

PROGRAMME SPECIFICATION:

Course record information

Name and level of final award:	BA (Hons) Radio and Digital Production The BA (Hons) Radio and Digital Production is a BA (Hons) degree that is Bologna FQ-EHEA first cycle degree or diploma compatible
Name and level of intermediate awards:	BA Radio and Digital Production Diploma of HE in Radio and Digital Production Certificate of HE in Radio and Digital Production
Awarding body/institution:	University of Westminster
Teaching Institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	Westminster School of Media Arts and Design (Harrow)
Language of delivery and assessment:	English
Mode, length of study and normal starting month:	Three years (full time). September start.
QAA subject benchmarking group(s) :	Communication, Media, Film and Cultural Studies http://www.qaa.ac.uk/en/Publications/Documents/Subject-benchmark-statement-Communication-media-film-and-cultural-studies.pdf
Professional statutory or regulatory body:	N/A
Date of course validation/review:	February 2015
Date of programme specification approval:	July 2015
Valid for cohorts:	2017-18
Course Leader:	Dr Matthew Linfoot
Course URL:	westminster.ac.uk/courses/undergraduate
Westminster Course	BAJMC05F (FT)
UCAS course:	P312
JACS code:	P312 (Radio Production)

Course Overview

The BA (Hons) Radio and Digital Production is a unique course, combining the skills needed for contemporary industry work in the radio and audio sector with complementary practical knowledge in digital media production. The foundation of the course comes from the University's long heritage in studying media theory, where innovative research combine with excellence in relevant and up-to-date industry practice.

The course is designed to provide you with intensive professional training by active practitioners to prepare you for a career in the radio and audio industries, and related fields of digital media production. You will learn how to produce audio and digital content for a variety of broadcast platforms, and in different formats, using the latest technology.

You are taught by lecturers who are among the top names in their fields, both production and theory, as well as many visiting speakers from industry. Graduates of this course are working for the BBC, independent production companies and in the commercial radio sector. Others have created their own career paths as successful freelancers, presenters, DJs, marketing executives and music promoters.

What are the minimum entry requirements for the course?

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: westminster.ac.uk/courses/undergraduate/how-to-apply

Aims of the course

During the BA (Hons) Radio and Digital Production

- You will learn how to produce audio and digital content for a variety of broadcast platforms, and in different formats to a high professional standard
- You will learn how to produce content in other media, such as video, text, images and social media
- You will learn how to develop your skills as effective communicators, critical and creative thinkers
- You will learn research skills, and improve your ability to initiate and develop ideas for pitching and commission
- You will be able to analyse and critique the aesthetic qualities of audio and sound from a theoretical perspective
- You will gain a knowledge and understanding of the relevant institutions and sectors operating in the UK and associated global platforms, including traditional radio channels and media brands and outlets that use audio in a multi-media environment.
- You will also learn about legal, ethical and regulatory issues that shape production and broadcast opportunities.
- You will also gain an understanding of the history that has shaped radio broadcasting, and how radio and audio has adapted to many changes in recent years.

Graduates of the course will be prepared for a career in the radio and audio industries and related fields of digital media production, working at a high level of professional expertise.

There are three strands to the course:

1. Production Strand

At levels 4, 5, and 6 there are core modules designed to teach and develop practical skills in radio, audio and multi-media production. You will learn how to record audio on digital recorders and then edit and mix using a variety of softwares, to increasing levels of complexity. You will learn how to operate a radio studio desk and create content for live broadcast. You will learn skills in production for other media, such as video editing, basic web and blog production and image manipulation. Over the three levels, you will apply these production skills to a variety of projects including digital storytelling and live radio productions. You will also learn techniques of research, identifying elements of a topical news story, as well as developing your knowledge of legal, ethical and editorial issues, as applied to daily practice.

Production work culminates in an individual project where you use your entrepreneurial skills to secure a commission to create and curate audio for commercial purposes. There is also a group project to create a pop up radio station on the web, which involves researching a niche market, creating a brand identity, and creating content for the audio stream and the website. In the course of the three years, you will take on a variety of production roles typically found in industry, and you will be expected to reflect on the practical application of your learning to help inform and develop your own career path. This career development culminates in a period of work experience, to consolidate professional practice.

2. The research and communication Strand

You will develop your ability to research, analyse and communicate ideas relating to theoretical debates across the media. You will research major secondary texts, including peer-reviewed articles, as well as primary sources, and develop your ability to interrogate them to a rigorous academic standard. You will learn how to reference your work and create bibliographies. You will learn different research methodologies, enabling you to produce a major piece of original academic research at level 6.

3. Media Debates and Theory Strand

You will develop an understanding of the social, political and economic context within which the media operates and relate this to your practical work. In particular, you will learn about the conceptual theories of sound studies, enabling you to decode and critique the aesthetic qualities of audio and sound on different platforms. You will also learn about the significance of media institutions and society. You will also have the option to take further theory modules, which explore media in a global context, creative use of the media, media history and regulation and media law.

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). These are mapped against the Course Learning Outcomes below, in Table One below

- **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 learning outcomes: Upon completion of level 4 you will be able to:

- L4.1 Define a range of key concepts of media theory and relate these to the current audio / radio production industries. (KU)
- L4.2 Consider the related philosophies of sound studies; the aesthetic appreciation and use these to critique audio and radio (KU)
- L4.3 Investigate ideas, and contributors to gather data, using a range of primary and secondary sources, and develop systems for compiling and analyzing them. (KTS)
- L4.4 Recognize the integral elements of a story and develop the skills to interpret a story and tell your own. (KTS)
- L4.5 Learn the skills necessary to produce content on a range of production tools for different platforms. (PPP)
- L4.6 Compare the relative attributes of distributive platforms, in terms of audience, ownership and regulation (KU).
- L4.7 Judge different professional opportunities and create marketing tools designed to help you achieve your career goals. (GA)
- L4.8 Plan effective strategies for completing tasks within deadline, either in groups or individually. (GA)
- L4.9 Identify, locate and interpret a broad range of secondary research materials from the field of media and communications (KU)

Level 5 learning outcomes: Upon completion of level 5 you will be able to:

- L5.1 Compare and contrast key concepts from the study of media and communication. (KU)
- L5.2 Produce interesting and original stories for digital dissemination using a variety of tools and media. (PPP)
- L5.3 Create live studio programmes, drawing on the critical interpretation of topical events using speech-based production tools. (PPP)
- L5.4 Deploy social media in relevant media situations and appraise its effectiveness. (KTS)
- L5.5 Schedule music with playlists and other associated ingredients in a live radio programme environment (PPP)
- L5.6 Analyse and reflect on your own practice and achievement, in a formative and summative way, and reference media theory to critique your work. (GA)
- L5.7 Produce live radio in a studio setting, performing a range of production and teamwork skills (PPP)
- L5.8 Understand and evaluate a range of methods used to conduct primary research in media and communication (KU)
- L5.9 Apply principles of media law, ethics and industry compliance standards to production work (GA)

Level 6 learning outcomes: Upon completion of level 6 you will be able to:

- L6.1 Demonstrate advanced skills in critical thinking, using primary and secondary sources. (KU)
- L6.2 Pitch for a commission to create an audio project for a specific project or business, suitable for multi-platform distribution (GA)
- L6.3 Demonstrate skills of project management, entrepreneurship and time management in a range of projects (GA)

- L6.4 Originate, design and produce a 'pop-up' radio station for a specific audience, using a range of media production techniques. (PPP)
- L6.5 Develop collaborative working skills, as part of an effective team dynamic (GA)
- L6.6 Secure a period of work experience in a media-related field. (KTS)
- L6.7 Evaluate the experience of working in a professional environment (KTS)
- L6.8 Market yourselves effectively for the workplace, and showcase your work to potential employers. (GA)
- L6.9 Produce one or more pieces of dramatic work in audio, suitable for multi-platform distribution. (PPP)

How will you learn?

Learning and teaching methods are directly linked to the learning outcomes above. There are several core objectives in designing learning and teaching methods:

- enabling you to learn and develop production skills, and practice these as you encounter levels of increasing complexity
- enabling you to keep updating your skills so they keep pace with developing technologies and the changing landscape of digital media
- enabling you to develop academic learning, through which you develop your ability to analyse, critique and research theoretical debates and concepts
- enabling you to apply your academic knowledge to areas of practice and production

Learning takes place through a combination of face-to-face teaching and guided independent study. Learning is often directed and enhanced by lecturers and other teaching staff, who support, guide and supervise your activities.

In class, learning is delivered through lectures, workshops, seminars and small group sessions. There are also one-to-one tutorials and supervisions. Practice work is especially focussed on the teaching of specific production tools, which takes place in small groups. Thereafter, you have the opportunity to continue practicing and developing the skills learned through supervised and non-supervised access to the facilities.

Out of class learning takes place where you are working independently. This might be on group projects, individual assignments, research tasks and preparation. Managing self-directed learning effectively is an opportunity to explore creative expression, try out new ideas, as well as develop good time management strategies. There is a direct connection between taking responsibility for one's own independent working and the skills needed to be an effective professional worker. Learning also takes place in a group context, which may be unsupervised. Team and project-based productions provide further opportunities for peer-learning and developing effective self-development strategies.

Learning is also facilitated by the use of different media for teaching. Module leaders make use of the Blackboard virtual learning environment for delivering online materials and supporting collaborative tasks and sharing information. Many modules also work closely with digital and multi-platform content, to support individual learning styles and personal development.

How will you be assessed?

You are assessed throughout the course by a variety of methods, based on the coursework produced on each module.

Typically, on a practice module, you are assessed on the production output, for example a piece of audio / radio, a radio programme, or another digital artefact. You are assessed as an individual, and also, if applicable, as part of a group. You might also be producing a

written piece of work to accompany your practical output, such as a blog or reflective essay. You are given a clear set of assessment benchmark criteria for production work, which are distributed in all module handbooks. These are used in conjunction with the learning outcomes and assessment criteria on each module when marking and assessing on a *summative* basis.

On a theory-based module, you might be producing a written essay, making a presentation, writing a blog or a report, or perhaps producing an artefact. Again, these are marked and assessed against a clear set of criteria and learning outcomes.

In addition, on all modules, there are *formative* assessments, where tasks are set to help you prepare for the final assessments. You are given feedback on these, to help you make improvements where necessary and help you develop and nurture key areas. These assessments do not carry marks that go towards your final mark on the module.

Some modules include *synoptic* assessments, where elements of learning from two modules are combined in one assessment task.

It's important to stress that feedback is delivered in many different ways across the course: sometimes it's verbal, or written, sometimes it is attached to a specific piece of work (both *formative* and *summative*). It might be to a group or an individual. The crucial point is to take on board the feedback and use it to help continue personal learning and development.

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

These Graduate Attributes are designed to help you enhance your employability when you leave with a degree in Radio and Digital Production. They are aligned to the Course Learning Outcomes as follows:

Table One

Graduate Attribute	Evident in Course Learning Outcomes
Critical and creative thinker	L4.1; L4.2; L4.3; L4.4; L4.6; L4.9; L5.1; L5.2; L5.7; L5.9; L6.1; L6.7; L6.9
Literate and effective communicator	L4.1; L4.2; L4.3; L4.4; L4.5; L4.9; L5.1; L5.2; L5.3; L5.4; L5.6; L5.7; L6.2; L6.7; L6.8; L6.9
Entrepreneurial	L4.7; L5.2; L5.4; L6.2; L6.3; L6.6; L6.8
Global in outlook and engaged in communities	L4.3; L4.4; L4.6; L5.2; L5.3; L5.4; L5.5; L6.1; L6.2; L6.3; L6.4; L6.6; L6.8
Socially, ethically and environmentally aware	L4.1; L4.3; L4.4; L4.5; L4.6; L4.7; L5.2; L5.4; L5.9; L6.2; L6.2; L6.3; L6.4; L6.6

Graduates from the course will be equipped to secure employment in a range of fields, from traditional radio/audio industries to broader media production and associated roles. By developing your skills in areas such as critical thinking, research, writing for academic and

non-academic purposes and pitching ideas, you are also well-placed to pursue other employment avenues, such as a course of postgraduate study, training in another discipline or applying for graduate-level entry in a professional career.

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. The course makes full use of the potential offered by a major city such as London, organising field trips, visits to companies and professional bodies, encouraging students to attend talks, events and recordings. Radio and audio production are completely audience focussed, so you are actively engaged in researching listeners and getting to know the market that you are aiming at. This often involves getting better acquainted with London as a potential audience for your work.

Employability Strategy

At key points throughout the course, you are encouraged to research career opportunities in a diverse range of fields, and reflect on how these might influence your University work and beyond. For example, in Year One, you will research and write a job profile for someone working in radio/audio or digital production and you will start preparing your CV and learning how to present and market yourself and how to apply for work experience. You will also start to compile a professional development plan, which will identify your initial career aims, and the best way of utilising your time on the course to achieve them.

You will learn different techniques for marketing your skills and obtaining work experience, for instance by interacting with visiting industry professionals and alumni throughout the course. During your time on the course, you will complete at least one period of work experience, and reflect on this and use this to create a career plan, post-graduation, with an emphasis on further development needs and marketing. You will also compile an online portfolio of work, drawn from your output across the course, to showcase your skills and achievements.

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.

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
4RDPR001W	The Audio Lab	Core	20	10
4RDPR002W	The Digital Lab	Core	20	10
4RDPR003W	Sound Cultures	Core	20	10
4MEST016W	Media and Society	Core	20	10
4MEST015W	Media and Globalisaton	Core	20	10
4RDPR004W	Bulletins and Blogs *	Optional	20	10
Various	Cluster Module (see below)	Optional	20	10
Various	Faculty Elective	Optional	20	10
Various	University Elective	Optional	20	10
Award of Certificate of Higher Education available				

Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
5RDPR001W	Digital Story Telling	Core	20	10
5RDPR002W	Music Radio	Core	20	10
5RDPR004W	Theories of Media and Communication	Core	20	10
5MEST015W	Researching Media and Communication	Core	20	10
5RDPR003W	Talk Radio**	Optional	20	10
Various	Cluster Module (see below)	Option	20	10
Various	Faculty Elective	Option	20	10
Various	University Elective	Option	20	10
Award of Diploma of Higher Education available				
Credit Level 6				

Module code	Module title	Status	UK credit	ECTS
6RDPR001W	Digital Entrepreneurship	Core	20	10
6RDPR002W	Pop Up Station	Core	20	10
6RDPR004W	Professional Practice: Radio and Digital Production	Core	20	10
6RDPR003W	Producing Audio Drama	Option	20	10
6MEST006W	Dissertation***	Option	40	10
6MEST012W	Extended Essay	Option	20	10
Various	Cluster Module (see below)	Option	20	10
Various	Faculty Elective	Option	20	10
Various	University Elective	Option	20	10
Award BA Honours/BA available				

At Level 4, you can choose one option. At Level 5, you can choose two options. At Level 6 you can choose to do the 40 Credit Dissertation (6MEST006W). If you do this, you have to choose one more option. If you do the 20 Credit Extended Essay (6MEST012W), you must choose two options.

*Level 4 Options: You can choose one optional module:

- 4RDPR004W Bulletins & Blogs
- 4MEST014W Celebrity Culture and the Media (from BA Public Relations and Advertising)
- or a Faculty or University elective.

** Level 5 Options: You can choose two optional modules, from

- 5RDPR003W Talk Radio
- 5MEST010W Creativity
- 5MEST012W Information Society

- 5MEST011W Cultural Industries and Media Markets (all from BA Digital Media and Communication)
- 5PURL001W Advertising and Promotional Culture
- 5PURL002W Sex, Violence and Censorship (all from BA Public Relations and Advertising)
- Creative Encounters (from the Faculty) or other Faculty and University electives.

*** Level 6 Options:

- Either Dissertation (40 credits) and a choice of an optional module
- OR Extended Essay (20 credits) and two further optional modules. The choice of options includes:
 - 6RDPR00W Producing Audio Drama
 - 6MEST010W Transforming Audiences
 - 6MEST009W Contemporary Issues in Media Policy (all from BA Digital Media and Communication) and Faculty and University electives.

Alternatives to the BA (Hons) Radio and Digital Production options – Digital Media cluster options

One of the key aims of the course is to offer students choice, flexibility and autonomy so that you can customise the degree to better suit your own long-term aims and interests. As a result, students will be able to choose options run by other courses in the Digital Media cluster rather than Radio and Digital Production options if you wish, timetables permitting.

At Level 4, you will be able to choose Celebrity Culture and the Media, which is run by the PR and Advertising Course.

At Level 5, you will be able to choose from Digital Media cluster options including:

- Creativity, Information Society, Cultural Industries and Media Markets, which are run by the Digital Media and Communication course
- Advertising and Promotional Culture and Sex, Violence and Censorship, which are run by the PR and Advertising Course

At Level 6 you will be able to choose from Digital Media cluster options including:

- Either the Dissertation module or the Extended Essay module, plus Transforming Audiences and Contemporary Issues in Media Policy, which are run by the Digital Media and Communications course

Alternatives to the BA (Hons) Radio and Digital Production options – Faculty and University electives

You will also be able to choose from a number of elective modules, offered by the Media, Arts and Design Faculty and the university as a whole.

The Media, Arts and Design Faculty electives will aim to encourage collaborations between courses and across clusters.

The Westminster electives will be available to students across the whole of the university. As with the MAD electives, these modules aim to encourage collaboration - this time across faculties. They will directly address the distinctive series of Graduate Attributes that all Westminster degrees aim to encourage and develop. They will give you the opportunity to

pursue interests beyond this specific degrees and to network with students outside of your home courses and faculties. At the moment, these electives are still in development but they will be available for students to choose at all levels of their degrees.

Please note: Not all option modules will necessarily be offered in any one year.

Professional Body Accreditation or other external references

BA (Hons) Radio and Digital Production is accredited by [Creative Skillset](#), the industry skills body for the Creative 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.

Academic regulations

The current Handbook of Academic Regulations is available at westminster.ac.uk/academicregulations

How will you be supported in your studies?

Course Management: Radio and Digital Production is managed by a course leader and is grouped with a number of other courses in the Faculty of Media, Arts and Design on the Harrow Campus. The course leader works with colleagues who teach across a range of undergraduate modules in the Faculty to deliver the core content. Theory modules are led by members of the Communication and Media Research Institute, thus ensuring teaching is informed by current research. Teaching staff are also supported by technicians working in the media production area, as well as dedicated library staff, to help with academic research.

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. 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. Students¹ 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 **2007**. 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.

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 Student Experience Survey which seeks the opinions of students about their course and University experience. Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

For more information about this course, please contact: Course Leader: Dr Matthew Linfoot. M.J.Linfoot@westminster.ac.uk . Tel: 020 350 68024. Admissions & Marketing Office: harrow-admissions@westminster.ac.uk . Tel: 020 7911 5903

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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