Postgraduate Programme Specification
MA Digital Media and Content Creation

This specification provides a summary of the main features of the programme and learning outcomes that a student might reasonably be expected to achieve and demonstrate where full advantage is taken of all learning opportunities offered. Further details on the learning, teaching and assessment approach for the programme and modules can be accessed on the University website and Virtual Learning Environment, GCU Learn. All programmes of the University are subject to the University's Quality Assurance processes.

GENERAL INFORMATION	
Programme Title	Master of Arts in Digital Media and Content Creation
Final Award	Master of Arts in Digital Media and Content Creation
Awarding Body	Glasgow Caledonian University
School	GSBS
Department	Media & Journalism
Mode of Study	Full-time Part-time Online/Distance-learning subject to availability
Location of Delivery	Glasgow and Online
UCAS Code	-
Accreditations (PSRB)	none
Period of Approval	From: September 2024 To: August 2029

EDUCATIONAL AIMS OF PROGRAMME

The MA Digital Media and Content Creation is a Masters-level programme whose primary aim is to provide a platform for students to develop their content creation skills and explore the global media landscape.

The educational aims are to provide students with:
- A critical understanding of the global media landscape today.
- A critical understanding of how digital platforms provide particular ways of meaning.
- A significant range of the principle skills to produce multimedia content creation for digital media.
- A critical understanding of how stories are constructed across digital media platforms.
- Critical awareness of the multimedia affordances of media content and how they are understood by audiences.

The programme consists of a series of modules that integrate theory with practice based upon real-world case studies and critical understanding of media narratives, semiotics and data. The programme aims to produce graduates who are prepared for communications, content creation and management roles across a range of business, third sector and public and private contexts.

PROGRAMME STRUCTURE AND AVAILABLE AND FINAL EXIT AWARDS[1]

The following modules are delivered as part of this programme:

Module Code	Module Title	Core or Optional	SCQF Level	Credit Size	Coursework CW1 %	Coursework CW2 %
MMP330649	Global Media Industries	Core	11	15	100	
MMP330652	Understanding Creativity & Storytelling	Core	11	15	70	30
MMP330651	Social Semiotics and Product Analysis	Core	11	15	100	
MMN430180	Ethics, Sustainability and Governance	Core	11	15	70	30
MMP430647	Decoding Media Audiences	Core	11	15	60	40
MMW230648	Digital project Design	Core	11	15	100	
MMI130646	Postgraduate Data Analytics	Core	11	15	100	
MMN230181	Postgraduate Research Methods	Core	11	15	40	60
MMN630209	Developing Leadership for the Common Good	Core	11	15	100	
MMN230182	Masters Research Project	Core	11	45	100	

Students undertaking the programme on a full-time basis commencing in September of each year will undertake the modules in the order presented below. We have outlined how this might work for students taking the programme at every starting point for full-time and part-time.

Part-time study is not available for international students: Part Time study in the UK is not supported by GCU on a sponsored Student Route visa at this time because students are not allowed to work at all so require significant funds to cover fees and living costs throughout their studies. It may be possible for an international/EU student to study part time on an alternative immigration status with evidence which must confirm they are permitted to study in the UK.

The following final and early Exit Awards are available from this programme[2]:

Postgraduate Certificate in Digital Media and Content Creation - *achieved upon successful completion of 60 credits (excluding the Masters Research Project)*

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[1] Periodically, programmes and modules may be subject to change or cancellation. Further information on this can be found on the GCU website here: www.gcu.ac.uk/currentstudents/essentials/policiesandprocedures/changesandcancellationtoprogrammes

[2] Please refer to the GCU Qualifications Framework for the minimum credits required for each level of award and the Programme Handbook for requirements on any specified or prohibited module combinations for each award.

Postgraduate Diploma in Digital Media and Content Creation - *achieved upon successful completion of 120 credits which may include any modules above*

Master of Arts in Digital Media and Content Creation *- achieved upon successful completion of 180 credits including all of the above modules.*

<u>**Example of September full-time pattern of study (12 months)**</u>

TriA	Global Media Industries (SMcK)	Creativity & Storytelling (CM)	Social Semiotics and Product Analysis (HB-M)	Ethics, Sustainability and Governance (Shared)
TriB	Decoding Media Audiences (KN)	Digital Project Design (HB-M)	Data Analytics (Dept. FAR)	Postgraduate Research Methods (shared)
TriC	Masters Research Project (45 credits)		Developing Leadership for the Common Good (shared)	

<u>**Example of January start full-time pattern of study (16 months)**</u>

TriB	Decoding Media Audiences (KN)	Digital Project Design (HB-M)	Data Analytics (Dept. FAR)	Ethics, Sustainability and Governance (Shared)
TriC				
TriA	Global Media Industries (SMcK)	Creativity & Storytelling (CM)	Social Semiotics and Product Analysis (HB-M)	Postgraduate Research Methods (shared)
TriB	Masters Research Project (45 credits)		Developing Leadership for the Common Good (shared)	

<u>**Example of September start part-time pattern of study (24 months)**</u>

Year 1	**TriA**	Global Media Industries (SMcK)			Ethics, Sustainability and Governance (Shared)
	TriB	Decoding Media Audiences (KN)			Postgraduate Research Methods (shared)
	TriC				
Year 2	**TriA**		Creativity & Storytelling (CM)	Social Semiotics and Product Analysis (HB-M)	
	TriB		Digital Project Design (HB-M)	Data Analytics (Dept. FAR)	
	TriC	Masters Research Project (45 credits)		Developing Leadership for the Common Good (shared)	

<u>**Example of January start part-time pattern of study (24 months)**</u>

Year 1	TriB		Digital Project Design (HB-M)		Ethics, Sustainability and Governance (Shared)
	TriC				
Year 2	TriA	Global Media Industries (SMcK)	Creativity & Storytelling (CM)		Postgraduate Research Methods (shared)
	TriB	Decoding Media Audiences (KN)		Data Analytics (Dept. FAR)	
	TriC	Masters Research Project (45 credits)		Developing Leadership for the Common Good (shared)	
	TriA			Social Semiotics and Product Analysis (HB-M)	

ASSESSMENT REGULATIONS

Students should expect to complete their programme of study under the GCU Assessment Regulations that were in place at the commencement of their studies on that programme, unless proposed changes to University Regulations are advantageous to students. These can be found at:
www.gcu.ac.uk/aboutgcu/supportservices/qualityassuranceandenhancement/regulationsandpolicies

In addition to the GCU Assessment Regulations noted above, this programme is subject to Programme Specific Regulations in line with the following approved Exceptions:

Case No: 224a
Details: Students are normally required to achieve a Pass in the 15 credit Postgraduate Research Methods module before progressing to the Masters Research Project. The Masters Research Project is a 45 credit module.

VERSION CONTROL (to be completed in line with AQPP processes)
Any changes to the PSP must be recorded below by the programme team to ensure accuracy of the programme of study being offered.

Version Number	Changes/Updates	Date Changes/Updates made	Date Effective From
1.0	First version Professor Simon McKerrell (28/09/2023) Final version Professor Simon McKerrell (31/01/2024) Post approval event edits (27/03/24)	27/03/24	AY 24/25