



Programme Title	BA (Hons) Digital Television Production
Awarding Body	Ravensbourne University London
Teaching Institution	Ravensbourne University London
Final Award	Level 6 – BA (Hons) Digital Television Production
Interim awards	Level 5 – Dip HE Level 4 – Cert HE
UCAS Code	P311
QAA Subject Benchmark	Communication, media, film and cultural studies (2016)
PRSB reference	N/A
Mode of study	3 years full time
Date produced/amended	Spring 2018
Course Leader	TBC

Distinctiveness

BA (Hons) Digital Television Production is designed to prepare you for a career in the media and television industries. The course enables you to develop the right skillset, as well as the professional mindset needed to succeed. This is a practical course within an academic framework. The focus of the course is on the origination and development of ideas, as well as the production of multi-platform programmes and other digital content appropriate to the modern TV industry.

The distinctiveness of the course also comes from our strong industry links and connections that will enable you to learn through real-world projects. Ravensbourne has offered Television training for over 40 years. Our reputation is one of our selling points, as we are known in the Industry for the high calibre of our graduates. This can open doors for you when applying for jobs or making contact with potential employers. We regularly work on projects with Channel 4, BBC and BT Sport, as well as other prestigious companies, such as The Royal Shakespeare Company. You will have regular contact with industry professionals, teaching from TV practitioners and practical training in the use of broadcast standard equipment and facilities. You will pitch formats to commissioning editors and present ideas to clients in response to live briefs.

There will be hands-on experience of the pre-production, production and post-production processes. This means that you will be able to experience a wide range of Television job roles. We will help you to develop in to a multi-skilled professional, ready to enter the Television Industry, whilst also supporting you if you wish to build skills in a particular area of expertise.

As a candidate applying to our course we look for your potential abilities to meet the demands of the media and television industries. Do you have a passion for Television? Do you have the ability to work in teams? Do you enjoy creating video and social media content? Are you able to solve problems and find creative solutions to challenges? If so, we want to work with you.

When you graduate, you will leave Ravensbourne equipped with knowledge and skills in content development and production but also with experience of team working, inter-

disciplinary collaboration, and the entrepreneurial skills necessary to survive and succeed in the creative industries.

How an audience views content has been transformed by the technology delivering it to us and the adoption of new hardware/services by the audience. Traditionally the TV industry was broadcast by handful of national players like the BBC and ITV and produced in-house or by a handful of production companies. The marketplace is now international and the UK is still an important player.

UK satellite and cable distributors like Sky and Virgin broadcast thousands of channels and programmes internationally. The faster speed of domestic web and mobile technology (i.e. fast/fibre broadband, 4G/5G data) has meant high quality for internet video distribution (like iPlayer, YouTube, Vimeo, iTunes). Widespread domestic adoption of this technology has enabled new international on-demand services (like for example Netflix, Amazon Prime, AppleTV and NowTV) to join them.

The industry landscape in which Digital Television Production graduates will work in is challenging and incredibly diverse. You are encouraged build up specialisms when on the course, but we believe that having skillsets across all areas will give you more employment or study options when you graduate.

The course looks for candidates that are interested in:

- Operational television roles (camera, lighting, sound, web designer, for example).
- Production television roles (producer, director, production manager, script writer, researcher, interactive producer, for example).
- Commissioning and marketing roles
- Technical and interactive roles.

Your time at Ravensbourne should be the opportunity that you also “learn how to learn” so you can be adaptable and can stay “current” after you graduate. This means that you will develop a sense of individual responsibility for your own learning. For example, you will take the initiative to practice your skills outside of your timetabled sessions and to gain relevant work experience. You will regularly reflect on what you have learned and what you need to do to improve. At Ravensbourne, we will support you in this and provide regular guidance on how to make the most of the opportunities available.

Cultivate - BA (Hons) Digital Television Production will prepare you for a range of roles across the media industry both inside and outside television. The course trains you in the traditional professional skills on professional kit - camera, lighting, sound and web used in a variety of forms like documentary, drama, entertainment, corporate production, advertising/marketing or social media. You will develop the key life-skills asked for by employers: the ability to work in teams and an ability to adapt to change. Although there is a balance of individual and group assessment, the course is focused predominantly upon team work and production projects.

Collaborate - BA (Hons) Digital Television Production is a course that is all about collaboration. Making programming and content is all about working in a team within your course and outside it. All projects on the courses are market led approaches to content production - you will learn to produce work which is audience-facing and commercially-savvy. Ravensbourne is an exciting environment to study a media course

because all the courses are based within the creative industries of design and media. All students are encouraged to creatively explore and experiment with the technologies and programme-making possibilities in Ravensbourne's impressive inter-disciplinary environment.

Integrate - The course is a rounded vocational course designed within an academic Honours degree framework which means you graduate prepared for academic study at a post-graduate level or for directly entering industry. Industry is also embedded within our courses. The staff on the course are from industry and we know what the industry looks for in an employee leaving University. Whether you wish to work on camera or as a producer, this course provides the fundamental skills and understanding that you need to move on to the next stage.

Advocate - Ravensbourne is embedded within the wider creative community and Ravensbourne Television graduates can be found working in companies across the UK and internationally. BA (Hons) Digital Television Production pushes responsible representation within programme-making both on screen and behind the scenes. The course teaches you how to develop sustainable production practices and how to minimise the carbon footprint of your productions. You will learn how to approach productions from a health and safety perspective and how to minimise the risk of anyone being harmed as part of your production. You are also encouraged to discuss and implement real world issues within your practice and within your work (climate change, social justice, interdependence, wellbeing and biodiversity).

Originate - Throughout the course, you are asked to originate new ideas for industry-focused projects. In Level 1, the focus is on developing skillsets and gaining experience working in different genres. As you progress through the different levels of BA (Hons) Television, initiating self-directed ideas, developing your creativity and producing innovative solutions becomes paramount and units in Level 5 and 6 encourage solutions that push your ambitions.

The Ravensbourne Mindsets and Skillsets Manifesto: Five Principles

Ravensbourne developed its Mindsets and Skillsets Manifesto as part of an institution-wide Portfolio Review. This was the culmination of a significant process that included a broad literature review; various outputs from national and international conferences and institutional visits; a 'Futures in the Making Symposium' attended by academic faculty - featuring an industry panel and a second panel of high profile external academics; a '20 / 20 / 20 Visiting Lecture Programme'; and market analysis of existing courses and the university's academic framework. The final Manifesto also drew from the institution's Strategic Plan and the Director's post-2018 vision document.

The Mindsets and Skillsets Manifesto consists of Five Principles that creates the basis of a vision that informs a new academic framework, its new curriculum, and all course level learning outcomes. This Manifesto underpins the validation and revalidation documents presented here, and is briefly articulated in the following way:

1. Cultivate / where the individual thrives

- Holistic Education: beyond the discipline
- Life Skills: resilience, self-efficacy, multiple intelligence

Extending the norms of skills-acquisition and competency-based approaches Cultivate nurtures the creative individual beyond the academy, embracing the holistic notion of educating the whole person.

Critical life-skills are investigated and multiple intelligences explored through a model that supports professional and personal development to create and support resilient and inclusive individuals prepared for work in the ever-changing creative industries and for living with wider societal and cultural flux in the 21st century.

2. Collaborate / where disciplines evolve

- Blurring Disciplines: petri dish for new thinking and practice
- Shape-Shifters: new practice demands new practitioners

The Collaborate model enables students with discipline-specific knowledge to apply their own creative thinking, design and media practices and methodologies and production techniques to interdisciplinary and transdisciplinary projects.

Interdisciplinary project models integrate subject knowledge and working methods from a range of disciplines to create synthesis of practice, whilst the transdisciplinary model creates new and extended disciplinary modes through the unity of intellectual and practice-based frameworks to reach beyond single disciplinary perspectives.

3. Integrate / where education engages industry

- Professional Modes: education mirrors industry
- Depth and Breadth: specialists and generalists

A model that integrates academic delivery with industry practice; enabling subject-specific, interdisciplinary student teams to replicate modes of working found within relevant professional models; the Production House in Film and TV, the Design Studio in communication and media design, the Fashion House in fashion and textiles, the Advertising Agency in advertising and promotion and the Architecture Practice in architecture and interiors.

Typically the Integrated Team, with each member assigned a specific role, works to a phased delivery that may include the Discover, Define, Develop and Deliver stages of the Design Double Diamond. Integrate challenges traditional constraints in the teaching of the solo practitioner and embraces the notion of disciplinary discovery and practice through team working.

4. Advocate / where purpose meets practice

- Citizen Practitioners: tackling real-world problems
- Self to Selves: from the individual to the collective

Putting purpose first, Advocate recognises the responsibility for creative education to address the unprecedented environmental, social and economic challenges facing humankind; tomorrow's designers and media practitioners are increasingly aware of their responsibilities as global citizens to engage with complex ethical issues related to climate change, social justice, interdependence, wellbeing and biodiversity.

Advocate puts studio projects and commercial and charitable industry commissions at the centre of the educational experience enabling students real-world opportunities to

improve the communities in which they live and work and in turn begin to transform the wider world.

5. Originate / where creativity meets technology

- Mind-Sets + Skill-Sets: the dynamism of ideas + technology
- Applied Mastery: leveraging theory, practice and innovation

Sitting at the intersection of creativity and technology, Originate enables the merging of visionary mind-sets and skill-sets to provide provocative and challenging design and media approaches. The amalgamation of theory and practice, Originate embraces both integrated and agile design-thinking and design-doing practice and research methodologies to forge dynamic technologically-savvy and creativity-driven responses and solutions to given and self-directed industry-leading projects.

Programme aims

Acquire the research and writing skills for academic study at Honours degree level and be able to engage both critically and analytically with current debates within digital television.

Develop a range of creative, critical and technical skills and competencies in specialist disciplines related to managerial, operational and production roles in television and the media.

Source placements within high profile media companies with the help of our established Employability unit as a preparation for work in employment as permanent staff, a freelance or in starting a business.

Encourage continuous personal and professional development through engagement and critical reflection

Develop the ability to research and spot trends, generate and develop ideas, frame editorial positions, communicate, and manage the production process and apply these skills in a variety of situations.

Acquire an awareness knowledge and understanding of media and the digital television industries.

Graduate with a portfolio of work of the highest standard attainable.

Programme Learning Outcomes

The course provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas. On completion of the course students will be able to:

LO 1 Research/Inspiration

Select and evaluate information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 2 Concept/Ideation

Critically appraise and evaluate appropriate research materials to generate workable concepts or strategic project themes that inform and underpin project development.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Investigate potential pathways that result in appropriate solutions, informed by a systematic understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO 4 (Pre) Production

Demonstrate systematic working knowledge, production skills, selection, application and understanding of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 5 Presentation /Storytelling for Influence

Communicate projects creatively and professionally, whether in visual, oral or written form. Methods of presentation are appropriate to the audience/client and the purpose of the work.

Related Principle: ADVOCATE

LO 6 Critical and creative mindsets

Evaluate a range of critical approaches in order to form an independent position

Related Principle: ORIGINATE

LO 7 Employability

Effectively employ professional transferrable and employability skills, including the ability to manage time and work to clear briefs and deadlines, respond to set goals, and communicate effectively.

Related Principle: CULTIVATE

LO 8 Professional Identity

Align your professional identity as a practitioner with a viable career context.

Related Principle: CULTIVATE

Learning and Teaching methods	Assessment Strategy
<p>The Digital Television Production course is an Honours level degree course that challenges students intellectually, creatively and practically by reflecting industry practice. The course:</p> <ul style="list-style-type: none"> • Prepares you for a range of roles in multiplatform television and content production. • The course ethos is primarily about originating and developing ideas into completed projects. • Real-world projects involve briefings and subject-introductions, theory and contextual lectures and training in technical skillsets. Ideas are originated, researched and assessed then developed in tutorials for production. • Project-based learning develops your ideas, research and finished programmes and content. You will be expected to work efficiently both in a group/team and autonomously on individual tasks. • Production skills are enhanced through each level and reinforced with training. By completing more demanding production projects you also increase your confidence and abilities. • Academic units at each level develop your research and writing skills and build to a Dissertation in Level 6. <p>Level 4 – skills, craft and principles.</p> <p>In Level 4, your objective is to understand the media industry and the fundamentals of practice needed for multiplatform content production. You will engage on a range of projects and roles on successive projects. Introductory training is used to facilitate learning within the production units.</p> <p>Level 5 – ideas, development and exploration.</p>	<p>Digital Television uses a variety of assessment methods</p> <p>Formative assessment is given at the midpoint of a unit to give formal guidance before final</p> <p>Summative assessment at the end of the unit. Tutorials give more detailed feedback and advice throughout each unit.</p> <p>Ideas-based projects emulate industry practice and have some component of pitch, proposal or presentation in most units.</p> <p>Formal feedback is supplemented at presentations by critiques from staff and/or industry guests. On some units, industry guests can also become “clients” by setting part of a brief – but all the work you produce is assessed against assessment criteria in the briefs and unit specifications.</p> <p>Final summative presentations can be a combination of group assessment, part-individual or just be individual.</p> <p>Your work is submitted online via Moodle and feedback is usually given in a written form, sometimes in combination with audio/video feedback.</p> <p>Peer-group assessment may be used in some group projects. In all production units, you will be asked to produce a critical self-assessment of your learning which forms part of your final mark.</p>

You will consolidate your skillset, develop your operational skills and experiment creatively on increasingly challenging projects. You will develop audience-led approaches to documentary, entertainment and interactive programmes.

Level 6 – independent professional working.

In the final level, academic and industry research forms the core of your studies with the Dissertation and research for new trends and more complex production challenges. The Portfolio project allows you to build a portfolio of self-initiated work and experiment with ideas and new media solutions that prepare you for professional practice.

Unit Code	Unit Title	Credits
Level 4		120 credits
C18101	Themes in Contemporary Culture	15
DTP18102	Introduction to digital television	30
DTP18103	Audiences, screens and platforms	15
DTP18104	Storytelling and Single Camera Production	30
DTP18105	Studio Production	15
DTP18106	The TV Industry	15
Level 5		120 credits
C14201	Theory Unit (Parts 1 & 2)	15
DTP18202	Multi-Platform Production	30
DTP18203	Participatory and interactive programming	30
DTP18204	Documentary Narratives	15
EDTP181 or EDT1P82	Using post-production and special effects or Pre-recorded event television broadcasting	15
CIE18200	Cross Institution Elective	15
Level 6		120 credits
C18301	Dissertation Unit	30
DTP18302	Creative Futures	30
DTP18303	Portfolio	45
DTP18304	Professional Initiatives	15
		Total 360 credits

Entry Requirements

Students will normally be expected to possess five GCSEs (grade C or above) or equivalent (including English) and also to hold at least one of the following or equivalent UK or international qualification:

- 2 A Levels (grades A-C) or 4 AS Levels (grades A-C)
- 2 vocational A Level (grades A-C)
- Level 3 Foundation Diploma or National Diploma
- Advanced Diploma (grades A-C)
- International Baccalaureate (28 points or above)

Where an applicant's first language is not English, proof of competence in English will be required. For undergraduate and postgraduate programmes, this will normally take the form of an approved English language test at B2 level in the Common European Framework of Reference. Any test for proficiency in English must have been achieved within 18 months preceding the date of entry. Individual programmes may have higher language requirements. Ravensbourne's international department will advise applicants on the language requirements for particular programmes.

Selection Criteria

Ravensbourne will use a number of methods to assess an applicant's suitability for their course of choice. Primarily applicants are selected on the basis of:

- an applicant's prior academic achievement/qualifications and/or previous employment/life experience;
- assessment of the applicant's ability and aptitude to succeed on the course for which s/he has applied.

Students will be selected according to the generic criteria set out below:

Personal attributes

- shows commitment, enthusiasm and interest in the subject area
- initiative and problem solving
- ability to communicate

Creative process

- can generate ideas and use external sources to develop them
- ability to research an idea and follow it through to a finished product

Study skills

- can understand and organise information clearly
- can investigate and analyse information
- shows reasoning and intellectual curiosity

Professional skills

- has shown they can initiate and deliver projects
- can work in a team and with people with different skills
- has shown confidence with IT

Career aspirations

- understands the relevance of the course to her/his career ambitions
- understands current debates within industry

Accreditation of Prior Learning

Applications are welcomed from those who may not possess formal entry qualifications, mature students, those with work experience or with qualifications other than those listed above. Such applicants should demonstrate sufficient aptitude and potential to complete the course successfully. Applicants will be assessed at interview in accordance with Ravensbourne’s Accreditation of Prior Learning Policy and Procedure.

Student Support <http://intranet.rave.ac.uk/display/SS/Student+Support>

Assessment Regulations <http://intranet.rave.ac.uk/display/RA/Assessment+-+UG+and+PG>

Course LOs	Level 4					Level 5				Level 6		
	Introduction to Digital Television	Audiences, Screens and platforms	Storytelling and Single Camera Production	Studio Production	The TV Industry	Multi-Platform Production	Participatory and interactive programming	Documentary narratives	Using post-production and special effects	Creative Futures	Portfolio	Professional Initiatives
LO1		X		X	X	X	X	X		X	X	
LO2	X	X	X			X	X					X
LO3		X				X	X	X				X
LO4	X		X	X				X	X	X	X	
LO5	X	X	X	X		X	X	X	X	X		X
LO6	X		X						X		X	
LO7					X	X				X	X	X
LO8				X	X		X			X	X	

Description of the Course

BA (Hons) Digital Television Production is designed to prepare you for a career in the media and television industries. The course enables you to develop the right skillset, as well as the professional mindset needed to succeed. This is a practical course within an academic framework. You will gain hands-on experience of the craft of pre-production, production and post production through project-based learning. The focus of the course is on the origination and development of ideas, as well as the production of multi-platform programmes and other digital content appropriate to the modern TV industry.

Academic Framework – Course Diagram

	Term1	Term2	Term 3
Level 4 120 credits	Induction <i>(inc. contribution from Theory)</i> 0 credits	C18101 – Themes in Contemporary Culture 15 credits	
	DTP18102 Introduction to Digital Television 30 credits	DTP18104 Storytelling and Single Camera Production 30 credits	
		DTP18103 Audiences, Screens and Platforms 15 credits	DTP18105 Studio Production 15 credits
	DTP18106 The TV Industry 15 credits		
Level 5 120 credits	C14201 Part 1 <i>Big Ideas and Philosophies</i> <i>(7.5 out of 15 credits)</i>		C14201– Part 2 <i>Dissertation Proposal</i> <i>(remaining 7.5 out of 15 credits)</i>
	EDTP181 or EDTP182 Cross Department electives 15 credits	CIE18200 Cross Institution Elective 15 credits	
		DTP18202 Multi-platform production 30 credits	
	DTP18204 Documentary narratives 15 credits	DTP18203 Participatory and interactive programming 30 credits	
Level 6 120 credits	C18301 Dissertation 30 credits		
	DTP18304 Professional Initiatives 15 credits	DTP18302 Creative Futures 30 credits	
	DTP18303 Portfolio 45 credits		