

**PROGRAMME SPECIFICATION**

<b>Course record information</b>	
Name and level of final award:	<b>MA Interactive Media Practice</b> The MA Interactive Media Practice is a Masters degree that is Bologna FQ-EHEA second cycle degree or diploma compatible.
Name and level of intermediate awards:	Postgraduate Diploma Interactive Media Practice Postgraduate Certificate Interactive Media Practice
Awarding body/institution:	University of Westminster
Teaching Institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	Design, Creative and Digital Industries College (Harrow)
Language of delivery and assessment:	English
Mode, length of study and normal starting month:	One year (full time). September start. Two years (part time). September start.
<a href="#">QAA subject benchmarking group(s)</a> :	There are no subject benchmark statements for Master's degrees in Interactive Media Practice.
Professional statutory or regulatory body:	None
Date of course validation/review:	2012-13
Date of programme specification approval:	2016-17
Course Leader:	Savraj Matharu
Course URL:	<a href="http://westminster.ac.uk/courses/postgraduate">westminster.ac.uk/courses/postgraduate</a>
University of Westminster course code:	PMMUS01F (FT) PMMUS01P (PT)
JACS code:	J930 (Audio Technology)
UKPASS code:	P051237

## Admissions requirements

There are standard minimum [entry requirements](#) for all postgraduate courses. Students are advised to check the standard requirements for the most up-to-date information posted on [westminster.ac.uk/courses/postgraduate/how-to-apply](http://westminster.ac.uk/courses/postgraduate/how-to-apply)

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: [westminster.ac.uk/courses/postgraduate/how-to-apply](http://westminster.ac.uk/courses/postgraduate/how-to-apply)

## Aims of the course

This exciting new course is designed to fully reflect the needs of contemporary media industries, enhancing the relationship between technology design and interaction. Through the creative application and effective integration of interactive media formats and interactive multimedia, successful graduates will be able to address and adapt to the changing needs of this sector in order to secure a leadership position in this vibrant industry sector.

This course will appeal to graduates with an interest in digital media, experienced professionals from the design, media, gaming, VR, media rich web, web 3.0, apps, wearable's and marketing sector wishing to retrain for a career change or promotion, and those wishing to progress towards research and PhD studies. The Masters in Interactive Media Practice addresses issues in interactive design, interactive media, the internet and its applications, digital solutions for the industry and the public sector, usability design, effective digital media project management, digital audiences and audience research, digital interactive television, mobile communications, and new media ownership.

The course will provide skills in the relevant multimedia software and:

- Provide the opportunity for students at postgraduate level to articulate creative ideas using relevant production processes and related interactive technologies.
- Develop specialist knowledge and ability within interactive production as a foundation for future professional practice.
- Provide a forum for the exploration of converging technologies and the changing function and meaning of interactive media within the creative industries and interactive environments.
- Develop specialist knowledge of the entrepreneurial character of related media industries and the challenges of operating within it, both independently or as a part of larger and smaller business structures.
- Provide the opportunity to study, research and evaluate a specialist area within interactive media production through a large-scale independent and original creative project, informed by current professional standards.
- Prepare students for appropriate study at postgraduate research level.

## Employment and further study opportunities

Today's organisations need graduates with both good degrees and skills relevant to the workplace, i.e. employability skills. The University of Westminster is committed to developing employable graduates by ensuring that:

- Career development skills are embedded in all courses
- Opportunities for part-time work, placements and work-related learning activities are widely available to students
- Staff continue to widen and strengthen the University's links with employers in all sectors, involving them in curriculum design and encouraging their participation in other aspects of the University's career education and guidance provision
- Staff are provided with up-to-date data on labour market trends and employers' requirements, which will inform the service delivered to students.

## Learning outcomes

Learning outcomes are statements on what successful students have achieved as a result of learning. These threshold statements of achievement are linked to the knowledge, understanding and skills that a student will have gained on successfully completing their course.

Course learning outcomes are not delivered exclusively within individual modules, but the learning outcomes in individual modules map to course learning outcomes as shown in individual module proformas.

Note that individual modules have module-specific learning outcomes (identified in module proformas, which are published in the Course Handbook).

## Knowledge and understanding by target and intermediate awards

**Pg Cert (60 credits):** In all modules students become familiar with the key ideas, techniques, and abilities of the subject specialism under examination. They become able to relate their studies to personal values; to collect and analyse ideas and information from a range of sources and relate those to recognized categories; to contribute effectively to group work tasks such as production, or research teams; to take responsibility, with staff support, for their own learning.

**Pg Dip (120 credits):** During semester two or, in the case of part-time students, the second year of study, students are able to control these ideas, techniques and abilities in an increasingly independent fashion, and with an awareness of contradictory methods of work and theories. They have a detailed and diverse knowledge of the subject; can use and evaluate different methods of obtaining and using information; can select appropriate data from varied sources and develop their own criteria and judgements; are able to develop working relationships of a professional nature within the disciplines of the interactive and media related industries.

During the second semester, or year two, students also identify a personal approach to the ideas and techniques of the subject, and use this as the basis for the large-scale individual projects based on independent activity and research in the major project.

**MA (180 credits):** Students begin this mode of study with a comprehensive knowledge of the interactive media industry, and its various sectors, incorporating professional standards of production, with in-depth knowledge in areas of specialisation; are able to apply abstract knowledge and concepts to specific purposes and find innovative solutions to complex problems; can demonstrate leadership and team management skills; can apply critical approaches to information and to their own work; are able to negotiate the scale and scope of the self-directed period of study in a preferred area of specialism.

### **Specific skills**

All modules are core to the programme of study, and deliver a comprehensive spectrum of interactive media production opportunities. Depth of learning is built into the programme across years 1 and 2 (Part-time), and Semesters 1 and 2 (Full-time). This reflects the underlying philosophy of the course through hacking digital cultures where ideas are hacked together through the use of technology in a creative way is a golden thread in the MA.

Specific skills include:

- Professional ability to manage, assemble and independently produce an original interactive multimedia project, from concept to completion, which is the summation of the learning of the course, encapsulating production, business & sociological elements.
- Articulation of complex relationships between concept, technology, form, and audience and critical evaluation of the creative production and its social context.
- Ability to produce powerful applications from concept to completion.
- Application of a professional level of specialisation in one or more areas of interactive media related disciplines.
- Application of industry best practices and techniques of interactive media production to a range of linear and interactive media, addressing key research required to satisfy a client brief.
- Effective integration of converging technologies and production disciplines and synthesis of a variety of learner outcomes in the creation of practical work.
- Application of advanced programming skills within the realm of interactive media, integrating these techniques with various multimedia output channels.
- Critical examination of project management and financial structures as they operate within the global creative industries. As well as development of a sustainable business plan with a particular emphasis on the interactive multimedia sector

### **Key transferable skills**

In addition to the highly specialised learning outcomes achieved by the end of the course, students will have gained a wider set of experiences that will prove of equal value in the workplace and beyond. Graduates should consequently be able to:

- Demonstrate strong leadership skills through the ability to manage teams and projects.
- Evidence a clear ability to work as part of a team, under separate leadership.
- The ability to work towards stringent deadlines and manage multiple projects in a given time.
- Demonstrate the ability to work towards a given industry brief.

- The ability to cultivate intelligence, think creatively and innovatively.
- Assemble, research and process data from a variety of sources.
- Manage time effectively through coursework demands and delivery.
- Self-evaluation through reflective practice.
- Problem solving.

### Course structure

This section shows the core and option modules available as part of the course and their credit value. Full-time Postgraduate students study 180 credits per year. Part-time students study 180 credits over two academic years. All modules on the MA Interactive Media Practice programme are core. The award of Postgraduate Certificate is available on completion 60 credits minimum. The award of Postgraduate Diploma is available on completion of 120 credits in line with the Academic Regulations.

Credit Level 7				
Module code	Module title	Status	UK credit	ECTS
7MUPR001W	Applied Innovation and Interactive Design	Core	20	10
7MEST005W	Social Media and E Marketing	Core	20	10
7MUPR010W	Mobile Apps and Wearable's	Core	20	10
7MUPR002W	UX Design and Development	Core	20	10
7MUPR007W	Hack Lab & Creative Technology	Core	20	10
7MUMN003W	Entrepreneurship and Project Management for Creative Industries	Core	20	10
7MUPR005W	Major Project	Core	60	30

<b>Assessment and Weighting Schedule - Credit Level 7</b>					
<b>Applied Innovation and Interactive Design</b> <i>(Shared)</i>	<b>Social Media and E Marketing</b>	<b>Mobile Apps and Wearable's</b>	<b>UX Design and Development</b>	<b>Hack Lab &amp; Creative Technology</b>	<b>Major Project</b>
<i>20 credits (core)</i>	<i>20 credits (core)</i>	<i>20 credits (core)</i>	<i>20 credits (core)</i>	<i>20 credits (core)</i>	<i>60 credits (core)</i>
Semester 1	Semester 1	Semester 1	Semester 2	Semester 2	Semester 2
Wed <b>2.00 - 4.00</b> <b>Room: E1.6</b>	Thu <b>11.00 – 13.00</b> <b>Room: J1.28</b>	Wed <b>11.00 – 1.00</b> <b>Room: E1.6</b>	Wed <b>2.00 – 4.00</b> <b>Room: E1.6</b>	Thu <b>11.00 – 1.00</b> <b>Room: J1.28</b> <b>Room: E1.6</b>	Self Study (Summer)
Week 4 – CW1: 15%	Week 5 – CW1: 30%	Week 6 – CW1: 40%	Week 3 – CW1: 10%	Week 6 – CW1: 40%	CW1: 60%
Week 8 – CW2: 35%	Week 7 – CW2: 20%	Week 14 – CW2: 60%	Week 5 – CW2: 40%	Week 12 – CW2: 40%	CW2: 30%
Week 1 Sem2 – CW3: 50%	Week 12 – CW3: 50%		Week 11 – CW3: 50%	Week 12 – CW3: 20%	CW3: 10%
UK Credit 20	UK Credit 20	UK Credit 20	UK Credit 20	UK Credit 20	UK Credit 20
ECTS 10	ECTS 10	ECTS 10	ECTS 10	ECTS 10	ECTS 30
<b>Entrepreneurship and Project Management for Creative Industries</b> <i>(Shared)</i>					
<b>Wed 5.00 – 7.00</b> <b>Room: A6.3</b>					
<i>20 Credits (core)</i>					
<b>Semester 2</b>					
Module code: 7MUMN003W					
UK Credit: 20 / ECTS 10					

## **Learning, teaching and assessment methods**

Learning and teaching on the course are defined to be appropriate to the needs of each module, and strategies for teaching and learning are published in every module handbook. The teaching and learning methods on the course include the following:

**Lectures:** to present information and act as a springboard for students' research and discussion on a given subject; to build on the assigned readings and explore and examine contextual issues, and present an opportunity to engage with the key themes of the module.

**Seminars:** to support students' learning on the module through small group discussions of detailed theoretical content, techniques and ideas;

**Workshops:** small and medium size groups of students develop work in progress tutored by specialist staff; practical demonstrations -small and medium size groups of students attend demonstrations of techniques and technologies with active student participation;

**Individual projects:** projects devised by students and with outcomes and criteria agreed with a tutor.

**Tutorials:** one to one contact between a specialist member of academic staff and a student conducting independent research; they aim to support individual research and reflection on issues that are presented through the process of module delivery, and also support practical development.

**Independent research:** student led project work involving interviews and other external contact and research activity, leading to assessed project work;

**Learning contracts:** negotiated plans of learning agreed by the module leader to tailor the student's experience of a module or of specified learning outcomes.

## **Assessment**

The practical coursework is assessed through a process of peer group presentation - known as assessment events. These involve students individually, and /or in teams presenting work to their tutors and peers and discussing it. This supports students' ability to present their work in public, and to develop their critical judgement in relation to their own and others' work, through reflective practice. In addition, it promotes a culture within the course with regards to the completion, and practical realisation of work within tight deadlines as normal, and acts to improve overall work standards through a benchmarking process.

Assessment is conducted in the form of assessment events with a combination of summative and formative feedback that is delivered on the module as part of the teaching and learning methods.

Assessment checkpoints are also integrated within the programme of study to ensure student feedback through a summative and integrated process for an enriched student learning experience.

**Peer Review:** Peer review is a particularly important part of the assessment process with students formally presenting their work to their peer group with feedback being

presented by the tutor and group. This presents the student with an opportunity to defend the work under scrutiny, and assess the level of personal input and understanding.

**Assessment Procedures:** Details of the assessment methods and criteria for each part of the coursework, the schedule of coursework assignments, including methods and dates of submission, coursework return and tutor feedback deadlines are provided in the module handbook.

**Assessment Events:** the practical work in music, business and production is assessed through a process of peer group presentation - known as assessment events. These involve students individually, and /or in teams presenting their work to their tutors and peers and discussing it. This supports students' ability to present their work in public, and to develop their critical judgement in relation to their own and others' work. In addition, it promotes a culture within the course which regards the completion, and practical realisation of work within tight deadlines as normal, and acts to improve overall work standards through a benchmarking process.

### **Academic regulations**

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

### **How will you be supported in your studies?**

#### **Course Management**

The MA Interactive Media Practice programme is taught within the Creative Practice and Art Theory Postgraduate Cluster, Westminster School of Media, Arts and Design. The management structure supporting the course is as follows:

- Savraj Matharu is the Course Leader responsible for the day-to-day running and overall management of the course and development of the curriculum. Dr Ingawanij can be contacted by email [S.Matharu@westminster.ac.uk](mailto:S.Matharu@westminster.ac.uk). Savraj is responsible for:
  - Admissions
  - Approving students' programme of study
  - Organising tutorials, supervisory support and pastoral care
  - Co-ordinating final project supervision
  - Co-ordinating marks for assessment boards
  - General management of the course.
  
- Jonathan Stockdale, Dean of the College, holds overall responsibility for the course and for the other courses run at the Design, Creative and Digital Industries College.

#### **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 Faculty Registry Office. 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

## **Learning Support**

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.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students<sup>1</sup> 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 at their Faculty. Students can also securely connect their own laptops and mobile devices to the University wireless network.

## **Support Services**

The University of Westminster Student Affairs 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. The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University.

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

The course was initially approved by a University Validation Panel in 2012. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the Faculty 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 outcomes from Course Committees, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. Each Faculty puts in to place an action plan. This may for example include making changes on the way the module is taught, assessed or even how the course is structured in order to improve the course, in such cases an approval process is in place.

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<sup>1</sup> Students enrolled at Collaborative partners may have differing access due to licence agreements.

A Course review 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 review panels to provide feedback on their experiences. Student feedback from previous years e.g. from Course Committees 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 Course Committees students have the opportunity to express their voice in the running of their course. Student representatives are elected to Committee to expressly represent the views of their peer. The University and the Students' Union work together to provide a full induction to the role of the student representatives.
- Each Faculty also has its own Faculty Student Forum with student representatives; this enables wider discussions across the Faculty. Student representatives are also represented on key Faculty 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.
- The University also has an annual Postgraduate Taught Experience Survey or PTES which helps us compare how we are doing with other institutions, to make changes that will improve what we do in future and to keep doing the things that you value.

**Please note:** 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 s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

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