

**Royal Holloway, University of London**  
**Course specification for an undergraduate award**  
**BA Digital Media, Culture and Technology (P300)**

**Section 1 – Introduction to your course**

This course specification is a formal document, which provides a summary of the main features of your course and the learning outcomes that you might reasonably be expected to achieve and demonstrate if you take full advantage of the learning opportunities that are provided. Further information is contained in the College prospectus, and in various handbooks, all of which you will be able to access online. Alternatively, further information on the College's academic regulations and policies can be found [here](#). Further information on the College's Admissions Policy can be found [here](#).

Your degree course in BA Digital Media, Culture and Technology is delivered full-time in three stages, each of which comprises one year of full-time study during which you must follow modules to the value of 120 credits. It is characterised by its progressive structure, which allows for increasing specialisation through the course. In the first year the course offers a basis in digital and social media platforms, an understanding of its history and theory and how to make and edit audio-visual content. You will also gain a basic grounding in authoring computer code.

Through options in Media Arts (and other departments in the College) in subsequent years, you are able to develop and pursue your individual creative and intellectual interests.

While Royal Holloway keeps all the information made available under review, courses and the availability of individual modules, especially optional modules are necessarily subject to change at any time, and you are therefore advised to seek confirmation of any factors which might affect your decision to follow a specific course. In turn, Royal Holloway will inform you as soon as is practicable of any significant changes which might affect your studies.

The following is brief description for some of the most important terminology for understanding the content of this document:

*Degree course* – May also be referred to as 'degree programme' or simply 'programme', these terms refer to the qualification you will be awarded upon successful completion of your studies.

*Module* – May also be referred to as 'course', this refers to the individual units you will study each year to complete your degree course. Undergraduate degrees at Royal Holloway comprise a combination of modules in multiples of 15 credits to the value of 120 credits per year. On some degree courses a certain number of optional modules must be passed for a particular degree title.

Section 2 – Course details			
<b>Date of specification update</b>	March 2021	<b>Location of study</b>	Egham Campus
<b>Course award and title</b>	BA Digital Media, Culture and Technology	<b>Level of study</b>	Undergraduate
<b>Course code</b>	3046	<b>UCAS code</b>	P300
<b>Year of entry</b>	2021/22		
<b>Awarding body</b>	Royal Holloway, University of London		
<b>Department or school</b>	Department of Media Arts School of Performing and Digital Arts	<b>Other departments or schools involved in teaching the course</b>	
<b>Mode(s) of attendance</b>	Full-time	<b>Duration of the course</b>	Three years
<b>Accrediting Professional, Statutory or Regulatory Body requirement(s)</b>	N/A		
<b>Link to Coursefinder for further information:</b>	<a href="https://www.royalholloway.ac.uk/studying-here/">https://www.royalholloway.ac.uk/studying-here/</a>	<b>For queries on admissions:</b>	<a href="mailto:study@royalholloway.ac.uk">study@royalholloway.ac.uk</a>

**Section 3 – Degree course structure**

**3.1 Mandatory module information**  
 The following table summarises the mandatory modules which students must take in each year of study

Year	Module code	Module title	Contact hours*	Self-study hours	Written exams**	Practical assessment**	Coursework**	Credits	FHEQ level	Module status (see below)
1	MA1805	Coding for the Arts	54	246	0%	0%	100%	30	4	MC
1	MA1804	Digital Storytelling	72	228	0%	25%	75%	30	4	MC
1	MA1801	Introduction to Digital Media Theory	44	256	0%	0%	100%	30	4	MC
1	MA1800	Introduction to Digital Media Practice	62	238	0%	10%	90%	30	4	MC
2	MA2800	Creative Digital and Social Media	66	234	0%	0%	100%	30	5	MC
2	MA2801	Digital Aesthetics	51	99	0%	20%	80%	15	5	MC
2	MA2806	Data Journalism and Visualization	42	108	0%	10%	90%	15	5	MC
3	MA3811	Entrepreneurship, Creative Thinking and Digital Marketing	60.5	239.5	0%	0%	100%	30	6	MC

This table sets out the most important information for the mandatory modules on your degree course. These modules are central to achieving your learning outcomes, so they are compulsory, and all students on your degree course will be required to take them. You will be automatically registered for these modules each year. Mandatory modules fall into two categories; 'condonable' or 'non-condonable'.

In the case of mandatory 'non-condonable' (MNC) modules, you must pass the module before you can proceed to the next year of your course, or to successfully graduate with a particular degree title. In the case of mandatory 'condonable' (MC) modules, these must be taken but you can still progress or graduate even if you do not pass them. Please note that although Royal Holloway will keep changes to a minimum, changes to your degree course may be made where reasonable and necessary due to unexpected events. For example; where

requirements of relevant Professional, Statutory or Regulatory Bodies have changed and course requirements must change accordingly, or where changes are deemed necessary on the basis of student feedback and/or the advice of external advisors, to enhance academic provision.

\*Contact hours come in various different forms, and may take the form of time spent with a member of staff in a lecture or seminar with other students. Contact hours may also be laboratory or, studio-based sessions, project supervision with a member of staff, or discussion through a virtual learning environment (VLE). These contact hours may be with a lecturer or teaching assistant, but they may also be with a technician, or specialist support staff.

\*\*The way in which each module on your degree course is assessed will also vary, however, the assessments listed above are all 'summative', which means you will receive a mark for it which will count towards your overall mark for the module, and potentially your degree classification, depending on your year of study. On successful completion of the module you will gain the credits listed. 'Coursework' might typically include a written assignment, like an essay. Coursework might also include a report, dissertation or portfolio. 'Practical assessments' might include an oral assessment or presentation, or a demonstration of practical skills required for the particular module.

### 3.2 Optional modules

In addition to mandatory modules, there will be a number of optional modules available during the course of your degree. The following table lists a selection of optional modules that are likely to be available. However, not all may be available every year. Although Royal Holloway will keep changes to a minimum, new options may be offered or existing ones may be withdrawn. For example; where reasonable and necessary due to unexpected events, where requirements of relevant Professional, Statutory or Regulatory Bodies (PSRBs) have changed and course requirements must change accordingly, or where changes are deemed necessary on the basis of student feedback and/or the advice of External Advisors, to enhance academic provision. There may be additional requirements around option selection, so it is important that this specification is read alongside your department's Student Handbook, which you can access via their [webpage](#).

Year 1	Year 2	Year 3
None	MA2004 Screen Documentary	MA3005 Screenwriting
	MA2005 Screenwriting	MA3020 Creative Digital Art
	MA2013 Creative Interactive Media	MA3023 Animation and VFX
	MA2020 Creative Digital Art	
	MA2023 Animation and VFX	
	MA2024 Creative Social Media	
	MA2026 Podcasting	
	MA2050 Videogames: Culture, Politics, History	

### 3.3 Optional module requirements

In **stage 3**, students must choose one of the following 30 credit modules:

MA3061 Dissertation

MA3801 Advanced Digital Media Communications – Project

### Section 4 - Progressing through each year of your degree course

For further information on the progression and award requirements for your degree, please refer to Royal Holloway's [Academic Regulations](#).

All first year students on single, joint or combined honours courses offered all or in part by the School of Humanities, School of Performing and Digital Arts, or department of Politics, International Relations and Philosophy are required to pass a Moodle-based writing skills quiz in order to progress into the second year of study. The pass mark for the test is 60%. Certificates of Distinction are awarded to students who achieve at least 80% in the quiz. Students may attempt the quiz as often as they wish with no penalties or capping. Students who meet the requirements for progression as stipulated in the [College's Undergraduate Regulations](#) (Section: Conditions for progression to the next stage) but fail to pass the Moodle-based quiz will not be permitted to progress into their second year of academic study at the College.

## Section 5 – Educational aims of the course

The aims of this course are:

- to foster intellectual enquiry into Digital Media, Culture and Technology, meeting the general requirements of the QAA subject benchmarking statements in the development of knowledge, understanding, and discipline-specific key skills in both media and computer science;
- to provide a flexible and progressive structure in which students are able to gain knowledge and understanding of theory and practice in Digital Media, Culture and Technology and to explore the relationships between media and computer science;
- to offer modules in which the teaching of theory and practice in Digital Media, Culture and Technology is informed by research activity and professional expertise;
- to develop an understanding of professional and ethical issues involved in the deployment of computer technology and a range of digital media platforms; and
- to produce graduates who can confidently apply both creative and conceptual skills, whether in the communication or information technology industries or in the wider world of work or further learning, to contribute to the national and international community.

**Section 6 - Course learning outcomes**

**In general terms, the courses provide opportunities for students to develop and demonstrate the following learning outcomes. (Categories – Knowledge and understanding (K), Skills and other attributes (S), and Transferable skills (\*))**

<ol style="list-style-type: none"> <li>1. Understanding and ability to apply theories of meaning and communication in audio-visual, digital and social media <b>(K)</b>;</li> <li>2. competence in the interpretation of existing audio-visual texts and the creation of new texts, particularly how they relate to digital platforms <b>(K)</b>;</li> <li>3. knowledge of selected cinema, television and digital media traditions in Europe, Asia and North America <b>(K)</b>;</li> <li>4. competence in independent thinking informed by appropriate critical theories of media and culture including digital culture, software studies, gender studies, psychoanalytic theory, cultural studies and postmodernism <b>(K)</b>;</li> <li>5. creative understanding of audio-visual media informed by an awareness of art, cinema, television, software and multiplatform media <b>(K)</b>;</li> <li>6. practical skills in selected areas of media production including screenwriting, screen drama, documentary, digital media arts, film and television production <b>(K)</b>;</li> <li>7. practical skills in Computer science including coding in a range of forms and purposes, data visualisation and knowledge of the internet <b>(K)</b>;</li> <li>8. knowledge and understanding of the essential facts, concepts, principles and theories relating to computing and computer application <b>(K)</b>;</li> <li>9. understanding of the professional, moral and ethical aspects of the use of computer-based systems, and ability to recognise any risks or safety aspects in a given context <b>(K)</b>;</li> <li>10. knowledge of how computers are sourced and used; the functioning of the Internet and the World Wide Web; game development <b>(K)</b>;</li> <li>11. collaborative competencies developed by working as part of a creative and/or software team <b>(K)</b>;</li> <li>12. individual skills in devising and carrying out a specialised practical project involving digital media content creation <b>(K)</b>;</li> <li>13. assessing the role and significance of digital and social media in contemporary society and an ability to make informed contributions to debates about communication and public life <b>(K)</b>;</li> <li>14. engage critically with major thinkers, debates and intellectual paradigms within the field and put them to productive use <b>(S)</b>;</li> </ol>	<ol style="list-style-type: none"> <li>20. produce digital media representations which demonstrate the effective manipulation of sound, image and/or the written word <b>(S)</b>;</li> <li>21. utilise effectively relevant technical concepts and theories <b>(S)</b>;</li> <li>22. produce media texts showing competence in operational aspects of media production technologies, systems, techniques and professional practices in an online context <b>(S)</b>;</li> <li>23. produce media texts which demonstrate an understanding of media forms and structures, audiences and specific communication registers <b>(S)</b>;</li> <li>24. critically judge and evaluate information, critically interpreting both written and audio-visual texts <b>(S)</b>;</li> <li>25. initiate, develop and realise distinctive and creative work within various forms of writing or of aural, visual, audio-visual or electronic media <b>(S)</b>;</li> <li>26. experiment appropriately with forms, conventions, techniques and practices <b>(S)</b>;</li> <li>27. assess the merits of contrasting theories, explanations and interpretations <b>(S)</b>;</li> <li>28. analyse, problem-solving, decision-making <b>(S*)</b>;</li> <li>29. plan and carry through creative practical projects <b>(S*)</b>;</li> <li>30. manage time, personnel and resources effectively, by drawing on planning and organisational skills <b>(S*)</b>;</li> <li>31. abstract and synthesise information <b>(S*)</b>;</li> <li>32. develop a reasoned argument <b>(S*)</b>;</li> <li>33. learn and study, taking responsibility for own learning, and developing habits of reflection on that learning <b>(S*)</b>;</li> <li>34. written communication, verbal presentation and the formulation of arguments expressed cogently <b>(S*)</b>;</li> <li>35. audio-visual media communication in selected forms and modes <b>(S)</b>;</li> <li>36. flexibility and creativity in both independent and group contexts <b>(S*)</b>;</li> <li>37. reflection and self-evaluation <b>(S*)</b>;</li> <li>38. use of information technology <b>(S*)</b>;</li> <li>39. information handling and retrieval (including the use of libraries and computer technology) <b>(S*)</b>;</li> <li>40. ability to work autonomously, and to demonstrate time management and organisational skills <b>(S*)</b>;</li> <li>41. proficiencies in utilising selected media technologies <b>(S)</b>;</li> </ol>
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<p>15. understand forms of communication, digital and social media and culture as they have developed historically, with reference to social, cultural and technological change <b>(S)</b>;</p> <p>16. examine digital media forms critically with appropriate reference to social and cultural contexts and the diversity of contemporary society <b>(S)</b>;</p> <p>17. analyse and interpret, and exercise critical judgement in the understanding of digital and social media forms and practices <b>(S)</b>;</p> <p>18. develop substantive and detailed knowledge and understanding in selected areas of the field <b>(S)</b>;</p> <p>19. consider and evaluate own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions <b>(S)</b>;</p>	<p>42. information handling and retrieval: identifying, retrieving, synthesising and presenting information <b>(S)</b>;</p> <p>43. investigating a wide range of sources <b>(S*)</b>;</p> <p>44. interpersonal skills including listening, leadership, responding to others appropriately and contributing to a team <b>(S*)</b>.</p>
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**Section 7 - Teaching, learning and assessment**

Teaching and learning is mostly by means of lectures, seminars, small-group tutorials, practical workshops, problem classes, supervised computing laboratory work, media practice including location work, group work, guided independent research, and guided independent study. All students are expected to meet basic standards in information technology, training for which is provided by the College Computer Centre.

Assessment is by coursework essays, project reports, practical exercises, papers on practical work, oral presentations and a project. Transferable skills are also inherently assessed through the assignments, reports and oral presentations. Feedback is provided on students' performance in coursework, both assessed and non-assessed, and during tutorial and practical sessions.

Full details of the assessments for individual modules can be obtained from the Department.

**Section 8 – Additional costs**

£50-£350

**These estimated costs relate to studying this particular degree course at Royal Holloway. General costs such as accommodation, food, books and other learning materials and printing etc., have not been included, but further information is available on our website.**



Section 9 – Indicators of quality and standards	
<b>QAA Framework for Higher Education Qualifications (FHEQ) Level</b>	4-6
Your course is designed in accordance with the FHEQ to ensure your qualification is awarded on the basis of nationally established standards of achievement, for both outcomes and attainment. The qualification descriptors within the FHEQ set out the generic outcomes and attributes expected for the award of individual qualifications. The qualification descriptors contained in the FHEQ exemplify the outcomes and attributes expected of learning that results in the award of higher education qualifications. These outcomes represent the integration of various learning experiences resulting from designated and coherent courses of study.	
<b>QAA Subject benchmark statement(s)</b>	<a href="http://www.qaa.ac.uk/quality-code/subject-benchmark-statements">http://www.qaa.ac.uk/quality-code/subject-benchmark-statements</a>
Subject benchmark statements provide a means for the academic community to describe the nature and characteristics of courses in a specific subject or subject area. They also represent general expectations about standards for the award of qualifications at a given level in terms of the attributes and capabilities that those possessing qualifications should have demonstrated.	

### Section 10 – Further information

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 when taking full advantage of the learning opportunities that are available. More detailed information on modules, including teaching and learning methods, and methods of assessment, can be found via the online [Module Catalogue](#). The accuracy of the information contained in this document is reviewed regularly by the university, and may also be checked routinely by external agencies, such as the Quality Assurance Agency (QAA).

Your course will be reviewed regularly, both by the university as part of its cyclical quality enhancement processes, and/or by your department or school, who may wish to make improvements to the curriculum, or in response to resource planning. As such, your course may be revised during the course of your study at Royal Holloway. However, your department or school will take reasonable steps to consult with students via appropriate channels when considering changes. All continuing students will be routinely informed of any significant changes.

### Section 11 – Intermediate exit awards (where available)

You may be eligible for an intermediate exit award if you complete part of the course as detailed in this document. Any additional criteria (e.g. mandatory modules, credit requirements) for intermediate awards is outlined in the sections below.

Award	Criteria	Awarding body
Diploma in Higher Education (DipHE)	Pass in 210 credits of which at least 90 must be at or above FHEQ Level 4 and at least 120 of which must be at or above FHEQ Level 5	Royal Holloway and Bedford New College
Certificate in Higher Education (CertHE)	Pass in 120 credits of which at least 90 must be at or above FHEQ Level 4	Royal Holloway and Bedford New College

Section 12 - Associated award(s)	
BA Digital Media, Culture and Technology (P300) (JACS Codes: P300, W600, I100)	BSc Digital Media, Culture and Technology (P304) (JACS Codes: P300, W600, I100)