Programme Specification ARO 034a

This specification provides a concise summary of the main features of the programme and of the learning outcomes that a typical student might reasonably be expected to achieve if they take full advantage of the learning opportunities provided.

This document is published on the University website and will be a publicly available record of the named programme.

Section 1 Key Facts

<table>
<thead>
<tr>
<th>Awarding Body</th>
<th>University of Stirling</th>
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<tbody>
<tr>
<td>Partner Institution</td>
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<tr>
<td>Programme Name</td>
<td>Television Content Development and Production</td>
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<td>Award e.g. BSc (Hons), MA etc.</td>
<td>MSc</td>
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<td>Professional Body Accreditation (all relevant accreditations to be listed)</td>
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<td>Date of Renewal: XX / XX / 20XX</td>
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<tr>
<td>Programme Director</td>
<td>Dario Sinforiani</td>
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Section 2 Overview

PROGRAMME SUMMARY

A comprehensive summary of the programme.

This programme is the first course of its kind to address both ideas development and television production and has been designed after extensive consultation with industry. It has been endorsed by the BBC, STV and major independent production companies, and will give students the necessary knowledge and skills to thrive in the professional broadcast sector.

We have an excellent record of successful alumni working in broadcast, have won eleven national awards for factual production work in the last decade, and have excellent links with the broadcast community. Production lecturers are experienced both in the broadcast industry and in tutoring students to success and employment.

The programme covers developing television production ideas across a range of factual content types. These include access documentary, factual entertainment formats, and specialist factual. The programme will also focus on areas such as analysis of shifting viewing patterns, the business of television, media policy and IP.

Industry experience opportunities is an important aspect, and students will greatly enhance their employment prospects through working to professional briefs and interacting with a wide range of professionals currently working in factual production. Several leading production companies offer placement opportunities to student on the course. Production professionals also contribute to the delivery of many modules, and in responding to relevant briefs set alongside industry, students will develop communication, team working and interpersonal skills to a professional level. Pitching regularly to senior industry personnel will also develop the entrepreneurial skills required of a 21st century media professional.

Students will gain extensive, in depth knowledge of professional broadcasting, and develop as critically reflective practitioners through the combination of analytical and practice based learning, across a significant range of the principal skills and techniques associated with television development and production. Both the module content and the range of visiting lecturers reflect current developments at the forefront of the discipline.

In their practice based work, students will be expected to produce creative and original responses to briefs set in collaboration with senior industry professionals. Student work will require critical understanding of the current professional production landscape, including commercial, legal and ethical dimensions. Students will demonstrate initiative, leadership and creative flair in developing, communicating and executing production based work.

PROGRAMME LEARNING OUTCOMES

At the end of this programme students will be able to:

Knowledge and understanding

- Apply critical analysis and evaluation to contemporary media commissioning and commercial, regulatory and ethical contexts
- Apply a range of methods, theories and debates important to the study of the broadcast production sector

Subject-specific skills and other attributes
- Write original creative responses to production briefs in a range of styles
- Plan, record and edit original video content effectively to a professional brief
- Design and present a production idea in a pitch for a professional audience

**Generic skills** (e.g. information skills, communication skills, critical, analytical and problem solving abilities) and other attributes
- Critically reflect on and evaluate their own performance as part of a production team
- Communicate ideas to peers, tutors and a professional audience
- Problem solve effectively in a variety of production scenarios
- Demonstrate autonomy, personal responsibility, and leadership in working as part of a team.

**WHAT WILL I BE EXPECTED TO ACHIEVE?**

**Detailed Learning Outcomes**

On successful completion of this programme, students should be able to:

**Knowledge and Understanding:**
1. Demonstrate an in depth knowledge of contemporary content commissioning in defined areas and the related historical, commercial, regulatory and ethical context.
2. Demonstrate extensive knowledge and understanding of the importance narrative, casting and target audience plays in professional production.
3. Demonstrate a critical understanding of historical and contemporary developments in commissioning, demonstrating reading across a range of academic and industry sources and interaction with professionals in the forefront of development and production.
4. Demonstrate a critical understanding of the impact of contemporary transformations caused by new communication technologies.

**Intellectual, Practical and Transferable Skills and other attributes:**
1. Write a programme proposal to outline and sell an original programme idea effectively, using appropriate professional style and layout
2. Present a developed production ideas which show extensive, detailed and critical knowledge of programme development in the sector while also demonstrating originality and flair
3. produce a creative and original response to an industry devised short video brief to showcase a programme idea effectively.
4. develop original and creative written, visual and presentation based responses to industry relevant factual production briefs, which will be set in partnership with production executives.
5. communicate, using appropriate methods, to a range of audiences including peers and specialists.
6. work with substantial autonomy and initiative both individually and as a member of a development and production team in a professional way, often with specialist practitioners.
7. practice in a critically reflective way on their and others performance in projects and draw conclusions influenced by professional practice.

**Values and Attitudes:**
1. demonstrate initiative and leadership in creative practices
2. demonstrate resilience in overcoming practical difficulties to meet project briefs.
3. demonstrate an ethical approach to TV production and study.

*(delete and add rows as needed)*

ARO 034a August 2017
**HOW WILL I LEARN?**

Outline of the assessment methods and approach to be used on the programme.

The programme combines analytical work on factual content commissioning, developments in television and online platforms and the regulatory, commercial and ethical aspects of production with both the development of creative and original responses to industry relevant briefs and practical work in creating high quality factual media content.

Teaching will combine lectures and seminars with practical workshops and industry master classes. The involvement of production companies and senior industry professionals in delivery of the programme will mark it out as the most industry relevant production based TPG programme in Scotland, and attractive in the UK and international markets.

Assessment will include analytical work relevant to current development in the production sector, combined with a range of practical projects focused on developing ideas for factual content production, and producing video content to support these ideas. Industry professionals will offer feedback and guidance at regular points in the course as students pitch their ideas, and competitive work placement opportunities will further enhance industry partnerships.

**WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?**

Outline of the assessment methods and approach to be used on the programme.

**Assessment and Assessment Criteria**

A range of assessments will be used and will measure achievement of learning outcomes. The assessment criteria will be set out in advance of each assignment.

**Feedback on Assessment**

Feedback will be provided within 3 weeks of submission in electronic format. There are opportunities to discuss feedback with the programme team through Feedback & Guidance sessions, which occur on a weekly basis. Feedback will also be offered by industry professionals from time to time on the programme.

**Assessment Regulations**

Highlight any exceptions to the assessment regulations for this programme

N/A

If you would like to know more about the way in which assessment works at the University of Stirling, please see the full version of the assessment regulations at:

- Undergraduate
- Postgraduate – Taught
- Postgraduate - Research

**WHAT WILL I STUDY?**

Outline Programme Structure

The list below shows compulsory and option modules for this programme. Option modules are revised over time and, in some cases, will be dependent upon pre-requisite and/or co-requisites being taken. More information about these requirements can be found in the relevant Module Descriptors. The options available each year can be subject to change due to student demand and availability of teaching staff.

- Where an “Option list” is specified, you have a choice of which module to take at this point in the degree programme and these choices are listed below
- For year 1 and 2 where “Any Module” is used it means that you can choose from all modules
available to the year group and you can see the full list by following these links:

Undergraduate
Postgraduate

Year 1

Total year 1 credit value = 180
Compulsory credits = 180
Option credits = 0

Compulsory Modules

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<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
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<tbody>
<tr>
<td>Introduction to Television Development</td>
<td>FMSPP21</td>
<td>20</td>
<td>Aut</td>
<td>11</td>
</tr>
<tr>
<td>Observational Documentary</td>
<td>FMSPP22</td>
<td>20</td>
<td>Aut/Spr</td>
<td>11</td>
</tr>
<tr>
<td>Business of Television</td>
<td>FMSPP23</td>
<td>20</td>
<td>Aut</td>
<td>11</td>
</tr>
<tr>
<td>Factual Formats</td>
<td>FMSPP24</td>
<td>20</td>
<td>Spr</td>
<td>11</td>
</tr>
<tr>
<td>Industry Experience</td>
<td>FMSPP25</td>
<td>20</td>
<td>Spr/Summer</td>
<td>11</td>
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<tr>
<td>Specialist factual</td>
<td>FMSPP26</td>
<td>20</td>
<td>Spr</td>
<td>11</td>
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<tr>
<td>Final Project</td>
<td>FMSPPPD</td>
<td>60</td>
<td>Summer</td>
<td>11</td>
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(Add and delete year/rows as needed)

Option Modules – you may choose one of the following modules to take DELETE IF NOT REQUIRED

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit</th>
<th>Semester</th>
<th>SCQF Level</th>
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</thead>
</table>

(Add and delete year/rows as needed)

Key Features of the Programme (including what makes it distinctive)

The MSc in Television Content Development and Production is a unique full time PGT programme in the UK – the only Masters course which focuses both on the generation and development of factual content ideas alongside advanced practical production work and critical analysis of development.

The programme has been devised after extensive consultation with industry, including the BBC, STV and a range of leading independent production companies. All have welcomed the advent of the course as it responds to a very real need for more graduates capable of developing the ideas which will become commissioned content and help to grow the industry in this country.

READING LIST

Required and Recommended Reading for the Programme

Note: As every module on the programme is new, the required and recommended reading for the programme will be compiled in the next few weeks and months.

Section 3 Student Support

SUPPORT FOR STUDENT LEARNING

Induction

There will be a comprehensive induction to this Programme which will include signposting the services available to students; library orientation; social gatherings and guidance on academic standards.
Study Skills Support
Student Learning Services are committed to providing comprehensive guidance on all aspects of effective and efficient learning. The ultimate aim of the service is to enable you to make the most of your academic studies at the University and for you to become an independent, successful learner during your time at the University of Stirling. This is facilitated through collaborative work with experienced tutors and by offering a variety of courses, workshops and tutorials.

All students, whatever stage of their academic studies, are welcome to use Student Learning Services. However the service may be particularly beneficial:

- In your first two years of study.
- If you are making the transition from college to Higher Education.
- If you have been out of education for some time.

What Student Learning Services are able to do:

- Advise you on academic skills relevant to your studies at University.
- Help you consolidate your previous learning and develop new learning strategies.
- Advise on action-plans to potentially improve grades.
- Suggest practical solutions if you feel overwhelmed by assignment work.
- Help you gain confidence in the transition to Higher Education.

More information can be found here: [http://www.stir.ac.uk/campus-life/learning-support/student-learning-services/](http://www.stir.ac.uk/campus-life/learning-support/student-learning-services/)

STEER is a University-wide Student Peer Support Scheme providing Mentors or Buddies for any Undergraduate or Taught Postgraduate student in their first year at the University of Stirling. The scheme aims to help you make the most of your time at the University and enable you to settle in as quickly as possible. More information can be found here: [http://www.steer.stir.ac.uk/index.php](http://www.steer.stir.ac.uk/index.php)

Academic and Pastoral Support

Adviser of Studies: Advisers have an important role to play in enhancing your academic and personal development and are essential to ensuring you make the most of your time at university. Advisers provide a personalised point of contact for you to discuss academic concerns or queries within the academic community. The general purpose of the role is to provide more in-depth advice on the academic options available to you and on the academic policies and regulations within the University. More information can be found here: [http://www.stir.ac.uk/registry/advisers/](http://www.stir.ac.uk/registry/advisers/)

Personal Tutor: The role of a personal tutor is to help you feel part of the University community. They are a specific and consistent source of guidance, information and support for you throughout your studies. The tutor should be the your first formal point of contact for general academic guidance and pastoral support. More information can be found here: [http://www.stir.ac.uk/tse/personal-tutor/](http://www.stir.ac.uk/tse/personal-tutor/)

Support and Wellbeing: At university you may face non-academic issues where you need some expert help or guidance. There are lots of ways we can help you in your day-to-day life at University. Student Support Services provide a range of high-quality services to assist you during the course of your studies, help prepare you for life after graduation. We aim to enhance the student experience and help you to get the most out of your time at University. More information can be found here: [http://www.stir.ac.uk/campus-life/support-and-wellbeing/](http://www.stir.ac.uk/campus-life/support-and-wellbeing/)

Student Union: you can also access support through the Students’ Union, more information can be found
Accessibility and Inclusion
Accessibility and Inclusion Service are committed to offering a service which is welcoming and supportive of the needs of all students. The service takes into account the full range of needs you may have, in a wide variety of circumstances including - physical and mobility difficulties, sensory impairments, specific learning difficulties including dyslexia and autistic spectrum disorder as well as medical conditions and mental health difficulties. The service can also support you if you have short-term, temporary impairments or other difficulties as a result of an accident, injury, illness or surgery. More information can be found here: http://www.stir.ac.uk/student-support/accessibility-inclusion-service/

Learning Resources
You can find out more about the resources available to support your learning here:
http://www.stir.ac.uk/student-support/accessibility-inclusion-service/

Section 4 Programme Evaluation and Enhancement

**METHODS FOR EVALUATING AND IMPROVING THE QUALITY AND STANDARDS OF TEACHING AND LEARNING**

**Module Evaluation**
Module evaluations are carried out each year and are an important way of getting student feedback on the modules we teach. We aim to evaluate every module we teach in every semester. You can find out more here: http://www.stir.ac.uk/registry/studentinformation/moduleevaluation/

**Programme Review**
Programmes are reviewed annually and on a 5 yearly cycle. You can get involved in a variety of different ways; by completing module evaluations, becoming a course representative and attending Student Staff Consultative Committees, or participating in the review process itself. You can find out more here: http://www.stir.ac.uk/academicpolicy/handbook/review-and-monitoring/

**External Examiner(s) (To be added following Stage 2 approval)**
Name of External Examiner: tbc.
Institution: tbc.
*Please add as required.*

Section 5 My Future

**WHAT KIND OF CAREER MIGHT I GO ON TO?**

*What career avenues does this qualification open up to the student?*

There will be a strong focus on employability as students learn about the reality of the production sector, and industry involvement will be at the heart of the programme. Companies and freelance professionals will be involved in setting briefs, workshop delivery and offering feedback on student work. Relevant industry experience is a key component of the course.

Additionally, students will become reflective practitioners with an in depth knowledge of current issues and developments within the production sector. They will also display the attributes necessary to thrive in the work place, with highly developed communication, team working and problem solving skills gained through practical work informed by critical analysis and in depth specialist knowledge.

In broadcast production, students may enter the workplace in a junior level in an editorial or development team, typically as a researcher. There is also the potential to work at assistant level in post-production roles.
production. Some students may be suited to the organisational aspect of the process, and enter the workplace as production secretaries or coordinators.

### WHAT STUDY ABROAD OPPORTUNITIES ARE AVAILABLE?

The formal study abroad scheme is not available on this programme.

### WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?

In addition to the practice-based experience students will receive on this programme, it is the Faculty’s intention to offer a co-curricular/curricular programme of career, personal and entrepreneurial development for all PGT students in the Faculty from 2018-19. This would be available to students on this programme.

### WHAT FURTHER STUDY OPTIONS ARE AVAILABLE TO ME?

**What programmes of study could the student go on to after successfully completing this one?**

Students of this programme may go on to study for a doctorate in due course.

### WHAT OTHER INFORMATION DO I NEED TO KNOW?

*Information that should be displayed at module registration and/or on the Degree Programme Table webpages to help students understand any programme specific requirements or agreed exceptions to regulations. This could also include useful information that will enable a student to decide to take this programme, prepare for the programme, or that will be useful to them on completion of the programme e.g. professional recognition/accreditations etc.*

## Section 6 Admissions

### HOW DO I ENTER THE PROGRAMME?

**Admissions Criteria**

A minimum of a second class Honours degree (2:1 preferred) or equivalent in a Media or Communications subject such as Film and Television, Broadcast Production, or Journalism. Applicants without these formal qualifications but with significant appropriate work experience are encouraged to apply.

Applicants will be required to submit a written proposal of 600 words for an original factual television programme.

IELTS - 6.5 with 6.0 in each skill.