

PROGRAMME SPECIFICATION

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Award titles

Programme Title(s)

MA Cynhyrchu Cyfryngau Creadigol (Cerddoriaeth)
MA Cynhyrchu Cyfryngau Creadigol (Sain)
MA Cynhyrchu Cyfryngau Creadigol (Sgrîn)

MA Creative Media Production (Music)
MA Creative Media Production(Screen)
MA Creative Media Production (Sound)

Internal Programme Title(s) (if different to the title on the certificate)

Programme to be included in Graduation Ceremonies

Yes

Delivery period

January 2023- January 2027

Intake points

Once a year in January

Regulatory details

Regulatory details
Awarding body
Glyndŵr University
Programme delivered by
Glyndŵr University
Location of delivery
Plas Coch Campus
Faculty/Department
FAST, CMT
Exit awards available
PG Dip Creative Media Production (Music) PG Dip Creative Media Production (Screen) PG Dip Creative Media Production (Sound) PG Cert Creative Media Production
Professional, Statutory or Regulatory Body (PSRB) accreditation
None
This information is correct at the time of validation, please refer to the PSRB register for current accreditation status.
Please add details of any conditions that may affect accreditation (e.g. is it dependent on choices made by a student?) e.g. completion of placement.
N/A

HECoS codes	
100443	
UCAS code	
N/A	
Relevant QAA subject benchmark statement/s	
<p><u>Masters Degree Characteristics</u> https://www.qaa.ac.uk/docs/qaa/quality-code/master's-degree-characteristics-statement.pdf?sfvrsn=86c5ca81_18</p> <p>Undergraduate Benchmark statement for Communication, Media, Film and Cultural Studies (https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-communication-media-film-and-cultural-studies.pdf?sfvrsn=28e2cb81_4)</p> <p>Undergraduate Benchmark statement for Music (https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subject-benchmark-statement-music.pdf?sfvrsn=61e2cb81_4)</p>	
Mode of study	
Full & part time	
Normal length of study for each mode of study	
Full time: 1 full year (60 credits per trimester) Part time: 2 years (Year 1 delivered over 2 semesters and Year 2 study over 3).	
Language of study	
English	
Transitional arrangements for re-validated provision if applicable	
N/A	
The following University Award Regulations apply to this programme	
General Regulations and Definitions Regulations for Taught Masters Degrees	
OFFICE USE ONLY	
Date of validation event:	24 th May 2022
Date of approval by Academic Board:	25 th July 2022
Approved Validation Period:	January 2023- 2027
Transitional arrangements approved (if revalidation)	<i>Enter details from section 3 following validation event confirming what arrangements are</i>
Date and type of revision:	<i>Enter the date of any subsequent revisions (Detail the type of revision made and the implementation date)</i>

1 Criteria for admission to the programme

Standard entry criteria

Entry requirements are in accordance with the University's admissions policy, please click on the following link for more information. [Admissions policies](#)

The University's general entry requirements are;

Qualification	Entry requirements
MA Creative Media Production (Music) MA Creative Media Production(Screen) MA Creative Media Production (Sound)	An initial degree in a relevant subject (2:2 or above), or evidence of recent activity in the subject equivalent to these classifications as determined by interview

These figures are intended as a general guide. Each application is considered individually.

International entry qualifications are outlined on the UK National Information Centre for global qualifications and skills (UK ENIC) as equivalent to the relevant UK entry qualification.

In addition to the academic entry requirements, all applicants whose first language is not English, or Welsh must demonstrate English language proficiency.

European students are able to provide this evidence in a number of ways (please see [academic-entry-requirements](#) for details), including IELTS.

International students are required to provide an English Language Certificate which meets the requirements of the University (*please see [English-language-requirements](#) for details*).

Non-Standard entry criteria

All applicants are expected to hold a good and relevant initial degree, or provide a portfolio of their own work, demonstrating equivalence to an initial degree. However, the programme admission tutors welcome applications from anyone who can demonstrate a commitment to the subject and the potential to complete their chosen programme successfully. This can be established by showing appropriate academic achievements or by demonstrating that they possess the knowledge and ability equivalent to the academic qualifications, usually gained through recent practice within the professional area of Creative Media Production.

These entry requirements are for guidance and reflect the general level of applicants to whom offers are made, but all applicants may be considered on an individual basis where motivation and commitment are considered alongside academic requirements. All candidates will either be interviewed in person, or where this is not practical, via a portfolio of recent work and written submission in hard copy or by digital representation.

2 Record of Prior (Experiential) learning

Applicants may enter the programme at various levels with Recognition of Prior Learning (RPL) or Recognition of Prior Experiential learning (RPEL) in accordance with the University General Regulations. Any programme specific restrictions are outlined below.

Glyndŵr University has a clear, rigorous, fair and flexible system in place to allow for the recognition of prior experience or learning. This will apply to the entry requirements of the programme and for the partial or total exemption of certain parts of the programme. In some cases, applicants with extensive relevant work experience, or qualifications may gain exemption from some aspects of the programme, but this requires detailed evidence that the learner has achieved the appropriate standard of the skills and knowledge covered in the programme and undertaken the learning outcomes of the programme through a mapping exercise and portfolio. All applications for RP(E)L will be made with reference to Glyndŵr University's RP(E)L procedures.

3 DBS Requirements

DBS checks will not be required as standard.

A DBS may be required for the placement component of the programme where the placement involves regulated activity working with vulnerable Children and/or Adults. This will be checked as part of the placement process, identifying where required, the appropriate type and level of DBS. Where required, the relevant DBS will be conducted prior to commencement on the placement. The type and level of DBS check required will be confirmed to you during the DBS application process.

Failure to declare a conviction, which is subsequently revealed by a DBS check may result in exclusion from the programme. The nature of declared convictions is taken into consideration following our Consideration of Criminal Convictions Policy & Procedure. In line with the Universities Disciplinary Procedure for Students, all students are required to disclose a criminal record acquired during the student's enrolment with the University.

4 Suitability for Practice Procedure

Not applicable

5 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
- 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

6 Distinctive features of the programme

There are three key areas to advanced development as a media industry practitioner and these are as follows:- the opportunity to gather professional production credits; the opportunity to learn advanced creative digital media production skills; and to be able to develop excellent post-graduate research skills that can support ongoing professional development, and also support aspirations to undertake doctoral study. The MA in Creative Media Production is designed around these key areas, and is a distinctive offer in that it will support students to develop:

- advanced digital production skills relevant to their specific area of practice (Sound, Music or Screen)
- work based learning experiences including team working and leadership roles in the context of the creative media production environment
- gain industry media credits on live projects
- a professional industry facing portfolio
- opportunities to expand their professional networks
- rigorous, reflective individual approaches to research and enquiry.
- a larger portfolio of creative media production work
- skills in resilience and sustainable working practices

The Creative Media Technology subject area and Creative Industries Building (CIB) continue to offer the learning opportunities and professional experiences that will support the distinctive features outlined above.

Advanced skill development will be supported in dedicated technical modules for each pathway that offer not only subject specific IT skill development but also transferable IT skills. Students will be able to benefit from optional engagement with the range of short courses and professional industry curriculum study opportunities that Glyndŵr continues to offer with associated with industry partners such as Avid. The MA affords students the opportunity to frame these activities in the context of their Masters study and use them to develop their employability skills.

Work based learning will be supported through internal placement opportunities that the regular industry projects produced in the CIB afford students. This is in addition to the numerous University 'business' projects the CIB supports each academic year including Graduation events, invited guest speaker events and other staff led events. These internal

placements will further develop team working skills, but a distinctive element of these activities at Masters level is that PG students will develop leadership and mentorship roles in the delivery of these CIB projects including as studio managers, and in lead editing roles related to their chosen specialism. The MA and student support framework will also afford students the opportunity to source their own external placement opportunities. All the work based learning opportunities will be formally scrutinised from a safeguarding and quality perspective and will be academic credit bearing.

Post-graduate level research skills will be co-taught with students from the Art and Design subject area, and this will afford an interdisciplinary experience which will inform larger project research and practise enquiries. This will also offer further opportunities for MA Creative Media Production students to offer media production specialist contributions to the Arts and Design subject area should they wish to so as part of their final project activities. The Creative Media Technology area has seen continual investment before and whilst located in the CIB. Examples such as the TV studio have been continually enhanced by technology and staff developed technology to keep delivery current. The recording studio has recently acquired high end audio post-production computing upgrades. Staff development has also brought in teaching materials from research in various media areas.

7 Credit Accumulation and exit awards

Successful completion of 180 credits at Level 7 entitles the student to the intended award of:
MA Creative Media Production (Sound)
MA Creative Media Production (Music)
MA Creative Media Production (Screen)

Exit Awards

Successful completion of 120 credits at Level 7 entitles the student to the exit award of:
Postgraduate Diploma Creative Media Production (Sound)
Postgraduate Diploma Creative Media Production (Music)
Postgraduate Diploma Creative Media Production (Screen)

Successful completion of 60 credits at Level 7 entitles the student to the exit award of:
Postgraduate Certificate Creative Media Production

Programme Structure Diagram, including delivery schedule

Full-time delivery

Level	Module Code	Module Title	Credit Value	Core/Option	Delivery (i.e. semester 1,2)
Level 7	ART723	Creative Research Methods	30	Core	Sem 2, Y1
Level 7	CMT706	Industry Collaboration	30	Core	Sem 2, 3, and Sem1, Y2
Level 7	CMT705	Digital Media Techniques (Sound)	30	Core to Sound Pathway	Sem 3, Y1
Level 7	CMT703	Digital Media Techniques (Music)	30	Core to Music Pathway	Sem 3, Y1
Level 7	CMT704	Digital Media Techniques (Screen)	30	Core to Screen Pathway	Sem 3, Y1
Level 7	CMT708	Professional Studies	30	Core	Sem 3, Y1
Level 7	CMT707	Media Project	60	Core	Sem1, Y2

Part-time delivery

Level	Module Code	Module Title	Credit Value	Core/Option	Delivery (i.e. semester 1,2)	Year of Study
Level 7	ART723	Creative Research Methods	30	Core	2	1
Level 7	CMT706	Industry Collaboration	30	Core	1, 2 and 3	2
Level 7	CMT705	Digital Media Techniques (Sound)	30	Core to Sound Pathway	3	1
Level 7	CMT703	Digital Media Techniques (Music)	30	Core to Music Pathway	3	1
Level 7	CMT704	Digital Media Techniques (Screen)	30	Core to Screen Pathway	3	1
Level 7	CMT708	Professional Studies	30	Core	2	2
Level 7	CMT707	Media Project	60	Core	3	2

8 Intended learning outcomes of the programme

Knowledge and Understanding

	Level 7
A1	Display an advanced understanding of creative, strategic and systematic approaches to Creative Media Production through engagement with studio-based activities
A2	Identify key theories and criticisms within the field of Creative Media Production and through appropriate advanced research methodology
A3	Recognise and critique key theory in regard to practical advanced Media Production
A4	Gain an understanding of advanced technical and professional approaches to Media Production in a chosen specialist pathway

Intellectual Skills

	Level 7
B1	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
B2	Construct arguments which demonstrate an advanced sense of theoretical and critical understanding of advanced technological and creative themes within Media Production
B3	Appraise approaches to the systematic managing of Media production activities in the context of Leadership, Teamwork and mentorship
B4	Understand and critique Media Consumption in the context of the modern media industry

Subject Skills

	Level 7
C1	Apply systematic and strategic approaches to contributing Media Content in the context a chosen specialism (Sound, Music or Screen)
C2	Apply complex technological knowledge and critical skills to solving media production needs
C3	Produce Media content using advanced IT Media production Skills
C4	Evaluate team and individual performance in the context of 'live' media production activities

Practical, Professional and Employability Skills

	Level 7
D1	Identify and be able to locate professional opportunities in the modern Media production industry
D2	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
D3	Evaluate the income generating models within the creative media production industry
D4	Recognise and develop systematic leadership and networking strategies to support the building of work opportunities in the Creative Media production Industry

9 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 earning. 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 Glyndŵr. 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.

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.

10 The Wrexham Glyndŵr Graduate

At Glyndŵr University we aim to help students develop and enhance key employability skills and capabilities during their study. There are three key areas with different attributes, attitudes and skillsets and the aim is to help students have the opportunity to enhance and develop skills such as resilience, adaptability, confidence, team working, emotional intelligence and communication, creativity and acting ethically and sustainably. Programmes are designed to enable students to develop and enhance these skills via module content, module learning outcomes and assessment opportunities. Each module will help provide different opportunities for developing and enhancing these capabilities, referred to as the Glyndŵr Graduate Framework.

The Careers team are available to provide information, advice and guidance and access to resources for potential students, current students and graduates. WGUConnect provides students with access to an online directory of vacancies.

The Careers team can support students with employability and interview skills such as use of the STAR (Situation, Task, Action, Result) technique that many recruiters use to gather relevant information about a specific capability that the job requires.

11 Work based/placement learning statement

A major strength of the Creative Media Technology subject area is their continued partnerships and links with a broad range of industry organisations including Focus Wales, AVID, Screen Alliance Wales and an expanding number of SMEs in the Creative Industries. Most recently we have a new industry partnership in Theatre Clwyd, who will be making the William Aston Hall their new home for the next 5 years. These formal and informal links have contributed to the student experience of successful past and current provision, and now provide a solid base to offer, in association with some of these organisations, credit bearing based work learning activities.

Through a module called 'Industry Collaboration', we intend to offer credit bearing in house opportunities to Masters students. All placement activity will be safeguarded and will be quality tested and monitored through our own university standard tripartite agreement system and by following the University protocols for placement and work based learning. The latter system and the Industry Collaboration module will also allow student to gain credit by sourcing and agreeing external opportunities, should they wish to do so. The Industry Collaboration module assessment will require students to undertake a minimum number of hours on a recognised and agreed series of activities, and these activities, through negotiation, can be internal or external as described above. Students will also be required to submit reflective documentation which must include completed university formal tripartite agreements for every work based learning activity. Placement hours will only be credited where a completed tripartite document has been submitted and agreed with the Module Leader prior to the activity taking place.

The formal placement agreement documentation includes coverage and monitoring of all aspects safeguarding and quality, such as insurance, general safeguarding issues, any required prior health and safety training and the specifics of the student role in the placement activity. The tripartite agreement must be completed and signed by all stakeholders – University, Student and Placement Provider. In some instances, such as internal in house activities the Placement Provider will also be the University. However we will still seek agreement on the activity with the industry practitioners who will be visiting the University and whose activity will be affording an internal and onsite opportunity. For external, student sourced opportunities, the same principles will apply in that an agreement must be completed, signed and submitted to the module tutor before the activity can take place and before any academic credit can be accrued. It will strictly be the student's responsibility to ensure that the Tripartite agreement is completed by all parties, and without a completed agreement in place, the student cannot accrue module credit for the activity. The Module Leader will take initial responsibility for the storage of completed agreements and for liaison with the University Careers and Employability Team. The Industry Collaboration module will be delivered in the first semester of the course, but the assessment submission will be scheduled for the end of the course. This will allow students the entire duration of the course to build up a range of quality placement activities which they can document in their assessment submission and reflect upon in their final assessment report.

12 Welsh medium provision

The programme will be delivered through the medium of English, but the course team have noted the Welsh language commissioner's initiative around student rights in Wales and consider it to be of great importance. Therefore, students will have the right to submit work in Welsh and the work could be assessed through support from *Coleg Cymraeg Cenedlaethol*. Working with University colleagues the programme could offer Welsh language personal tutorials if needed. We work and liaise with a wide variety of companies in Wales, and we will work to support students to engage with any work based learning opportunities and routes for gaining experience of working in Wales with Welsh organisations as and when they arise. For example, we have a formal partnership with Theatr Clywd and also a developed link with Screen Alliance Wales. Where opportunities arise with either these organisations or other Welsh Organisations for Welsh speaking students to undertake a work-based learning activity as Welsh speakers, we are confident that the University can support such an activity.

13 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.

Following the IPPF process recommendations, the course will begin in January each academic year and this is considered in the table of submission dates below. Therefore we consider University Semester 2 to be the Course's Semester 1. Actual University Semesters are shown below in brackets.

Module code & title	Assessment type and weighting	Indicative submission date
ART723 Creative Research Methods	100% Portfolio	Week 13, Semester 2
CMT706 Industry Collaboration	40% Journal, 60 % Reflective Report	Week 13, Semester 1, Year 2 or before if appropriate
CMT708 Professional Studies	50% Presentation 50% Portfolio	Week 13, Semester 3
CMT703/ CMT704/CMT705 Digital Media Techniques	100 % Presentation	Week 13, Semester 3
CMT707 Media Project	30% Coursework 50% Dissertation/Project 20% Oral Assessment	Week 13, Semester 1, Year 2

14 Assessment and award regulations

Derogations

None

Restrictions for trailing modules (Taught Masters)

None

15 Accreditation

None.

16 Quality Management

All provision is expected to comply with the University processes for quality assurance, the QAA Quality Code and any specific PSRB requirements to ensure the quality of the learning and teaching on the programme. The University uses the following mechanisms to help evaluate, enhance and review programmes delivery.

Student Evaluation of Module Questionnaire
 Student Voice Forum
 Individual student feedback
 Student representatives
 Annual Monitoring reports
 Periodic review and re-validation process
 External Examiner reports

PSRB requirements and accreditation activities
National Student Survey (NSS)

17 Support for Students

The University has a range of departments that offer support for students such as:

- Library & IT Resources
- Inclusion Services
- Careers Service
- Chaplaincy
- Counselling & Wellbeing
- Student Funding and Welfare
- Student Administration

Please access the Glyndŵr website at www.glyndwr.ac.uk to find out more about the Departments.

Glyndŵr Student Union offers support for students, please access their website at to find out more. <https://www.wrexhamglyndwrsu.org.uk/>

All students at Wrexham Glyndŵr University are allocated a Personal Tutor whose main responsibility is to act as the first point of contact for their personal students and to provide pastoral and academic support throughout their studies at the University.

18 Equality and Diversity

Glyndŵr University is committed to providing access to all students and promotes equal opportunities in compliance with the Equality Act 2010 legislation. This programme complies fully with the University's Equality and Diversity Policy, ensuring that everyone who has the potential to achieve in higher education is given the chance to do so. Please click on the following link for more information about equality and diversity