

Royal Holloway, University of London
Course specification for a postgraduate award
MA Immersive Storytelling (3379)

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](#).

The Master's course is delivered over one year of full-time study (52 weeks). On successful completion of the course you should have an understanding of the area of the MA at a level appropriate for a postgraduate qualification. Whilst being a self-contained degree in its own right, the course provides suitable and recognised qualifications for entry to PhD study in the same or a closely related field.

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 a brief description for some of the most important terminology for understanding the content of this document:

Degree course – Also referred to as 'programme', this term refers to the qualification you will be awarded upon successful completion of your studies. 'Courses' were formerly known as 'programmes' at Royal Holloway.

Module – This refers to the credits you will study each year to complete your degree course. Postgraduate taught degrees at Royal Holloway comprise 180 credits. On some degree courses a certain number of optional modules must be passed for a particular degree title. 'Modules' were formerly known as 'course units' at Royal Holloway.

Section 2 – Course details			
Date of specification update	January 2024	Location of study	Egham/ Central London
Course award and title	MA Immersive Storytelling	Level of study	Postgraduate
Course code	3379	Year of entry	2024/25
Awarding body	Royal Holloway, University of London		
Department or school	Media Arts	Other departments or schools involved in teaching the course	Electronic Engineering, Psychology, Music, Drama, School of Business and Management
Mode(s) of attendance	Full time and part time	Duration of the course	One year (52 weeks) full-time Two to five years (104 - 260 weeks) part-time
Accrediting Professional, Statutory or Regulatory Body requirement(s)	N/A		
Link to Coursefinder for further information:	https://www.royalholloway.ac.uk/studying-here/	For queries on admissions:	https://royalholloway.ac.uk/applicationquery

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				
Module code	Module title	Credits	FHEQ level	Module status (Mandatory Condonable MC or Mandatory Non-Condonable MNC)
MA5410	StoryFutures 1: Immersive Producing	30	7	MC
MA5411	StoryFutures 2: Advanced Immersive Producing	30	7	MC
PC5001	User-Centred Design	15	7	MC
<p>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'.</p> <p>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.</p>				
3.2 Optional modules				
<p>In addition to mandatory modules, there may be a number of optional modules available during the course of your degree. 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; please contact the Department for further information.</p> <p>Students are required to complete optional modules to the value of 45 credits, normally 15 credits in Term 1 and 30 credits in Term 2, or across T1&2. All options are subject to approval. By arrangement, up to 30 credits may be replaced by Master's level modules in another Department.</p> <p>Students must take one 60 credit dissertation/ project module from the list available which is non-condonable and therefore must be passed to be awarded.</p>				

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](#).

Progression throughout the year/s is monitored through performance in summative or formative coursework assignments. Please note that if you hold a Student Visa and you choose to leave (or are required to leave because of non-progression) or complete early (before the course end date stated on your CAS), then this will be reported to UKVI.

All postgraduate taught students are required to take and pass the non-credit bearing Moodle-based Academic Integrity module SS1001 in order to be awarded. The pass mark for the module assessment is stated in the on-line Academic Integrity Moodle module. Students may attempt the assessment as often as they wish with no penalties or capping. Students who otherwise meet the requirements for award as stipulated in the [College's Postgraduate Taught Regulations](#) (Section 15: Consideration and classification of candidates for the award) but fail to pass the Moodle-based Academic Integrity module will not be awarded.

The part-time course lasts 104 weeks, beginning in September of year one. Part-time students normally take the three mandatory modules (MA5401, MA5408 and PC5001) plus one 15-credit optional module in their first year, and 30 credits of optional modules and the 60-credit project in their second year.

Section 5 – Educational aims of the course

The aims of this course are to:

- Provide students with a forward-thinking and relevant course that integrates interdisciplinary production insights from the StoryFutures team.
- Enable students to customize their learning journey, applying their skills in various sectors of the creative industries. This flexibility is designed to cater to diverse interests and career aspirations in a new and fast changing industry.
- Foster an entrepreneurial and critical understanding of the immersive industries that addresses market needs.
- Foster interdisciplinary research skills that builds self-directed learning required for ongoing professional development.
- Encourage students to develop their own creative storytelling practice for immersive technologies.
- Provide training in research techniques relevant for the development of story ideas.
- Enable students to understand the role of Producer/Media Manager in Immersive Storytelling Projects.
- Develop a Producer’s tool kit of adaptable skills across a range of industries.

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 (*))

1. Knowledge/ Understanding	1.1 Understand the role of the Producer/Media Manager in immersive storytelling projects. (K) 1.2 Critically evaluate the storytelling affordances of range of immersive technologies including AI and Virtual Production.
2. Immersive/ Technical Skills	2.1 Apply understanding and use of simple immersive technologies for storytelling including those on smart devices. (S)(A) 2.2 Apply immersive ideation and realisation to create a simple project with spatial components. (A) (S) (K)
3. Research & Communication	3.1 Critically assess and interpret contemporary challenges in the immersive industry, using a range of methodological approaches. (K) (A) (S) 3.2 Apply integrated industry knowledge to either a creative immersive project or a comprehensive industry report. (K) (S) (A) 3.3 Conduct primary research, synthesise information, and apply prevailing standards in the immersive sector. (K)(S)(A)
4. Creativity	4.1 Craft compelling immersive narratives, showcasing technical proficiency in immersive media practice (e.g. through digital arts, composition, theatre, screen-based work or project management). (S) (A)
5. Employability	5.1 Develop entrepreneurial and critical understanding of creative industries and Immersive ecosystem. (K) (S) 5.2 Develop leadership skills and project management skills. (S) (A) 5.3 Develop skills in working with audiences, testing ideas/prototypes, and responding to feedback. (S) (A)
6. Personal Skills	6.1 Collaborate as a Producer/Media Manager and understand the creative artist's role in immersive technologies. (S) (A)

Section 7 - Teaching, learning and assessment

Teaching and learning is through a mixed diet of hands-on workshops, experimental labs, lectures, seminars, group and individual exercises as well as one-to-one supervision for their final projects. Experimental labs will enable MA Immersive Storytelling students to work alongside MEng students, RHUL technicians and StoryFutures Academy technicians to adapt and adopt technologies to creative demands as well as provide students the opportunity to work in commercial environments with partners.

Assessment of knowledge and understanding is typically by creative exercises (written, visual and experimental), oral presentation and pitch documentation, project plans and final immersive Storytelling project.

Contact hours come in various 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, for the assessments listed as 'summative', 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

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).

Section 8 – Additional costs

For those travelling to Stewart House to attend the producing modules there will be travel costs estimated at £500 for the year.

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	
QAA Framework for Higher Education Qualifications (FHEQ) Level	7
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.	
QAA Subject benchmark statement(s)	http://www.qaa.ac.uk/quality-code/subject-benchmark-statements
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– 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
PG Diploma	Passes in at least 120 credits, with fails of between 40% to 49% for up to 40 credits condonable (with the exception of any course specific requirements).	Royal Holloway and Bedford New College
PG Certificate	Passes in at least 60 credits with no condonable fails	Royal Holloway and Bedford New College