

Course record information

Name and level of final award	<ul style="list-style-type: none"> • Bachelor of Arts with Honours - Creative Media Arts • Bachelor of Arts with Honours - BA Creative Media Arts with Professional Experience FT <p>The award is Bologna FQ-EHEA first cycle degree or diploma compatible</p>
Name and level of intermediate awards	<ul style="list-style-type: none"> • Diploma of Higher Education (Dip HE) - Creative Media Arts • Certificate of Higher Education (CertHE) - Creative Media Arts
Awarding body/institution	University of Westminster
Teaching institution	University of Westminster
Status of awarding body/institution	Recognised Body
Location of delivery	Primary: Harrow
Language of delivery and assessment	English
QAA subject benchmarking group(s)	Art and Design with consideration of Communication, Media, Film and Cultural Studies
Professional statutory or regulatory body	ScreenSkills https://www.screenskills.com/
Westminster course title, mode of attendance and standard length	<ul style="list-style-type: none"> • BA Creative Media Arts FT, Full-time, September start - 3 years standard length with an optional year abroad or placement
Valid for cohorts	From 2025/6

Admissions requirements

There are standard minimum entry requirements for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information. For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements. More information can be found here: <https://www.westminster.ac.uk/study/undergraduate/how-to-apply>

Recognition of Prior Learning

Applicants with prior certificated or experiential learning at the same level of the qualification for which they wish to apply are advised to visit the following page for further information:

<https://www.westminster.ac.uk/current-students/guides-and-policies/student-matters/recognition-of-prior-learning>

Aims of the programme

The Creative Media Arts course has been designed to enable students to develop highly innovative and engaging approaches to media arts practice, acquiring media production skills across a range of disciplines, such as film, video, photography, and interactive media. It delivers relevant and current content that addresses the increasingly multi and interdisciplinary nature of artistic practices in the contemporary media industries.

The course (previously under the title Contemporary Media Practice) has a long history of optimising student potential to adapt to the creative and professional opportunities that follow from the emergence of new media forms and hybrids. It enables students to situate their practice within dynamic cultural contexts that are both local and global in focus. It enhances students' ability to examine the artistic, social, and professional contexts that shape creative media arts production from a transnational perspective and learn how to successfully communicate this using a range of written, oral, visual, and practical forms. An opportunity to study abroad is offered in the second year to meet the increasingly global nature of this activity.

The importance of collaborative and interdisciplinary practice is emphasised by developing transferable skills across media and creative industry environments. Students benefit from an extensive and high-quality programme of guest speakers, industry-related and 'live' projects, and a teaching team with considerable academic and professional experience across media disciplines. The course (previously as Contemporary Media Practice) has an excellent reputation within the creative industries and maintains strong professional links to support work-based learning opportunities, with the option of an additional placement year. The course provides exceptional graduate employment prospects and prepares students effectively for postgraduate study in related disciplines.

Employment and further study opportunities

University of Westminster graduates will be able to demonstrate the following five Graduate Attributes:

- Critical and creative thinkers
- Literate and effective communicator
- Entrepreneurial
- Global in outlook and engaged in communities
- Social, ethically and environmentally aware

University of Westminster courses capitalise on the benefits that London as a global city and as a major creative, intellectual and technology hub has to offer for the learning environment and experience of our students.

BA Creative Media Arts (previously BA Contemporary Media Practice) graduates have a high employment rate across the media industries, including arts curation and programming; broadcast television; commercial photography; photojournalism; film and moving image direction, production and postproduction; social media management; VFX; VR; web design, and emerging media practices.

Our location in London, a global hub for the cultural industries and creative digital economy, provides excellent opportunities in finding such employment. There is a long history of creative media arts production courses at the University and we are proud that we have consistently offered courses in this sector since 1989. This longevity enables the course to build on an established knowledge base that equips students with the skills, cultural capital and professional attitude key to successful employment and further study at postgraduate and doctoral level. This long history also allows the course to maintain relationships with graduates who are at various stages of their professional careers, with some returning as guest lecturers and industry advisors.

Recent developments in the creative media and arts industries emphasise an increased focus on interdisciplinary practice, high levels of initiative and self-motivation, and effective collaboration at local and global levels. Course production teams tend to have sizes of around 5 students, with members typically performing more than one creative and/or technical role. This aligns the working practices of Creative Media Arts students with most creative businesses in the UK, which contain a maximum of 5 employees.

At Level 4, students are supported and encouraged to take part time or short-term work experience across the media and creative industries, as well as undertake internships and commissions alongside their undergraduate studies. All students are supported by a number of study and work-based skills talks and workshops which support their professional development. These sessions are partly facilitated via the university's Westminster Enterprise Network (WEN) – an enterprise and entrepreneurship hub that supports students and recent graduates to develop transferable and industry relevant enterprise and entrepreneurial skills – with whom a close relationship is maintained throughout the students' time on the course. Students working on internships and client-based commissions during study are encouraged to discuss finding an appropriate balance between work and study by developing a timetable with guidance from their Personal

Tutors. Towards the end of the year, students will begin the process of considering their Level 5 work placement.

At Level 5, students take a core Work-Based Placement Learning module in which they may undertake a short work placement and begin to develop their industry connections and awareness. While careers-focused talks and workshops from industry professionals are distributed throughout the course, these are significantly concentrated in and around this module. For this module, students attend a series of sessions on career management skills, interact with a number of visiting professionals and are guided in the development of a portfolio of professional artefacts. Creative industry roles and client-based commissions undertaken for this module include: arts curation and events management; creative direction; digital marketing; film and digital content production and editing/post production; freelance photography; installation-based arts and media practice; social media management, and web design.

Students may also take advantage of an optional year-long work placement (or a combination of work placement and international exchange) between their second and third years. If taking this additional year, they also take equivalent credits in Industry Placement modules running in parallel, in which they document and reflect upon their learning experience. The industry placement module does not include scheduled teaching, but supports the student in their learning while on placement, to help them to gain the most benefit from the experience. On successful completion of the placement module(s), they return to complete their final year and have the opportunity to apply the skills, knowledge and experience they have acquired in a year-long professional setting. The placement year enables returning students to build substantially on foundational and transferable skills developed at Levels 4 and 5. Thereby, Level 6 students will be prepared to enter senior or advanced positions within the creative industries and will have further developed entrepreneurial skills, making them more likely to start their own businesses upon graduation. Students successfully completing this four-year course graduate with a final degree award of BA Honours Creative Media Arts with Professional Experience.

At Level 6, the Professional Launchpad module requires that students present and promote their work to industry experts aligned with their personal career aspirations, facilitated via a programme of visiting professionals and workshops.

What will you be expected to achieve?

Learning outcomes are statements on what successful students have achieved as the result of learning. These are threshold statements of achievement the learning outcomes broadly fall into four categories:

- The overall knowledge and understanding you will gain from your course (KU)
- Graduate attributes are characteristics that you will have developed during the duration of your course (GA)
- Professional and personal practice learning outcomes are specific skills that you will be expected to have gained on successful completion of the course (PPP)
- Key transferable skills that you will be expected to have gained on successful completion of the course. (KTS)

Level 4 course learning outcomes: upon completion of Level 4 you will be able to:

- 001 Demonstrate awareness of a range of key media technologies, including for moving image, photography and interactive media (KU)
- 002 Demonstrate awareness of the development of the media and culture industries, and current developments arising from changing practices and technologies (KU)
- 003 Recognise the terminology and scope of theoretical study in the field of media culture (KU)
- 004 Creatively employ a given range of media production practices, including moving image, photographic and interactive media (PPP)
- 005 Employ given methods for the research, analysis and production of media (PPP)
- 006 Develop and communicate ideas in response to defined themes and guidelines (PPP)
- 007 Propose, create and present work in the artform, creative practice or discipline of study (PPP)
- 008 Communicate in written, oral and audio-visual modes, acknowledging academic standards, professional protocols and a range of audiences (KTS)
- 009 Manage study time and information, taking responsibility for your own learning, with external guidance (KTS)
- 010 Negotiate collaborative working practices with other students, and critically evaluate their own performance and that of their peers. (KTS)

Level 5 course learning outcomes: upon completion of Level 5 you will be able to:

- 001 Demonstrate knowledge of one or more media technologies in depth, with an awareness of the interconnections between media practices (KU)
- 002 Demonstrate awareness of current and emerging professional working practices and opportunities in the media industries (KU)
- 003 Comprehend the major theories of media, culture and society, with some specialisation in one or more aspects (KU)
- 004 Creatively and proficiently use one or more negotiated media production practices, with an emerging ability to make use of the interrelationships between media (PPP)
- 005 Employ planning strategies, conceptual development methods and critical tools which draw upon a range of traditions and media disciplines (PPP)
- 006 Identify a range of responses to broad themes and media-specific concerns, and select and communicate from this range (PPP)
- 007 Effectively communicate in written, oral and audio-visual modes, engaging with academic standards, professional protocols and a range of audiences (KTS)
- 008 Manage study time and information, taking responsibility for your own learning, with limited guidance (KTS)
- 009 Work effectively with others, demonstrating an ability to participate in an exchange of ideas and methods (KTS)

Additional Year course learning outcomes: upon completion of Additional Year you will be able to:

- 001 Demonstrate awareness of current and emerging professional working practices and opportunities in the media industries (KU)
- 002 Effectively communicate in written, oral and audio-visual modes, engaging with academic standards, professional protocols and a range of audiences (KTS)

Level 6 course learning outcomes: upon completion of Level 6 you will be able to:

- 001 Demonstrate knowledge of one or more media technologies in comprehensive depth, including a detailed awareness of the interdisciplinary overlaps between media practices (KU)
- 002 Demonstrate awareness of graduation opportunities for employment or further study, including the requirement for adaptability in the changing media industries (KU)
- 003 Understand encompassing and specialist theories of media, culture and society, with an awareness of the provisional nature of critical approaches in the discipline (KU)
- 004 Demonstrate understanding of a broad and informed historical/contextual, critical and theoretical framework relevant to the discipline. (KU)
- 005 Flexibly, creatively and enterprisingly apply one or more chosen media production practices, with an ability to appropriately make use of the interrelationships between media, and working to appropriate professional standards (PPP)
- 006 Use planning strategies, conceptual development methods and critical tools to produce work that is situated within and critically engages with contemporary professional media practices in diverse contexts (PPP)
- 007 Define themes, develop a range of complex and informed responses to those themes, and select and communicate appropriate solutions (PPP)
- 008 Effectively communicate in written, oral and audio-visual modes, meeting academic standards and professional protocols, and involving a range of audiences (KTS)
- 009 Manage study time and information, taking responsibility for your own learning, and apply critical reflection to this process (KTS)
- 010 Work effectively with others, recognising the varied contributions and roles that result in effective collaborative working, and offering of leadership or support as appropriate (KTS)

How will you learn?

Learning methods

The course is designed to respond to rapid changes in the creative arts and media industries, with their demand for multi-skilled professionals, and the emergence of new means to distribute creative practice outcomes and content. Our teaching and learning strategies are designed to reflect these changes. Therefore, the philosophy of the course is inherently interdisciplinary, with a focus upon collaboration.

We aim to provide students with a broad range of practical and critical skills relevant to creative media arts, and which are also applicable to the wider proficiencies required in the emergent creative industries. We also engage students with the broader ethical and social contexts within contemporary culture, to enable them to become effective communicators through diverse media for both local and global contexts. We develop the graduate attributes identified, as well as creative and technical skills as contemporary media practitioners and artists.

Teaching methods

The teaching and learning methods on the course directly relate to the aims and learning outcomes identified. We have designed the course to lead students from a broad understanding of skills across media forms and related key concepts, to focused knowledge and in-depth skills by the end. We intend that graduates will have gained the ability to identify and develop new and creative combinations of media, forecast creative and participatory trends, and identify professional and future career trajectories.

The structure of the curriculum supports the development of knowledge and expertise through the delivery of lectures, seminars, tutorials, and technical workshops, along with the supervised use of a wide range of facilities across the campus and the guided application of students' own technology. This is intended to enhance creative possibilities both for specialisation within a chosen medium and in the forging of interdisciplinary projects. As a result, the development of transferable skills is a key feature of the course, with desired multiskilled proficiencies continually reviewed and updated.

Students receive continuous formative feedback through group and one-to-one tutorials and periodic reviews, designed to provide multiple points of guidance throughout their studies and before a final assessment. While collaborative practice is encouraged at all points, participation in project work can vary from being individually based to groups working on larger-scale projects and complex media productions. We comprehensively support our modules with online material through Blackboard Ultra, the University's Virtual Learning Environment.

Assessment methods

Assessments are designed with the aim of developing the creative, flexible and entrepreneurial arts practitioners of the future, and are integral to the overall learning variety of preferred learning styles, thereby giving all students the opportunity to demonstrate their skills and understanding.

Practice-based assessments include critical reviews and allow for a variety of production and presentation formats relevant to the students' chosen disciplinary and cross-disciplinary contexts, and for which students provide a rationale. As well as live presentation or online submission, practical work may also be assessed within the studio or within an exhibition. Reviews are key learning opportunities for all students, with individual contributions to group projects assessed through students' own reflective analysis in development blogs and e-portfolios. Contextual studies activities draw on a range of assessment methods, including written work, seminar presentations, research plans, visual and creative essays, and online study tasks.

Assessment methods are designed to address the published learning outcomes of a module. Students receive written feedback from all assessments, and this directly relates to the assessment criteria for each module. Students also have the opportunity to discuss the outcome with module staff. Formative feedback is also given throughout modules in tutorials, and group discussions, and in the final crit in practical modules. It is designed to inform students of areas for improvement, and of current strengths which are to be nurtured and developed. Some modules are partly or wholly peer assessed (by groups of fellow students, but under staff supervision), to support students in developing skills in critical evaluation and peer feedback.

Across the course, approximately 70% of assessments are practice-based.

Graduate Attribute	Evident in Course Outcomes
Critical and creative thinker	001, 001, 001, 001, 002, 002, 002, 003, 003, 003, 004, 004, 004, 005, 005, 005, 006, 006, 006, 007, 007, 008, 009, 009
Literate and effective communicator	002, 002, 002, 002, 003, 003, 003, 004, 004, 005, 005, 005, 006, 006, 006, 007, 007, 007, 008, 008, 008, 009, 009, 009, 010, 010
Entrepreneurial	001, 002, 002, 002, 002, 004, 004, 005, 005, 005, 006, 006, 006, 007, 007, 008, 009, 009, 009, 010, 010
Global in outlook and engaged in communities	001, 002, 003, 003, 003, 004, 005, 005, 006, 006, 007, 007, 008, 008, 009, 010, 010
Socially, ethically and environmentally aware	002, 003, 003, 003, 004, 004, 004, 005, 005, 005, 006, 006, 006, 007, 007, 008, 008, 009, 010, 010

Course Structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits per year. Course structures can be subject to change each academic year following feedback from a variety of sources.

Modules are described as:

- **Core** modules are compulsory and must be undertaken by all students on the course.
- **Option** modules give you a choice of modules and are normally related to your subject area.
- **Electives**: are modules from across the either the whole University or your College. Such modules allow you to broaden your academic experience. For example, where electives are indicated you may choose to commence the study of a foreign language alongside your course modules (and take this through to the final year), thereby adding further value to your degree.
- Additional information may also be included above each level for example where you must choose one of two specific modules.

Modules

Level 4

100 credits comprised of 3 core modules Plus 1 option module to the value of 20 credits

Module Code	Module Title	Status	UK credit	ECTS
4CTAD001W	Creativity and Collaboration	Core	20	10
4MEST017W	Space, Place and Experience: Moving Image, Interactivity and Sound	Core	40	20
4MEST001W	Storytelling: Photography and Web Media	Core	40	20
4MEST006W	Media Explorations	Option	20	10
4FMPR002W	Screen 1: Production Design for the Screen	Option	20	10
4FMPR001W	Screen 1: Visual Effects and Animation	Option	20	10
4FMPR003W	Screen 1: Working with Actors	Option	20	10
		Elective	20	10

Level 5

80 credits comprised of 4 core modules, plus 2 option modules to the value of 40 credits Students who wish to take advantage of the Study Abroad opportunity in Semester 1 or 2 study equivalent modules at an international institution with approval of the Academic Exchange liaison tutor, to the value of 60 credits. Students on the 4-year route complete the year-long Industry Placement Year module after completion of Level 5.

Module Code	Module Title	Status	UK credit	ECTS
5MEST003W	Convergent Media: Extended Realities and Audiences	Core	20	10
5MEST001W	Media Frontiers: Exploring Creative Technologies	Core	20	10
5MEST016W	Research and Synthesis	Core	20	10
5CTAD002W	Work Based and Placement Learning	Core	20	10
5MEST002W	Culture, Power and Creativity in the Media Arts	Option	20	10
5FMPR001W	Screen 2: Camera and Lighting Skills	Option	20	10
5FMST001W	Screen 2: Identities: Race, Class and Gender in Film and Television	Option	20	10
5FMPR002W	Screen 2: Short Form Film and Video	Option	20	10
5MEST006W	Scriptwriting For Media	Option	20	10
5MEST005W	Transmedia Sound	Option	20	10
		Elective	20	10

Additional Year

Students completing the 4-year 'with professional experience' route must take the following modules.

Module Code	Module Title	Status	UK credit	ECTS
6CTAD002W	Industry Placement Semester 1	Option	60	30
6CTAD003W	Industry Placement Year Semester 2	Option	60	30

Level 6

120 credits comprised of 3 core modules (100 credits) – the Research Project module contains 6 research options – and 1 option (20 credits)

Module Code	Module Title	Status	UK credit	ECTS
6MEST005W	Major Project	Core	40	20
6MEST002W	Major Project Explorations	Core	20	10
6CTAD001W	Research Project	Core	40	20
6MEST004W	Professional Launchpad	Option	20	10
		Elective	20	10

Please note: Not all option modules will necessarily be offered in any one year. In addition, timetabling and limited spaces may mean you cannot register for your first choice of option modules.

Professional body accreditation or other external references

Creative Media Arts, under its previous name *Contemporary Media Practice*, is accredited by ScreenSkills, the industry skills body for the screen industries. This accreditation confirms that the course offers industry focused and professionally oriented learning, high quality work experience, and maintains engagement with its graduates as they develop their careers.

According to the most recent periodic review by ScreenSkills of Contemporary Media Practice (September 2020, 5-year cyclical): "Students are given training on a wide range of areas and the course delivers a strong breadth of teaching. As a result, students feel confident that they can enter an area of the industry which they were perhaps unaware of before the course began... The design of the course leads to students being equipped with diverse skills that addresses (industry) skills gaps".

Course management

Creative Media Arts is managed by a Course Leader, and is grouped with a number of other courses in the College of Design, Creative and Digital Industries at the Harrow Campus, and is part of the Westminster School of Arts. The Head of College and other senior College staff provide support and management at their respective levels, enhancing the specific role of the Course Leader. The staff team also collectively support the management of the course through responsibilities for individual modules, workshop areas and contributions to planning.

The professional and research practices of course staff improves the delivery of the course by ensuring that we reflect current and emerging cultural concerns and industry demands. Regular staff meetings ensure that this reflective process functions well, along with the formal and informal interactions which take place between staff and external industry professionals. Key course staff are members of the Higher Education Academy, the professional body for academics in higher education.

Annual Monitoring enables a reflective and dynamic process of course development. All course staff participate in annual appraisal and observation of their teaching by their colleagues. This informs staff development through course or conference attendance, and research and professional activity. All staff are appraised annually and peer observation takes place regularly. Westminster School of Arts holds regular course leader meetings and the course team participate in frequent regular staff meetings.

Academic regulations

The current Handbook of Academic Regulations is available at [westminster.ac.uk/academic-regulations](https://www.westminster.ac.uk/academic-regulations).

Course specific regulations apply to some courses.

Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Campus Registry. You will be provided with the Course Handbook, which provides detailed information about the course. Each course has a course leader or Director of Studies. All students enrolled on a full-time course and part time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students. Further information on Blackboard can be found at <https://www.westminster.ac.uk/current-students/studies/your-student-journey/when-you-arrive/blackboard>

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments. Further information on the Academic Learning Development Centre can be found at [westminster.ac.uk/academic-learning-development](https://www.westminster.ac.uk/academic-learning-development).

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught in their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

Support Services

The University of Westminster Student and Academic Services department provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. Further information on the advice available to students can be found at <https://www.westminster.ac.uk/student-advice>.

The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University. Further information on UWSU can be found at <https://www.westminster.ac.uk/students-union>

How do we ensure the quality of our courses and continuous improvement?

The course was initially approved by a University Validation Panel. University Panels normally include internal peers from the University, academic(s) from another university, a representative from industry and a Student Advisor.

The course is also monitored each year by the College to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the evidence of student surveys, student progression and achievement and reports from external examiners, in order to evaluate the effectiveness of the course and make changes where necessary.

A Course revalidation takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with revalidation panels to provide feedback on their experiences. Student feedback from previous years is also part of the evidence used to assess how the course has been running.

How do we act on student feedback?

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- Through student engagement activities at Course/Module level, students have the opportunity to express their voice in the running of their course. Course representatives are elected to expressly represent the views of their peers. The University and the Students' Union work together to provide a full induction to the role of the course representatives.
- There are also School Representatives appointed jointly by the University and the Students' Union who meet with senior School staff to discuss wider issues affecting student experience across the School. Student representatives are also represented on key College and University committees.;
- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate, if they take full advantage of the learning opportunities that are provided. This specification is supplemented by the Course Handbook, Module proforma and Module Handbooks provided to students. Copyright in this document belongs to the University of Westminster. All rights are reserved. This document is for personal use only and may not be reproduced or used for any other purpose, either in whole or in part, without the prior written consent of the University of Westminster. All copies of this document must incorporate this Copyright Notice – 2022©