

- BA (Hons) Media Arts with specialisation in Advertising & Graphic Design
- BA (Hons) Media Arts with specialisation in Animation
- BA (Hons) Media Arts with specialisation in Game Design
- BA (Hons) Media Arts with specialisation in Digital Video Production
- BA (Hons) Media Arts with specialisation in Web and Multimedia

(Full Time) – G1352

1. CONTEXT AND OBJECTIVES

Over the last two decades there has been a convergence of previously distinct fields of design-related activity (traditional cel-animation, video production for television, game design for gaming consoles, graphic design for advertising, multimedia-design for the internet, etc) through the widespread computer-based digital technologies. It is fair to say that these technologies have created a revolution in how we consume media, and that the speed at which these changes are occurring would only continue accelerating in the foreseeable future. In this fast changing media scenario, a new programme has been conceived to address recent changes in the wider field, especially the new focus on interactivity and digital content production. A major decision was to respond to the market demand for a three-year course (instead of a four-year course).

The objectives of the programme are to enable students to develop a sound mastery of the necessary tools for new media content production, an understanding of the responsibilities of media producers as professionals particularly in terms of ethics and as contributors to sustainable development; a critical mind, good communication skills, collaborativeness, management and leadership skills essential in the media arts sector and skills in analyzing communication design problems so as to conceptualize creative solutions that include the production and manipulation of images, sound and interactivity.

Competencies and Career Opportunities

The purpose of the programme is to provide students with the practical, analytical and design problem-solving aptitudes and core competencies that are relevant to the creative industry: solid design skills, creativity and innovation, which will enable them to pursue careers in the new media edutainment and content production industry as character animators, video specialists, special effects artists, game and graphic designers, advertising and communication specialists. A student completing this programme of study, can eventually join the new Master degree programme in Media Arts (by Research) if he or she wants to proceed for further studies at postgraduate level. Mature students will be encouraged to develop an entrepreneurial spirit, and launch their own media-related businesses.

Competencies development after completion of Level 1 are basic knowledge of software for print medium knowledge of animation technique, cinematography techniques and editing, understanding of User Interface Design and Interactivity and basic application of HTML and CSS. After level 2, students will acquire intermediate technical skills, such as: responding to market demands and develop effective pitches/ design case studies; intermediate skills in CG animation, understanding of Game Level Design and techniques in real-time content creation; and intermediate critical and analytical interpretation skills of different video genres, as well as intermediate level of editing and conceptualization skills. After completion of the third level, depending on specialisation, the students will have a good knowledge of the current demands and challenges in the industry; they will have developed advanced skills in CG animation, skill sets and software knowledge to build a functional real-time level in game design; and will have acquired advanced skill in cinematography techniques and become proficient in development of apps and multimedia content.

2. LEARNING OUTCOMES

At the end of the programme, **students** must be able to:

Commented [1]: Change to students

- Apply the use of digital technology to create various types of digital content, with competencies in the appropriate software(s).
- Analyze the needs of clients' communication design requirements, and formulate creative solutions in the appropriate communication media.
- Recognize and demonstrate an understanding of the value of collaborating in a team in a studio environment, under the supervision of an art director. The ability to work in a team is a key competency, fundamental to the needs of the media industry.
- Demonstrate the ability to work as an independent entrepreneur/ freelance media designer with measurable competencies acquired during the course such as time management, ethical behaviour, small-studio management and communication skills with various stakeholders, as well as an understanding of client's budgets.
- Show competencies in both academic and practical research.

3. TEACHING AND LEARNING METHODS AND STRATEGIES

The teaching and learning methods will consist of a blended mode for both practical and theory modules through various online platforms and face-to-face.

The main focus is on stimulating the creative output of students, both individually and in group-works, keeping in mind the various relevant factors in media production (costs, deadlines, ethics, etc).

4. ENTRY REQUIREMENTS

• General Requirements

In accordance with General Entry Requirements for admission for Undergraduate Degrees.

• Programme (Specific) Requirements

At least Grade C in Art & Design *or* Design and Communication *or* Design and Technology at 'A' Level or equivalent qualifications acceptable to the UoM/MGI.

5. PROGRAMME DURATION

	Minimum (Years)	Maximum (Years)
Degree:	3	5

6. MINIMUM LCCS CREDITS REQUIRED FOR DEGREE AWARD:

- For each academic year:-

Year 1 – 66 LCCS credits
Year 2 – 60 LCCS credits
Year 3 – 66 LCCS credits

- For Degree Award: 192 LCCS credits

	Core Modules	Dissertation/Project	Electives	Total LCCS credits
Degree	180	12	-	192
Diploma	126	-	-	126
Certificate	60	-	-	60

- Exit points: (optional)

The student can exit the programme with a Diploma or Certificate, as follows:

- Students may exit with a Diploma in Media Arts after having earned 126 LCCS credits.
- Students may exit with a Certificate in Media Arts after having earned 60 LCCS credits.

7. ASSESSMENT AND DEADLINES

All modules will be assessed over 100 marks.

All projects should go through the Turnitin and practical artworks could use image verification platforms, such as Truepic to check for plagiarism before final submission as per UoM.

7.1 Examinations: 50% - 60%

Examinations will count for 50% to 60% of the total marks.

7.2 Continuous Assessment: 40% – 50%

- Continuous assessment will count for a range of 40% to 50% of total marks.
- For a student to pass a module, an overall total of 40% must be obtained.

7.3 Submission Deadline for Final Year Project:

- Students are required to submit an e-copy of their dissertation to their Project/Dissertation Supervisors through Google class at latest by 5.00 p.m on date specified in the Calendar of Activities.
- The Google class will be created by the Project/Dissertation Supervisor.
- The e-copy of the project/dissertation (main body i.e. Introduction up to the Conclusion or last chapter) should be uploaded on the Turnitin Platform, as a single PDF file in the appropriate class/assignment (final dissertation) provided by the Project/Dissertation Supervisor.
- Artworks, videos, photos should be authenticated through image verification platforms such as Truepic Google Image and others.
- Module BMA 3000Y(5) will be assessed by presentation of project and viva voce.

8. LIST OF MODULES

Module Code	Module Name	¹ L/T/P (Contact Hours)*	² Self Study	³ Other Learning	LCCS Credits
CORE MODULES (YEARLY AND SEMESTER)					
BMA 1010Y(1)	Introduction to basic techniques of image production	100	120	140	12
BMA 1011Y(1)	Print-related media	100	120	140	12
BMA 1012Y(1)	Time-based media	100	120	140	12
BMA 1013Y(1)	Interactive media	100	120	140	12
BMA 1017Y(1)	Media Theory I: History of Visual Culture and Media	60	120	180	12
BMA 1119(3)	Digital Photography	50	60	70	6
BMA 2017Y(3)	Media Theory II: Aesthetics and Semiotics	60	120	180	12
BMA 2111(3)	Graphic Design & Concepts	50	60	70	6
BMA 2112(3)	Introduction to 3D CGI for animation	50	60	70	6
BMA 2113(3)	Intro to Game Art	50	60	70	6
BMA 2214(3)	Video Production	50	60	70	6
BMA 2215(3)	Web & Multimedia	50	60	70	6

BMA 2110(3)	Drawing & Illustration	50	60	70	6
BMA 2216(3)	Professional Practice and Portfolio	50	60	70	6
BMA 2218(3)	Applied Creative Practice	50	60	70	6
BMA 3010Y(5)	Drawing and Illustration Portfolio	100	120	140	12
BMA 3011Y(5)	Art Direction, Branding and Promotion	100	120	140	12
BMA 3012Y(5)	Advanced Character Animation	100	120	140	12
BMA 3013Y(5)	Advanced Interactive Game Design	100	120	140	12
BMA3014Y(5)	Video Post-Production & Special Effects (SFX)	100	120	140	12
BMA3015Y(5)	Advanced Web and Multimedia	100	120	140	12
BMA 3017Y(5)	Media Theory III: Contemporary Issues	60	120	180	12
BMA 3116(5)	Leadership, Entrepreneurship and Project Management	60	120	180	6
BMA 3118(5)	Advertising and Communication	50	60	70	6
BMA 3119(5)	3D Animation	50	60	70	6
BMA 3120(5)	Game Asset Creation	50	60	70	6
BMA 3121(5)	Digital Video Production	50	60	70	6
BMA 3122(5)	Mobile App Creation	50	60	70	6
BMA 3000Y(5)	Final year project				12
BMA 3202(5)	Internship				6

9. PROGRAMME PLAN

YEAR 1

Module Code	Module Name	Hrs L /T/P	Total Self- Study/Hrs	Other Learning Activities	LCCS credits
BMA 1010Y(1)	Introduction to basic techniques of image production	50	60	70	12
BMA 1011Y(1)	Print-related media	100	120	140	12
BMA 1012Y(1)	Time-based media	100	120	140	12
BMA 1013Y(1)	Interactive media	100	120	140	12
BMA 1017Y(1)	Media Theory I: History of Visual Culture and Media	100	120	140	12
BMA 1119 (3)	Digital Photography ¹	50	60	70	6
Sub Total				700	66

YEAR 2

Module Code	Module Name	Hrs L /T/P	Total Self- Study/Hrs	Other Learning Activities	LCCS credits
BMA 2017 Y(3)	Media Theory II: Aesthetics and Semiotics	60	120	180	12
BMA 2111(3)	Graphic Design & Concepts ¹	50	60	70	6
BMA 2112(3)	Introduction to 3D CGI for animation ¹	50	60	70	6
BMA 2113(3)	Intro to Game Art ¹	50	60	70	6
BMA 2214(3)	Video Production ²	50	60	70	6
BMA 2215(3)	Web & Multimedia ²	50	60	70	6
BMA 2110(3)	Drawing & Illustration ¹	50	60	70	6
BMA 2216(3)	Professional Practice and Portfolio ²	50	60	70	6
BMA 2218(3)	Applied Creative Practice ²	50	60	70	6
Sub Total				740	60

Note:

¹ Modules taught and examined in Semester 1;

² Modules taught and examined in Semester 2;

³ Module normally run in Year 2 Semester 1, subject to availability of resources;

⁴ Module normally run in Year 2 Semester 2, subject to availability of resources Modules carrying 6 LCCS credits will be examined at the end of respective semesters they are run.

Specialisation Advertising & Graphic Design Core

YEAR 3

Module Code	Module Name	Hrs L / T / P	Total Self- Study/Hrs	Other Learning Activities	LCCS credits
BMA 3010Y(5)	Drawing and Illustration Portfolio	100	120	140	12
BMA 3011Y(5)	Art Direction, Branding and Promotion	100	120	140	12
BMA 3116(5)	Leadership, Entrepreneurship and Project Management ¹	30	60	90	6
BMA 3017Y(5)	Media Theory III: Contemporary Issues	60	120	180	12
BMA 3118(3)	Advertising and Communication ¹	50	60	70	6
BMA 3000Y(5)	Final year project				12
BMA 3202(5)	Internship ²				6
Sub Total				620	66
TOTAL					192

Note:

¹ Modules taught and examined in Semester 1;

² Modules taught and examined in Semester 2;

³ Module normally run in Year 2 Semester 1, subject to availability of resources;

⁴ Module normally run in Year 2 Semester 2, subject to availability of resources Modules carrying 6 LCCS credits will be examined at the end of respective semesters they are run.

Specialisation: Animation Core**YEAR 3**

Module Code	Module Name	Hrs L /T/P	Total Self- Study/Hrs	Other Learning Activities	LCCS credits
BMA 3010Y(5)	Drawing and Illustration Portfolio	100	120	140	12
BMA 3012Y(5)	Advanced Character Animation	100	120	140	12
BMA 3116(5)	Leadership, Entrepreneurship and Project Management ¹	30	60	90	6
BMA 3017Y(5)	Media Theory III: Contemporary Issues	60	120	180	12
BMA 3119(5)	3D Animation ¹	50	60	70	6
BMA 3000Y(5)	Final year project				12
BMA 3202(5)	Internship ²				6
Sub Total				620	66
TOTAL					192

Note:

¹ Modules taught and examined in Semester 1;

² Modules taught and examined in Semester 2;

³ Module normally run in Year 2 Semester 1, subject to availability of resources;

⁴ Module normally run in Year 2 Semester 2, subject to availability of resources Modules carrying 6 LCCS credits will be examined at the end of respective semesters they are run.

Specialisation: Game Design Core**YEAR 3**

Module Code	Module Name	Hrs L /T/P	Total Self- Study/Hrs	Other Learning Activities	LCCS credits
BMA 3010Y(5)	Drawing and Illustration Portfolio	100	120	140	12
BMA 3013Y(5)	Advanced Interactive Game Design	100	120	140	12
BMA 3116(5)	Leadership, Entrepreneurship and Project Management ¹	30	60	90	6
BMA 3017Y(5)	Media Theory III: Contemporary Issues	60	120	180	12
BMA 3120(5)	Game Asset Creation ¹	50	60	70	6
BMA 3000Y(5)	Final year project				12
BMA 3202(5)	Internship ²				6
Sub Total				620	66
TOTAL					192

Note:

¹ Modules taught and examined in Semester 1;

² Modules taught and examined in Semester 2;

³ Module normally run in Year 2 Semester 1, subject to availability of resources;

⁴ Module normally run in Year 2 Semester 2, subject to availability of resources Modules carrying 6 LCCS credits will be examined at the end of respective semesters they are run.

Specialisation: Digital Video Production Core

YEAR 3

Module Code	Module Name	Hrs L/T/P	Total Self- Study/Hrs	Other Learning Activities	LCCS credits
BMA 3010Y(5)	Drawing and Illustration Portfolio	100	120	140	12
BMA 3014Y(5)	Video Post-Production & Special Effects (SFX)	100	120	140	12
BMA 3116(5)	Leadership, Entrepreneurship and Project Management ¹	30	60	90	6
BMA 3017Y(5)	Media Theory III: Contemporary Issues	60	120	180	12
BMA 3121(5)	Digital Video Production ¹	50	60	70	6
BMA 3000Y(5)	Final year project				12
BMA 3202(5)	Internship ²				6
Sub Total				620	66
TOTAL					192

Note:

¹ Modules taught and examined in Semester 1;

² Modules taught and examined in Semester 2;

³ Module normally run in Year 2 Semester 1, subject to availability of resources;

⁴ Module normally run in Year 2 Semester 2, subject to availability of resources Modules carrying 6 LCCS credits will be examined at the end of respective semesters they are run.

Specialisation: Web & Multimedia Core**YEAR 3**

Module Code	Module Name	Hrs L/T/P	Total Self- Study/Hrs	Other Learning Activities	LCCS credits
BMA 3010Y(5)	Drawing and Illustration Portfolio	100	120	140	12
BMA 3015Y(5)	Advanced Web and Multimedia	100	120	140	12
BMA 3116(5)	Leadership, Entrepreneurship and Project Management ¹	30	60	90	6
BMA 3017Y(5)	Media Theory III: Contemporary Issues	60	120	180	12
BMA 3122(5)	Mobile App Creation	50	60	70	6
BMA 3000Y(5)	Final year project				12
BMA 3202(5)	Internship ²				6
Sub Total				620	66
TOTAL					192

Note:

¹ Modules taught and examined in Semester 1;

² Modules taught and examined in Semester 2;

³ Module normally run in Year 2 Semester 1, subject to availability of resources;

⁴ Module normally run in Year 2 Semester 2, subject to availability of resources Modules carrying 6 LCCS credits will be examined at the end of respective semesters they are run.

* This Programme has been amended as follows:
Years of Previous Revisions (2019,2020, 2021, 2022,
2023 & 2024)