

Course Specification

BA (Hons) Digital Media TKHU036

TKH School of Design and Media

Academic Year: 2023/2024

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.



The Knowledge Hub
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Section A. 1 - Level 3

BA (Hons) Digital Media

Section A.1

Level 3 Specification	Page
1 Introduction	4
(Basic Course Information sections 2-11 can be found in Part A.2)	
12 Outline and Educational Aims of Level 3	4
13 Level 3 Learning Outcomes	5
14 Level 3 Structure and Requirements, Modules, Credits and Progression	6

Part A.1 Course Specification Level 3 BA (Hons) Digital Media

Introduction

Part A.1 of this document outlines Level 3 of the BA (Hons) Digital Media degree, which is a shared year taught across the Faculty of Design and Media.

Part A.2 outlines Levels 4, 5 and 6, which are specific to the BA (Hons) Digital Media course.

Level 3 Year in Design and Media

Level 3 is a Year in Art, Design and Media that will introduce all students in the School of Design and Media to the key concepts in the subject(s) they intend to study, as well as the academic study skills and language they will need to operate effectively at degree level. Level 3 consist of 80 credits of subject-specific modules and 40 credits of academic English skills modules. The year will be fully taught in English with embedded specialist English-language and study skills support to prepare students for Levels 4, 5 and 6 of the Coventry University degree course. Level 3 is typically for students who do not have English as their first language.

Sections 2-11

Basic Course Information Sections 2-11 can be found in the BA (Hons) Digital Media Course Specification Part A.2

12 Outline and Educational Aims of Level 3 Outline

The Level 3 Year in Art, Design and Media is designed to foster a creative, critical and experiential approach to art, design and media practice with embedded general English and English for specific purposes. Students are encouraged to experiment with different creative methods, test ideas and engage in a process of critical reflection through creative approaches. The course supports students towards informed career choices, with awareness of their own creative strengths and knowledge of creative career pathways. Successful completion of the course enables access to appropriate degree-level study with Coventry University. The year includes embedded academic English and study skills support.

The Level 3 Year is structured in two parts:

Exploration (60 credits, Level 3). Through individual, group and collaborative working, students are exposed to a wide range of issues concerned with visual understanding and visual thinking, studio practice, audio/visual media production, narrative, material handling, careers, art/design/media histories, creative problem solving, skill acquisition, critical reflection and independent learning.

Creative work is supported and enhanced by focused English for specific purposes, building key vocabulary, listening, comprehension and interpretation skills, and academic writing. Students are guided through project briefs focused towards a developing understanding of degree subject specialisms. The outcome of this stage is a portfolio of creative outcomes, both physical and digital. The 40 credit Art, Design and Media module is supported and enhanced by a 20 credit focused English for specific purposes to develop key vocabulary, verbal, comprehension/interpretation skills, group presentation skills, and academic writing through the development of personal statements and reflective consideration of context of their creative practice.

Transition (60 credits, Level 3). The second stage of the course prepares students for degree-level study in creative disciplines, through the development of a specialism-focused individual projects towards the final outcome, an exhibition/showcase of final projects appropriate to the professional practice approaches in their chosen creative pathway. The 40 credit Art, Design and Media module is supported and enhanced by one 20 credit English for specific purposes modules, with emphasis on subject-specific academic writing, research skills, and the verbal and presentation skills.

Level 3 General Aims:

The Level 3 Year in Art, Design and Media will enable students to:

- Become familiar with the key concepts in their chosen subject area.
- Develop the language and subject-specific academic study skills necessary to study at university level.
- Manage their own learning and acquire transferable skills such as communication, initiative and problem solving that equips and orientates students for higher education.

Level 3 Specific Aims:

The Level 3 Year in Art, Design and Media will enable students to:

- Acquire a broad knowledge of current and historical concerns and concepts within art, design and media;
- Develop an understanding of research, processes and practical skills appropriate to art, design, and media, and apply these critically and imaginatively through subject-specific outcomes;
- Develop study skills and academic English language skills, specific to the subject areas of art, design and media;
- Learn to manage learning, and acquire transferable skills such as communication, presentation, visual and digital fluency, critical reflection, initiative and problem-solving that equips and orientates students for degree level study in art, design and media;
- Develop appropriate skills, understanding and experience for successful transition into appropriate degree-level study and professional pathways in art, design and media.

13 Level 3 Learning Outcomes:

On successful completion of Level 3 a student will be able to:

1. Demonstrate understanding of the fundamental concepts in art, design and media within international and social contexts, in an English-speaking learning environment;
2. Show evidence of development, problem solving and application of creative skills and approach;
3. Demonstrate the ability to use a range of creative media effectively, including digital tools, within art, design and media;
4. Demonstrate the ability to communicate ideas effectively through research, analysis, interpretation and evaluation in both verbal and written academic English;
5. Demonstrate understanding of career pathways and professional contexts in art, design and media and;
6. Demonstrate the ability to critically self-evaluate, and transition to more independent research-informed learning at degree-level.

14 Level 3 Structure and Requirements, Modules, Credits and Progression

Level 3 Structure

Semester 1	Semester 2
KH3135AAD Art, Design and Media 1: Exploration (40 credits)	KH3136AAD Art, Design and Media 2: Transition (40 credits)
KH3109HUM Foundation Academic English 1 for Design and Media (20 credits)	KH3110HUM Foundation Academic English 2 for Design and Media (20 credits)

14.1 Entry Requirements to Level 3 Year in Art, Design and Media

1 AS Level grade D and 5 GCSEs (including English Language, Mathematics and Science) at A*- C or 9 - 4 in the new GCSE grading structure **OR** 8 GCSEs (including English Language, Mathematics and Science) at A*- C or 9 - 4 in the new GCSE grading structure) **OR** Tawjihiya/General Secondary School certificate with minimum 60% **OR** Pass grades in IB Diploma.

In the case of applicants whose first language is not English, an adequate proficiency in English must be demonstrated. This would normally be a minimum IELTS score of 5.5 (with no less than 5.0 in each component) or equivalent.

All equivalent qualifications are welcome, as are mature students with alternative experience.

Portfolio

Students are required to submit a portfolio/show reel/written work and may be asked to attend an interview if it is practical to arrange.

Progression to Level 4

Students who pass Level 3 according to the regulations will be entitled to progress to Level 4. Level 3 marks do not contribute to the final degree award.

Modules within Level 3 and their credit value are identified in the table below.

Module Code	Title	Semester	Credit Value	Learning Outcomes
KH3135AAD	Art, Design and Media 1: Exploration	1	40	LO 1,2,3,4,5,6
KH3109HUM	Foundation Academic English 1 for Design and Media	1	20	LO 1,4,5,6
KH3136AAD	Art, Design and Media 2: Transition	2	40	LO 1,2,3,4,5,6
KH3110HUM	Foundation Academic English 2 for Design and Media	2	20	LO 1,4,5,6

Sections 15–18

Sections 15-18 can be found in the BA (Hons) Digital Media Course Specification Part A.2



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Course Specification Part A.2

BA (Hons) Digital Media – Level 4, 5 and 6

TKH School of Design and Media

Academic Year: 2023/2024

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take full advantage of the learning opportunities that are provided.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each module can be found in the Module Information Directory (MID), student module guide(s) and the course handbook.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

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Section A.2 Contents

	Page
1 Introduction	11
2 - 11 Basic Course Information	12
12 Outline and Educational Aims of the Course	13
13 Course Learning Outcomes	14
14 Course Structure and Requirements, Modules, Credits and Awards	15
15 Support for students and their learning	19
16 Criteria for Admission and Selection Procedure	19
17 Method for evaluating and enhancing the quality and standards of teaching and learning	20
18 Regulation of Assessment	20
19 Indicators of Quality Enhancement	21
20 Additional information	21

PART A Course Specification (Published Document)

BA(Hons) Digital Media

1. Introduction

Mixing the creative and the technical in the context of digital storytelling, the BA Digital Media offers a space for students to experiment with a range of digital technologies, practices, processes, and theories. Our responsive, creative curriculum allows students to address the rapid developments concerning the impact of new, emerging, and future media technologies and broader changes to the media and networked communications landscape. Students engage with games, film, audio experiences and more, creating, experimenting, researching and analysing the evolution of such fields. This approach results in thoughtful and sustainable digital media design, research, production, and professional practice across diverse areas of digital media.

The BA Digital Media course is different from a traditional programming or computer science course as its focus is primarily on creative production in the field of media using digital tools in 3D modelling and animation, code as a creative medium, immersive technologies such as augmented and virtual reality, and audio and video production among others.

Our project-led approach supports students in becoming adept with a range of critical and creative media equipment and interactive technologies to inform their practice and understanding. The course focuses on laying a flexible foundation of skills which will prepare you for a changing digital and technological landscape. This means that students have the opportunity work on real-world projects and address contemporary issues and challenges using the skills, knowledge and understanding they develop over the course.

In terms of skillset, our students develop aptitude in creative coding, augmented- and immersive virtual production, critical thinking around digital media, transmedia narrative development and digital marketing.

Students will benefit from a course that sees critical digital theory, immersive skills development, and professional practice as mutually exclusive, along with a university-wide commitment to collaborative learning and supporting sustainable global citizenship development.

On successful graduation, graduates can seek out roles in digital marketing and advertising, Internet of Things (IoT) development, UI/UX design and testing, app development and, increasingly, in augmented reality/virtual reality development.

2 Available Award(s) and Modes of Study

Title of Award	Mode of attendance	FHEQ Level
BA (Hons) Digital Media	F/T 3 years	6 level
Interim Awards		
BA Digital Media	F/T 3 years	6 level
Diploma of Higher Education in Digital Media	F/T 2 years	5 level
Certificate of Higher Education in Creative Technologies	F/T 1 year	4 level
3 Awarding Institution/Body	Coventry University	

4 Collaboration	Autonomous Franchise
5 Teaching Institution and Location of delivery	Coventry University Branch at TKH The Knowledge Hub Universities Campus New Administrative Capital, Residential Area 7, R7, Cairo Governorate
6 Internal Approval/Review Dates	Date of approval/latest review: 07/2021 Date for next review: 2026/2027
7 Course Accredited by	Not applicable
8 Accreditation Date and Duration	Not applicable
9 QAA Subject Benchmark Statement(s) and/or other external factors	<ul style="list-style-type: none"> ♦ <u>Communication, Media, Film and Cultural Studies (2019)</u> ♦ <u>Computing (2019)</u> ♦ <u>Art and Design (2017)</u>
10 Date of Course Specification	May 2023
11 Course Director	Coventry University Link Tutor: Dr Darren Berkland The Knowledge Hub Course Director: Nora Kahil Link Tutor Level 3: Amy O'Donnell Link Tutor Levels 4, 5, 6: Dr Darren Berkland

12 Outline and Educational Aims of the Course

The overall aims of the Digital Media course are to:

- Encourage an active and imaginative approach to learning through the practice of digital media
- Equip students with an understanding of the nature of digital media within contemporary global and local situations as well as within a historical context
- Promote knowledge and understanding of the roles of digital communication systems, modes of representation and systems of meaning
- Develop a studentship which is embedded with strong principles of media professionalism and ethos of transferable and highly adaptable skills and knowledge
- Develop and encourage critical engagement with artistic, theoretical and intellectual paradigms appropriate to the area of digital media
- Foster a detailed understanding of contemporary patterns of, especially digital, production and consumption and circulation of media and cultural objects
- Facilitate opportunities and work which demonstrates effective manipulation of interfaces, the visual, sound and the written word
- Develop an understanding of, and practical skills in, a wide variety of research methods appropriate to the field of study
- Equip students to see their degree as transforming themselves personally and professionally but also as a means of affecting change in the wider media landscape.

The course responds to the 2030 Group Strategy. Additionally, the course provides opportunities for students to:

- Collaborate with students on other courses through shared projects in, and beyond, modules
 - Develop skills, knowledge and experience through the 'Graduate Attributes Framework' that informs teaching materials, curriculum design, assessment, and the working practices of staff and students.
-

13 Course Learning Outcomes

On successful completion of the course a student will be able to:

1. Work creatively, effectively and independently within a range of digital media contexts and across a range of forms;
2. Demonstrate the skills – technical, creative, organizational, professional – required to function as a sustainable digital media practitioner;
3. Evidence a nuanced and sophisticated theoretical understanding of how digital media has come to inform societies, cultures and individuals;
4. Demonstrate critical analysis of the full range of factors that impinge upon professional and creative activities within digital media;
5. Work collaboratively at local, regional, national and/ or international level and demonstrate their understanding of the broader global context in which they work;
6. Produce highly creative and stimulating work in digital media that is informed by, and engages with, the current media and creative industries landscape.

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

14.1 Attendance

According to The Knowledge Hub Regulations.

Monitoring of Attendance

According to The Knowledge Hub Regulations.

14.2 Professional Enhancement Year

Students successfully completing Level 5 of their course will be permitted on the optional Professional Enhancement Year route, which allows students to spend a year on a professional placement between Level 5 and Level 6 of their course.

Students opting to take this route will secure and undertake a work placement and will register on KH5011MPA. KH5011MPA is a zero-credit module and will be assessed as pass/fail only. It cannot replace any course credits in the final award or be included in the overall award classification. Students who successfully complete the assessment associated with this module will receive the addition of “with Professional Enhancement” on their degree title.

14.3 Semester of Study / Academic Year at Coventry University (Optional)

The course structure and timing of delivery at The Knowledge Hub shall be aligned with the equivalent course at Coventry University to enable a student to complete a semester of study/one academic year at Coventry University as part of their studies. The marks achieved at Coventry University will be used in the assessment of the student’s performance at the end of each level and used in the calculation of the final degree classification.

Cascade of Awards:

BA (Hons) Digital Media
↓
BA Digital Media

↓
Diploma of Higher Education in Digital Media
↓
Certificate of Higher Education in Creative Technologies

Indicative Course Structure

The indicative course structure is as follows:

Year 1	
Semester 1	Semester 2
KH4000DDA Skills Lab [20]	KH4003DDA From 2D to 3D: Developing Visual Skills [20]
KH4002DDA Hack Lab and Creative Play [20]	KH4005DDA People, Pipelines & Productions [20]
KH4001DDA Narrative and Storytelling [20]	KH4004DDA Prototyping, Concept, Development, and Design [20]
Year 2	
Semester 1	Semester 2
KH5143MPA Beyond the Digital Revolution: Contexts [20]	KH5139MPA Transmedia Storytelling and Immersive Design [20]
KH5142MPA Engaging in Professional Practice [20]	KH5140MPA Hacking the Immersive Pipeline 2 [20]
KH5141MPA Digital Marketing and Content Creation [20]	KH5XXXMPA Creative Collaboration [20]
Year 3	
Semester 1	Semester 2
KH6117MPA The Politics and Failures of the Digital Revolution [20]	KH6116MPA Professional Digital Media Practice Portfolio [20]
KH6137MPA Research: Speculative Futures and Digital Histories [20]	KH6136MPA Final Major Project [40]
KH6138MPA Immersive Production and Experimental Praxis [20] or KH6139MPA Creative Application Design and Development [20]	

Modules within the course, their status (whether mandatory or options), the levels at which they are studied, and their credit value are identified in the table below.

Credit level	Module Code	Title	Learning Credit	Assessment credit	Mandatory /Optional	Course Learning Outcomes
Level 4						
4	KH4000DDA	Skills Lab	20	20	M	1, 2, 3
4	KH4001DDA	Narrative and Storytelling	20	20	M	3, 4, 5
4	KH4002DDA	Hack Lab and Creative Play	20	20	M	1, 2, 3, 5, 6
4	KH4003DDA	From 2D to 3D Developing Visual Skills	20	20	M	1, 2, 3
4	KH4004DDA	Prototyping, Concept, Development, and Design	20	20	M	1, 2, 3, 5, 6
4	KH4005DDA	People, Pipelines & Productions	20	20	M	2, 3, 4, 5, 6
Level 5						
5	KH5143MPA	Beyond the Digital Revolution: Contexts	20	20	M	2, 3, 4, 6
5	KH5139MPA	Transmedia Storytelling and Immersive Design	20	20	M	1, 2, 3, 4, 5, 6
5	KH5140MPA	Hacking the Immersive Pipeline	20	20	M	1, 2, 3, 4, 5, 6
5	KH5141MPA	Digital Marketing and Content Creation	20	20	M	1, 2, 3, 4, 5, 6
5	KH5142MPA	Engaging in Professional Practice	20	20	M	1, 2, 5, 6
5	KH50XXMPA	Creative Collaboration	20	20	M	1, 2, 3, 4, 5, 6
5	KH5011MPA	Professional Enhancement Year	0	0	O	
Level 6						
6	KH6117MPA	The Politics and Failures of the Digital Revolution	20	20	M	2, 3
6	KH6137MPA	Research: Speculative Futures and Digital Histories	20	20	M	2, 3, 4
6	KH6116MPA	Professional Digital Media Practice Portfolio	20	20	M	1, 2, 6
6	KH6136MPA	Final Major Project	40	40	M	1,2, 3, 4, 5, 6
Students can choose 1 module from below:						
6	KH6138MPA	Immersive Production and Experimental Praxis	20	20	O	2, 3, 5
6	KH6139MPA	Creative Application Design and Development	20	20	O	2, 3, 4, 6

15 Support for students and their learning

Induction

At enrolment, all students attend an Induction. The induction consists of:

- An overview of the Knowledge Hub and Coventry University
- An overview of the course in terms of course learning outcomes and course structure
- Detailed information about each module they will study and the assessment strategy.

Module guides

Students are provided with module guides to support their learning which include features such as aims, module learning outcomes; readings; (and where appropriate) additional readings; teaching schedule and activities to be undertaken.

Coventry University Collaborative Student Portal

Students have access to Coventry University Collaborative Student Portal which provides a convenient virtual platform for students to access academic information including academic writing skills, referencing style guide, useful links to learning English as well as regulations, policies and principles of teaching and learning adopted by Coventry University

Library and Coventry University Partner Student E-Resources

In addition to the library resources available at the Knowledge Hub students have access to Coventry University Partner Student E-Resources.

16 Criteria for Admission and Selection Procedure

Design and Media applicants must have a minimum cumulative Grade Point Average (GPA) of **3.0**, and score **1100** in **SAT 1** (no less than 550 in each band), or take **2 APs** with a minimum score of **3.0**.

For Design and Media Courses: One Math course is required to be taken during the last years of study.

A level	BBC
Pearson BTEC Level 3 National Extended Diploma (first teaching from September 2016)	DMM in an Art or Design subject.
Access to HE Diploma	The Access to HE Diploma. Plus GCSE English at grade 4 or above.
International Baccalaureate Diploma Programme	29 points
GCSE/National 4/National 5	5 GCSEs at grade 4 / C or above to include English and Maths
IELTS	6.0 overall with a minimum of 5.5 in each component OR equivalent

Portfolio Students are required to submit a portfolio/show reel/written work and may be asked to attend an interview if it is practical to arrange.

Non-standard applications will be reviewed on a case by case basis by the Link tutor.

17 Method for evaluating and enhancing the quality and standards of teaching and learning

The Course is managed by the School of Media and Performing Arts Board of Study in the Faculty of Arts & Humanities.

The results of student assessment on each module are considered and approved by a Subject Assessment Board (SAB). The Programme Assessment Board (PAB) will consider the overall results for each individual student. Any mitigating circumstances affecting them are considered prior to PAB and the Board will be informed of which students have had a deferral of their assessment approved. An Examinations Board (comprising SAB and PAB) should include the External Examiner, a representative of the Faculty of Arts and Humanities at Coventry and representatives of staff who teach on the Course and is held twice each year to fully determine the student module results and awards.

The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the Course.

External Examiners report annually on the Course and their views are considered as part of the annual quality monitoring process, known as CQEM (Collaborative Quality Enhancement Monitoring). Details of the CQEM process can be found on the Registry's web site.

Student views are also sought through module and course evaluation questionnaires.

Link Tutors

A Link Tutor will be appointed by the FAH.

18 Regulation of Assessment

Academic staff will set and mark student assessments on the course. Draft briefs for coursework assignments will be submitted to Coventry University and be commented upon by subject advisors from the Faculty of Arts and Humanities and by the External Examiner who is appointed by Coventry University. The final version will be collected by the Course Coordinator who will check the comments written by the moderators to ensure that the briefs have been properly modified.

The role of the External Examiner at module level is to ensure that academic standards are in line with national norms for the subject. External Examiners undertake the moderation of examination papers and assessment tasks, and view representative samples of work for the modules for which they have responsibility. At course level, External Examiners help to ensure fairness in the consideration of student progression and awards. They have the right to comment on all aspects of the assessment system and participate as full members of the assessment boards.

This Course conforms to the [Regulations for the delivery of Coventry University Undergraduate awards at the Coventry University Branch at The Knowledge Hub, Egypt.](#)

Any changes to the Academic Regulations at Coventry University will also be reflected in the documentation.

The Pass mark for all modules is 40%. This overall module mark may comprise more than one component (e.g. coursework and exam). The individual module descriptors give the precise pass criteria and the weighting of the component marks that contribute to the overall module mark.

On Undergraduate courses, the Honours classification boundaries for First Class, Upper Second Class, Lower Second Class and Third Class are 70%, 60%, 50% and 40% respectively.

19 Indicators of Quality Enhancement

Coventry University

The course has been designed in accordance with the QAA benchmark statements for:

- ◆ Communication, Media, Film and Cultural Studies (2019)
- ◆ Computing (2019)
- ◆ Art and Design (2017)

The professional relevance and validity of the course in terms of the quality of standards and learning is ensured by:

- a strong portfolio of industry-related research and input from practicing industry professionals
- excellent links with employers – local, regional, national and global – in the film, and related, industries
- formal and informal links to international institutions and film festivals
- Collaborative Online International Learning (COIL) activities with international partners
- student field trips
- Research orientated teaching.

The UK's Quality Assurance Agency undertook the Higher Education Review of Coventry University in February 2015. The QAA review team formed the following judgements about the higher education provision at Coventry University.

- The setting and maintenance of the academic standards of awards meet UK expectations.
 - The quality of student learning opportunities meets UK expectations.
 - The quality of the information about learning opportunities meets UK expectations.
 - The enhancement of student learning opportunities meets UK expectations.
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20 Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including:

- Academic Course Director(s) who are responsible for particular activities across the course and are able to provide advice and support to students in course-related matters;
 - Student Handbook;
 - Module Descriptors;
 - CCQEM Reports;
 - The Knowledge Hub Study Support Information.
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