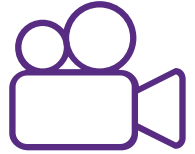




DIGITAL MEDIA

BA (Hons)



ARE YOU STIRLING?



REASONS TO CHOOSE THIS COURSE

1. INTERDISCIPLINARY APPROACH TO THE CHALLENGES OF AN ALWAYS-CONNECTED SOCIETY

As the speed of change in the digital media sector continues to accelerate, the demand for new products, innovative technology and enhanced methods of delivery also grows.

2. TRANSFERABLE SKILLS FOR A MULTI-SECTOR WORK ENVIRONMENT

The industry requires graduates with the relevant skills and an awareness of innovations and sector demands to maintain and build upon these successes.

3. CRITICAL PRACTICE MODE OF DELIVERY

This course will integrate the development of technical skills, industry and entrepreneurial awareness, analytical expertise and academic excellence.

WHY STUDY DIGITAL MEDIA?

This new, innovative undergraduate degree will produce highly skilled, work-ready graduates with advanced digital literacy for the digital media sector.

THE COURSE

The course provides a rigorous and intellectually-challenging training in the tools, applications and possibilities of the digital environment from the preparation of multi platform content to its effective display and dissemination. With strong practical elements built into the course, graduates will be ideally equipped for entry into any sector of the economy that makes use of digital contents or platforms, including the media industry.

The course combines the applied technological and media-oriented skills of Forth Valley's HND programme with the advanced academic training and up-to-date digital expertise of the University. Students will be equipped not only with the skills to be creative and productive in the digital era, but will also understand the ethical, legal and theoretical dimensions of this training.

The first two years of this Honours degree course will be delivered by Forth Valley College at the Stirling Campus. During this time students will develop specialist skills and knowledge across areas such as TV and radio production, desktop publishing, scripting, writing for the media and web design.

Students will be based at the University of Stirling in Years 3 and 4. During this time students will undertake a number of key core modules, including Digital Creativity, Social Media Marketing and Applied Digital Media: From theory to practice. Students will also have a number of optional units to select from, depending on areas of interest, including video, audio and radio production, journalism (video reportage, print or digital) and cultural theories of journalism, film and media.

As part of their final-year Honours project, students must also complete a digital project or digital media dissertation.

AN INTEGRATED APPROACH:

Throughout the four years there will be an integrated approach to teaching. Academics from the College and the University will work together, alongside employers and experienced research experts, to deliver the most up-to-date and industry relevant curriculum.

All undergraduates of this course will have dual student status and be fully enrolled within both institutions. Students will have full access to all of the University of Stirling and Forth Valley College online and onsite facilities from year one onwards.

WHY CHOOSE STIRLING?

Students on the course will learn in an exciting, research-driven environment, attending lectures delivered by published writers in the field of digital media studies. They will have the opportunity to engage in heuristic, hands-on critical practice, in workshops designed to challenge and innovate. Students will also have the opportunity to test out their ideas in small group discussion and in creative labs. In their final year, students receive one-to-one supervision in independent, original research projects or dissertations of their own design.

Communications, Media and Culture (CMC) at Stirling maintains its commitment to wide-ranging research which crosses boundaries between arts and humanities, social sciences and management. CMC's work encompasses research into screen and print media, digital media and social media, public communication and promotional culture, heritage and archives. CMC has research specialists in journalism and public relations in addition to researchers working on many aspects of media representation, media institutions, media and communications policy, also on numerous relationships between media, culture and society.

"It is absolutely critical that we continue to raise the bar for skills and standards in Scottish media training, and this new degree is set to do just that. The modern media student will need to be well versed in a wider range of skills than ever before, and be able to tell their story across a wide variety of platforms."

Paul Holleran,

Scottish Organiser, National Union of Journalists

CAREER OPPORTUNITIES

The overarching aim of the course is to make sure graduates are work ready and will meet the critical skills requirements of the media industry through the development of relevant skills in journalism and related production technologies.

Graduates will be well-rounded, informed, highly skilled and digitally literate individuals able to work effectively across a range of media platforms.

MEDIA AND FILM STUDIES – 1ST IN SCOTLAND, TOP 10 IN THE UK

The Guardian University Guide 2019

DIGITAL MEDIA
stir.ac.uk/ne

W2N9

MINIMUM REQUIREMENTS

**YEAR 1 ENTRY –
FOUR-YEAR HONOURS**

SQA Highers:

BBB - one sitting

GCE A-levels:

BB

IB Diploma:

28

BTEC (Level 3):

MMM

Essential subjects:

To include English.

OTHER QUALIFICATIONS

Access courses and other UK/EU and international qualifications are also welcomed.

ADDITIONAL INFORMATION

General entry requirements apply. Please visit:
stir.ac.uk/av

Please note that selection will be made via successful interview.

PART TIME AND STUDY ABROAD OPTIONS AVAILABLE



TYPICAL TIMETABLE (this is illustrative of a typical timetable)

First and second year of this partnership degree programme is delivered under thematic umbrellas which provide both theoretical and practical underpinning across Digital Media.

Year 1	Year 2	Year 3	Year 4
Forth Valley College, Stirling Campus		University of Stirling	
<p>An Introduction to Storytelling: Writing for the Media Film Studies for New Media Audiovisual Techniques for Multimedia Production Analysing and Producing Radio Programmes Social Media Media Semiotics, Representation & Analysis</p> <p>Journalism Research Skills Magazine Journalism Editing & Proofreading Desktop Publishing</p> <p>Creative Economy Complex Oral Presentation Introduction to Creative Industries Personal Development Planning Law & The Media</p> <p>Independent Project 1 Graded Unit 1</p>	<p>Storytelling Theory and Production Advanced Writing for the Media Video Production 2 Radio Production 2 Narrative in Film & Fiction Creative Writing for Vocational Purposes Critical Analysis of Text</p> <p>Applied Practice Interpersonal & Group Skills Communication & Attitudes Research Promoting & Pitching Web Design Digital Media & Culture (UoS Module)</p> <p>Independent Project 2 Graded Unit 2</p>	<p>Digital Creativity Social Media Marketing: contexts and strategies</p> <p>* Options from: Introduction to Animation Production: Online content Magazine Journalism Feminism and Television Screening Science Fiction Advertising Small Nations on Screen Journalism and Society Global Film as/and Philosophy Sport in the Media Scriptwriting Law and Government for Journalism</p>	<p>Applied Digital Media: from theory to practice or Researching the Media & Culture</p> <p>Options from: Digital Journalism Production: Content Development and Research Audio Podcasting</p> <p>Students must also select one of: Digital Media Project Dissertation</p>

* subject to availability

YEAR 3-4 OPTIONAL MODULES (subject to change)

Film and Media: Feminism and Television, Screening Science Fiction, Advertising, Small Nations on Screen, Global Film as/and Philosophy, Sport in the Media, Scriptwriting, Introduction to Animation

Journalism: Law and Government for Journalists, Journalism and Society, Digital Journalism (40 credits)

Production: Content Development and Research (40 credits), Audio Podcasting (40 credits), Production: Online Content

FINAL SEMESTER PROJECT OPTIONS

Researching the Media and Culture - Dissertation. Applied Digital Media: from theory to practice - Digital Media Project

CONTACT

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