University of Suffolk

DEFINITIVE COURSE RECORD

Course Title	**FdA Visual Media Production**
Awarding Bodies	**University of Suffolk**
Level of Award[1]	**FHEQ Level 5**
Professional, Statutory and Regulatory Bodies Recognition	**None**
Credit Structure[2]	**240 Credits** **Level 4: 120 Credits** **Level 5: 120 Credits**
Mode of Attendance	**Full-time**
Standard Length of Course[3]	**2 years full-time**
Intended Award	**FdA Visual Media Production**
Named Exit Awards	**CertHE Visual Media Production**
Entry Requirements[4]	**Typical Offer:** **80 UCAS tariff points (or equivalent)**
Delivering Institution	**University of Suffolk at East Coast College (Great Yarmouth)**
UCAS Code	**P391**

This definitive record sets out the essential features and characteristics of the FdA Visual Media Production course. The information provided is accurate for students entering level 4 in the 2017-18 academic year[5].

Course Summary

This course features a range of study areas reflecting current issues and professional practices in short film, animation, mobile video and sound for visual media. Study will also include the traditional skills and approaches associated with this demanding sector. The focus of the course is in visual post-production techniques and the use of applied visual effects. The FdA Visual Media Production is a course designed to provide you with the practical, critical and theoretical tools required by the contemporary media production and post-production industries. You will develop the problem-solving and reflective abilities necessary for study and subsequent work within these industries. The programme has a focus towards film and television post-production editing and compositing with strong elements in 3D animation and motion graphic visual effects – an area in which skills shortages has been identified. The art of post-production is being seen more frequently within present date film releases and TV programmes, we aim to give students the opportunity to enter this industry and produce visually stunning pieces of work.

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[1] For an explanation of the levels of higher education study, see the QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014)

[2] All academic credit awarded as a result of study at the University adheres to the Higher education credit framework for England.

[3] Where the course is delivered both full-time and part-time, the standard length of course is provided for the full-time mode of attendance only. The length of the part-time course is variable and dependent upon the intensity of study. Further information about mode of study and maximum registration periods can be found in the Framework and Regulations for Undergraduate Awards.

[4] Details of standard entry requirements can be found in the Admissions Policy

[5] The University reserves the right to make changes to course content, structure, teaching and assessment as outlined in the Admissions Policy.

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Course Aims
- To promote a flexible, reflective approach and the development of growing independence to support a career in visual media production
- To develop the key and academic skills which will broaden the range of opportunities for work, employment, self-employment within the media industry

- To encourage the understanding that learning takes place in all areas of visual media production activity

- To develop the specific visual media production and technical competencies required of a visual media producer

- To promote understanding of the visual media production and post-production industry

- To encourage the assumption of responsibility and the ability to make informed decisions

- To promote personal and inter-personal skills required for progression within the visual media industry

- To provide widened participation and enable further progression within Higher Education

- To create a strong foundation for lifelong learning

Course Learning Outcomes
The following statements define what students graduating from the FdA Visual Media Production course will have been judged to have demonstrated in order to achieve the award. These statements, known as learning outcomes, have been formally approved as aligned with the generic qualification descriptor for level 5 awards as set out by the UK Quality Assurance Agency (QAA)[6].

Knowledge and Understanding

1. Apply academic principles to the study of a range of visual media products and the media production industry

2. Understand the principles, structures and functions of the visual media production business framework

3. Identify and evaluate the roles, responsibilities and values which influence the creation and production of visual media products and artefacts

4. Demonstrate the principles of teamwork and leadership required of a working visual media producer

5. Understand the processes linking various types of filmmaking, production, distribution, circulation and consumption

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[6] As set out in the QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014)

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6. Understand the key crafting and production processes, professional practices relating to the field of post-production practice and production, including financial, market, legal, ethical, regulatory and technical contexts

Intellectual/Cognitive Skills

7. Locate and analyse information using appropriate conventions regarding attribution, referencing and presentation

8. Devise and format visual media ideas towards specific production product purposes

9. Make decisions regarding the importance and relevance of source material in a range of formats

10. Provide considered solutions to problems and unforeseen circumstances encountered in visual media production projects

11. Consider and evaluate their own work in a reflective manner, with reference to academic and/or professional issues, debates and conventions

12. Undertake sustained independent research, drawing on a range of sources

13. Demonstrate the ability to give and receive feedback constructively, and use this process to develop skills, knowledge and ideas

Subject Specific and Practical Skills

14. Apply the narrative, pre-production, production and post-production techniques appropriate to the visual media producer, across a range of practical situations

15. Demonstrate the ability to set and achieve realistic objectives in production projects and the mechanisms required to monitor progress

16. Apply skills in regard to the use of media production equipment, technical resources and appropriate specific software associated with visual media production, filming, editing, sound recording and DVD authoring

17. Employ technical tools in postproduction operations in line with industry norms

18. Produce distinctive and creative work, which demonstrates the effective use of sound, image and/or the written word

19. Produce work which demonstrates an understanding of media forms and structures, audiences and specific communication registers

20. Present work in accordance with standard academic and professional conventions

21. Develop creative ideas, concepts and projects informed by appropriate research and judgements of feasibility

22. Select and apply appropriate storytelling/ genre conventions with reference to intended audience and delivery platform

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Transferable Skills

23. Interact effectively with other visual media producers through planning, preparation and production

24. Develop professional working relationships within the local visual media industries

25. Evaluate own strengths and weaknesses, and develop the ability to justify and take decisions

26. Select, manage, organise and retrieve information when investigating and researching visual media production issues

27. Demonstrate a growing sense of responsibility for development of own creative work and learning

28. Communicate effectively in the written word and established media production idioms, reporting practical procedures clearly and concisely, using appropriate language and presentation techniques

29. Carry out work in accordance with a specified or negotiated brief, including length, format and deadline

30. Manage supervised, self-directed projects and apply appropriate entrepreneurial skills as appropriate to particular settings

31. Demonstrate a problem solving approach to tasks

Course Design
The design of this course has been guided by the following QAA Benchmark:

- Communication, media, film and cultural studies (2008)

Course Structure
The FdA Visual Media Production comprises modules at levels 4 and 5.

Module Specifications for each of these modules are included within the course handbook, available to students on-line at the beginning of each academic year.

	Module	Credits	Module Type[7]
Level 4			
	Screen Writing	20	R
	Sound Design	20	R
	Camera Operations	20	R
	Personal Development	20	R
	Editing for Film and TV	20	R
	Motion Graphics for Visual Media	20	R

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[7] Modules are designated as either mandatory (M), requisite (R) or optional (O). For definitions, see the Framework and Regulations for Undergraduate Awards

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Level 5			
	Visual Effects in Post-Production	20	R
	HD Cinematography	20	R
	Major Project – Planning and Preparation	20	R
	Research into Industry Practice	20	M
	2D and 3D Compositing	20	R
	Major Project Realisation and Evaluation	20	R

Awards
On successful completion of the course, students will be awarded a FdA Visual Media Production. Students who leave the course early may be eligible for a CertHE Visual Media Production on successful completion of 120 credits.

Course Delivery
The course is delivered at the University of Suffolk at East Coast College (Great Yarmouth). Students studying full-time on FdA Visual Media Production are likely to have approximately 12-15 contact hours per week. The contact hours will be a mix of lectures, workshops, tutorials and practical sessions. Students will normally be expected to undertake 800 hours of independent study per year, but should be prepared for weekly requirements to vary based on assignment deadlines and class exercises.

Course Assessment
A variety of assessments will be used on the course to enable students to experience and adapt to different assessment styles. The assessment methods used will be appropriate to assess each module's intended learning outcomes. Assessment on the course overall will be 100% coursework (including scripts, sequences, portfolios, reports and essays). A practical presentation contributes to 40% to the Visual Effects in Post-Production module at level 5. All other practical pieces are submitted as coursework.

Course Team
The academic staff delivering this course are drawn from a team that includes teaching specialists and current practitioners. All staff are qualified in their subjects with their own specialist knowledge to contribute.

Course Costs
Students undertaking FdA Visual Media Production will be charged tuition fees as detailed below

Student Group	Tuition Fees
Full-time UK/EU	£8,220 per year
Part-time UK/EU	Not applicable
Full-time International	£11,580 per year
Part-time International	Not applicable

Payment of tuition fees is due at the time of enrolment and is managed in accordance with the Tuition Fee Policy.

Students will be required to pay contributions towards trips and visits. There is one (optional) major foreign trip per year. Student costs are posted in advance. There are no additional

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costs for equipment and materials although students are expected to develop their own practitioner toolkit.

Academic Framework and Regulations
This course is delivered according to the Framework and Regulations for Undergraduate Awards and other academic policies and procedures of the University and published on the [website](#).