

Programme Specification

1. Awarding Institution	2. Teaching Institution	3. Faculty/Department	4. UCAS Code:
EdExcel / Pearson	North Kent College	Arts – Music and Media	P311
5. Final Award		6. Programme Title	7. Accredited by:
BTEC HND in Creative Media		Creative Media (TV & Radio Production)	Pearson
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; and
- production and presenting experience within a live media and production company.

<p>12. The programme provides opportunities for you to achieve the following outcomes:</p> <p>These are related to the benchmarking statements for the subject you are studying, described under 8 above.</p>	<p>The following teaching, learning and assessment methods are used to enable you to achieve and demonstrate these outcomes:</p>
<p>A. Knowledge and understanding of: —————></p>	<p>A. Teaching and learning methods:</p>
<p>Learners of programmes in the Media and Communication field will demonstrate knowledge and understanding drawn from the following:</p> <ol style="list-style-type: none"> 1. Gain understanding of the roles of media and communication agencies in delivering information to society. 2. Become aware of the economic forces that affect the media, cultural and creative industries. 3. Understand particular media forms and genres, and the way in which they can affect and influence society. 4. Review and understand the developing and emerging technologies that affect and change the production, content manipulation, distribution and access of the media. 5. Gain an understanding of the ways in which media organisations gather, develop and communicate information that could cause social division, such as disability, class, ethnicity, gender, nationality, and sexuality. 6. Understand the dynamics of public and everyday discourses in the shaping of culture and society. 7. Produce a range of broadcast quality work for both internal and external clients. 	<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> <p>lectures, seminars, live briefs, directed research, case studies, workshops,</p> <p>educational visits, visits from guest speakers, studio time and practice, tutorials</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> <p>During the course, you will be expected to become more responsible for your own learning, this is designed to encourage an independent approach to your studies. Individual autonomy is a feature of HE courses that has been identified both by the industry and The Quality Assurance Agency (QAA).</p>
	<p>A. Assessment methods:</p> <p>A range of assessment methods will be used to encourage and develop your skills during the course. These include but are not exclusively include the following; Peer review, taught/directed study, formal written assessment, workshop/practical observation, self-directed independent study, assessment of specific skills (for example ICT skills, production skills, research skills and skills of application).</p>

C. Subject practical skills: 

Learners of programmes in the Media and Communication field will demonstrate practical skills knowledge and understanding drawn from the following:

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.

C. Teaching and learning methods:

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.

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;

- Live Briefs
- Directed research
- Workshops
- Visits from guest speakers
- Studio time and practice

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.

C. Assessment methods:

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.

13. Programme Structure: Levels, Courses and Credits →		<i>Awards, Credits and Progression of Learning Outcomes</i>
Level 5	<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"> • Radio • Moving Image • Journalism <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>	Higher National Diploma