



**FACULTY OF MEDIA  
AND COMMUNICATION**

**MA Creative Media Arts: Data & Innovation**

**PROGRAMME SPECIFICATION**

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## 1 BASIC FRAMEWORK / PROGRAMME DATA

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Originating institution(s)	Bournemouth University
Award(s) and title(s)	MA in Creative Media Arts: Data & Innovation PG Dip Creative Media Arts: Data & Innovation PG Cert Creative Media Arts: Data & Innovation
UCAS Programme Code(s) (where applicable and if known)	N/A
HESA JACS (Joint Academic Coding System) Code(s) per programme/pathway	W212 Multimedia Design  P304 Electronic media studies  N212 Creative management  P390 Media studies not elsewhere classified  W990 Creative arts & design not elsewhere classified  W280 Interactive & electronic design  X210 Research skills
External reference points(s)	<ul style="list-style-type: none"><li>• The UK Quality Code for Higher Education in particular:<ul style="list-style-type: none"><li>• Chapter A1: The National Level (incorporating the Framework for Higher Education Qualifications (FHEQ));</li><li>• Chapter A2: The subject and qualification level, incorporating:<ul style="list-style-type: none"><li>○ QAA Masters Degree Computing Subject Benchmark Statements (published May 2011)</li><li>○ QAA Honours Degree Art and Design Subject Benchmark Statements (published March 2008);</li></ul></li></ul></li></ul>
Professional, Statutory and Regulatory Body (PSRB) links	None
Place(s) of delivery	Bournemouth University
Mode(s) of delivery	Full-time
Credit structure	180 credits: 60 credits PG Cert; 120 credits PG Diploma; 180 credits MA
Duration	MA Creative Media Arts: Data & Innovation 1 year full-time
Date of original approval(s)	January 2015
Date of first intake	September 2015

Student numbers	MA Creative Media Arts: Data & Innovation Expected minimum intake: 12 Expected maximum intake: 30 Optimum* student intake: 15
Placements (option)	None
Partner(s) and model(s)	None
Date and version number of this Framework/Programme Specification	January 2017 – Version 1.0-0917

This Programme Specification was approved in May 2015 following validation by the Academic Standards Committee.

**Unique reference numbers:  
E1415005**

## 2 AIMS OF THE DOCUMENT

The aims of this document are to:

- 2.1 Define the structure of MA Creative Media Arts: Data & Innovation
- 2.2 Identify programme learning outcomes
- 2.3 Articulate the regulations governing the awards offered through this Framework

## 3 PROGRESSION ROUTES

None

## 4 ACADEMIC AND PROFESSIONAL CONTEXTS

### 4.1 The Creative Media Arts Context – FUSED & SUPERFUSED

The MA in Creative Media Arts: Data & Innovation combines the latest technologies and research findings to help students to build successful careers and ventures within today's fastest growing area of opportunity; the burgeoning creative and cultural industries. This MA offers a unique combination of media art and design methodologies alongside the basic management and business analytics to help students get ahead in the growing and fast evolving creative economy, in the context of Bournemouth University that is world renowned for its contacts at the heart of the media industry.

MA in Creative Media Arts: Data & Innovation is an interfaculty course, based in Faculty of Media and Communication with support from the Faculty of Science and Technology. The Faculty of Media and Communication will manage the course. It has a growing national and international reputation in the creative and cultural industries. The course has an interfaculty staff of academics, practitioners and researchers of international repute working on the boundaries of art, technology, science and critical theory.

With its emphasis on focused innovation and rapid prototyping, the course is unusual in combining a critical media arts perspective with a deep understanding and engagement with the business led dynamics of creative industries. Drawing extensively on new research into what has been called the "fusion hypothesis" we have developed a program that brings the cultures of art, technology and enterprise into new and generative combinations.

The diverse discipline of the creative Media Arts has evolved over the last thirty years, moving from its origins in producing computational and video gallery-based artwork, to encompass leading edge creative practices that are developed in relation to technical and critical uses of technology in commercial, social and cultural contexts. The essence of this MA is to recognise that in recent years there has been a radical expansion of the experimental ethos. As media theorist, Lev Manovich recently observed "the role of the media avant-garde is no longer performed exclusively by individual artists in their studios but by a variety of players, from very big to very small – from companies such as Microsoft, Adobe and Apple to independent programmers, hackers and designers." and that this has given rise to a widespread style of production characterised by *permanent innovation*, the central feature that also lies at the heart of the "creative economy".

In each of the MA in Creative Media Arts: Data & Innovation units students will learn how to apply this research in combination with advanced media and communications tools to new forms of production that go beyond the outmoded distinction between old and new media.

## **Conceptual Foundations**

At the heart of Bournemouth University is a matrix of values based on the Vice Chancellor's powerful vision of the *fusion* between the key attributes of *research*, *education* and *professional practice*. In alignment with these priorities the MA in Creative Media Arts: Data & Innovation has drawn heavily on recently published reports from AHRC funded projects carried out by NESTA, in partnership with the Universities of Brighton and Sussex<sup>3</sup> that have identified a highly specific constellation of disciplines that when combined are shown to optimise growth in this sector.

The measurable and observable impact of this constellation of disciplines on the local and national economy has given rise to the "fusion hypothesis", adding to and complementing the Vice Chancellor's vision. The MA Creative Media Arts: Data & Innovation curriculum has been developed so as to be responsive to research findings demonstrating that growth in the wider economy is being driven by a creative sector constituted from a fusion between *digital technologies*, *creative or aesthetic practice* and the wider *Arts and Humanities*.

The fusion hypothesis, as elaborated in this MA, is more specific than mere interdisciplinarity, and more widely applicable. "It is a distinct form of collaboration that combines art, technology and communications/marketing with particular emphasis on data mining and development simultaneous relationships between a variety of media and social media platforms".

The program is aimed at preparing students for an employment landscape in which creativity, business acumen and teamwork are critical. The emphasis on flexibility is particularly important as "portfolio careers" based on individual enterprise and freelance work are playing an increasingly important role in the creative economy. This course is therefore designed to help students flourish in this challenging landscape, helping them learn how their ideas can scale through being realised across multiple platforms, spaces and media, learned through applied knowledge of intensive creative production, promotion, and networking.

1. Manovich, L. 92-93 2013. *Software Takes Command*. London: Bloomsbury Academic.

2. <http://www.nesta.org.uk/publications/manifesto-creative-economy>

3. <http://www.brightonfuse.com/the-brighton-fuse-final-report/>

## **COLAB**

The Course will be delivered at Bournemouth University with Colab, a research and production space designed to support collaborative practice, experimentation, innovation and rapid prototyping. However, students can pursue parallel studio-based practices, or develop approaches that include mobile, remote, locative and field based creative approaches away from the Colab.

At every stage of the programme the student will be given the opportunity to develop their own 'superfused' practice which emphasises both technical or creative expertise, developing close working relationships with colleagues either through collaborative teamwork or in developing innovative projects combining a variety of skill sets. Students will be individually tracked and assessed through a personal development plan a critical practice reflective

journal, which gives opportunities to explore theories, ideas, and professional practice through media or text based research outputs. In this respect students will also gain critical theoretical knowledge by studying the principles, history and key issues surrounding creative media cultures and contemporary art and design.

## **Staff**

Bournemouth University is a world leading UK institution specialising in Creative Media. It is recognised for producing the highest quality students whose work is has been awarded at the highest levels; from Oscars to BAFTA's. The Staff on this course are drawn from artists and creative practitioners that have not only led such courses but that are also involved in creative collaborative and critical productions of their own. With many operating in the space of their own 'superfused' practice, this has led to a record of world leading research and award winning productions, with an exhibition and publications record that encompasses among many other examples; Tate (UK), Ars Electronica (AT), Apexart (NY, USA), Natural History Museum and Science Museum (UK), Laboral (ES), Transmediale (DE), Rixc (LV) and the Design Council (UK & USA). They have worked as creative practitioners in digital and experimental media groups that have won leading awards, from Core77 Design Awards to BAFTA Interactive Arts. They have published research in a variety of contexts from practice based research to art and science and tactical media. Additionally, senior research staff are involved in the Editorship of leading journals, including The Journal of Media Practice (Routledge – Taylor and Francis).

Our Staff are drawn from across the National Centre for Computer Animation (Queens Award for Higher Education 2011), the Media Production Academic Group and the new Faculty of Science and Technology. We only recruit new staff who have such profiles as leading practitioners and academics and who have demonstrated their International excellence in professional practice, teaching and research.

## **Course content**

Core units: Collaborative Media & Innovation Labs; Media Theory & Creative Media Arts: A History; Advanced Creative Media & Data Lab; Research in Practice

Optional units (choose one from the following): Masters by Project; Masters by Academic Paper.

## **Careers**

The knowledge and skills students will gain from this degree are in demand from a variety of large small and medium sized creative industries companies that are currently driving the wider economy. As well as opportunities in digital art and design, online media, sonic art these skills in innovation and creative direction broadcast media. There are also less obvious opportunities to be found beyond traditional media companies including corporate communications and events design and management.

### **4.2 QAA Benchmarks & External Reference Points**

This development of this programme has drawn upon the following external points of reference:

- QAA benchmark for Communication, media, film and cultural studies and Art and Design (2008). These are undergraduate benchmarks, but in the absence of any postgraduate benchmarks in this area, the former has been the principal source of benchmarking for postgraduate provision in Media Production in Faculty of Media and Communication. The latter reflects benchmarks used by the NCCA in relation to its courses.

The subject benchmarks are located at:

<http://www.qaa.ac.uk/AssuringStandardsAndQuality/subject-guidance/Pages/Subject-benchmark-statements.aspx> Communication, media, film and cultural studies (2008).

<http://www.qaa.ac.uk/en/Publications/Documents/Subject-benchmark-statement---Art-and-design-.pdf>

- The descriptor for a higher education qualification at Level 7 (Master's Level) as issued by the Framework for Higher Education Qualifications. (see Appendix 1)
- The BU common academic framework (CAS) requiring semesterised delivery; units offering a minimum credit of 20 credits; notional study time calculated at the rate of 200 hours per 20 credit.

#### 4.3 Internal frames of reference include:

- The Bournemouth University Strategic Plan 2018
- Vision and Values BU2018
- Bournemouth University Key Performance Indicators
- Faculty of Media and Communication's Delivery Plan 2014-15
- The Common Academic Structure
- Market research carried out in the development stage

## 5 AIMS OF THE PROGRAMME

- 5.1 The framework is designed for graduates with good first or upperclass degrees (or equivalent) in Art, Design, creative media practice or with a strong creative digital portfolio from a related subject. Postgraduate study will develop students' critical thinking skills and subject understanding to a higher level. These skills will equip graduates for a career in the Creative Industries or Cultural Sector, or for further study at doctoral level.
- 5.2 The programme offers a balanced curriculum in terms of academic rigour / practical relevance and the opportunity for students to specialise in broad functional areas. Course content addresses aspects of: media arts history, enterprise in the creative sector, applied technology and cross-cultural awareness.
- 5.3 The programme aims to produce flexible graduates who can think critically, analytically and creatively and apply knowledge to practical situations. The programme also aims to equip graduates with the necessary analytical skills, knowledge and understanding to carry on to further academic research at advanced level.
- 5.4 By the end of the course students will have developed strong oral communication skills and learned to present themselves and their ideas in a professional manner using a variety of communication techniques.

- 5.5 Employers of MA Creative Media Arts: Data and Innovation graduates are looking for students with the tools to think creatively, this is reflected in the aims and intended learning outcomes of the programme. It is expected that MA in Creative Media Arts: Data & Innovation will support entry into a range of graduate, executive and/or management positions within the creative and cultural sector. Examples of potential roles include: New media artist and /or designer, digital development and planning, art director, social media management, creative brand management. Graduates will be able to apply for all entry and lower management level jobs in the creative sector that require knowledge of creative digital media practice and skills and insight.

## **6 INTENDED LEARNING OUTCOMES**

The MA in Creative Media Arts: Data & Innovation will provide students with the following subject knowledge and understanding:

- A1 Review critically the body of knowledge, debates and intellectual paradigms related to the study and practice of Media Arts and appreciate the limitations of current knowledge and practices.
- A2 Advanced critical appreciation of the history and theoretical underpinning of Media Arts in a range of organisational, socio-cultural, political and economic contexts.
- A3 Demonstrate a critical understanding of the fusion hypothesis. Evaluate and provide justified recommendations for the role of Media Arts in facilitating innovation within the creative economy and the wider cultural sector.
- A4 Develop comprehensive understanding of a range of research methodologies and techniques for generating original insights relevant to the study and practice of Media Arts in the wider creative economy.
- A5 Demonstrate the insight into the “Tactical Media” movement and how it is integrated into a socially engaged role for projects and interventions of Media Arts.

### **Intellectual Skills**

The MA in Creative Media Arts: Data & Innovation will provide students with the following intellectual skills:

- B1 A conceptual understanding of Media Arts history enabling students to evaluate and critically advance research and scholarship within the discipline.
- B2 Identify and apply appropriate techniques for the comprehensive analysis, evaluation and synthesis of data for the analysis of the problems and issues that arise from deploying the Media Arts perspective..
- B3 Develop critical skills for dealing with the emerging trends within contemporary Media Arts, with the ability to assess and manage new dilemmas, challenges and increasing competition.
- B4 Demonstrate an ability to draw upon and bring together ideas from different sources of knowledge from different disciplines relevant to the study and practice of Media Arts within the context of a creative economy;

### **Subject-specific / Practical Skills**

MA in Creative Media Arts : Data & Innovation will provide students with the following subject specific skills:

- C1 The ability to devise, implement and manage original Media Arts projects that can achieve a variety organisational and cultural objectives;
- C2 The ability to creatively and critically synthesise original ideas from both professional and academic sources of knowledge and be able to apply these within context of the creative economy;
- C3 The ability to make valuable original contributions towards Creative Media Arts within complex or unpredictable environments;
- C4 Demonstrate confidence and competence in the selection of contemporary digital technologies and insights relevant to the creative industries and the wider cultural sector.
- C5 Demonstrate algorithmic code based creative knowledge and capacity

### **Transferable Skills**

MA in Creative Media Arts: Data & Innovation will provide students with the following transferable skills:

- D1 Apply appropriate methodologies to working effectively, and accountably as a member of a creative team;
- D2 Ability to 'pitch' projects along with their underlying concepts to potential clients in both industry and the broader cultural sector.
- D3 Ability to ideate and prototype projects across different creative contexts;
- D4 professionally present and rigorously defend ideas in an academic context and produce accurately referenced work to a given format and deadline;
- D5 Demonstrate critical, creative and entrepreneurial thinking and ambition;

## **7 LEARNING AND TEACHING STRATEGIES AND METHODS**

7.1 There will be a range of learning and teaching methods and strategies employed across the programme that reflect an emphasis on the acquisition and application of knowledge, as well as a strong focus on professional development. Students will be exposed to a range of pedagogic strategies, which provide opportunities to engage within blended learning experiences. Methods include lectures, seminars, workshops, live briefs, individual tutorials and independent study. It is critical that students are supported through tutorial contact, both through the delivery of units, and through their master's project. Students will be encouraged to learn from each other, and to informally link up with postgraduate students across the Faculty. Details of the pedagogic approaches to be adopted within units are provided within the Unit Specifications.

**Knowledge and understanding** of the subject will be developed through lectures, seminars and workshops and Master Classes, in which learning activities may include discussions, presentations, critiques of academic papers and case studies. Knowledge and understanding will be assessed within all units via a variety of methods such as essays, presentations and reports.

**Intellectual skills** such as critical analysis, synthesis, evaluation and problem solving will be demonstrated through active learning processes involving project analysis and development, in-class debates, group-based workshops and individual tutorials. Intellectual skills linked to specialist knowledge, understanding and practical skills will be assessed via independent course work such as analysis of a range of Media Arts projects, audience and user insight development, scenario planning exercises, academic essays and an academic/consultancy project.

**Practical skills** will be developed through opportunities to practise relevant activities within seminar/workshops together with live projects and professional research. Assessment of competence in exercising practical skills will include presentations, responses to live projects, preparation of a career plan and portfolio development.

**Transferable/key skills**, will be developed through naturally arising opportunities within the curriculum. For example, cross-cultural perspectives, critical reflection and independent learning will be developed through a variety of formative and summative coursework such as project analysis, insight development, essays, report writing and other forms of self-directed study; creativity in tackling problems and professional presentation skills through the design and development of Media Arts projects and team working skills through a variety of collaborative interventions. Skills will also be developed through extra-curricular activities such as Master Classes in the context of the Colab. This will also include Professional Development activity, as well as opportunities to participate in research and/or knowledge exchange projects coordinated by RKEO groups such as Red Balloon.

## 8 ASSESSMENT STRATEGIES AND METHODS

- 8.1 MA in Creative Media Arts: Data & Innovation will comprise a breadth of assessment strategies which may be live projects, presentations, exhibition portfolios, essays, reports, project plans, scenario planning exercises and reflective pieces. There will be an appropriate balance of individual and group work. All students will be required to complete an individual project or dossier. Detail of summative assessment is provided within the Unit Specifications.

The assessment of **knowledge** will be particularly sought through exhibition, presentation, full-length essay assignments or reports and through seminar/workshop crits and discussions. **Intellectual skills** will be assessed through assignments and coursework. Assignments will provide students with the opportunity to demonstrate their ability to structure a concise, reasoned argument and analyse an issue in a limited time period. Where appropriate reflective accounts and scenario planning exercises will provide an important means by which students can plan, develop, refine and present their ideas in a coherent and persuasive way, using appropriate sources to develop and sustain their arguments. Assessment of **subject-specific/practical skills** will be via coursework such as portfolio development, live projects and/or scenario exercises, insights development and evaluation, oral presentations and reports. Finally, **Transferable Skills** will be assessed primarily through individual and group work such as project development, oral presentations and reports, as well as individual reflective accounts (reflection on action).

## 9 PROGRAMME SKILLS MATRIX

Units		Programme Intended Learning Outcomes																								
		A 1	A 2	A 3	A 4	A 5		B 1	B 2	B 3	B 4	B 5		C 1	C 2	C 3	C 4	C 5		D 1	D 2	D 3	D 4	D 5		
L E V E L  7	Collaborative Media & Innovation Lab (40)	*	.						.						.			.	*		.	.	*	*	.	
	Media Theory and Creative Media Arts(20)	*	.	.	.			.	.	*						.							.	*		
	Advanced Creative Media & Data Lab (40)			.	*	.					*	*			*	.	*	.	*		.		*	.	.	
	Research in Practice (20)				.				.		.										*		*			
	Masters by Project (60)			.	*	.			.	.	.	*			.	.	.		*		.		.	.	.	
	Masters by Academic Paper (60)	.	.		.			.	*	.	*	*			*						.		.	.		

### A - Subject Knowledge and Understanding

1. Review critically current practice debates and intellectual paradigms related to the study and practice of Creative Media Arts and appreciate the limitations of current knowledge and practices.
2. Advanced critical appreciation of the history and theoretical underpinning of Media Arts in a range of organisational, socio-cultural, political and economic contexts.
3. Demonstrate a critical understanding of the 'Fusion' hypothesis. Evaluate and provide justified recommendations for the role of Media Art in facilitating innovation within the creative economy and the wider cultural sector.
4. Develop comprehensive and innovative understanding of a range of research methodologies and techniques for generating original insights relevant to the study and practice of Media Arts in the wider creative economy.
5. Demonstrate the insight into tactical media and integrated role for a Media Arts in social innovation and socially engaged projects and interventions.

### C – Subject-specific/Practical Skills

1. The ability to create work and manage innovative Media Arts projects that achieve a variety organisational and cultural objectives;
2. The ability to creatively and critically synthesise original ideas from both professional and academic sources of knowledge and be able to apply these within context of the creative economy;
3. The ability to make valuable innovative contributions towards Creative Media Arts within complex or unpredictable environments;
4. Demonstrate confidence and competence in the selection of contemporary digital technologies and insights relevant to the creative industries and the wider cultural sector.
5. Demonstrate creative application of live data and algorithmic code based knowledge and capacity

### B - Intellectual Skills

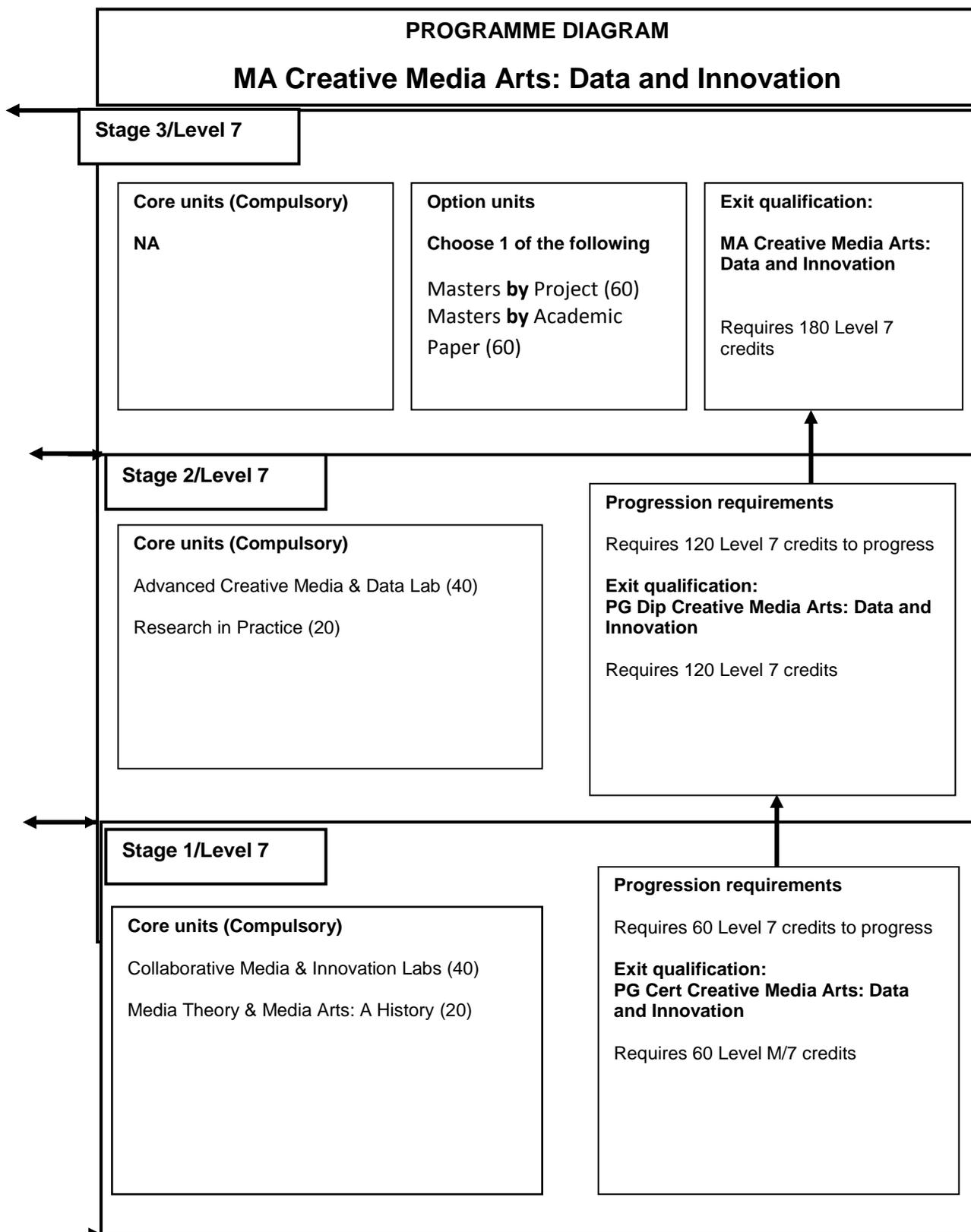
1. A conceptual understanding of the creative Media Arts history in order to evaluate and critically advance research and scholarship within the discipline.
2. Identify and apply appropriate techniques for the comprehensive analysis, evaluation of data visualisation tools for the analysis of issues likely to arise from deploying a Media Arts perspective.
3. Develop critical and creative skills for dealing with the emerging trends within contemporary Media Arts, with the ability to assess and manage new dilemmas, challenges and increasing competition.

### D - Transferable Skills

1. Apply appropriate methodologies to working effectively and accountably as a member of a creative team.
2. Ability to 'pitch' concepts to potential clients in industry context effectively communicating ideas
3. Ability to generate Ideas and prototype projects within different creative contexts

<p>4. Demonstrate an ability to draw upon and synthesise ideas from different sources of knowledge and from different disciplines relevant to the context of a creative economy.</p> <p>5. Communicate complex ideas to a specialist and non-specialist audience</p>	<p>4. Professionally present and rigorously defend concepts in an academic context accompanied by accurately referenced work to a given format and deadline.</p> <p>5. Demonstrate critical, creative and innovative entrepreneurial thinking and ambition;</p>
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10 **PROGRAMME DIAGRAM** – (progression requirements from PG Cert to PG Dip and PG Dip to Masters)



## **11 ADMISSIONS REGULATIONS**

- 11.1 The regulations for this programme are the University's Standard Postgraduate Admission Regulations with the following exception:

Applicants whose mother tongue is not English must offer evidence of qualifications in written and spoken English. Minimum acceptable qualifications are IELTS (Academic) 6.5 (with a minimum of 6 in each of four categories) or equivalent.

## **12 ASSESSMENT REGULATIONS**

- 12.1 The regulations for this framework are the University's Standard Postgraduate Assessment Regulations.

13 PROGRAMME PROFILE TEMPLATE

Originating Institution(s): Bournemouth University  Faculty of Media and Communication  Partner: N/A		Place(s) of Delivery: BU	Framework Title (in full): MA in Creative Media Arts: Data & Innovation  Programme Award and Title: MA in Creative Media Arts: Data & Innovation  Interim Award and Titles & Required Credits: Pg Cert Creative Media Arts: Data & Innovation = 60 credits Pg Dip Creative Media Arts: Data & Innovation = 120 credits MA in Creative Media Arts: Data & Innovation = 180 credits						Mode(s) of Study <sup>1</sup> : FT  Expected Length of Study <sup>2</sup> : 1 year.  BU Credit Structure & ECTS <sup>3</sup> : Masters = 180 credits (90) PG Dip = 120 credits (60) PG Cert = 60 credits (30)						
Language of Delivery (if not English):		Programme HESA JACS code:													
Unit identification			Cost Centre(s) <sup>4</sup>					Unit Details					Assessment Regs <sup>7</sup> :		
Unit version no.	Unit name	HESA JACS Subject Code	CC1	%	HESA JACS Subject Code	CC2	%	Prog year <sup>5</sup> FT	Prog year <sup>5</sup> PT	Core/option	No of credits <sup>6</sup>	Level (4,5,6, PgC, PgD, 7)	Assessment <sup>8</sup> Element Weightings <sup>9</sup>		
													Exam 1	C/Work 1	C/Work 2
1	Collaborative Media & Innovation Labs	P310	119	100				1		Core	40	7		30%	70%
1	Media Theory & Creative Media Arts: A History	P304	145	100				1		Core	20	7		100%	
1	Advanced Creative Media & Data Lab	W280	121	100				1		Core	40	7		30%	70%
1	Research in Practice	W990	145	100				1		Core	20	7		100%	
1	Masters by Project	N212	121	100				1		Option	60	7		60%	40%
1	Masters by Academic Paper	X210	145	100				1		Option	60	7		100%	
Effective from <sup>10</sup> Prog Year / Month / Year			Contact in School: Professor Neal White Email: whiten@bournemouth.ac.uk			Date approved <sup>11</sup> : May 2015		Programme Specification version no. <sup>12</sup> : Version 1			Placement <sup>13</sup> : No Placement				
Yr. 1	Sept	2015	Name of Professional, Statutory or Regulatory Body (if appropriate) <sup>14</sup> : N/A												
Yr. 2	Sept	2016													
Yr. 3															
Yr. 4															

## **Appendix 1:**

### **QAA FHE Q Level 7 Descriptor**

#### **QAA Descriptor for a higher education qualification at level 7: Master's degree**

The descriptor provided for this level of the framework is for any master's degree which should meet the descriptor in full. This qualification descriptor can also be used as a reference point for other level 7 qualifications, including postgraduate certificates and postgraduate diplomas.

#### **Master's degrees are awarded to students who have demonstrated:**

a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of their academic discipline, field of study or area of professional practice

a comprehensive understanding of techniques applicable to their own research or advanced scholarship originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline conceptual understanding that enables the student: to evaluate critically current research and advanced scholarship in the discipline to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses.

#### **Typically, holders of the qualification will be able to:**

deal with complex issues both systematically and creatively, make sound judgements in the absence of complete data, and communicate their conclusions clearly to specialist and non-specialist audiences demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level continue to advance their knowledge and understanding, and to develop new skills to a high level.

#### **And holders will have:**

the qualities and transferable skills necessary for employment requiring: the exercise of initiative and personal responsibility decision-making in complex and unpredictable situations the independent learning ability required for continuing professional development.

Much of the study undertaken for master's degrees will have been at, or informed by, the forefront of an academic or professional discipline. Students will have shown originality in the application of knowledge, and they will understand how the boundaries of knowledge are advanced through research. They will be able to deal with complex issues both systematically and creatively, and they will show originality in tackling and solving problems. They will have the qualities needed for employment in circumstances requiring sound

judgement, personal responsibility and initiative in complex and unpredictable professional environments.

Master's degrees are awarded after completion of taught courses, programmes of research or a mixture of both. Longer, research-based programmes may lead to the degree of MPhil. The learning outcomes of most master's degree courses are achieved on the basis of study equivalent to at least one full-time calendar year and are taken by graduates with a bachelor's degree with honours (or equivalent achievement).

Master's degrees are often distinguished from other qualifications at this level (for example, advanced short courses, which often form parts of continuing professional development programmes and lead to postgraduate certificates and/or postgraduate diplomas) by an increased intensity, complexity and density of study. Master's degrees - in comparison to postgraduate certificates and postgraduate diplomas - typically include planned intellectual progression that often includes a synoptic/research or scholarly activity.

Some master's degrees, for example in science, engineering and mathematics, comprise an integrated programme of study spanning several levels where the outcomes are normally achieved through study equivalent to four full-time academic years. While the final outcomes of the qualifications themselves meet the expectations of the descriptor for a higher education qualification at level 7 in full, such qualifications are often termed 'integrated master's' as an acknowledgement of the additional period of study at lower levels (which typically meets the expectations of the descriptor for a higher education qualification at level 6).

First degrees in medicine, dentistry and veterinary science comprise an integrated programme of study and professional practice spanning several levels. While the final outcomes of the qualifications themselves typically meet the expectations of the descriptor for a higher education qualification at level 7, these qualifications may often retain, for historical reasons, titles of Bachelor of Medicine, and Bachelor of Surgery, Bachelor of Dental Surgery, Bachelor of Veterinary Medicine or Bachelor of Veterinary Science, and are abbreviated to MBChB or BM BS, BDS, BVetMed and BVSc respectively.