



**Bournemouth  
University**

# Digital Media Design BA (Hons)

## The Media School

Formally known as BA (Hons) Interactive Media Production our BA (Hons) Digital Media Design course is designed to enable students to develop their potential as multimedia practitioners within the interactive media industries. Digital media include computer games, websites, mobile devices and technologies including iPhone and mobile apps, webcasting of TV and radio, blogging, podcasting, online advertising, web databases, interactive television and on-line learning materials. On this course you will make a range of digital media projects; combining sound, video, graphics, words and animation with interactivity. In other words, you create projects that you don't just sit and watch but that you have to actively 'play' with or 'use' in some way.

**Duration:**

3 years

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**UCAS:**

PP93 BA/IMP

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**Entry Requirements:**

- 300 UCAS points from 3 A-levels or equivalent
  - Level 3 advanced diploma in Creative & Media considered.
  - International Baccalaureate requires 31 points including 5 from each of the 3 higher levels
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**Preferred subject:**

English, Psychology, Sociology, Maths, Art & Design, Photography, Communication Studies, Media Studies, Computing and Music

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**Recommended GCSEs:**

Minimum of 5 GCSE's grade A\* – C including English and Maths or equivalent qualifications

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**If English is not your first language:**

IELTS (Academic) 6.5 or equivalent

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**Contact:**

askBU Enquiry Service

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Open Days: [www.bournemouth.ac.uk/opendays](http://www.bournemouth.ac.uk/opendays)

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**For more course information**

[www.bournemouth.ac.uk/courses/baimpf](http://www.bournemouth.ac.uk/courses/baimpf)

**Overview**

The course aims to give you a good grasp of digital media production principles, an aesthetic appreciation of digital media products and an understanding of the contexts of digital media design and technologies. Also, in order to be an effective producer of digital media, you learn to understand the changing roles of media and technology and their effect on society.

This course is set within a firm professional framework that reflects development and change within the digital media industries.

Digital media industries are expanding rapidly and we would normally expect graduates to have a wide choice of future careers, including positions as digital media producers, creative advisors and digital media developers in a range of companies including independent digital media companies and more established media organisations.

We are looking for students who are flexible, creative and organised, and who would enjoy the challenge of working in the constantly changing environment of digital media.

**Course content**

Throughout the course, students utilise software such as Photoshop (graphics); Dreamweaver, Flash (web design and animation); Final Cut Pro (video); and, Soundtrack (audio). However, you do not necessarily have to have any programming skills before starting the course.

## Year 1 – Level C

**Media Theory-** The aim of this unit is an introduction to the critical thinking and learning processes involved in studying media culture at academic level and beyond. It encourages you to reflect upon your own practice and research ideas and concepts that have shaped the development of contemporary media culture.

**Production 1-** You will have production workshops covering image acquisition, creation and modification, and website creation. You will also acquire knowledge of 20th century design and its relation to digital media. Basic production issues and basic interface design will be taught, this includes navigation and usability, fitness for purpose, generating ideas, mood boards, time management and photography. You will also learn the importance of interacting with your audience, using pre-production and production processes, animation and other visual styles, audio and image combinations and then testing this with your audience and analysing the feedback.

**Collaborative Project-** During the summer term you will work alongside other media school students in BA Television Production and BA Scriptwriting for Film and Television to produce larger, innovative projects that test your collaborative and creative ability.

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## Year 2 – Level I

**Professional Studies-** To develop a critical understanding of the role of the producer as a collaborative media manager in a 360 degree cross platform environment. You will gain an understanding of the legal and ethical contexts in which the media operate and experience the commissioning process first hand.

**Media Theory Options** - You choose to specialise, focusing on two specific themes in media theory over two 6 week periods. This encourages you to reflect on the implications of such theories for your production work.

You can choose one option out of:

- Cultures of Consumption
- Media and Spectacle
- Media, Gender and Identity
- Cultural Diversity

And then choose another option out of:

- Documentary Voices
- First-Person Media
- Images of Conflict
- Censorship and Resistance

**Production 2-** This production unit introduces students to the rapid turnaround of individual projects based on small design problems that will support and enhance their portfolio. This is followed by a group production project that will draw on the skills learned in the first part of the unit to enable students to conceptualise, pitch for, manage and deliver a media artefact. You learn how to evaluate the work you have done in a reflective manner with reference to appropriate media theories.

**Research Methods-** You will be introduced to different approaches to media research methods and techniques. This unit prepares you for your dissertation in Year 3.

**Digital media Project-** You will work on a group project set to a brief. Topics covered include web accessibility, server-side (PHP) programming, media encoding & delivery, software master classes, pitching and presentation skills, and managing a team.

**Professional Attachment** - Everyone is expected to undertake a minimum four-week placement in the summer between Years 2 and 3. The placement offers you the opportunity to put to use the skills you have learned in an industry context and make useful contacts within the industry. Recent placement companies include: BBC Interactive TV, Sony Music, EMAP performance and Sky Television.

## **Year 3 – Level H**

**Dissertation-** A substantial piece of writing which demonstrates the synthesis of the student's practical knowledge gained through production work, and analytical and theoretical understandings developed elsewhere in the course.

**Concept Development-** The aim of this unit is to provide a route-map for the development of final year students. This experience grows from exposure to the real world through a work placement, to the initial pitching of ideas for the graduate project, and the development of those ideas through to their final forms, and then finally to publicly exhibit the outcomes of their work.

**Graduate Project-** For the final year, you will propose a Dissertation topic, a Minor Production and a Major Production. These are developed through regular contact with a personal tutor. Software master classes and lectures continue.

The year ends with Digital Media Design Show, which gives you the opportunity to showcase your work to industry professionals and potential employers, alongside friends, family, and past graduates from the course. This show is usually held in London.

### **Learning and assessment**

Students work individually and in teams, on creative projects in a wide variety of different media. The course employs assessment based upon individual and group production projects, essays, reports and presentations, and in the final year a Major production project, a Production Analysis and a dissertation.

## **Selection Criteria**

### **Background and experience**

We want committed, keen, enthusiastic students who are going to make a real difference to the course they are studying. Our students learn from each other, as well as their academic staff, so it is really important to us that you can show us how much you care about the course you are interested in.

Your UCAS personal statement is a great place to do this. Tell us about your personal achievements or any relevant work experience you have done, including any examples online work you have done, and show us how they make you the ideal candidate for a place on the course.

### **Information on the type of applicant sought**

Students on this course will typically have a creative background.

We look for creative and innovative thinkers who are familiar with current practice in Digital media and want to challenge it. We would encourage applicants who are interested in new ideas, are articulate, can express themselves well in writing, work well in groups and can demonstrate a wide range of interests.

### **Selection Methods**

We'll be selecting the candidates for this course by looking at their UCAS applications – there are no interviews or selection activities needed. For that reason, make sure your application really stands out from the crowd, and leave us in no doubt as to why you should be joining BU

### **Please note:**

*The University reserves the right to introduce changes to the information given, including the addition, withdrawal, re-location or restructuring of courses.*

**Last updated:** December 11