University of the West of Scotland

Undergraduate Programme Specification

Session: 2023/24
Last Modified: 06/02/2024
Status: Published

1	Named Award Title:	BA (Hons) New Media Art Single	
2	Award Title for Each Award: [1]	BA (Hons) New Media Art BA New Media Art	
3	Date of Validation / Approval:	April 2019	
4	Details of Cohorts Applies to:	New Media Art Level 9 intake	
5	Awarding Institution/Body:	University of the West of Scotland	
6	Teaching Institution(s)[2]:	University of the West of Scotland Ayr Campus	
7	Language of Instruction & Examination:	English	
8	Award Accredited By:	SQA	
9a	Maximum Period of Registration:	Note, this Programme does not require completion within non-standard timeframe. Standard regulations related to 'Interruption to Study' apply. Authorised Interruption Guidance notes (uws.ac.uk)	
9b	Duration of Study:	2 years	
10	Mode of Study:	Full Time Part Time	
11	Campus:	Ayr	
12	School:	Business and Creative Industries	
13	Programme Board:	Arts and Media	
14	Programme Leader:	Chris Mackenzie	

15. Admission Criteria

Candidates must be able to satisfy the general admission requirements of the University of the West of Scotland as specified in Chapter 2 of the University Regulatory Framework together with the following programme requirements: **SQA National Qualifications or equivalent.**

Appropriate Undergraduate Qualifications:

or SQA National Qualifications/Edexcel Foundation

Year 3
HND in Art, Design, Computer Arts, Contemporary Art Practice, Filmcraft, Animation, Photography, Visual Communication, Audio Visual Technology, Digital Media, Sound Production, Technical Theatre, Production Arts or relevant discipline and English Higher (B grade or above) or relevant alternative.

Other Required Qualifications/Experience

Further desirable skills pre-application (i.e. to satisfy additional PSRB requirements or other)

All applicants will be expected to submit a personal statement, reference and portfolio. A full explanation of this will be provided to applicants through an Admissions Staff contact. Initial offers and rejections will be made based on the above. Should places remain available after this first stage, remaining applicants will be invited for interview. Full details of the interview criteria will be provided to the applicants ahead of their interview date through an Admissions Staff contact.

| 16 | **General Overview** |

BA (Hons) New Media Art is a two-year undergraduate degree programme and aims to provide a creative and critical learning platform where students explore diverse relationships between artmaking and emerging media technologies. Students will discover/rediscover and develop their creative practices through the following four phases:

[3rd Year] Space-based: Motion Graphics, Time Based Art

[4th Year] Specialism-based: Portfolio Development, Independent Projects

Throughout the course, students will learn historical, contemporary, cultural, and social contexts of new media art and will be introduced to a range of media technologies that can be utilised in arts and other creative applications.

New media technologies and contexts introduced will encourage students to become experimental in learning and utilising technologies in art making, critical in situating their practices at a historical, social, cultural and political context, and autonomous in identifying applications of their creative practices within or across fine art, conceptual art, installation art, film, animation, graphic design, illustration, projection art, sound art, interactive art, immersive art, community arts or/and education.

Key to the vision of this programme is the world of New Media Art. New Media Art captures the technological innovations which now inform and connect all aspects of contemporary life – providing a way to understand and communicate the relationships between people, places, and things. This creative field is now recognised as being one of the fastest growing creative art forms in the world today – with exciting directions being forged by an upcoming generation of artists who recognised the intersections between creative art practice and new technologies.

Programme philosophy

Students are enabled to learn in discovery mode as co-producers of the curriculum. We also recognise that a graduate career is important to our students, so we design our programmes such that the first day in the academy for our students is also their first day in industry. In the context of the current development, our New Media Art provision is distinguished in terms of its cross- and interdisciplinary design, which provides students with a rich and stimulating range of opportunities to learn and produce collaboratively, mirroring the dynamics of real-world professional settings.

To support consistent and balanced development, and to allow for student clarity around their own learning journey, the 120 credits of available module content at each level will be mapped with focus across three main strands –

Creative Development, Technical Development and Critical Development.

Beyond this framing device of 'three strands', the programme holds an epistemological commitment to integrated practice as praxis, rather than an artificial and creatively unsustainable separation of practical and theoretical activity, and support students to realise this as they develop through each level.

Furthermore, with this recognised connection between these strands, the programme draws on established set of institutional-level Graduate Attributes, "I am UWS" as a 'holistic glue' to illustrate the integrated nature of an accumulative learning journey.

The programme provides students with space to develop their practice in a context of expressive collaboration across and between disciplines. It will also equip graduates with the interpersonal and interdisciplinary capacity to deploy their creativity in pluralistic professional settings. The programme should therefore appeal to the growing number of

creative practitioners who want to define their practice in a research-infused context.

Articulation of academic themes

The development team agree that contemporary and effective New Media Art programmes should cover the following five academic themes:

Theory
History, culture and policy
Research
Practice
Industry

The programme learning outcomes have been mapped against each of these five themes to ensure that students can objectively demonstrate their achievement in each area. At the same time, however, the programme philosophy rests on an appreciation of practice as a research-infused deployment of technique as a creative and contextual response. As such, the programme learning outcomes are designed to enable students to bring these academic themes together in their practice.

The above caveats notwithstanding, the programme learning outcomes architecture is presented such that the first learning outcome for each characteristic relates to history, culture and policy; the second relates to theory; the third to research; the fourth to practice skills; and the fifth to industry.

Realisation of graduate attributes

The focus of this programme supports students to become leading creative practitioners, merging art, culture, and technology, placing our graduates in a strong position within the creative landscape. Following an in-depth arts training, students will graduate with aptitudes across the three core areas identified in our Programme Philosophy – namely, Creative Skills, Technical Skills, and Critical Skills. These areas with align with institutionally set graduate attributes (see I am UWS, with these attributes providing a 'holistic glue' to map the nature of this integrated practice as praxis (see above).

Student Journey

Full-time students will undertake the modules in the order they appear in the relevant programme schema. UWS encourages reassessment at the earliest opportunity, so flexibility will be utilised around reassessment to optimise student progression.

Part-time students will agree their learning journey with the programme team, particularly through guidance from their Personal Tutor and, as required, the School's Education Guidance Adviser. Care will be taken to limit the student workload to 60 credits per academic year, so all other things being equal, the normal part-time journey will be as follows:

Students undertake three strands (40 credit each per year): Creative Development,

Technical Development and Critical Development throughout the programme.

<u>Creative Development</u>

Moving Image & Time-based Art - Experimental Animation– Presentation & Promotion - Motion Graphics

<u>Technical Development</u>

Creative Interventions – Projection art – Creative Arts Research Project – Practice in Context

<u>Critical Development</u> – Research in Creative Practice – Creative Research Project

Postgraduate progression routes

UWS has a corporate commitment to encouraging our students to progress to postgraduate study within the institution. So, in addition to the varied specialist Master's degrees offered elsewhere, students who graduate from BA (Hons) New Media Art will be encouraged to progress onto our MA Creative Media Practice programme. This is an interdisciplinary programme that provides space for practitioners to explore and consolidate their creative identity across digital content, media, moving and still image, audio, writing and performance. Delivered by expert practitioners, the programme expands on undergraduate experience to further equip students for a career in the creative industries, offering network contacts, the chance to build a portfolio, and essential practical skills.

Employment routes

The programme design enables students to achieve both the "I am UWS" Graduate Attributes, and at the same time recognise their achievement in completing an in-depth arts training, with aptitudes across the three core areas identified in our Programme Philosophy – namely, Creative Skills, Technical Skills, and Critical Skills.
Students will graduate with a portfolio of leading-edge creative outputs, a deep appreciation of the industry context of their practice, and a clear understanding of the requirements of a freelance career.

17	**Graduate Attributes, Employability & Personal Development Planning**

Students will follow a course of study that will develop their skills via the UWS Graduate Attributes - Universal, Work-Ready and Successful. This programme additionally developed their performance skills to allow them to develop skills across areas of Creative, Technical and Critical domains. By analysing, inquiring and critically reflecting within the performance industry the students will become academically universal, academically work ready and academically successful. The programme encourages and directs the students to utilise emotional intelligence, ethics, cultural awareness, communication, influence, motivation, creative skills, imagination and resilience to become personally universal, work ready and successful. The New Media Art programme empowers the student to be ready for employment through work related skills in collaboration, research, social responsibility, leadership, enterprise, ambition, driven, daring and transformation to become professionally universal, work ready and successful.

Employability:

Post-graduation career opportunities exist in art, design, film, TV, theatre/performance, digital arts, media arts, community arts and education. Recent graduates work for various organisations including Apple, BBC Scotland and the NHS. Others work as freelance illustrators, artists and designers, or with community arts and education organisations.

Further study at postgraduate and masters level is also an option.

Personal Development Planning:

The programme is fully aligned with institutional priorities around the development of graduate attributes and with the institutional policy on personal development planning. The mapping of programme and module learning outcomes and employability-integrated assessment ensures the visibility of graduate attributes, employability and citizenship competencies. Personal development is embedded and explicitly signposted in the curriculum, with students provided with regular opportunities to capture and evaluate progression and development, stimulating reflection, self-regulation, and a more constructive engagement with employability. It is recognised that personal development planning is an essential component of lifelong learning and continuing and professional development. To support this activity, all students are provided with access to personal development planning tools and enabled to develop a personal e-portfolio across the programme. The New Media Art programme has been designed with PDP at its core from level 9 to 10. Students will develop professionally, their academic writing skills and critical reflection whilst applying and developing their performance related skills. Students will negotiate with tutors their own learning journey via the programme learning outcomes.

In addition, this programme strategically deploys individual modules to instill 'Portfolio Journey' throughout two years. This accumulative learning journey ideally complements the methodology of New Media Art where students are asked to seek 'new' and 'original' from 'familiar' and 'unfamiliar' environments.

Within each module, staff will discuss and identify key parts of their assessment work which will directly feed into students' individual professional portfolio. These elements will display and showcase key areas of skill and creative competencies which will allow for a range of employment routes. Each year, students will have the opportunity to display work and tutors will use student portfolios to monitor their learning and development throughout the programme. This is intended to encourage employability awareness, identify areas for personal development and will support the wider school's approach to a student learning journey which promotes programme primacy, as opposed to modular.

Ethical Conduct

Generating an awareness of ethical practice in professional conduct is embedded as a key component of the teaching and learning environment for both the BA (Hons) Performance and BA (Hons) New Media Art programmes. Organised around the three core principles of Responsibility, Care and Consent, students and staff (including associate lecturers) attend annual workshops on professional conduct, exploring what constitutes good professional conduct, how to acknowledge poor professional conduct when it happens, and how to challenge questionable attitudes and patterns of behavior immediately and sensitively in a clear and transparent fashion. The shared learning from these sessions flows through into module activity at all SCQF levels (9-10), where students engage in a practical learning journey that facilitates their ongoing development as autonomous, self-directed, ethical practitioners.

18	**Work Based Learning/Placement Details**

Professional based skills are gradually developed in the Creative Development and Technical Development modules of the programme, and students will be introduced to relevant

professionals, protocols and employers which will prepare them for the two level ten exit modules Practice in Context and Presentation and Promotion.

Practice in Context offers students the opportunity to gain credit for a specific contemporary practice-based specialism within the arts and media industries. The module is designed to assist students to enhance their skills in such a way that it facilitates career and practice development in a professional manner/environment. Students will be required to demonstrate ability to apply evidence-based methods in a practical setting, demonstrating their skills with art based related issues as a 'reflective practitioner' in a relevant genre. Students will be expected to demonstrate their awareness and relevancy of their choices leading them to deploy a range of professional creative skills to realise a contemporary practice-based specialism.

Presentation and Promotion module aims to develop students' critical thinking about career choice and work ethics in combination with their practical projects. The outcome of all student work should demonstrate a critical knowledge and understanding of the ways in which their career plans are developed and conceptualised. The students will utilise several processes specific to their cultural study in relation to the wider cultural industries chosen career path such as showreels, exhibitions, installations, audio examples, CV's, covering letters and promotional portfolio websites to demonstrate their own personal skills. The module will allow students to consider career routes and opportunities and supply them with presentation, communication, and generic cognitive skills to move towards employment in the cultural sector.

19	**Attendance and Engagement**

In line with the [Student Attendance and Engagement Procedure](#), Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on the VLE, and complete assessments and submit these on time.

For the purposes of this programme, academic engagement equates to the following:

As personal development with this module is dependent on studio practice and involves group critique and discussion, students are expected to demonstrate a commitment to this learning journey.

Please see the Programme Handbook for general Programme Attendance protocol.

Where a student has failed to engage in the programme, the Dean of School or nominee may convene a School Panel to consider withdrawal of the student on the grounds of nonattendance.

A student may appeal against the decision of withdrawal on the basis of failing to meet engagement requirements.

20	Equality and Diversity
	The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.
	In line with the Equality Act 2010, the curriculum and delivery of Business and Creative Industries programmes are designed to promote the general equality duty, namely to:
	· Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act; · Advance equality of opportunity between people who share a protected characteristic and those who do not; and · Foster good relations between people who share a protected characteristic and those who do not.
	The programme supports equality of opportunity for students from different backgrounds and with different learning needs. Using appropriate platforms, learning materials will be presented electronically in formats that allow flexible access and manipulation of content. The programme complies with University regulations and guidance on inclusive learning and teaching practice. Specialist assistive equipment, support provision and adjustment to assessment practice will be made in accordance with UWS policy and regulations.
	The School of Business and Creative Industries is committed to enabling all learners, respecting diversity, promoting equality, and embedding inclusivity in all aspects of its work. It is fully cognisant of and compliant with relevant external and institutional policy in this area.

Programme structures and requirements, SCQF level, term, module name and code, credits and awards (Chapter 1, Regulatory Framework)

21	Learning Outcomes (Maximum of 5 per heading)
	Outcomes should incorporate those applicable in the relevant QAA Benchmark statements. Please ensure that Learning Outcomes are appropriate for the level of study. Further information is available via SCQF: https://scqf.org.uk/support/support-for-educators-and-advisers/support-for-colleges-heis/ and a Level Descriptors tool is available (SCQF Level Descriptors Tool | Scottish Credit and Qualifications Framework) and ensure appropriate cognisance of Chapter 1, Regulatory Framework. https://www.uws.ac.uk/media/6514/regulatory-framework-2023-2024.pdf

SCQF LEVEL 9 BA Learning Outcomes (Maximum of 5 per heading)	
Knowledge and Understanding	
A1	Demonstrate an appreciation of the histories, forms and traditions of new media art.

A2	Understand and explain foundational new media art contexts in terms of production and reception.
A3	Demonstrate knowledge and understanding of the foundational principles of research and inquiry.
A4	Demonstrate knowledge and understanding of a range of practitioners, and routine practices, crafts and techniques.
A5	Demonstrate an awareness of the educational, pedagogical, community, social and cultural context of the new media art landscape.
Practice - Applied Knowledge and Understanding	
B1	Apply basic historical and social concepts to new media art.
B2	Apply foundational cultural and theoretical concepts to the critical analysis, documentation and interpretation of new media art.
B3	Apply foundational research techniques in exercises of inquiry.
B4	Deploy a range of basic and routine technical skills in creative and critical modes of expression.
B5	Apply understanding of the social and cultural context of new media art.
Communication, ICT and Numeracy Skills	
C1	Develop techniques informed by or derived from cultural forms/ histories/ contexts and or practitioners.
C2	Describe theorise, interpret and evaluate texts and events.
C3	Produce written work with appropriate scholarly and or professional registers/ conventions.
C4	Recognise situational and interpersonal factors and how these can accommodate to facilitate productive working relationships.
C5	Consume and interpret contemporary practice.
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Articulate ideas and communicate information comprehensively, in oral or textual forms.
D2	Create and present in forms appropriate to content and in a range of contexts.
D3	Articulate ideas and concepts via a range of communication technologies.
D4	Articulate ideas and communicate information comprehensively, in visual or physical forms.

D5	
Autonomy, Accountability and Working with Others	
E1	Work under pressure and to deadlines.
E2	Accept supervision in less familiar areas of work.
E3	Work independently, set goals and manage limited resources within defined areas of work.
E4	Work in a planned and improvisatory way to anticipate and accommodate change.
E5	Work, under guidance, with others to acquire an understanding of current professional practice.

Learning Outcomes – Level 9 Core Modules

SCQF Level	Module Code	Module Name	Credit	Term 1	Term 2	Term 3	Footnotes
9	DAAD09010	Creative Interventions	20		X		
9	DAAD09011	Moving Image and Time-based Art	20	X			
9	FILM 10003	Motion Graphics - Film and TV	20	X			
9	PERF09014	Research in Creative Practice	40	X	X		

Footnotes for Core Modules:

[click here to add detail]

Learning Outcomes - Undergraduate (BA) Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term 1	Term 2	Term 3	Footnotes
9	DAAD09007	Projection Art	20		X		
9	MUSC09007	Work Related Learning	20		X		

| 9 | DAAD09009 | Experimental Animation | 20 | | X | |

Footnotes for option modules

22a	**Level 10 – BA Honours New Media Art: Criteria for Progression and Award**
	To progress to L10, students must meet the criteria outlined in University Regulation, Chapter 3 (3.13). For information on progression with credit deficit please refer to University Regulation, Chapter 3 (3.13). Those students who initially enter the programme at SCQF level 9 and who achieve the required credits including all cores, can exit with the BA New Media Art, should they decide not to progress to the next level of the programme. For information on the award of distinction please refer to University Regulation, Chapter 3 (3.25). Links: UWS Regulatory Framework; and Student Experience Policy Statement.

x

	Level 10 – BA Honours New Media Art **Learning Outcomes (Maximum of 5 per heading)**
	Knowledge and Understanding
A1	Demonstrate critical, integrated and comprehensive knowledge and understanding of the landscape of new media art theory.
A2	Demonstrate critical insight into contemporary debates and issues related to the reception, creation and interpretation of new media art.
A3	Demonstrate command of a variety of advanced research methodologies.
A4	Demonstrate specialist professional knowledge and understanding of the global context of at least one area of new media art practice.
A5	Demonstrate a discerning professional insight into the dynamics of the new media art landscape.
	Practice - Applied Knowledge and Understanding
B1	Deploy critical, integrated and comprehensive knowledge and understanding of the landscape of new media art theory.

B2	Apply critical insight to contemporary debates and issues related to the reception, creation and interpretation of new media art.
B3	Apply a critical awareness of the interplay between creative and critical modes of enquiry in new media art.
B4	Apply specialist professional knowledge and practice effectively to collaborative new media art practice.
B5	Utilise a discerning professional insight into the dynamics of the new media art landscape in positioning practice.
Communication, ICT and Numeracy Skills	
C1	Engage interdisciplinary approaches and critically identify, define, conceptualise and analyse complex/professional problems and issues.
C2	Offer professional insights, interpretations and solutions to problems and issues.
C3	Critically use information retrieval skills, involving the ability to gather, sift, manipulate, synthesise, evaluate and organise material.
C4	Conceive, develop and realise professional level collaborative dynamics.
C5	Provide authoritative and convincing justifications to experts and peers for creative, technical and conceptual choices.
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Employ advanced and specialised skills in support of presentation of complex ideas and arguments.
D2	Utilise and adapt specialist professional platforms to undertake and present outcomes.
D3	Convey individual research findings convincingly to expert audiences using appropriate professional modes.
D4	Communicate with peers, senior colleagues and specialists on a professional level.
D5	
Autonomy, Accountability and Working with Others	
E1	Exercise autonomy and initiative in engaging with complex/professional problems and issues.
E2	Realise autonomous extended research activity.
E3	Exercise significant autonomy and initiative in professional activities.
E4	Demonstrate leadership and accountability in the context of developing a new media art practice.
E5	Manage complex ethical and professional issues in accordance with current professional and/or ethical codes or practices.

Learning Outcomes – BA Honours New Media Art Core Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
10	JOUR10004	Creative Research Project	60	X	X		
10	DAAD10007	Practice in Context	20		X		
10	DAAD10003	Presentation and Promotion	20	X			

Footnotes for Core Modules:

Learning Outcomes - BA Honours new Media Art Optional Modules

SCQF Level	Module Code	Module Name	Credit	Term			Footnotes
				1	2	3	
9	DAAD09007	Projection Art	20		X		
9	MUSC09007	Work Related Learning	20		X		
9	DAAD09009	Experimental Animation	20		X		

Footnotes for option modules

Criteria for Award
The award of BA (Hons) New Media Art is awarded to students who have at least 480 credits of which a minimum of 200 Points are at SCQF Levels 9 and 10, and of which a minimum of 100 are at SCQF Level 10.   Honours Classification will be awarded in line with the University Regulation, Chapter 3 (3.25)

23	**Regulations of Assessment**

Candidates will be bound by the general assessment regulations of the University as specified in the [University Regulatory Framework](#) .

An overview of the assessment details is provided in the Student Handbook and the assessment criteria for each module is provided in the module descriptor which forms part of the module pack issued to students. For further details on assessment please refer to Chapter 3 of the Regulatory Framework.

To qualify for an award of the University, students must complete all the programme requirements and must meet the credit minima detailed in Chapter 1 of the Regulatory Framework.

24	Combined Studies

There may be instances where a student has been unsuccessful in meeting the award criteria for the named award and for other more generic named awards existing within the School. Provided that they have met the credit requirements in line with the SCQF credit minima (please see Regulation 1.21), they will be eligible for an exit award of CertHE / DipHE or BA / BSc in Combined Studies.

For students studying BA, BAcc, or BD awards the award will be BA Combined Studies.

For students studying BEng or BSc awards, the award will be BSc Combined Studies.

Change/Version Control

Changes made to the programme since it was last published:

What	When	Who
Updated Links: • Academic Engagement Procedure • Equality and Diversity • University Regulatory Framework • Removed invalid links	19/10/2023	C Winter
Guidance Note 2023-24 provided	12/12/23	D Taylor
General housekeeping to text across sections and addition of links and some specific guidance. Addition of Duration of Study and some other text – for CMA.	12/12/23	D Taylor

Version Number: UG 1 (2023-24)