Course Information Document: Undergraduate

For Academic Year 2025/26

1. Course Summary

Names of programme and award title(s)	BA (Hons) Digital Media and Music Production BA (Hons) Digital Media and Music Production with International Year (see Annex for details) BA (Hons) Digital Media and Music Production with Work Placement Year (see Annex for details)
Award type	Single Honours
Mode of study	Full-time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 6
Normal length of the programme	3 years; 4 years with either the International Year or Placement Year between years 2 and 3
Maximum period of registration	The normal length as specified above plus 3 years
Location of study	Keele Campus
Accreditation (if applicable)	Not applicable
Regulator	Office for Students (OfS)
Tuition Fees	**UK students:** Fee for 2025/26 is £9,535* **International students:** Fee for 2025/26 is £17,700** The fee for the international year abroad is calculated at 15% of the standard year fee The fee for either the work placement year is calculated at 20% of the standard year fee

How this information might change: Please read the important information at http://www.keele.ac.uk/student-agreement/. This explains how and why we may need to make changes to the information provided in this document and to help you understand how we will communicate with you if this happens.

* These fees are regulated by Government. We reserve the right to increase fees in subsequent years of study in response to changes in government policy and/or changes to the law. If permitted by such change in policy or law, we may increase your fees by an inflationary amount or such other measure as required by government policy or the law. Please refer to the accompanying Student Terms & Conditions. Further information on fees can be found at http://www.keele.ac.uk/studentfunding/tuitionfees/

** These fees are for new students. We reserve the right to increase fees in subsequent years of study by an inflationary amount. Please refer to the accompanying Student Terms & Conditions for full details. Further information on fees can be found at http://www.keele.ac.uk/studentfunding/tuitionfees/

2. What is a Single Honours programme?

The Single Honours programme described in this document allows you to focus more or less exclusively on this subject. In keeping with Keele's commitment to breadth in the curriculum, the programme also gives you the opportunity to take some modules in other disciplines and in modern foreign languages as part of a 360-credit Honours degree. Thus it enables you to gain, and be able to demonstrate, a distinctive range of graduate attributes.

3. Overview of the Programme

Digital Media and Music Production at Keele will help you to gain knowledge, and understanding of the digital techniques and strategies used by a range of organisations, and the role of music production in the creative industries.

The programme integrates theories of digital media and music production - the critical tools, ideas, methods, and frameworks that help us understand digital media, music production, and their role in society - with the practice of content creation: the creative, professional, and technical skills needed to produce successful and exciting digital content and professionally produced audio product in a range of formats.

Critically you will examine how things really work behind the scenes in digital media and audio industries, including in popular music.

Creatively you will develop your understanding of yourself as a responsible practitioner and producer, learning to create original and engaging digital project work in a wide range of formats that expresses and communicates the ideas and stories that matter to you.

Professionally you will develop a wide range of workplace ready skills and experience that are highly desirable in the digital media and creative industries and beyond; and you will graduate with a portfolio of outputs created using industry standard equipment and software.

Digital Media and Music Production at Keele therefore offers you opportunities to become thoughtful and responsible digital citizens and music producers who will make a positive impact on individuals and communities. Through optional modules you can specialise in your areas of interest, allowing you to further develop either your creative, digital, or analytical skills for future employment.

The programme offers you an authentic blend of digital media and music production knowledge and application designed to give you leading-edge opportunities in the highly competitive world of music industry and digital media content creation.

A core pillar of the course is professional and academic development, which focuses on helping you build your professional identity and develop core skills. This structured programme lasts throughout your degree and will take you on a journey from identifying your own strengths using state-of-the-art assessment methods, allowing you to put your individual strengths into practice and refine your own performance. You have plenty of opportunities to experiment with different areas of interest so that you will graduate with a clearer sense of purpose and goals. We emphasise creativity, agility, and responsiveness, encouraging critical thinking and problem-solving skills.

Our approach to Digital Media and Music Production goes beyond traditional lectures and seminars. We'll immerse you in the world of simulations, case studies, practical recording, mixing and mastering studio tasks, guest speakers, and assessments that will be useful when you graduate. You'll use cutting-edge technology to support your learning, build on your strengths, and develop your professional profile. A major benefit of studying at Keele is our close ties with companies. The School of Humanities has a wide range of partners in the creative and cultural industries, and our stunning campus is also a business innovation park. This gives you hand-on practical experience and valuable insights from real-world professionals.

To further your practical experience, you can take a placement year. It boosts your academic studies and gives you invaluable real-world experience. Already working? We can recognise the learning you gain on the job and integrate it into your studies. Plus, you'll have the chance to study Keele University's unique Global Challenge Pathway alongside your Digital Media and Music Production studies. And you can also choose to study with one of our global partners or pick up a new language through Keele's Languages programme. It's a great way to broaden your skills and enhance your global career prospects.

4. Aims of the programme

The broad aims of the programme are to enable you to:

- Acquire knowledge and in-depth understanding of the key issues (theoretical and applied), technologies and concepts in Digital Media and Music Production.
- Understand, evaluate, apply, and critically reflect on a range of concepts, models, theories and tools relevant to contemporary developments in Digital Media and Music Production
- Develop a broad, in-depth knowledge of the field of digital media, from industry to technology, platforms, content, and users.

- Prepare for interdisciplinary professional work and research in areas related to Digital Media and Music Production; these may be in software development, music/media industries, or academia.
- Develop an understanding of the functions of digital media and music production in organisations and the role of the changing external and internal environment.
- Develop your intellectual, practical and additional transferable skills, to enable you to gain a sound academic grounding in the discipline of digital media and music production and an understanding of the professional issues relevant to your future working life.
- Develop creative, digital, and analytical skills to apply to different areas of professional practice.
- Acquire a critical understanding of the role and impact of digital media and music industry in society, the influence of the changing external environment and the relevant responsibilities and challenges.
- Acquire a range of relevant key skills (such as communication, working with others, improving your own learning and performance and problem solving) in preparation for employment or further study.
- Develop familiarity with different data collection methods to conduct and present original research in the field of digital media and music production using suitable methods and scholarship techniques.
- Recognise the historical, theoretical, creative, practical and wider cultural dimensions of the fields of music production and sound design with a vision to decolonise traditional cultural and creative narratives.
- Graduate with a strong knowledge and understanding of the digital media and music industry employment landscape and your potential place in it, with strong transferable skills and a portfolio of high-quality professional work.
- Become informed and active graduate citizens with a lifelong interest in studying and/or practising in the fields of Digital Media and Music Production
- Prepare for interdisciplinary professional work and research in areas related to digital media and music production; these may be in media, music and other adjacent industries, or academia.

5. What you will learn

The intended learning outcomes of the programme (what students should know, understand and be able to do at the end of the programme), can be described under the following headings:

- Subject knowledge and understanding
- Subject specific skills
- Key or transferable skills (including employability skills)

Subject knowledge and understanding

Successful students will be able to:

- Demonstrate knowledge and understanding of concepts, theories and practices relevant to contemporary developments in marketing, consumption, and digital media studies.
- Identify and describe core concepts, frameworks and terminology of sound and audio in analogue and digital domains.
- Demonstrate awareness of academic theories and approaches that can be used to understand, evaluate, and analyse digital media
- Explain and evaluate the properties and manipulation of sound in the context of creative practice.
- Demonstrate knowledge and understanding of technologies and techniques fundamental to creating digital audio and audio-visual work.
- Describe and explain best practice techniques in music production and sound design
- Demonstrate knowledge and understanding of the process of ongoing professional development, including the ability to identify personal and professional growth opportunities, engage in continuous learning, and apply new skills and knowledge in practical contexts to enhance their career progression.
- Explain the live music production practice
- Describe the sound design, sampling, mixing, and post-production practices
- Demonstrate a systematic understanding of the ways in which digital media technologies, companies, and platforms intersect with political, social, and economic structures and processes.
- Demonstrate a coherent and detailed knowledge of academic theories, methodologies, and approaches that can be used to understand, evaluate, and analyse digital media and marketing.
- Describe theories and methods of inquiry to aesthetics and techniques of technologically assisted creative work in its various genres.
- Describe automation and programming techniques in music production and sound design

Subject specific skills

Successful students will be able to:

- Apply critical and analytical thinking, drawing on relevant digital media and music theory and contextual information, to problem-solve, make decisions and innovate.
- Apply sound synthesis and soundtrack for visuals skills on specific tasks related to music production
- Manage an applied project including planning, execution, resource management and delivery.

- Recognise and describe basic important cultural and economic issues relating to the creative industries (sonic/music, games, and film)
- Demonstrate an awareness of own intellectual, professional, and personal resources as a foundation for career management.
- Effectively communicate the results of their study/work using relevant critical concepts, suitable methods of analysis and appropriate techniques of scholarship.
- Apply critical and analytical thinking, drawing on relevant marketing management and digital media theory and imperfect contextual information, to problem-solve, make decisions, and innovate.
- Advocate for strategic and behavioural change to promote ethics, sustainability, and responsibility in Marketing and Digital Media use and creation.
- Apply and evaluate a range of analytical skills and strategies to a variety of music production genres
- Apply collaborative skills in the workplace, working for a client, or through working as a team to deliver a successful festival or event
- Demonstrate effective music production tasks using appropriate tools and techniques in studio and live environments
- Further development of existing critical reflective practice skills, including the ability to reflect on the creative practice in the process of project development and the ability to situate practice in critical and academic contexts and frameworks.
- Apply critical and analytical thinking, drawing on relevant marketing management and digital media theory and imperfect contextual information, to problem-solve, make decisions and innovate.
- Apply creative solutions to given music production challenges
- Apply technical skills on specific advanced tools or tasks related to music production.
- Develop and sustain informed critical arguments about the potential and problems of digital media in contemporary economic, social, cultural, and political contexts.
- Apply their planning, organisational, collaborative, and marketing skills into practice
- Use critical reflective practice skills to make independent judgements and review, select and implement effective solutions to problems.

Key or transferable skills (including employability skills)

Successful students will be able to:

- Reflect on own personal effectiveness and strengths, engaging in proactive behaviours to develop their own personal and professional practice.
- Engage with complex processes in the context of Music Production and Sound Design, using specialised software, thus further enhancing IT skills.
- Work effectively with different forms of information technology, including those relevant to Digital Media and Marketing.
- Manage their own learning, reflect on, and plan their own academic work thus demonstrating academic independence.
- Reflect on own personal effectiveness and strengths, engaging in proactive behaviours to develop their own personal and professional practice.
- Make decisions and plan actively in uncertain and unpredictable contexts while working on a collaborative project.
- Use information technology in undertaking research.
- Work effectively both as an individual and as part of a creative team, recognising and respecting the viewpoints of others and developing understanding and awareness of leadership styles and their impacts upon projects.
- Manage projects effectively and professionally, both as part of creative teams and as an independent researcher/practitioner.
- Demonstrate the ability to curate a graduate portfolio of professional quality digital content that can be presented to employers.
- Plan, research and produce a substantial piece of work in music research, music production or sound design.
- Manage their own learning, reflect on, and plan their own academic work thus demonstrating academic independence.
- Work productively as individuals and as a member of a group in both structured and unstructured contexts exercising initiative and personal responsibility.
- Communicate effectively using a variety of medium to a range of audiences.

Keele Graduate Attributes

The Keele Graduate Attributes are the qualities (skills, values and mindsets) which you will have the opportunity to develop during your time at Keele through both the formal curriculum and also through co- and extra-curricular activities (e.g., work experience, and engagement with the wider University community such as acting as ambassadors, volunteering, peer mentoring, student representation, membership and leadership of clubs and societies). Our Graduate Attributes consist of four themes: **academic expertise, professional skills, personal effectiveness, and social and ethical responsibility.** You will have opportunities to engage actively with the range of attributes throughout your time at Keele: through your academic studies, through self-

assessing your own strengths, weaknesses, and development needs, and by setting personal development goals. You will have opportunities to discuss your progress in developing graduate attributes with, for example, Academic Mentors, to prepare for your future career and lives beyond Keele.

6. How is the programme taught?

Learning and teaching methods used on the programme vary according to the subject matter and level of the module. They include the following:

Interactive lectures where the lecturer provides students with a framework for reading and independent study. Most lecturers employ presentation software such as Microsoft PowerPoint, while sometimes also making use of video and audio presentations. Most lectures will have an interactive element including small group tasks or discussions or use of interactive technologies.

Seminars and tutorials in groups of approximately 20 students where key issues can be discussed in more depth. Students are expected to play a full part and also to lead these discussions. Some tutorials and seminars consist largely of student presentations and many are based on the application of theories to analyse media technologies, platforms, practices, and content. Students prepare for seminars by carrying out assigned reading, listening or creative tasks.

Individual and small group tutorials and directed reading on specific topics under the supervision of a member of academic staff.

Practical sessions/workshops where students learn about and use practical resources to produce their own creative content. This includes areas such as audio, music tracks, text, video, and images.

Peer Assisted Learning: students are actively supported to learn from each other, reinforcing their knowledge through teaching and collaboration. This peer interaction can solidify learning and foster communication skills.

Practical workshops where students learn about and use practical resources to produce their own creative content. This includes areas such as video, audio, text, images, and photography.

Interaction with businesses, organisations, and industry experts: Through guest lectures and company visits, students engage directly with real-world applications of their studies. Working on live issues with organizations offers invaluable practical insights. Students can take work placement modules or a work placement year to build up their experience of applying the skills acquired on the programme to real-world settings.

Plenaries. Modules involving mainly individual or small-group teaching have plenary sessions to discuss the structure of the module, the practical arrangements, and the assessment. Plenary sessions are also arranged to review lesson objectives and consolidate learning. This is a good opportunity for students and lecturers to reflect on the learning process, ask questions, discuss next steps and revise learning outcomes.

Web-based learning using the Keele Learning Environment (KLE). The KLE is accessible to all students on and off campus and provides easy access to a wide range of resources and research tools. (The KLE is an online learning environment that provides a range of tools to support students' learning, including access to documents and other resources, quizzes, discussion boards, assignments and announcements)

Engaging with external partners including working to industry briefs and pitching to industry experts. In years 2 and 3, students can take work placement modules to build up their experience of applying the skills acquired on the programme to real-world settings.

In the final year, students will learn through an **Independent Study Project** which involves the opportunity to undertake a piece of independent research and/or content creation supervised and supported by a member of staff.

Apart from these formal activities, students are also provided with regular opportunities to talk through particular areas of difficulty, and any special learning needs they may have, with their Personal Tutors or module lecturers on a one-to-one basis.

7. Teaching Staff

Digital Media and Music Production comprises a range of staff including professors, readers, senior lecturers and lecturers. Digital Media staff have a broad knowledge base in digital media and are experts in their chosen areas of specialisation. Music Production staff have a range of specialisms and are active researchers with international and world-class reputations. Our international and diverse staff group has extensive experience of undergraduate and postgraduate teaching in universities in the UK, continental and Eastern Europe and Latin America. Staff have gained University-level teaching qualifications accredited by the Higher Education Academy (HEA) and some are Senior Fellows of the Higher Education Academy and have won teaching excellence and

innovation awards for undergraduate and postgraduate teaching.

Most current members of staff have doctorates (PhDs or the equivalent) in their respective fields, and/or experience in the digital media or music industries. Most of the current teaching staff are active in research with work published in books, research monographs, leading international journals, record production companies, music publishers, etc.

The University will attempt to minimise changes to our core teaching teams, however, delivery of the programme depends on having a sufficient number of staff with the relevant expertise to ensure that the programme is taught to the appropriate academic standard.

Staff turnover, for example where key members of staff leave, fall ill or go on research leave, may result in changes to the programme's content. The University will endeavour to ensure that any impact on students is limited if such changes occur.

8. What is the structure of the Programme?

The academic year runs from September to June and is divided into two semesters. The number of weeks of teaching will vary from course to course, but you can generally expect to attend scheduled teaching sessions between the end of September and mid-December, and from mid-January to the end of April. Our degree courses are organised into modules. Each module is usually a self- contained unit of study and each is usually assessed separately with the award of credits on the basis of 1 credit = 10 hours of student effort. An outline of the structure of the programme is provided in the tables below.

There are two types of module delivered as part of your programme. They are:

- Compulsory modules - a module that you are required to study on this course;
- Optional modules - these allow you some limited choice of what to study from a list of modules.

Global Challenge Pathways

This programme includes the option for you to take a Global Challenge Pathway. These modules offer you an exciting opportunity to work with students and staff from different disciplines to explore topical global issues such as power and conflict, health inequalities, climate change, generative AI, social justice, global citizenship, and enterprise from different perspectives.

Global Challenge Pathways can either be taken as one 15-credit module at Levels 4, 5 and 6, or one 15-credit module at Levels 5 and 6. For more information about our Global Challenge Pathways please visit: https://www.keele.ac.uk/study/undergraduate/globalchallengepathways/

Modern Languages or Certificate in TESOL

Alternatively, you could choose to study modules with the University Language Centre. The Language Centre offers three pathways; The Language Specialist, The Language Taster, and The Trinity Certificate in Teaching English to Speakers of Other Language (TESOL). Language Centre modules are available separately for students at Level 4. At Levels 5 and 6 they are included within the Global Challenge Pathways.

If you choose the Language Specialist pathway, you will automatically be enrolled on a Semester 2 Modern Language module as a continuation of your language of choice. Undertaking a Modern Languages module in Semester 2 is compulsory if you wish to continue to the Language Specialist Global Challenge Pathway the following academic year.

For more information about Language Centre option modules available to you please visit the following webpages.

For new (Level 4) students please visit: https://www.keele.ac.uk/study/languagecentre/

For current (Level 5 and Level 6) students please visit: https://www.keele.ac.uk/students/academiclife/global-challenge-pathways/

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For further information on the content of modules currently offered, please visit: https://www.keele.ac.uk/recordsandexams/modulecatalogue/

A summary of the credit requirements per year is as follows.¿

Year	Compulsory	Optional	
		Min	Max
Level 4	90	30	30
Level 5	60	60	60
Level 6	0	120	120

Module Lists

Level 4

Compulsory modules	Module Code	Credits	Period
Popular Music and Digital Platforms	MUS-10126	15	Semester 1
Social Media Content Creation	MDS-10041	30	Semester 1-2
Unlocking the Studio: Your Journey into Sound Engineering	MUS-10128	30	Semester 1-2
Becoming a Cultural Citizen	MDS-10051	15	Semester 2

Optional modules	Module Code	Credits	Period
Understanding and Producing Digital Media	MDS-10043	30	Semester 1
Sound Synthesis in Music Production	MUS-10124	30	Semester 1
Sound for Moving Image	MUS-10122	30	Semester 2

Level 5

Compulsory modules	Module Code	Credits	Period
Storytelling for Change	MDS-20068	30	Semester 1
Studio Engineering and Live Sound	MUS-20094	30	Semester 1

Optional modules	Module Code	Credits	Period
The American South: US Summer School (Level 5)	LIB-20012	15	Semester 0
Professional Experience with Music Production and Sound Design (Year 2)	MUS-20088	15	Semester 1-2
Pathways with Music Production: Developing Your Profile	MUS-20092	15	Semester 1-2
Digital Curation and History	HIS-20131	15	Semester 2
Data and Design	MDS-20066	30	Semester 2
Promotional Cultures	MDS-20070	15	Semester 2
Augmenting Live Performance	MUS-20082	15	Semester 2
Sampling and Remix	MUS-20086	30	Semester 2

Level 5 Module Rules

You must take a minimum of 45 credits from modules with an MDS code and minimum of 45 credits from modules with a MUS code. The credits from the compulsory modules are included in the required 45. You also must choose one from the following options: 'Professional Experience for Music Production (Year 2)' or 'Pathways with Music Production: Developing Your Profile'.

Level 6

Optional modules	Module Code	Credits	Period
The American South: US Summer School (Level 6)	LIB-30006	15	Semester 0
Social Media Management	MDS-30061	15	Semester 1
Media and Climate Change	MDS-30073	30	Semester 1
Advanced Audio Tools	MUS-30067	30	Semester 1
Digital Media Project	MDS-30055	30	Semester 1-2
Professional Experience with Music Production and Sound Design (Year 3)	MUS-30069	15	Semester 1-2
Employing Music Production: Putting your Subject into Practice	MUS-30071	15	Semester 1-2
Music Production Project	MUS-30075	30	Semester 1-2
Creative Magazine Production	MDS-30051	15	Semester 2
Memes, trends, and vibes: participatory social media cultures	MDS-30053	15	Semester 2
The Art of Mixing, Mastering and AI in Modern Music Production	MUS-30077	30	Semester 2

Level 6 Module Rules

You must take one or the other of the project modules: 'Digital Media Project' or 'Music Production Final Year Project'. You can choose to take both project modules. You must take a minimum of 45 credits from modules with a MDS code and a minimum of 45 credits from modules with a MUS code.

You also must take one of the following modules: 'Professional Experience for Music Production (Year 3)', or 'Employing Music Production: Putting Your Subject into Practice.'

9. Final and intermediate awards

Credits required for each level of academic award are as follows:

BA (Hons) Digital Media and Music Production	360 credits	You will require at least 120 credits at levels 4, 5 and 6 You must accumulate at least 270 credits in your main subject (out of 360 credits overall), with at least 90 credits in each of the three years of study, to graduate with a named single honours degree in this subject.
Diploma in Higher Education	240 credits	You will require at least 120 credits at level 4 or higher and at least 120 credits at level 5 or higher
Certificate in Higher Education	120 credits	You will require at least 120 credits at level 4 or higher

International Year option: in addition to the above students must pass a module covering the international year in order to graduate with a named degree including the 'international year' wording. Students who do not complete, or fail the international year, will be transferred to the three-year version of the programme.

Work Placement Year option: in addition to the above students must pass a non-credit bearing module covering the work placement year in order to graduate with a named degree including the 'with Work Placement Year' wording. Students who do not complete, or fail the work placement year, will be transferred to the three-year version of the programme.

10. How is the Programme Assessed?

The wide variety of assessment methods used on this programme at Keele reflects the broad range of knowledge and skills that are developed as you progress through the degree programme. Teaching staff pay particular attention to specifying clear assessment criteria and providing timely, regular and constructive feedback that helps to clarify things you did not understand and helps you to improve your performance. The following list is representative of the variety of assessment methods used on your programme:

- **Academic and creative portfolios and project reports**: These offer students the opportunity to compile their achievements and reflections in a format that is valuable for both academic evaluation and as a showcase to potential employers.
- **Reflective workbooks and critiques**: These enable students to reflect on their creative practice and on real-world examples.
- **Creative projects** including digital media images, text, video, audio, and interactive content: these give students the creative, technical, and professional skills to produce engaging content.
- **Project work with accompanying report** - for example, a portfolio of creative work (foley, video games effects and music, audio-visual ads), mixed and mastered audio tracks, and a report describing the techniques employed as well as the work's aesthetics.
- **Creative briefs** - these assess students' ability to respond to specific production and creative requirements often simulating real-world and industry demands. Students will have specific timelines to problem solve, envision and create projects for different audio contexts.
- **Individual and group presentations and pitches**: Used to hone presentation skills and effective communication, preparing students to articulate ideas and proposals clearly and persuasively.
- **Oral presentations** (e.g. posters, pitch projects, etc) assess students' subject knowledge and understanding, as well as their ability to communicate what they know orally and visually. When delivered by groups of students, they also test students' ability to work effectively as members of a team. When delivered individually, presentations enable students to express their individual insights and independent research. Presentations involving slides, audio and video examples also assess students' competencies in utilising multi-media to support their verbal communication.
- **Demonstrations and simulations to test studio-based modules.** These seek to evaluate technical skills through the simulation of real-life sound design and production scenarios. Physical hands-on interaction with studio equipment and software provides an indication of student competency with a range of technologies.
- **Critical essays and case studies**: These assessments require students to navigate complex ethical considerations and apply strategic thinking, enhancing analytical and written communication skills.
- **Simulations and Group Assessments**: These allow students to engage in collaborative problem-solving and strategic negotiations, replicating typical workplace interactions.
- **Reflective Diaries -** these encourage the student to reflect on their unique and individual contributions to

the planning of an event or festival, or work placement opportunity. These diaries document the students' learning journey over a period of time and assess their ability to reflect, articulate and evaluate experiences which are unique and personal to them.

- **Reports in Music-** These assess the students' ability to recount the actions and steps involved in creating project/practical work, and to follow standard report making formats. Report writing in Music Production takes place in tandem with creative project work and enables the students to reveal and communicate their creative process, thus this assesses the students' ability to articulate coherently their tacit knowledge.
- **Reports**: These focus on fostering formal writing and deep analytical skills as students produce detailed analyses on various topics.
- **Final Year Project,** including options to present a music production and sound design portfolio or write a dissertation of chosen music production topic. Final Year Projects focus on a subject and topic of investigation negotiated with the module lead Students work closely with their supervisor to produce independent work on an area of student choice.

Marks are awarded for summative assessments designed to assess your achievement of learning outcomes. You will also be assessed formatively to enable you to monitor your own progress and to assist staff in identifying and addressing any specific learning needs. Feedback, including guidance on how you can improve the quality of your work, is also provided on all summative assessments within three working weeks of submission, unless there are compelling circumstances that make this impossible, and more informally in the course of tutorial and seminar discussions.

11. Contact Time and Expected Workload

This contact time measure is intended to provide you with an indication of the type of activity you are likely to undertake during this programme. The data is compiled based on module choices and learning patterns of students on similar programmes in previous years. Every effort is made to ensure this data is a realistic representation of what you are likely to experience, but changes to programmes, teaching methods and assessment methods mean this data is representative and not specific.

Undergraduate courses at Keele contain an element of module choice; therefore, individual students will experience a different mix of contact time and assessment types dependent upon their own individual choice of modules. The figures below are an example of activities that a student may expect on your chosen course by year stage of study. Contact time includes scheduled activities such as: lecture, seminar, tutorial, project supervision, demonstration, practical classes and labs, supervised time in labs/workshop, fieldwork and external visits. The figures are based on 1,200 hours of student effort each year for full-time students.

Activity

	Scheduled learning and teaching activities	Guided independent Study	Placements
Year 1 (Level 4)	17.2%	82.8%	0%
Year 2 (Level 5)	16.7%	77.1%	6.3%
Year 3 (Level 6)	14.2%	85.8%	0%

12. Accreditation

This programme does not have accreditation from an external body.

13. University Regulations

The University Regulations form the framework for learning, teaching and assessment and other aspects of the student experience. Further information about the University Regulations can be found at: http://www.keele.ac.uk/student-agreement/

If this programme has any exemptions, variations or additions to the University Regulations these will be detailed in an Annex at the end of this document titled 'Programme-specific regulations'.

14. Other Learning Opportunities

Study abroad (semester)

Students on the programme have the potential opportunity to spend a semester abroad in their second year studying at one of Keele's international partner universities. Please note that students cannot take both a Global Challenge Pathway (GCP) and the semester abroad option.

Exactly which countries are available depends on the student's choice of degree subjects. An indicative list of countries is on the website (http://www.keele.ac.uk/studyabroad/partneruniversities/); however this does not guarantee the availability of study in a specific country as this is subject to the University's application process for studying abroad.

No additional tuition fees are payable for a single semester studying abroad but students do have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad to be greater than if they study in the UK, information is made available from the Global Education Team throughout the process, as costs will vary depending on destination.

Whilst students are studying abroad any Student Finance eligibility will continue, where applicable students may be eligible for specific travel or disability grants. Students who meet external eligibility criteria may be eligible for grants as part of this programme. Students studying outside of this programme may be eligible for income dependent bursaries at Keele. Students travel on a comprehensive Keele University insurance plan, for which there are currently no additional charges. Some governments and/or universities require additional compulsory health coverage plans; costs for this will be advised during the application process.

Study Abroad (International Year)

A summary of the International Year, which is a potential option for students after completion of year 2 (Level 5), is provided in the Annex for the International Year.

Study Abroad (Summer School)

In addition to the Study Abroad options of spending a semester or a year at one of Keele's international partner universities, students can choose a unique 4-week study abroad optional module (15 credits), taking place in the summer before either Year 2 or Year 3: *The American South: US Summer School.* Previous placements on the module have been funded in part by the Turing Scheme, with additional funding made available for students from Widening Participation backgrounds.

Work Placement Year

Students have the opportunity to apply directly for the 4-year 'with Work Placement Year' degree programme or to transfer onto the 4-year degree programme at the end of Year-1 and in Year-2 at the end of Semester 1. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking their year-long placement. Eligibility rules are included in the Annex.

Students wishing to take the work placement year should meet with the Programme Director to obtain their signature to confirm agreement before they will be allowed to commence their placement.

International students who require a Tier 4 visa must check with the Immigration Compliance Team prior to commencing any form of placement.

A summary of the Work Placement Year, which is a potential option for students after completion of year 2 (Level 5), is provided in the Annex for the Work Placement Year.

Enhanced Degree: With Language Competency/With Advanced Language Competency

Students successfully completing a series of language elective modules have the opportunity to gain an enhanced degree title including their language competency. Students taking language modules of at least 60 credits counting towards their main degree at Keele, and successfully completing minimum stage 6 in the chosen language, will be awarded an enhanced degree title with the designation 'with competency in [Language]'. Students taking language modules of at least 60 credits counting towards their main degree at Keele, and successfully completing stage 10 in the chosen language,

15. Additional Costs

Additional Costs:

Equipment - studio quality headphones for private sound monitoring (£150)

Optional Costs:

USB Memory Flash Drive (8GB stick) (£5)

US Summer School

There are costs for students opting to take the US Summer School 4-week trip. Estimated maximum total cost (after taking into account Turing scheme funding): £800 for Widening Access students; £1675 for other students.

For a more detailed breakdown:

Estimated maximum cost of £2220 (£950 for flights; £1250 for accommodation; £20 for visa waiver application) to be sourced by student, in addition to usual subsistence costs. Based on 2025 figures, Turing funding is expected to reimburse student costs to a value of approximately £1400 for Widening Access students, and approximately £545 for other students.

Activity	Estimated Cost
Equipment - studio quality headphones for private sound monitoring	£150
USB Memory Flash Drive (8GB stick) (optional)	£5
US Summer School 4 week trip (optional)	£800 for Widening Access students £1675 for other students
Total estimated additional costs including optional costs:	**£955-£1830**

These costs have been forecast by the University as accurately as possible but may be subject to change as a result of factors outside of our control (for example, increase in costs for external services). Forecast costs are reviewed on an annual basis to ensure they remain representative. Where additional costs are in direct control of the University we will ensure increases do not exceed 5%.

As to be expected there will be additional costs for inter-library loans and potential overdue library fines, print and graduation. We do not anticipate any further costs for this programme.

16. Annex - International Year

Digital Media and Music Production with International Year

International Year Programme
Students registered for this Single Honours programme may either be admitted for or apply to transfer during their period of study at Level 5 to the International Year option. Students accepted onto this option will have an extra year of study (the International Year) at an international partner institution after they have completed Year 2 (Level 5) at Keele. Students who successfully complete both the second year (Level 5) and the International Year will be permitted to progress to Level 6. Students who fail to satisfy the examiners in respect of the International Year will normally revert to the standard programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript. Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the International Year option.
International Year Programme Aims
In addition to the programme aims specified in the main body of this document, the international year programme of study aims to provide students with: 1. Personal development as a student and a researcher with an appreciation of the international dimension of their subject 2. Experience of a different culture, academically, professionally and socially

Entry Requirements for the International Year

Students may apply to the 4-year programme during Level 5. Admission to the International Year is subject to successful application, interview and references from appropriate staff.

The criteria to be applied are:

- Academic Performance (an average of 55% across all modules in Semester 1 at Level 5 is normally required. Places on the International Year are then conditional on achieving an average mark of 55% across all Level 5 modules. Students with up to 15 credits of re-assessment who meet the 55% requirement may progress to the International Year. Where no Semester 1 marks have been awarded performance in 1st year marks and ongoing 2nd year assessments are taken into account)
- General Aptitude (to be demonstrated by application for study abroad, interview during the 2nd semester of year 2 (Level 5), and by recommendation of the student's Academic Mentor, 1st and 2nd year tutors and programme director)

Students may not register for both an International Year and a Placement Year.

Student Support

Students will be supported whilst on the International Year via the following methods:

- Phone or Skype conversations with Study Abroad tutor, in line with recommended Academic Mentoring meeting points.
- Support from the University's Global Education Team

Learning Outcomes

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete a Keele undergraduate programme with International Year will be able to:

1. Describe, discuss and reflect upon the cultural and international differences and similarities of different learning environments
2. Discuss the benefits and challenges of global citizenship and internationalisation
3. Explain how their perspective on their academic discipline has been influenced by locating it within an international setting.
4. ADD subject-specific ILOs

In addition, students who complete the International Year will be able to:

These learning outcomes will all be assessed by the submission of a satisfactory individual learning agreement, the successful completion of assessments at the partner institution and the submission of the reflective portfolio element of the international year module.

Regulations

Students registered for the International Year are subject to the programme-specific regulations (if any) and the University regulations. In addition, during the International Year, the following regulations will apply:

Students undertaking the International Year must complete 120 credits, which must comprise *at least 40%* in the student's discipline area.

This may impact on your choice of modules to study, for example you will have to choose certain modules to ensure you have the discipline specific credits required.

Students are barred from studying any module with significant overlap to the Level 6 modules they will study on their return. Significant overlap with Level 5 modules previously studied should also be avoided.

Additional costs for the International Year

Tuition fees for students on the International Year will be charged at 15% of the annual tuition fees for that year of study, as set out in Section 1. The International Year can be included in your Student Finance allocation, to find out more about your personal eligibility see: www.gov.uk

Students will have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad be greater than if they study in the UK, information is made available from the Global Education Team throughout the process, as costs will vary depending on destination.

Students who meet external eligibility criteria may be eligible for grants as part of this programme. Students studying outside of this programme may be eligible income dependent bursaries at Keele.

Students travel on a comprehensive Keele University insurance plan, for which there are currently no additional charges. Some Governments and/or universities require additional compulsory health coverage plans; costs for this will be advised during the application process.

17. Annex - Work Placement Year

Digital Media and Music Production with Work Placement Year

Work Placement Year summary

Students registered for this programme may either be admitted for or apply to transfer during their studies to the 'with Work Placement Year' option (NB: for Combined Honours students the rules relating to the work placement year in the subject where the placement is organised are to be followed). Students accepted onto this programme will have an extra year of study (the Work Placement Year) with a relevant placement provider after they have completed Year 2 (Level 5) at Keele.

Students who successfully complete both the second year (Level 5) and the Work Placement Year will be permitted to progress to Level 6. Students who fail to satisfactorily complete the Work Placement Year will normally revert to the 3-year programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.

Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the Work Placement Year option.

Work Placement Year Programme Aims

In addition to the programme aims specified in the main body of this document, the Work Placement Year aims to provide students with:

1. The opportunity to carry out a long-term placement based learning experience (minimum 30 weeks equivalent of full-time work) between Years 2 and 3 (Levels 5 and 6) of their degree programme.

Entry Requirements for the Work Placement Year

Admission to the Work Placement Year is subject to successful application, interview and references from appropriate staff. Students have the opportunity to apply directly for the 4-year 'with work placement year' degree programme, or to transfer onto the 4-year programme at the end of Year-1 and in Year-2 at the end of Semester 1. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking the year-long work placement. Students who fail to pass the work placement year, and those who fail to meet the minimum requirements of the work placement year module, (* or equivalent, work placement), will be automatically transferred onto the 3-year degree programme.

* We recommend where possible students undertake a placement of between 9 - 12 months on a full-time basis to maximize academic and personal growth. However, the Work Placement Year mandates a minimum of 24 weeks in duration, ideally on a full-time basis, but no less than 21 hours per week. This enables those undertaking an unpaid placement to work on a part-time basis alongside.

The criteria to be applied are:

- A good University attendance record and be in 'good academic standing'.
- Academic Performance (an average of 50% across all modules in Semester 1 at Level 5 is normally required. Places on the Work Placement Year are then conditional on achieving an average mark of 50% across all Level 5 modules. Students with up to 15 credits of re-assessment who meet the 50% requirement may progress to the Work Placement Year. Where no Semester 1 marks have been awarded performance in 1st year marks and ongoing 2nd year assessments are taken into account)
- Students undertaking work placements will be expected to complete a Health and Safety checklist prior to commencing their work experience and will be required to satisfy the Health and Safety regulations of the company or organisation at which they are based.
- *(International students only)* Due to visa requirements, it is not possible for international students who require a Tier 4 Visa to apply for direct entry onto the 4-year with Work Placement Year degree programme. Students wishing to transfer onto this programme should discuss this with student support, the academic tutor for the work placement year, and the Programme Lead. Students should be aware that there are visa implications for this transfer, and it is the student's responsibility to complete any and all necessary processes to be eligible for this programme. There may be additional costs, including applying for a new Visa from outside of the UK for international students associated with a transfer to the work placement programme.

Students may not register for both an International Year and a Work Placement Year.

Student Support

Students will be supported whilst on the Work Placement Year via the following methods:

- Regular contact between the student and a named member of staff who will be assigned to the student as their University supervisor. The University supervisor will be in regular contact with the student throughout the year, and be on hand to provide advice (pastoral or academic) and liaise with the Placement supervisor on the student's behalf if required.
- Two formal contacts with the student during the placement year: the University supervisor will visit the student in their placement organization at around 5 weeks after the placement has commenced, and then visit again (or conduct a telephone/video call tutorial) at around 15 weeks into the placement.
- Weekly supervision sessions will take place with the placement supervisor (or his/her nominee) throughout the duration of the placement.

Learning Outcomes

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete the 'with Work Placement Year' option will be able to:

1. Evaluate their own employability skills (via a SWOT analysis) together with an analysis of sector skill demands to create Intended Placement Outcomes in order to develop the skill areas which they have identified as being weak or needing further enhancement.
2. Develop, through practice on placement, the employment-related skills identified through their SWOT analysis and Intended Learning Outcomes.
3. Reflect on and apply academic themes, concepts and theory as explored at Level 4 and Level 5 to complex real situations on work placement.
4. Reflect on and critically evaluate their learning from the work placement and previous learning.
5. Explain how their chosen professional or placement sector operates and what skills are needed to develop their career.

These learning outcomes will be assessed through the non-credit bearing Work Placement Year module (MAN-30068) which involves:

1. The submission of two portfolios of evidence, one at the beginning of the placement (usually after six weeks into the placement) and one at the end of the placement and before the start of their final year of undergraduate studies.

Regulations

Students registered for the 'with Work Placement Year' option are subject to programme-specific regulations (if any) and the University regulations. In addition, during the Work Placement Year, the following regulations will apply:

- Students undertaking the Work Placement Year must successfully complete the zero-credit rated MAN-30068.
- In order to ensure a high quality placement experience, each placement agency will sign up to a placement contract (analogous to a service level agreement).
- Once a student has been accepted by a placement organisation, the student will make a pre-placement visit and a member of staff identified within the placement contract will be assigned as the placement supervisor. The placement supervisor will be responsible for ensuring that the placement experience meets the agreed contract agreed with the University.
- The placement student will also sign up an agreement outlining his/her responsibilities in relation to the requirements of each organisation.

Students will be expected to behave professionally in terms of:

(i) conforming to the work practices of the organisation; and

(ii) remembering that they are representatives of the University and their actions will reflect on the School and have an impact on that organisation's willingness (or otherwise) to remain engaged with the placement.

Additional costs for the Work Placement Year

Tuition fees for students on the Work Placement Year will be charged at 20% of the annual tuition fees for that year of study, as set out in Section 1. The Work Placement Year can be included in your Student Finance allocation; to find out more about your personal eligibility see: www.gov.uk

Students will have to bear the costs of travelling to and from their placement provider, accommodation, food and personal costs. Depending on the placement provider additional costs may include parking permits, travel and transport, suitable clothing, DBS checks, and compulsory health checks.

A small stipend may be available to students from the placement provider during the placement but this will need to be explored on a placement-by-placement basis as some organisations, such as charities, may not have any extra money available. Students should budget with the assumption that their placement will be unpaid.

Eligibility for student finance will depend on the type of placement and whether it is paid or not. If it is paid, this is likely to affect student finance eligibility, however if it is voluntary and therefore unpaid, should not affect student finance eligibility. Students are required to confirm eligibility with their student finance provider.

International students who require a Tier 4 visa should check with the Immigration Compliance team prior to commencing any type of paid placement to ensure that they are not contravening their visa requirements.

Version History

This document

Date Approved: 15 August 2025

What's Changed

Specifying 'optional costs' in 'Additional Costs'

Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
1	2025/26	JENNIFER CURRIE	27 March 2025	