Course Specification
Part A

MA Media Practice

Course code
AHT057
Faculty of Arts and Humanities
School of Media and Performing Arts
Academic Year: 2021/22

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 s/he takes 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.

1. Introduction

The MA Media Practice has a successful focus on creativity and production with the intention of building new expertise in new media created with fast developing emergent tools. This highly innovative course is at the forefront of using emergent forms while demonstrating a critical stance toward them.

Designed to develop the skills required for the ever-changing, fast developing new media landscape, this exciting course fosters individuality, confidence and creativity. Focusing on the processes of making and critiquing media that is socially, politically, economically and ethically engaged, students are equipped with an awareness of the contingencies of the latest practical, technological and theoretical developments within the profession.

The course has a strong international focus across its cohort, teaching staff, course materials and its ethos. Influences and interventions that focus on international aspects build strong employability in graduates who emerge with a unique skillset that make them attractive to future employers and organisations at every level.

Students joining the course will be encouraged to experiment and develop new forms that take account of the analogue world and new digital tools that, when placed together, infer possibilities that are innovative, raise questions and have impact. The course will culminate into a self-directed Final Project or Dissertation, encouraging students to employ critical questioning and enabling them to take control of their education.

Students have the opportunity to join our community of critical thinkers and makers, taught by staff who are themselves film makers, authors and artists, who continually challenge traditional and emergent practices in their own work.

The MA Media Practice frames the emergent through actively questioning how we have arrived at current media landscapes. The fundamental stance of the MA is the establishment of a space that encourages a critique of media through making media and which is fully conversant with new hybrid forms.

Innovative and Distinct Features

A distinct course ethos, which is geared towards providing an exceptional student experience comes from being taught by new media practitioners, the course places emphasis on experiential learning and students' own practices. Students on the course are part of a community of critical makers experimenting with emergent media forms. All student work is outward-facing, facilitating opportunities to produce media that is socially engaged. With a focus on creativity and innovation, the course foregrounds the development of the skill set that contemporary media practitioners need within the broad scope of the digital media industries.

MA Cluster

This course will sit as part of a new cluster approach to postgraduate provision in the School of Media and Performing Arts, with a new central course structure that spans several MA programmes. The model establishes a shared ethos and identity for postgraduate study in the school, providing a greater shared community experience, presence and visibility for PG students. The MA programme cluster is centred on a flexible model that allows 3 points of entry across the academic year. Students will benefit from expert teaching in their chosen field as well as meaningful connectivity with research and practice expertise from across broader media and production disciplines. Students from across programmes will collaborate on project-oriented modules for a total of 30 credits allowing natural interdisciplinarity and promoting a

greater contextual understanding of their chosen specialism within the broader media sectors. Via these collaborative project modules, students engage directly with the application of their chosen discipline in a variety of contexts including the commercial application of their ideas, the creation of tools that aid international sustainable development and initiating work that empowers communities to tackle the social challenges of the 21st Century.

As part of this course students will undertake a transnational development module which is designed to offer skills as encouraged by the Institute of Leadership and Management. This module also offers you the choice to tailor your professional skills from a menu focussing on leadership, transcultural communications and professional skills.

Professional Experience

During semester one, students can apply for the extended route, which offers an opportunity to reflect upon and gain professional experience through three semesters of internship or placement* with a host of different organisations. Students can also undertake or participate in supervised, campus-based University projects. The professional experience supports the development of students' personal and professional skills, such as communication, team-working, self-management, project working and critical reflection to enhance their future employability. This experience will build up on students' previous learning and experiences and encourage them to reflect on their work and skill sets prior to undertaking the final sixty credits of M level study.

Professional experience placements may be paid or unpaid, and this will depend on what is being offered and agreed with the host organisation. Internships can be international, within the UK or may be internal, within the University. Students who secure appropriate campus-based professional experience, may undertake supervised projects, related research and activities designed to offer students the opportunity to develop and integrate curriculum related skills with an understanding of professional practice.

*Internships and placements are subject to competitive application, availability and additional fees.

2 Available Award(s) and Modes of Study

Title of Award	Mode of attendance	UCAS Code	FHEQ Level
MA Media Practice with Professional Experience Placement	FT 2 years	N/A	Masters (Level 7)
Master of Arts Media Practice	FT 12 months/ (PT 24 months)		
Postgraduate Diploma Media Practice			
Postgraduate Certificate Media Practice			

3 Awarding Institution/Body	Coventry University
4 Collaboration	n/a

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5 Teaching Institution and Location of delivery	Coventry University
6 Internal Approval/Review Dates	Date of review: 06/2020 Date for next review: 2026/2027
7 Course Accredited by	n/a
8 Accreditation Date and Duration	n/a
9 QAA Subject Benchmark Statement(s) and/or other external factors	This document takes note of the QAA Subject Benchmark Statement for Communication, Media, Film and Cultural Studies (December 2019) whilst noting their applicability to undergraduate courses: https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/subjectbenchmark-statement-communication-media-film-and-culturalstudies.pdf?sfvrsn=28e2cb81_4 This document takes note of the generic benchmark document for Masters courses: https://www.qaa.ac.uk/docs/qaa/quality-code/master's-degree-characteristicsstatement8019abbe03dc611ba4caff140043ed24.pdf?sfvrsn=86c5ca81_12
10 Date of Course Specification	June 2020
11 Course Director	Danai Mikelli

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12 Outline and Educational Aims of the Course

The educational aims of the course are consistent with the University's mission statement to be a dynamic, enterprising, and creative university providing an excellent education enriched by a focus on research informed teaching.

Generic Course Aims:

a) To encourage a socially engaged and creative approach to learning through a process of the thinking through making of digital artefacts;

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b) To equip students with a critical understanding of the nature of digital media within contemporary global and local situations as well as within a historical context;

c) To develop and encourage critical engagement with artistic, theoretical and intellectual paradigms appropriate to the area of emergent media;

d) To foster a detailed understanding of contemporary patterns of digital production and consumption of media and cultural objects;

e) To facilitate practice-based opportunities to make work which demonstrates effective manipulation of emerging tools and interfaces;

f) To develop an understanding of, and practical skills in, a wide variety of research methods appropriate to the field of study.

13 Course Learning Outcomes

The course outcomes have been mapped against the 6 pillars of the Education Strategy:

a) Creativity & enterprise
b) Intercultural & international engagement
c) Community contribution and responsibility
d) Innovation & digital fluency
e) Employability
f) Research-inspired teaching

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

1. Demonstrate the ability to work creatively and effectively within a range of emergent media forms; (a, d, e, f)

2. Demonstrate the technical, organisational and creative skills required to function as an independent digital media practitioner in an international context; (a, b, e, f)

3. Think critically and reflexively about the full range of factors that impinge upon creative activities within digital media; (a, d, b, f)

4. Apply specialist knowledge in order to engage in new media practices in the field with communities of interest reflecting local, national and international concerns. (b, c, d, f)

5. Engage in radically challenging media practice through continuing innovative approaches of engagement and impact. (b, c, d, f)

6. Apply a continuing experimental approach to hybridity between conventional and new media forms to creatively interrupt entrenched conventions. (a, d, e, f)

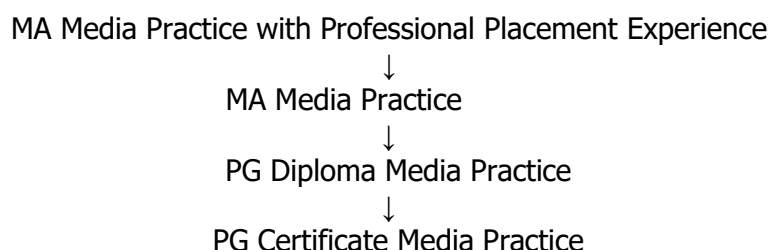Please include date of latest revision

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

Professional Experience

During semester 1, students who have expressed an interest in undertaking a work placement or internship should begin the application process for these opportunities. Students have the responsibility for securing a placement/internship. They will be supported throughout the application process by a specialist employer engagement team. The university will work with employers to identify opportunities. Subject to securing a placement/internship, the International Student Support team will work with international students to obtain UK study visa extensions. Visas required to work in other countries will be the responsibility of the student.

The course is structured so that students complete two semesters of taught modules and then could spend three semesters on professional experience placement. During this time students would be enrolled onto modules 7055MAPA, 7056MAPA, and 7057MAPA. The modules are zero credit and do not contribute to the classification of the award but must be passed to complete the placement. Upon completion of the work placement, students would return to Coventry to complete the final semester during which time they undertake their project module which may be informed by the learning acquired during the professional experience.

Cascade of awards:

MA Media Practice with Professional Placement Experience
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MA Media Practice
↓
PG Diploma Media Practice
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PG Certificate Media Practice

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. The indicative course structure is:

Credit level	Module Code	Title	Credit Value	Mandatory/ Optional	Course Learning Outcomes
7	7071MAPA	Critical Media Practice	20	M	1 3 4 5
7	7072MAPA	Emerging Media Practice	20	M	1 2 5 6
7	7070MAPA	New Media Narratives	20	M	2 3 4 5
7	7058MAPA	Research Methods	20	M	3 4 6
7	7059MAPA	Final Major Project (Research and Planning)	30	M	1 3 4 6
7	7060MAPA	Final Major Project (Production and Sharing)	30	M	1 2 3 4 5
7	7061MAPA	Collaborative Community Project	10	M	1 2 3 5
7	7063MAPA	Collaborative Enterprise Project	10	M	1 2 3 5
7	7062MAPA	Collaborative Social Challenge Project	10	M	1 2 3 5
7	7001CGE	Transnational Professional Development	10	M	2, 3

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Credit level	Module Code	Title	Credit Value	Mandatory / Optional	Course Learning Outcomes
Subject to securing an appropriate placement opportunity and fulfilling the selection requirements, students will be transferred to the two-year course and the zero credit modules listed below are to be taken.					
7	7055MAPA	Extended Masters Professional Experience Module A	0	Optional	1, 2, 6
7	7056MAPA	Extended Masters Professional Experience Module B	0	Optional	1, 2, 6
7	7057MAPA	Extended Masters Professional Experience Module C	0	Optional	1, 2, 6

The work placement is to be taken over three semesters and prior to the final dissertation/project that must be taken in the final semester of the course.

Delivery Patterns:

The MA Media Practice has three possible entry points (September, January and May) and students can study in both F/T and P/T modes. Students on the course will normally follow one of the indicative delivery patterns outlined in the tables below:

Delivery Pattern	**Full Time**					
Starting Semester	**September**					
Semester 1 (Sept)	Semester 2 (Jan)	Semester 3 (May)				
Critical Media Practice (20)	Emerging Media Practice (20)	New Media Narratives (20)				
Research Methods (20)	Final Major Project (Research and Planning) (30)	Final Major Project (Production and Sharing) (30)				
Transnational Professional Development (10)	Collaborative Community Project (10)	Collaborative Enterprise Project (10)				
Collaborative Social Challenge Project (10)						

Delivery Pattern	**Full Time**				
Starting Semester	**January**				
Semester 1 (Jan)	Semester 2 (May)	Semester 3 (Sept)			
Emerging Media Practice (20)	New Media Narratives (20)	Critical Media Practice (20)			
Research Methods (20)	Final Major Project (Research and Planning) (30)	Final Major Project (Production and Sharing) (30)			
Transnational Professional Development (10)	Collaborative Enterprise Project (10)	Collaborative Social Challenge Project (10)			
Collaborative Community Project (10)					
Delivery Pattern	**Full Time**				
Starting Semester	**May**				
Semester 1 (May)	Semester 2 (Sept)	Semester 3 (Jan)			
New Media Narratives (20)	Critical Media Practice (20)	Emerging Media Practice (20)			
Research Methods (20)	Final Major Project (Research and Planning) (30)	Final Major Project (Production and Sharing) (30)			
Transnational Professional Development (10)	Collaborative Social Challenge Project (10)	Collaborative Community Project (10)			
Collaborative Enterprise Project (10)					

Delivery Pattern	**Part Time**				
Starting Semester	**September**				
Semester 1 (Sept)	Semester 2 (Jan)	Semester 3 (May)	Semester 4 (Sept)	Semester 5 (Jan)	Semester 6 (May)
Research Methods (20)	Emerging Media Practice (20)	New Media Narratives (20)	Critical Media Practice (20)	Final Major Project (Research and Planning) (30)	Final Major Project (Production and Sharing) (30)

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Collaborative Social Challenge Project (10)	Collaborative Community Project (10)	Collaborative Enterprise Project (10)	Transnational Professional Development (10)		
Delivery Pattern	**Part Time**				
Starting Semester	**January**				
Semester 1 (Jan)	Semester 2 (May)	Semester 3 (Sept)	Semester 4 (Jan)	Semester 5 (May)	Semester 6 (Sept)
Research Methods (20)	New Media Narratives (20)	Critical Media Practice (20)	Emerging Media Practice (20)	Final Major Project (Research and Planning) (30)	Final Major Project (Production and Sharing) (30)
Collaborative Community Project (10)	Collaborative Enterprise Project (10)	Collaborative Social Challenge Project (10)	Transnational Professional Development (10)		
Delivery Pattern	**Part Time**				
Starting Semester	**May**				
Semester 1 (May)	Semester 2 (Sept)	Semester 3 (Jan)	Semester 4 (May)	Semester 5 (Sept)	Semester 6 (Jan)
Research Methods (20)	Critical Media Practice (20)	Emerging Media Practice (20)	New Media Narratives (20)	Final Major Project (Research and Planning) (30)	Final Major Project (Production and Sharing) (30)
Collaborative Social Challenge Project (10)	Collaborative Community Project (10)	Collaborative Enterprise Project (10)	Transnational Professional Development (10)		

15 Criteria for Admission and Selection Procedure

General requirements are in line with University Policy. Specific entry requirements can be found via the 'Entry Requirements' tab on the course web page. Successful applicants are usually expected to hold a good honours degree, or equivalent. Applicants may be invited to interview or to provide a portfolio of work.

Students whose first language is not English must demonstrate proficiency in the English language equivalent to IELTS 6.5.

For students entering with advanced standing, the course conforms to the standard university RP(E)L procedure

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Further information can be found via the Postgraduate Study page: https://www.coventry.ac.uk/study-atcoventry/postgraduate-study/

16 Academic Regulations and Regulations of Assessment

This Course conforms to the standard University Academic Regulations Postgraduate Mode R

17 Indicators of Quality Enhancement

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

The Progression and Awards Board (PAB) for Media & Performing Arts is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations.

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

External Examiners have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Course Quality Enhancement Monitoring (CQEM). Details of the CQEM process can be found on the Registry's web site.

Students are represented on the Student Forum, Board of Study and Faculty/School Board, all of which normally meet two or three times per year.

Student views are also sought through module and course evaluation questionnaires and the Postgraduate Taught Experience Survey (PTES).

18 Additional Information

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

Faculty/School Handbook

Student Handbook

Module Guides

Module Information Directory

Study Support information

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