

Programme specification

1. Awarding Institution Edexcel	2. Teaching Institution North Kent College	3. Faculty/Department Arts – Music and Media	4. UCAS Code: P311.
5. Final Award BTEC HND in Creative Media	6. Programme Title Creative Media (TV & Radio Production)		7. Accredited by: Pearsons
8. Quality Assurance Agency (QAA) Benchmarking Group(s)			
Communication, media, film and cultural studies 2008			
9. Entry Requirements			
<ul style="list-style-type: none"> • HNC qualification gained from the Creative Media Production (TV & Radio) course • HNC qualifications from another education provider delivering a similar course could be considered subject to the units covered 			
10. Educational Aims of the Programme and Potential Career Destinations of Graduates [Maximum 150 words]:			
<ul style="list-style-type: none"> • Expand knowledge of production skills within both the radio and moving image industry • Develop your practical skills in media production across both radio and moving image • Focus on the knowledge, skills and understanding required to support learning • To enable you opportunities to gain a work placement within the media industry • Development of professional and reflective skills that can be built on throughout your professional life • Enhance self-reflection, critical thinking skills and independent learning • Develop the personal, employability, critical and transferable skills to work effectively • Provide an academic platform for progression to honours level study or further professional development <p>Progression into year 2 or 3 of a BA (Hons) Media or Production programme or similar course at our link universities or one of your choosing. Radio careers as broadcast assistants, broadcast journalists, production assistants or presenters. Moving image careers as runners, sound or lighting engineers, production assistants, post-production, camera operators, producers or assistant directors.</p>			

11. Summary of Skills Development for Students within the Programme [Maximum 150 words]:

Our course is specifically designed should you wish to specialise in either radio, moving image, or gain a broad knowledge studying a mixture of both.

Your development within the programme will see you encouraged to develop effective skills which underpins the fundamentals of good production ethics, as the programme develops there will be increasingly independent learning and critical analysis of theory and research through a range of practical work deliver.

You will apply your new knowledge within our live radio station and TV Studios working with corporate clients on both radio and moving image projects. Through regular guidance you will develop the following skills;

- Production values
- Journalist concepts
- Analysis and development skills
- Research and pre-production management skills
- Creative project management skills
- Production of audio and/or visual material
- Studio technical operating skills in audio and/or visual material
- Broadcast management skills
- Production and presenting experience within a live media and production company

B. Intellectual skills:		B. Teaching and learning methods:
<p>Learners of programmes in the Media and Communication field will demonstrate intellectual knowledge and understanding drawn from the following:</p> <ol style="list-style-type: none"> 1. Understand the forms of communication and media and how they have emerged historically and appreciate the processes through which they have come into being, with reference to social, cultural and technological change. 2. Examine such forms critically with appropriate reference to the social and cultural change within contemporary society. 3. Gain an understanding of how different social groups make use of, and engage with media outlets as they have become more diverse socially and culturally. 4. Analyse closely, interpret and show the exercise of critical judgement in the understanding and, as appropriate, evaluation of these forms. 5. Consider and evaluate their own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions. 		<p>Development of intellectual skills is through lectures from tutors and visiting speakers, group discussion, seminars, case studies and audio-visual material, reinforced by work-based experiences and working with their designated mentor.</p> <p>A range of teaching styles will be used in order to take into account the differing learning styles of students. Learning activities will be planned to help you to achieve the aims of the course and individual modules.</p>
		B. Assessment methods:
		<p>A range of assessment methods will be used to encourage and develop your skills during the course. These include but do not exclusively include the following; Short and long essays, analyses of practices reviews and reports, presentations (whether oral and/or technology-based), critical self and peer-evaluation, blogs, evaluations, individual or group portfolios of work (whether critical, creative, self-reflective, or the outcome of professional practice), Individual and group project reports, research exercises and external placement or work-based learning reports.</p>

<p>C. Subject practical skills: →</p>	<p>C. Teaching and learning methods:</p>
<p>Learners of programmes in the Media and Communication field will demonstrate practical skills knowledge and understanding drawn from the following:</p> <ol style="list-style-type: none"> 1. Produce work which demonstrates the principals of professionalism and can be broadcast through audio and/or image outlets. 2. Demonstrate competences in their chosen field of practice. 3. Demonstrate the development of creative ideas and concepts based upon secure research strategies. 4. Understand the importance of the commissioning and funding structures of the creative industries and demonstrate a capacity to work within the constraints imposed by them. 5. Produce work showing capability in operational aspects of media production technologies, systems, techniques and professional practices. 6. Manage time, personnel and resources effectively by drawing on planning, organisational, project management and leadership skills 7. Produce work ready for broadcast which demonstrates an understanding of media forms, structures and audiences specific content. 8. Produce work which is factually correct and delivered. 	<p>Subject-specific practical skills are developed through a range of studio and outside based practical projects and assignments for both internal and external clients. Work placements will be encouraged to further expand and develop the learner's skills knowledge.</p> <p>A variety of teaching and learning methods will be incorporated into the course in order to ensure you cover all learning outcomes. These will include;</p> <ul style="list-style-type: none"> • Live Briefs • Directed research • Workshops • Visits from guest speakers • Studio time and practice <p>A range of teaching styles will be used in order to take into account the differing learning styles of students. Learning activities will be planned to help you to achieve the aims of the course and individual modules.</p>
	<p>C. Assessment methods:</p>
	<p>A range of assessment methods will be used to assess and encourage the development of the learner's practical knowledge and skills. These include but are not exclusively include the following; Production documentation, production material, features and programmes produced, group and individually produced artefacts, including productions in sound, audio visual or other media.</p>

D. Transferable/key skills: 	D. Teaching and learning methods:
<p>Learners of programmes in the Media and Communication field will demonstrate practical skills knowledge and understanding drawn from the following:</p> <ol style="list-style-type: none"> 1. Communication and presentation skills 2. Independent study skills 3. Team work and interpersonal skills 4. Competency in problem solving 5. Development of skills to manage and develop contacts across many levels 6. Development of skills including self-management, independent working and organisation skills 7. Setting targets for personal, academic and career development 8. Developing an adaptable, flexible and effective approach to training and work 	<p>Development of transferable and key skills are developed through presentation and communication, teamwork, problem-solving and reflective practice, which are developed in a contextualised manner throughout the programme. All skills are enhanced in practical sessions, tutorials, workshops and internal/external projects.</p> <p>A range of teaching styles will be used in order to take into account the differing learning styles of students. Learning activities will be planned to help you to achieve the aims of the course and individual modules.</p>
	D. Assessment methods:
	<p>A range of assessment methods are used to assess transferable skills. These include but are not exclusively include the following; Presentations, pre & production documentation, meeting assignment deadlines, blogs and related reflective practices, feature development and production completion deadlines.</p>

13. Programme Structure: Levels, Courses and Credits →		<i>Awards, Credits and Progression of Learning Outcomes</i>
<p>Level</p> <p>5</p>	<p>Compulsory Courses</p> <ul style="list-style-type: none"> • Project Design, Implementation & Evaluation • Special Subject Investigation for Creative Media Production • Work Experience in the Creative Media Sector • Scriptwriting for Radio Fiction • Radio Quizzes and Light Entertainment • Radio Station Management • Producer for Moving Image Production • Director for Moving Image Production • Convergent Journalism <p>Optional Courses <i>The opportunity will be available to add additional themed units within the following specific pathways:</i></p> <ul style="list-style-type: none"> • <i>Radio</i> • <i>Moving Image</i> • <i>Journalism</i> <p>All units are worth 15 credits except Project Design, Implementation & Evaluation which is worth 20 credits. Minimum credit total of 250 credits to complete the Higher National Diploma.</p> <p>The course will run for 30 weeks, split into the following</p> <ul style="list-style-type: none"> • Contact time 11 hours per week • Self-study/production time 10 hours per week <p>You may be required to work on productions during half-terms, prior notice will be given.</p>	<p>Higher National Diploma</p>