

Postgraduate Programme Specification

Master of Arts in 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.

1. 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	Glasgow School for Business and Society		
Department	Media & Journalism		
Mode of Study	Full-time/Part-time/Online Distance Learning (subject to availability)		
Location of Delivery	Glasgow		
UCAS Code	-		
Accreditations (PSRB)	none		
Period of Approval	From:	September 2024	To: August 2029

2. EDUCATIONAL AIMS OF PROGRAMME
<p>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:</p> <ul style="list-style-type: none"> • 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. <p>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.</p>

3. LEARNING OUTCOMES
<p>The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:</p> <p>A: Knowledge and understanding;</p>

- A1 Critical understanding of the global media landscape today
- A2 Critical understanding of key media semiotic theories
- A3 Knowledge and critical awareness of the conceptual framework for storytelling
- A4 Critical awareness of globalization and platformization
- A5 Critical awareness of data analytics for professional practice

B: Practice: Applied knowledge, skills and understanding;

- B1 In the effective use of digital content creation tools for digital media
- B2 In applying a range of specialised planning skills for digital media communications
- B3 Demonstrate traditional research skills for project-based digital media creation
- B4 Critically handle and perform advanced data analysis research

C: Generic cognitive skills;

- C1 Effective use of communication and digital technologies to understand leading practice in digital media content
- C2 Critically analyse and conceptualise multimodal content at the forefront of contemporary practice
- C3 To develop creative authorial skills across text, image and sound in digital media.
- C4 To critically analyse narratological and semiotic multimedia
- C5 To deal with complex conceptual understanding of digital media

D: Communication, numeracy and ICT skills

- D1 That enable advanced skills for content creation planning and communication.
- D2 That support specialist written communication appropriate to digital content creation.
- D3 Specialist numeracy skills involved in the interpretation of numerical and statistical data.
- D4 That support appropriate team work and digital networking within the sector.
- D5 That demonstrate effective use of specialist software for quantitative and qualitative data analysis and content creation.

E: Autonomy, accountability and working with others.

- E1 To enable working in teams and to take leadership roles where appropriate
- E2 To take responsibility for one's own work and/or significant responsibility for the work of others
- E3 That supports working with others to produce original creative content within a specialist peer group
- E4 To demonstrate self-discipline for time management and planning work, coursework and deadlines.
- E5 To practise in ways which draw on critical reflection on one's own and others' roles and responsibilities

4. LEARNING AND TEACHING METHODS

The programme provides a variety of learning and teaching methods. Programme and Module specific guidance will provide detail of the learning and teaching methods specific to each module.

Across the programme the learning and teaching methods and approaches may include the following:

- Lectures
- Seminars

- Practical classes
- Simulation experiences
- Groupwork
- Flipped classroom approaches
- Online learning

The above approaches may be delivered either in person or online as appropriate and determined at module level by the Module Leader.

5. ASSESSMENT METHODS

The programme provides a variety of formative and summative assessment methods. Programme and Module specific guidance will provide detail of the assessment methods specific to each module.

Across the programme the assessment methods may include the following:

- Written coursework (essays, reports, case studies, dissertation, literature review)
- Oral coursework (presentations, structured conversations)
- Audio-visual digital portfolios and projects
- Group work
- Blogs and Wikis
- Websites and social media campaign materials
- Class Tests

The above assessments may be delivered either in person and online as appropriate and determined at module level by the Module Leader. There are no placements on this programme although employability is embedded within the programme through work-related learning both in teaching and assessment.

6. ENTRY REQUIREMENTS

Specific entry requirements for this programme can be found on the prospectus and study pages on the GCU website at this location: www.gcu.ac.uk/study

All students entering the programme are required to adhere to the [GCU Code of Student Conduct](#).

7. PROGRAMME STRUCTURE AND AVAILABLE AND FINAL EXIT AWARDS¹

The following modules are delivered as part of this programme:

Module Code	Module Title	Core or Optional	SCQF Level	Credit Size	Coursework 1 %	Coursework 2 %	Examination %
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	50	50	
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	40	60	
MMI130646	Data Analytics	Core	11	15	30	70	
MMN230782	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 above. This may be subject to variation for students commencing the programme at other times of year (e.g. January) and/or undertaking the programme on a part-time or distance learning mode of delivery.

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 programme²:

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

Postgraduate Diploma in Digital Media and Content Creation - *achieved upon successful completion of 120 credits (excluding the Masters Research Project)*

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

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

Example of September full-time pattern of study (12 months)

TriA	Global Media Industries	Creativity & Storytelling	Social Semiotics and Product Analysis	Ethics, Sustainability and Governance
TriB	Decoding Media Audiences	Digital Project Design	Data Analytics	Postgraduate Research Methods
TriC	Masters Research Project (45 credits)		Developing Leadership for the Common Good	

Example of January start full-time pattern of study (16 months)

TriB	Decoding Media Audiences	Digital Project Design	Data Analytics	Ethics, Sustainability and Governance
TriC				
TriA	Global Media Industries	Creativity & Storytelling	Social Semiotics and Product Analysis	Postgraduate Research Methods
TriB	Masters Research Project (45 credits)		Developing Leadership for the Common Good	

Example of September start part-time pattern of study (24 months)

Year 1	TriA	Global Media Industries		Ethics, Sustainability and Governance
	TriB	Decoding Media Audiences		Postgraduate Research Methods
	TriC			
Year 2	TriA		Creativity & Storytelling	Social Semiotics and Product Analysis
	TriB		Digital Project Design	Data Analytics
	TriC	Masters Research Project (45 credits)		Developing Leadership for the Common Good

Example of January start part-time pattern of study (24 months)

Year 1	TriB	Digital Project Design		Ethics, Sustainability and Governance
	TriC			

	Year 2	TriA	Global Media Industries	Creativity & Storytelling	Postgraduate Research Methods
		TriB	Decoding Media Audiences		Data Analytics
		TriC	Masters Research Project (45 credits)		Developing Leadership for the Common Good
		TriA			Social Semiotics and Product Analysis

8. 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: <https://www.gcu.ac.uk/currentstudents/essentials/policiesandprocedures>

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.**

<i>Version Number</i>	<i>Changes/Updates</i>	<i>Date Changes/Updates made</i>	<i>Date Effective From</i>
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
2.0	Added new Postgraduate Research Methods module code Programme name added to title on first page Hyperlinks updated School name updated Learning objectives format updated with tabbed text and hanging indents Coursework 1 and 2 added to programme structure section Staff initials removed from pattern of study section Curriculum map removed from PSP	16/12/25	AY 25/26