ROYAL HOLLOWAY
University of London

PROGRAMME SPECIFICATION

This document describes the **Honours Degree programme in Media Arts.** This specification is valid for new entrants from **September 2005**.

The aims of the Honours Degree programme in Media Arts are:
- to foster intellectual enquiry into the functions and operations of film, television, video and digital media arts, meeting the general requirements of the subject benchmarking statement in the development of knowledge, understanding, and discipline-specific key skills;
- to provide a flexible and progressive structure in which students are able to gain knowledge and understanding of theory and practice in media arts and to explore the relationships between theory and practice in the field;
- to offer courses in which the teaching of theory and practice in media arts is informed by research activity and professional expertise;
- to produce graduates who can confidently apply both creative and conceptual skills, whether in the communication industries or in the wider world of work or further learning, to contribute to the national and international community.

The programme is delivered full-time in three stages, each of which comprises one year of full-time study during which the student must follow courses to the value of four units (one unit is equivalent to 30 national 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 students are able to develop and pursue their individual creative and intellectual interests.

Further information
Learning outcomes
Teaching, learning and assessment
Details of the programme structure(s)
Progression and award requirements
Student support and guidance
Admission requirements
Further learning and career opportunities
Indicators of quality and standards
List of programmes, with details of awards, degree titles, accreditation and teaching arrangements

This document provides a summary of the main features of the programme(s), and of the outcomes which a student might reasonably be expected to achieve if full advantage is taken of the learning opportunities provided. Further information is contained in the College prospectus, the College Regulations and in various handbooks issued to students upon arrival. Whilst Royal Holloway keeps all its information for prospective applicants and students under review, programmes and the availability of individual courses are necessarily subject to change at any time, and prospective applicants are therefore advised to seek confirmation of any factors which might affect their decision to follow a specific programme. In turn, Royal Holloway will inform applicants and students as soon as is practicable of any substantial changes which might affect their studies.

Learning outcomes
Teaching and learning in the programme are closely informed by the active research of staff, particularly in the areas of: film and television drama, the documentary mode, processes of media signification and their relationship to subjectivity, and theories of contemporary media production. In general terms, the programmes provide opportunities for students to develop and demonstrate the following learning outcomes:

Knowledge and understanding
- understanding and application of theories of meaning and communication in audio-visual media;
- competence in the interpretation of existing audio-visual texts and the creation of new texts;
- knowledge of selected cinema, television and media art traditions in Europe and North America;
- competence in independent thinking informed by appropriate critical theories of media and culture including gender studies, psychoanalytic theory, cultural studies and postmodernism;
- creative understanding of audio-visual media informed by an awareness of fine art, drama and performance;
- practical skills in selected areas of media production including screenwriting, screen drama, documentary, digital media arts, performance and television production;
- collaborative competencies developed by working as part of a creative team;
- individual skills in theoretical research on a specialised topic relevant to the discipline;
- individual skills in devising and carrying out a specialised media arts practical project;
- understanding of the role and significance of audio-visual media in contemporary society;
- ability to make informed contributions to debates about communication and public life.

Skills and other attributes
- engage critically with major thinkers, debates and intellectual paradigms within the field and put them to productive use;
- understand forms of communication, media and culture as they have developed historically, with reference to social, cultural and technological change;
- examine media forms critically with appropriate reference to social and cultural contexts and the diversity of contemporary society;
- analyse and interpret, and exercise critical judgement in the understanding of media forms;
- develop substantive and detailed knowledge and understanding in selected areas of the field;
- consider and evaluate own work in a reflexive manner, with reference to academic and/or professional issues, debates and conventions;
- produce representations which demonstrate the effective manipulation of sound, image and/or the written word;
- utilise effectively relevant technical concepts and theories;
- produce media texts showing competence in operational aspects of media production technologies, systems, techniques and professional practices;
- manage time, personnel and resources effectively, by drawing on planning and organisational skills;*
- produce media texts which demonstrate an understanding of media forms and structures, audiences and specific communication registers;
- initiate, develop and realise distinctive and creative work within various forms of writing or of aural, visual, audio-visual or electronic media;
- experiment appropriately with forms, conventions, techniques and practices;
- assess the merits of contrasting theories, explanations and interpretations;
- analyse, problem-solving, decision-making;*
- plan and carry through creative practical projects;*
- critically judge and evaluate information, critically interpreting both written and audio-visual texts;
- abstract and synthesise information;*
- develop a reasoned argument;*
- learn and study, taking responsibility for own learning, and developing habits of reflection on that learning;*
- written communication, verbal presentation and the formulation of arguments expressed cogently;*
- audio-visual media communication in selected forms and modes;
- flexibility and creativity in both independent and group contexts;*
- reflection and self-evaluation;*
- information technology (including word processing, email and WWW) and development of specific proficiencies in utilising selected media technologies;
- information handling and retrieval: identifying, retrieving, synthesising and presenting information, investigating a wide range of sources;*
- interpersonal skills including listening, leadership, responding to others appropriately and contributing to a team.*
- 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 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.

* transferable skills

[Back to top](#)

Teaching, learning and assessment
Teaching and learning is mostly by means of lectures, seminars, small-group tutorials, practical workshops, media practice including location work, group work, guided independent research, and guided independent study. All students are expected to meet basic standards in information technology, training for which is provided by the College Computer Centre. Assessment is by formal examinations, coursework essays, practical exercises, papers on practical work, oral presentations and through the independent dissertation or research project. Full details of the assessments for individual courses can be obtained from the [Department.](#)

[Back to top](#)

Details of the programme structure(s)
Please note that not all optional courses run each year. A full list of optional courses for the current academic year can be obtained from the [Department.](#)

Single Honours Degree programme
Stage one:
Students must take:
MA1007 Media Practice (2 units)
MA1051 Film and Television History (1 unit)
MA1052 Introduction to Critical Theory and Textual Analysis (1 unit)

Stage two:
Students must choose four Media Theory options from the following:
MA2051 Women's Cinema (½ unit)
MA2052 Documentary (½ unit)
MA2054 Psychoanalysis and cinema (½ unit)
MA2055 Interwar (½ unit)
MA2057 Hitchcock & Point of View (½ unit)
MA2058 French Cinema (½ unit)
MA2059 Going Underground: American Avant-garde Film (½ unit)
MA2064 Television Genre (½ unit)
MA2065 Modern European Cinema (½ unit)
MA2066 Post Classical Hollywood (½ unit)
MA2069 Video Art (½ unit)
MA2070 TV and Identity (½ unit)
MA2072 The Cultures of Celebrity (½ unit)

and two Media Practice options from the following:
MA2003 Screen Drama (1 unit)
MA2004 Screen Documentary (1 unit)
MA2005 Screenwriting (1 unit)
MA2006 Television Production (1 unit)
MA2020 Contemporary Media Art (1 unit)
MA2011 Studio Drama (1 unit)
MA2021 Studio Performance (1 unit)
MA2022 Creative Sound Design (1 unit)

Stage three:
Students must choose one Media Theory option from the following:
MA3054 Film III: Modern European Cinema (1 unit)

MA3056 Film III: Avenues & Alleyways (1 unit)
MA3058 Television Fiction (1 unit)
MA3063 The Gothic, Gender and Sexuality (1 unit)
MA3065 Film Aesthetics (1 unit)
MA3069 Material Procedures: Paradigms -Parameters 1960 – 1980 (1 unit)
MA3070 World Cinema (1 unit)
MA3071 British Cinema (1 unit)
MA3072 German Cinema (1 unit)
MA3073 Critical Problems in Modernismn & Moderninity
MA3074 Cinephilia

and one Media Practice option from the following:
MA3003 Screen Drama (2 units)
MA3004 Screen Documentary (2 units)
MA3005 Screenwriting (2 units)
MA3006 Television Production (2 units)
MA3020 Contemporary Media Art (2 units)
MA3021 Studio Performance (2 units)

and either choose:
MA3061 Dissertation (1 unit)
OR
MA3062 Media Research (1 unit)

Back to top

Progression and award requirements
The progression and award requirements are essentially the same across all Honours Degree programmes at Royal Holloway. Students must pass units to the value of at least three units on each stage of the programme. Students are considered for the award and classified on the basis of a weighted average. This is calculated from marks gained in courses taken in stages two and three, and gives twice the weighting to marks gained in stage three. In order to qualify for the award, students must gain a weighted average of at least 35%.

Back to top

Student support and guidance
- Personal Tutors: All students are allocated a personal tutor who meets with them regularly through the programme. The tutor's role is to advise on academic, pastoral and welfare issues.
- The Programme co-ordinator provides a back-up system of academic, pastoral and welfare advice.
- All staff available and accessible through dedicated office hour's system.
- Emphasis on small group teaching by seminar, workshop and tutorial.
- Detailed student handbook and course resources.
- Representation on the Student-Staff Committee.
- Dedicated Departmental videotape library to support teaching and learning.
- Extensive supporting materials and learning resources in College libraries and Computer Centre.
- Dedicated Departmental editing and digital production facilities, camera equipment, television studio, sound studio.
- College Careers Service and Departmental Careers Service liaison officer.
- Access to all College and University support services, including Student Counselling Service, Health Centre and the Educational Support Office for students with special needs.

Back to top

Admission requirements
The Department's standard conditional offer is available on the Course Catalogue web page. However, the Department also has considerable flexibility in its admissions and offers policy and strongly encourages applications from non-standard applicants. Students whose first language is not English may also be asked for a qualification in English Language at an appropriate level. It may also be helpful to

contact the Admissions Office for specific guidance on the entrance requirements for particular programmes.

Back to top

Further learning and career opportunities
As well as providing a firm foundation for postgraduate study and research, and careers in Media Arts, the degree programme will provide students with skills that are transferable to a wide variety of employment positions. Research opportunities exist within the department for exceptional undergraduates and a significant number choose to pursue further studies to Masters and PhD level at Royal Holloway or other universities. Students who leave formal education after completing their honours degree are usually successful in finding work within the media industries. In common with most other such degrees, it can take up to a year to find paid work after a period as an unpaid 'runner'; however a significant number of graduates follow contacts they have made whilst in education and find work on graduation. Typical positions occupied by graduates two or three years after graduation include vision mixer, offline editor, and development researcher or production manager. The wide range of transferable skills acquired during their studies mean that graduates have found work in other, less related, fields such as charity administrator or Internet advertising sales. For further details, please refer to the Careers Service.

Back to top

Indicators of quality and standards
Royal Holloway's position as one of the UK's leading research-intensive institutions was confirmed by the results of the most recent Research Assessment Exercise (RAE 2008) conducted by the Higher Education Funding Council (HEFCE). The new scoring system for the RAE 2008 measures research quality in four categories, with the top score of 4* indicating quality that is world-leading and of the highest standards in terms of originality, significance and rigour. 60% of the College's research profile is rated as world-leading or internationally excellent outperforming the national average of 50%. The College is ranked 16th in the UK for research of 4* standard and 18th for 3* and 4* research.The Department/School of Media Arts was ranked joint 6th in the top 10 universities in the country in terms of proportion of 3* and 4* research. Staff are leading writers in their academic fields, and several maintain professional media careers as directors and screenwriters. Staff are frequently called upon to serve on national bodies including the RAE, HEFCE, AHRB, Skillset, UK Film Council and BFI advisory committees etc. In addition, the MA Producing Film and Television has received student bursaries from BBC, Channel 4 and Five, whereas the MA Feature Film Screenwriting is currently in receipt of bursaries from Skillset, pending the completion of their accreditation process.

Back to top

List of programmes
The programme is taught entirely by staff at Royal Holloway, University of London, and leads to an award of the University of London. The programme is not subject to accreditation by a professional body. The QAA subject benchmark statement in Communication, Media, Film and Cultural Studies describes the general features which one might expect from Honours Degree programmes in the subject, and can therefore be used as a point of reference when reading this document (see www.qaa.ac.uk). UCAS codes are given in parentheses (see www.ucas.ac.uk).

Single Honours Degree programmes in Media Arts

BA Media Arts (W625)

Back to top