignments. By engaging in creative processes such as film production, screenwriting, editing, and post-production, students learn to think outside the box and innovate within their chosen practice.

This dynamic and stimulating course has been designed in response to student and industry feedback. Through consultation with stakeholders, the curriculum is relevant to the development of creative and technical skills that align with professional roles in the modern film industry. Students have the opportunity to develop skills in a broad range of areas and specialize in one of them if they choose. Additionally, students can develop research skills that prepare them for creative and academic inquiry, establishing a career pathway and key attributes for sustainable professional development. In summary, the programme aims are as follows:

- **Promote Creative and Systematic Approaches:** Encourage innovative technical approaches to film production.
- **Foster Research and Critical Thinking:** Develop students' ability to conduct research and think critically about filmmaking practices.
- **Enhance Written and Practical Skills:** Elevate students' academic and professional standards in both written and practical work.
- **Enrich Academic Study:** Cultivate critical and analytical skills through rigorous academic study.
- **Develop Collaborative Relationships:** Facilitate interaction with peers, visiting professionals, and potential industry stakeholders to build networks.
- **Support Entrepreneurial Skills:** Develop students' entrepreneurial abilities and professional identities.
- **Enhance Employability:** Prepare students for professional success through authentic assessments and practical experiences.

These aims ensure that graduates are well-equipped with the knowledge, skills, and creativity needed to thrive in the dynamic and evolving field of filmmaking.

BA Music and Sound

BA (Hons) Music and Sound Production is an under-graduate course for students who wish to develop theoretical knowledge and skills for Music, Game, and Film industry opportunities. Level 4 and 5 offers taught opportunities to develop their competence in the latter areas. Level 6 offers additional taught opportunities but also includes the opportunity to develop a large self-guided piece of work. Level 6 also offers the opportunity for students to specialise in a specific Music and/or sound area such as Game Audio, Sound for Film or Music Production.

The proposed pathway nurtures creativity, which is a cornerstone of the music and sound production related industries and is a quality highly valued by employers. The programme encourages students to explore and develop their unique artistic and externally facing voices through various projects and assignments. By engaging in creative processes such as Sound Production, Music Production, Film Sound Design, and Game Audio students learn to think outside the box and innovate within their chosen practice.

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 creative and technical skills that align with professional roles in the modern Music and Sound production related industries. This is an opportunity for students to both develop skills in a broader range of areas (Film, Music, Games) and also to specialise in one of the latter areas should they choose to do so. This is also an opportunity for students to develop research skills that will prepare them for creative and academic research enquiry, and in order to establish a career pathway and develop key attributes for sustainable, professional development. In summary the programme aims are as follows:

- To promote creative and systematic software and hardware technical approaches to Music and Sound production
- To foster innovative research and critical thinking in relation to Music and Sound 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 develop collaborative and network relationships through interaction with their student community, and University visiting professionals and industry stakeholders
- To critique existing approaches to technical and creative practise
- To encourage and develop students entrepreneurial and business skills and professional identity.
- To support the development of student employability and professionalism through authentic assessment

Programme Structure Diagram, including delivery schedule

BA Filmmaking

Sem1	CMT436 Introduction to Screen Skills	CMT445 Screen Language	CMT444 Audio Skills in Context
Sem2	CMT446 Film & Genre	ARD406 Creative Futures	CMT438 Stock Media Asset Design

Sem1	CMT545 Creative Production	CMT546 Advertising & Marketing – selling ideas	CMT522 Research Methods
Sem2	CMT547 Filming Reality - Documentary Modes	CMT548 Storytelling Across Media: Adaptation Studies	CMT549 Project & Platform

Sem1	CMT620 Practical Project (60CR)	CMT621 Storytelling Across Media: Further Journeys in Adaptation	CMT622 Advanced Post-production
Sem2			CMT623 Film Movements Through History: Pivotal Moments and Iconic Directors

Year 1 (Level 4)

Semester 1:

- **CMT436 Introduction to Screen Skills:** Provides foundational skills in screen techniques, including camera work, lighting, and editing.
- **CMT445 Screen Language:** Introduces students to the language of film, including key terms and concepts in film analysis.
- **CMT444 Audio Skills in Context (Shared):** Offers an introduction to sound production and editing, essential for media practitioners.

Semester 2:

- **CMT446 Film & Genre:** Examines different film genres, their conventions, and historical contexts.
- **ARD406 Creative Futures:** Encourages students to think about their future careers and develop skills relevant to the creative industries.
- **CMT438 Stock Media Asset Design (Shared):** Teaches students how to create and manage media assets, useful for various production contexts.

Year 2 (Level 5)

Semester 1:

- **CMT545 Creative Production:** Focuses on enhanced production techniques and creative project development.
- **CMT546 Advertising & Marketing – Selling Ideas:** Explores the principles of advertising and marketing within the context of film and media.
- **CMT522 Research Methods (Shared):** Provides essential research skills, including methodologies and techniques for academic and professional inquiry.

Semester 2:

- **CMT547 Filming Reality - Documentary Modes:** Investigates documentary filmmaking, including differing modes and techniques.
- **CMT548 Storytelling Across Media: Adaptation Studies:** Examines the process of adapting narratives from various media.
- **CMT549 Project & Platform (Shared):** Allows students to develop a self-directed media project and create a digital platform to showcase their work.

Year 3 (Level 6)

Semester 1:

- **CMT620 Practical Project (Shared) (60CR):** A major final project or dissertation, allowing students to undertake a significant piece of research or creative work.
- **CMT621 Storytelling Across Media: Further Journeys in Adaptation:** Continues the exploration of adaptation, focusing on advanced techniques and practices.
- **CMT622 Advanced Post-production:** Covers advanced post-production skills, including editing, sound design, and visual effects.
- **CMT623 Film Movements Through History - Pivotal Moments and Iconic Directors:** Studies key film movements and their impact on the industry and film aesthetics.

These modules collectively ensure that students develop a comprehensive skill set, combining theoretical knowledge, practical abilities, and professional competencies, preparing them for successful careers.

BA Music and Sound Production

Sem1	CMT447 Sound Synthesis & Sampling	CMT440 Podcasting	CMT444 Audio Skills in Context
Sem2	CMT403 Live Sound	ARD406 Creative Futures	CMT438 Stock Media Asset Design

Sem1	CMT543 Workflow and Data Management for Music and Sound Production	CMT544 Audio Design and Implementation for Games	CMT522 Research Methods
Sem2	CMT525 Recording Technology	CMT549 Project and Platform	CMT507 Compositional Technology

Sem1	CMT620 Practical Project (60CR)	CMT610 Client Collaboration	CMT618 Music and Sound Design for Film
Sem2			CMT619 Audio Post Workflow for Music and Sound

BA Music and Sound Production

Full-time delivery

Level	Module Code	Module Title	Credit Value	Core/Option	Delivery (i.e. semester 1,2)
4	CMT444	Audio Skills in Context	20	Core	1
4	CMT440	Podcasting	20	Core	1
4	CMT403	Live Sound	20	Core	2
4	CMT438	Stock Media Asset Design	20	Core	2
4	ARD406	Creative Futures	20	Core	2
4	CMT102	Sound Synthesis & Sampling	20	Core	1
5	CMT543	Workflow and Data Management for Music and Sound Production	20	Core	1
5	CMT507	Compositional Technology	20	Core	2
5	CMT549	Project and Platform	20	Core	2
5	CMT525	Recording Technology: Advanced Studio Practice	20	Core	2
5	CMT522	Research Methods	20	Core	1
5	CMT544	Audio Design and Implementation for Games	20	Core	1
6	CMT620	Practical Project	60	Core	1/2
6	CMT610	Client Collaboration	20	Core	1
6	CMT619	Audio Post Workflow for Music and Sound	20	Core	2
6	CMT618	Music and Sound Design for Film	20	Core	1

BA Filmmaking

Level	Module Code	Module Title	Credit Value	Core/Option	Delivery (i.e. semester 1,2)
4	CMT436	Introduction to Screen Skills	20	Core	1
4	CMT444	Audio Skills in Context	20	Core	1
4	CMT445	Screen Language	20	Core	1
4	ARD406	Creative Futures	20	Core	2
4	CMT446	Film & Genre	20	Core	2
4	CMT438	Stock Media Asset Design	20	Core	2
5	CMT545	Creative Production	20	Core	1
5	CMT546	Advertising & Marketing – selling ideas	20	Core	1
5	CMT522	Research Methods	20	Core	1
5	CMT547	Filming Reality - Documentary Modes	20	Core	2
5	CMT548	Storytelling Across Media: Adaptation Studies	20	Core	2
5	CMT549	Project & Platform	20	Core	2
6	CMT621	Storytelling Across Media: Further Journeys in Adaptation	20	Core	1
6	CMT622	Advanced Post-Production	20	Core	1
6	CMT623	Film Movements Through History: Pivotal Moments and Iconic Directors	20	Core	2
6	CMT620	Practical Project	60	Core	1 & 2

Programme Learning Outcomes

Undergraduate template – BA Filmmaking

No.	Learning Outcome	K	I	S	P	Level 4	Level 5	Level 6 (Ord)	Level 6 (Hons)	Optional Ref (PSRB standards)
1	Theory: Understand key theories, movements, and contexts.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
2	Narrative Techniques: Apply narrative structures in screenwriting and production.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
3	Technical Skills: Demonstrate knowledge of cinematography, sound design, and editing.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
4	Critical Analysis: Analyse and evaluate film texts and production techniques.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
5	Problem-Solving: Solve complex production problems creatively.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
6	Research: Conduct independent research and integrate findings into practice.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
7	Creative Application: Create narratives and adapt stories for the screen.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

No.	Learning Outcome	K	I	S	P	Level 4	Level 5	Level 6 (Ord)	Level 6 (Hons)	Optional Ref (PSRB standards)
8	Editing: Be competent with editing and post-production techniques.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
9	Cinematography: Develop skills in camera work, lighting, and visual storytelling.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
10	Professional Conduct: Exhibit professional conduct and collaboration skills in media production environments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
11	Project Management: Plan and execute film projects efficiently.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
12	Portfolio Development: Build a professional portfolio.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

Undergraduate Template - BA Music and Sound Production

No.	Learning Outcome	K	I	S	P	Level 4	Level 5	Level 6 (Ord)	Level 6 (Hons)
1	Display an understanding of creative and strategic approaches to Music and Sound Production through engagement with studio and location based activities	x	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	x	x	x
2	Identify key theories and criticisms within the field of Music and Sound Production and through appropriate research methodologies	X	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	x	x	x
3	Gain an understanding of technical and professional approaches to Media Production in a chosen specialist pathway	x	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	x	x	x

No.	Learning Outcome	K	I	S	P	Level 4	Level 5	Level 6 (Ord)	Level 6 (Hons)
4	Recognise and critique key theory in regard to practical Music and Sound Production	x	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	x	x	x
5	Construct arguments which demonstrate theoretical and critical understanding of technological and creative themes within Music and Sound Production	<input type="checkbox"/>	x	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	x	x
6	Apply a critical understanding of the methodologies and strategies for Music and Sound Production project management.	<input type="checkbox"/>	x	<input type="checkbox"/>	x	<input type="checkbox"/>	x	x	x
7	Apply Music and Sound editing and sound design techniques within practical projects.	<input type="checkbox"/>	<input type="checkbox"/>	x	<input type="checkbox"/>	<input type="checkbox"/>	x	x	x
8	Produce Music and Sound content using software and hardware production Skills	<input type="checkbox"/>	<input type="checkbox"/>	x	<input type="checkbox"/>	x	x	x	x
9	Apply technological knowledge and critical skills to solving Music and Sound production and deliverable needs	<input type="checkbox"/>	<input type="checkbox"/>	x	x	x	x	x	x
10	Exhibit professional conduct and collaboration skills in media production environments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	x	x	x	x
11	Demonstrate communication skills in the context of both industry and academic environments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	x	x	x	x
12	Utilise specialised Music and Sound production tools and technologies effectively.	<input type="checkbox"/>	<input type="checkbox"/>	x	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	x	x

Learning and teaching strategy

The learning and teaching strategy for these programmes is designed to provide a blend of theoretical and practical training, aligned with the Active Learning Framework. Methods include:

- Lectures (synchronous and asynchronous recordings)
- Tutorials and seminars
- Directed reading and online learning activities
- Laboratory and field studies
- Guest lectures and exhibitions

Appropriate content will be provided online in order to support the learning journey, which will include; readings, screen clips, audio and visual media clips, supporting lecture and learning materials.

The programmes emphasize hands-on experience, collaborative projects, and industry engagement to ensure students are job-ready and can meet the demands of the creative industries.

Pastoral Care

Student wellbeing is central to programme design and delivery, supported through structured personal tutoring, learning communities fostered via the Active Learning Framework, and a culture of ongoing feedback and reflective dialogue. The model supports learners' academic, creative, and personal development across all levels of study.

Facilities & resources

Students benefit from access to dedicated film and sound production facilities that support both independent and collaborative practice. This includes a specialist film studio, editing suites equipped with industry-standard software such as DaVinci Resolve and AVID Pro Tools, audio recording spaces, and shared stock media libraries. Learning is further supported by digital resources embedded in the Active Learning Framework (ALF), ensuring flexible engagement across studio, classroom, and online settings. The environment encourages professional workflows, creative experimentation, and peer-supported learning that mirrors industry practice.

Industry Engagement and Collaborations

The programme includes engagement with regional and national industry partners including Screen Alliance Wales, AVID, Theatr Clwyd, and Ty Draig. Programme content is continually aligned with industry needs and real-world workflows, supporting graduate readiness and employability

The curriculum is scaffolded to develop industry-aligned knowledge and skills, with modules focused on client collaboration, portfolio development, and entrepreneurship. Students engage with real-world production cycles and workflows, develop professional networks, and graduate with a clear understanding of sustainable career pathways and industry expectations.

The programmes emphasise industry-facing learning through simulated real-world experiences rather than dedicated external placements. Students engage in production pipelines mirroring professional practice—such as pre-production, post-production, and distribution—alongside client-led briefs, peer review workshops, and projects that simulate workplace environments and expectations.

Capturing Diverse Views

The student experience is expanded through engagement with guest speakers and visiting professionals representing a broad range of cultural backgrounds, lived experiences, and creative practices. These voices may contribute through lectures, crit sessions, and collaborative workshops, fostering a learning environment that reflects the diversity of the industry and promotes inclusive, intersectional dialogue.

Assessment strategy

The assessment strategy employs a variety of methods to enable students to demonstrate their achievement of the intended learning outcomes. These include:

- Formative assessments such as quizzes, peer reviews, and draft submissions
- Summative assessments including essays, reports, practical projects, and presentations
- Portfolio development and reflective practice

Feedback is provided regularly to support student development and ensure continuous improvement.

BA Filmmaking

Specifically, with regard to the amount of filmed projects students will engage with throughout the course of the degree, we will look to the following stages:

1. **Pre-Production:** Students will develop scripts, storyboards, and production plans. This stage emphasizes research, planning, and collaboration.
2. **Production:** Students will execute their plans by filming their projects, utilizing industry-standard equipment and techniques.
3. **Post-Production:** Students will edit their footage, incorporating sound design, visual effects, and colour correction to produce a polished final product.
4. **Distribution:** Students will present their completed films in a class screening, simulating a real-world film festival experience.

Methods for Presenting Draft Work to Peers

1. **Peer Review Sessions:** Students will present their draft films to peers in structured review sessions. Each student will receive constructive feedback on their work, focusing on strengths and areas for improvement.
2. **Work-in-Progress Screenings:** Regular screenings of draft projects will be held, allowing students to showcase their progress and receive immediate feedback from both peers and instructors.
3. **Feedback Workshops:** Interactive workshops will be conducted where students can discuss their projects in small groups, fostering a collaborative environment and promoting academic and professional integrity.

These methods not only enhance the quality of student projects but also instil a sense of responsibility, respect, and ethical behaviour in their academic and professional pursuits.

BA Music and Sound Production

For BA Music and Sound Production, 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).

As outlined above, 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 a module delivery.

There are a broad range of assessment activities which will support student development and facilitating their demonstration of the course MLOs and PLOs. Much of the course assessment strategy prioritises opportunities to engage and develop practical Music and Sound assessment artefacts in the form of recognisable industry deliverables. However, there is also ample opportunity to demonstrate MLOs and PLOs through oral presentation, and written method. Where possible and appropriate, students will be carefully encouraged to use assessment activities to contribute to collaborative opportunities across the Games and Media Subject area and also across the University.

AI and Sustainability in Industry Skills

Themes of artificial intelligence and sustainability are included in modules addressing professional practice and industry standards. Students have the opportunity to critically engage with AI-supported tools for creative ideation, editing, and visualisation, while also examining sustainability through consideration of low-carbon production strategies, ethical media creation, and green studio workflows. These areas are framed in relation to QAA benchmarks and sector-wide digital transformation.

Assessment design employs a *staged 'authentic assessment'* model, promoting iterative development and reflection across the production cycle. This approach encourages students to apply AI and sustainable practices meaningfully within evolving projects, simulating professional environments and supporting deep engagement with contemporary industry tools and values.

Disclaimer

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

Academic Regulations: <https://wrexham.ac.uk/academic-regulations-policies-and-procedures/>

The University Skills Framework: <https://wrexham.ac.uk/careers/skills-framework/>

Welsh Language Policy: <https://wrexham.ac.uk/about/welsh-at-wrexham-university/>

Equality and Diversity Policy: <https://wrexham.ac.uk/about/equality-and-diversity/>

The Student Union offers support for students, please access their website

<https://www.wrexhamglyndwrsu.org.uk/>