

Royal Holloway, University of London
Programme specification for an undergraduate award
BA Video Games Art & Design (W6V1)

Section 1 – Introduction to your programme

This programme specification is a formal document, which provides a summary of the main features of your programme and the learning outcomes that you might reasonably be expected to achieve and demonstrate if you take full advantage of the learning opportunities that are provided. Further information is contained in the College prospectus, and in various handbooks, all of which you will be able to access online. Alternatively, further information on the College's academic regulations and policies can be found [here](#). Further information on the College's Admissions Policy can be found [here](#).

Your degree programme in BA Video Games Art & Design is delivered full-time in three stages, each of which comprises one year of full-time study during which you must follow courses to the value of 120 credits. It is characterised by its progressive structure, which allows for increasing specialisation through the programme. The programme gives equal weight to media theory and media practice, and in both media theory and media practice a foundational first year provides the basis for increased specialisation in subsequent years, where you are able to develop and pursue your individual creative and intellectual interests.

While Royal Holloway keeps all the information made available under review, programmes and the availability of individual course units, especially optional course units are necessarily subject to change at any time, and you are therefore advised to seek confirmation of any factors which might affect your decision to follow a specific programme. In turn, Royal Holloway will inform you as soon as is practicable of any significant changes which might affect your studies.

The following is brief description for some of the most important terminology for understanding the content of this document:

Degree programme – Also referred to as 'degree course' or simply 'course', these terms refer to the qualification you will be awarded upon successful completion of your studies.

Course unit – Also referred to as 'module', this refers to the individual units you will study each year to complete your degree programme. Undergraduate degrees at Royal Holloway comprise four full units, or a combination of full and half units, to the value of 120 credits per year. On some degree programmes a certain number of optional course units must be passed for a particular degree title.

Section 2 – Programme details			
Date of specification update	August 2019	Location of study	Egham Campus
Programme award and title	BA Video Games Art & Design	Level of study	Undergraduate
Programme code	3377	UCAS code	W6V1
Year of entry	2019/20		
Awarding body	Royal Holloway, University of London		
Department or school	Media Arts	Other departments or schools involved in teaching the programme	N/A
Mode(s) of attendance	Full-time	Duration of the programme	Three years
Accrediting Professional, Statutory or Regulatory Body requirement(s)	N/A		
Link to Coursefinder for further information:	https://www.royalholloway.ac.uk/studying-here/	For queries on admissions:	study@royalholloway.ac.uk .

Section 3 – Degree programme structure										
3.1 Mandatory course unit information										
The following table summarises the mandatory modules which students must take in each year of study										
Year	Course code	Course title	Contact hours*	Self-study hours	Written exams**	Practical assessment**	Coursework**	Credits	FHEQ level	Course status (see below)
1	MA1804	Digital Storytelling	72	228	0	25%	75%	30	4	MC
1	MA1800	Introduction to Digital Media Practice 1	92	208	0	10%	90%	30	4	MC
1	MA1802	Immersive & Interactive Design	117	183	0	10%	90%	30	4	MC
1	MA1803	Game play: Story, Form, Code	95	205	0	15%	85%	30	4	MC
2	MA2180	Digital Creative Industries: Interactive, Immersive, Innovative	33.5	116.5	0	70%	30%	15	5	MC
2	MA2802	Game Art, Design and Story	98	202	0	90%	10%	30	5	MC
2	MA2803	Social and Mobile Games	94	206	0	75%	25%	30	5	MC
3	MA3802	Game-Play Mechanics & Story Form	62	238	0	60%	40%	30	6	MC
3	MA3803	Major Project	54	246	0	60%	40%	30	6	MC
3	MA3804	Marketing, Publishing & Distribution for Interactive	49.5	250.5	0	40%	60%	30	6	MC
3	MA3805	Media Entrepreneurship	20	130	0	20%	80%	15	6	MC
This table sets out the most important information for the mandatory courses on your degree programme. These courses are central to achieving your learning outcomes, so they are compulsory, and all students on your degree programme will be required to take them. You will be automatically registered for these courses each year. Mandatory courses fall into two categories; 'condonable' or 'non-condonable'.										

In the case of mandatory 'non-condonable' (MNC) courses, you must pass the course before you can proceed to the next year of your programme, or to successfully graduate with a particular degree title. In the case of mandatory 'condonable' (MC) courses, these must be taken but you can still progress or graduate even if you do not pass them. Please note that although Royal Holloway will keep changes to a minimum, changes to your degree programme may be made where reasonable and necessary due to unexpected events. For example; where requirements of relevant Professional, Statutory or Regulatory Bodies have changed and programme requirements must change accordingly, or where changes are deemed necessary on the basis of student feedback and/or the advice of external advisors, to enhance academic provision.

*Contact hours come in various different forms, and may take the form of time spent with a member of staff in a lecture or seminar with other students. Contact hours may also be laboratory or, studio-based sessions, project supervision with a member of staff, or discussion through a virtual learning environment (VLE). These contact hours may be with a lecturer or teaching assistant, but they may also be with a technician, or specialist support staff.

**The way in which each course on your degree programme is assessed will also vary, however, the assessments listed above are all 'summative', which means you will receive a mark for it which will count towards your overall mark for the course, and potentially your degree classification, depending on your year of study. On successful completion of the course you will gain the credits listed. 'Coursework' might typically include a written assignment, like an essay. Coursework might also include a report, dissertation or portfolio. 'Practical assessments' might include an oral assessment or presentation, or a demonstration of practical skills required for the particular course.

3.2 Optional course units

In addition to mandatory course units, there will be a number of optional course units available during the course of your degree. The following table lists a selection of optional course units that are likely to be available. However, not all may be available every year. Although Royal Holloway will keep changes to a minimum, new options may be offered or existing ones may be withdrawn. For example; where reasonable and necessary due to unexpected events, where requirements of relevant Professional, Statutory or Regulatory Bodies (PSRBs) have changed and programme requirements must change accordingly, or where changes are deemed necessary on the basis of student feedback and/or the advice of External Advisors, to enhance academic provision. There may be additional requirements around option selection, so it is important that this specification is read alongside your department's Student Handbook, which you can access via their [webpage](#).

Year 1	Year 2	Year 3
None		

3.3 Optional course unit requirements

Section 4 - Progressing through each year of your degree programme

For further information on the progression and award requirements for your degree, please refer to Royal Holloway's [Academic Regulations](#). All first year students on single joint or combined honours programmes offered all or in part by departments or schools in the Faculty of Arts & Social Science are required to pass a Moodle-based writing skills quiz in order to progress into the second year of study. The pass mark for the test is 60%. Certificates of Distinction are awarded to students who achieve at least 80% in the quiz. Students may attempt the quiz as often as they wish with no penalties or capping. Students who meet the requirements for progression as stipulated in the [College's Undergraduate Regulations](#) (Section: Conditions for progression to the next stage) but fail to pass the Moodle-based quiz will not be permitted to progress into their second year of academic study at the College.

Section 5 – Educational aims of the programme

The aims of this programme are:

- to foster intellectual enquiry in the field of Video Games Art and Design, meeting the general requirements of the QAA subject benchmarking statement in the development of knowledge, understanding, and discipline-specific key skills in media arts;
- to provide a flexible and progressive structure in which you are able to gain knowledge and understanding of theory and practice in Video Games Art and Design;
- to offer courses in which the teaching of theory and practice in Video Games Art and Design is informed by research activity and professional expertise;
- to develop an understanding of professional and ethical issues involved in Video Games Art & Design and a range of digital media platforms;
- to produce graduates who can work collaboratively with others across creative and technical disciplines in the arts and humanities as well as sciences.

Section 6 - Programme learning outcomes	
In general terms, the programmes provide opportunities for students to develop and demonstrate the following learning outcomes. (<i>Categories – Knowledge and understanding (K), Skills and other attributes (S), and Transferable skills (*)</i>)	
<ol style="list-style-type: none"> 1. Creative understanding of games informed by an awareness of historical art and design traditions in media arts (K); 2. Knowledge of selected game and wider art, design and story traditions in Europe and North America (K); 3. Understanding and application of theories of meaning and communication in audio-visual media with a particular focus on games (K); 4. Competence in the interpretation of existing audio-visual texts and experiences and the creation of new texts and experiences (K); 5. Develop substantive and detailed knowledge and understanding in selected areas of the field (K); 6. Competence in independent thinking informed by appropriate critical theories of media and culture including art history, design thinking, gender and production studies (K); 7. Collaborative competencies developed by working as part of a creative team, with a particular emphasis on the ability to work in teams that span a range of technical and creative disciplines (K); 8. Understanding of the role and significance of audio-visual media in contemporary society (K); 9. Understand forms of communication, media and culture as they have developed historically, with reference to social, cultural and technological change (K); 10. Ability to make informed contributions to debates about communication and public life (K); 11. Utilise effectively relevant technical concepts and theories that span video game art, design and storytelling (S); 12. Individual skills in devising and carrying out a specialised media arts practical project (S); 13. Practical skills in selected areas of video game production including game art, design, story and code (S); 14. Produce media texts showing competence in operational aspects of media production technologies, systems, techniques and professional practices (S); 15. Engage critically with major thinkers, debates and intellectual paradigms within the field and put them to productive use (S); 	<ol style="list-style-type: none"> 20. Analyse and interpret, and exercise critical judgement in the understanding of media forms (S); 21. Consider and evaluate own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions (S); 22. Assess the merits of contrasting theories, explanations and interpretations (S); 23. Produce representations which demonstrate the effective manipulation of sound, image and/or the written word (S); 24. Manage time, personnel and resources effectively, by drawing on planning and organisational skills (S*); 25. Develop an entrepreneurial, ethical and critical understanding of creative industries (S*); 26. Analyse, problem-solving, decision-making (S*); 27. Plan and carry through creative practical projects (S*); 28. Critically judge and evaluate information, critically interpreting both written and audio-visual texts (S); 29. Abstract and synthesise information (S*); 30. Develop a reasoned argument (S*); 31. Learn and study, taking responsibility for own learning, and developing habits of reflection on that learning (S*); 32. Written communication, verbal presentation and the formulation of arguments expressed cogently (S*); 33. Audio-visual media communication in selected forms and modes (S); 34. Flexibility and creativity in both independent and group contexts (S*); 35. Reflection and self-evaluation (S*); 36. Information technology (including word processing, email and WWW) and development of specific proficiencies in utilising selected media technologies (S); 37. Information handling and retrieval: identifying, retrieving, synthesising and presenting information, investigating a wide range of sources (S*); 38. Interpersonal skills including listening, leadership, responding to others appropriately and contributing to a team (S*); 39. In addition, the programme fosters the development of a range of personal attributes that are important in the world of work, and that strengthen our graduates' abilities to engage in lifelong learning and contribute to the wider community. These include: personal

16. Initiate, develop and realise distinctive and creative work within the discipline of games design and related areas of digital media production (S) ; 17. Experiment appropriately with forms, conventions, techniques and practices (S) ; 18. Produce media texts which demonstrate an understanding of media forms and structures, audiences and specific communication registers (S) ; 19. Examine media forms critically with appropriate reference to social and cultural contexts and the diversity of contemporary society (S) ;	motivation; the ability to work autonomously and with others; creativity; self-awareness and self-management; empathy and insight; intellectual integrity; awareness of responsibility as a local, national and international citizen; interest in lifelong learning; flexibility and adaptability (S*) .
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Section 7 - Teaching, learning and assessment
<p>Teaching and learning is mostly by means of labs, lectures, seminars, small-group tutorials, practical workshops, problem classes, supervised workshops, media practice including location work, group work, guided independent research, and guided independent study. You are expected to meet basic standards in information technology, training for which is provided by the College Computer Centre.</p> <p>Assessment is by practice-based projects, coursework essays, project reports, practical exercises, papers on practical work, oral presentations, work plans and a final year major project. Transferable skills are also inherently assessed through the assignments, reports and oral presentations. Feedback is provided on your performance in coursework, both assessed and non-assessed, and during tutorial and practical sessions.</p> <p>Full details of the assessments for individual courses can be obtained from the Department.</p>

Section 8 – Additional costs
<p>There are no single associated costs greater than £50 per item on this degree programme.</p> <p>These estimated costs relate to studying this particular degree programme at Royal Holloway. General costs such as accommodation, food, books and other learning materials and printing etc., have not been included, but further information is available on our website.</p>

Section 9 – Indicators of quality and standards	
QAA Framework for Higher Education Qualifications (FHEQ) Level	4-6
Your programme is designed in accordance with the FHEQ to ensure your qualification is awarded on the basis of nationally established standards of achievement, for both outcomes and attainment. The qualification descriptors within the FHEQ set out the generic outcomes and attributes expected for the award of individual qualifications. The qualification descriptors contained in the FHEQ exemplify the outcomes and attributes expected of learning that results in the award of higher education qualifications. These outcomes represent the integration of various learning experiences resulting from designated and coherent programmes of study.	
QAA Subject benchmark statement(s)	http://www.qaa.ac.uk/quality-code/subject-benchmark-statements
Subject benchmark statements provide a means for the academic community to describe the nature and characteristics of programmes in a specific subject or subject area. They also represent general expectations about standards for the award of qualifications at a given level in terms of the attributes and capabilities that those possessing qualifications should have demonstrated.	

Section 10 – Further information

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate when taking full advantage of the learning opportunities that are available. More detailed information on course units, including teaching and learning methods, and methods of assessment, can be found via the online [Course Catalogue](#). The accuracy of the information contained in this document is reviewed regularly by the university, and may also be checked routinely by external agencies, such as the Quality Assurance Agency (QAA).

Your programme will be reviewed regularly, both by the university as part of its cyclical quality enhancement processes, and/or by your department or school, who may wish to make improvements to the curriculum, or in response to resource planning. As such, your programme may be revised during the course of your study at Royal Holloway. However, your department or school will take reasonable steps to consult with students via appropriate channels when considering changes. All continuing students will be routinely informed of any significant changes.

Section 11 – Intermediate exit awards (where available)

You may be eligible for an intermediate exit award if you complete part of the programme as detailed in this document. Any additional criteria (e.g. mandatory course units, credit requirements) for intermediate awards is outlined in the sections below.

Award	Criteria	Awarding body
Diploma in Higher Education (DipHE)	Pass in 210 credits of which at least 90 must be at or above FHEQ Level 4 and at least 120 of which must be at or above FHEQ Level 5	Royal Holloway and Bedford New College
Certificate in Higher Education (CertHE)	Pass in 120 credits of which at least 90 must be at or above FHEQ Level 4	Royal Holloway and Bedford New College

Section 12 - Associated award(s)	
BA Video Games Art & Design (W6V1)	