

Programme Specification: Undergraduate

For Academic Year 2025/26

1. Course Summary

Names of programme and award title(s)	BA (Hons) Film and Media Studies BA (Hons) Film and Media Studies with International Year (see Annex for details) BA (Hons) Film and Media Studies 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 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

Film and Media Studies at Keele involves the in-depth analysis of film as an art form and industry, as well as equipping you with all the tools you will need to **critically understand, analyse and research the media**, while also enabling you to harness the potential of film and media for **creative communication and storytelling**. You will explore the cultural, political and economic dimensions of film in a global context, and discover the range of aesthetic and technological resources used by filmmakers both historically, and in the contemporary film and television industries. Alongside this, you will learn to use a range of visual media, film, audio, and digital formats to craft compelling and engaging narratives and messages, communicate important ideas, and develop and express your creative voice. Through the creation of diverse outputs built into the course's teaching and assessment, and opportunities to gather experience via professional development and work placements, you will build your knowledge, skills-base and portfolio of work, equipping you for possible careers in the creative industries or other related fields.

The degree equips you with desirable graduate skills across three inter-connected areas: **critical, creative, and professional**.

- **Critically** you will examine how meaning is communicated, from social media to film, television, the news, and popular music, and research how things really work behind the scenes in film and media industries;
- **Creatively** you will develop your understanding of yourself as a reflective, critical, and responsible practitioner and producer, learning to create original and engaging outputs 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 creative and cultural industries and beyond; and you will graduate with a portfolio of outputs created using industry standard equipment and software.

Keele's programme explores the relationship between the critical, creative, and professional spheres of Film and Media and shows how knowledge and skills in each of these fields informs and influences the others. You can work in interdisciplinary ways across Film and Media throughout the degree, including in your final-year project, whether you choose to do analysis, creative work, or both.

You will study and practise with the close support of a core lecturing team, drawing on their wealth of experience in film and media theory, filmmaking and screenwriting. In addition, you will have opportunities to draw on the professional expertise of our external partners in the media industries, learning through practical experience and applied skills in professional fields as well as benefitting from the contribution of other researchers and practitioners in related programmes such as Music Production, English, and Creative Writing. Studying within Keele's campus environment also offers rich opportunities for applying what you have learned beyond the classroom, in one of the university's film-screening or film-making societies, or as part of the team which runs Keele's own *Earth Stories* international film festival.

4. Aims of the programme

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

- Equip students with a broad, in-depth knowledge of the fields of both Film and Media Studies, from industry to technology, texts, and audiences.
- Identify key trends, movements and figures in the historical and contemporary film industries
- Apply a theoretical and technical understanding of film and media toward both critical and creative work
- Produce your own independent and professional-standard outputs, whether in film and media studies research, or areas of creative practice, or both.
- Work with students to help them develop a strong critically informed and aware sense of themselves as responsible and reflective thinkers and practitioners.
- Enable students to graduate with a strong sense of the film and media employment landscape and their potential place in it, with strong transferable skills and a portfolio of high-quality professional work.
- Support students to become informed and active graduate citizens with a lifelong interest in studying and/or practicing in the fields of Film and Media.

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:

- How film and media industries, texts, audiences, and technologies are shaped by, and shape, a range of political, social, and economic structures and processes.
- A range of academic theories and approaches that can be used to understand, evaluate, and analyse film and media industries, texts, audiences, and technologies.
- The role of film and media in terms of forging and contesting identities, across all aspects of global film and media production.
- Research approaches and methodologies practised in film and media studies.
- The creative process and practice of film and media production including organisation, research, team working, communication, storytelling, and engaging audiences.
- Professional and technical tools, standards, and practices in the film and media industries.

Subject specific skills

Successful students will be able to:

- Demonstrate evidence of a broad knowledge base in the fields of film and media studies.
- Produce lucid, professional pieces of work across a range of topics, whether in written or audio-visual form.
- Think critically about the role of film and media in contemporary economic, social, cultural, and political contexts.
- Apply critical and theoretical tools to an analysis of various film and media issues, texts, and technologies.
- Appreciate and apply the creative skills and practices involved in film and media practice and production.
- Think and practice ethically, and responsibly in the fields of film and media research and creative practice.
- Exercise critical reflective practice skills, including the ability to reflect on their creative practice in the process of project development and the ability to situate practice in critical and academic contexts and frameworks.

Key or transferable skills (including employability skills)

Successful students will be able to:

- Develop strong independent learning skills including time management and the ability to determine the direction of their own learning.
- Work effectively and professionally in creative teams, using communication and conflict management skills, flexibility and adaptability, skills in determining roles and responsibilities, and organisational skills.
- Work effectively with industry partners, including working to briefs and parameters set out by organisations.
- Demonstrate project management skills as both an independent media practitioner/researcher and as part of a team.
- Demonstrate problem solving skills, using evidence, research, and critical thinking to troubleshoot issues in the management of a creative and/or research project.
- Develop and present a graduate portfolio of professional quality media content.
- Undertake sustained work projects to completion, both independently and collaboratively.
- Employ professional-level language and visual images to create impacting effects.

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:

- **Lectures**, where the lecturer provides students with a framework for viewing, reading and further independent study. These may involve a degree of interaction when students are asked to consider and respond to tasks or questions set by the lecturer.
- **Workshops**, which are interactive sessions in which students are given tasks to perform, often in small groups. Workshops may also include sections of whole group discussion.
- **Seminars** of about 15-20 students where key issues are discussed in more depth. Students might be provided with worksheets in advance of these classes outlining minimum preparation requirements (usually a primary film text and some associated reading) together with questions to consider in advance of the class. Students are invited to play a full part in - and occasionally to lead - these discussions (but will be supported by the tutor in those roles). Some tutorials and seminars consist largely of student presentations or of group work set by the tutor
- **Independent study** based on directed film-viewings and readings of key texts, as well as academic writing about them or other media such as historical documents or online material
- **Employer-led or project-based sessions**, sometimes taking place outside the classroom. Students participate in masterclasses led by employers working in various sectors which are delivered on campus and through field trips. Follow-up teaching sessions support students in using this knowledge to complete collaborative real-world projects individually and with their peers. If students choose to complete a placement or project as part of their course, they will be supervised by an external provider in addition to the support they will receive from teaching staff.
- **Web-based learning** using the University's virtual learning environment (KLE) and MS Teams. The KLE is used to give easy access to a wide range of resources and research tools, and as a platform for online discussions, quizzes, and blogs. MS Teams is also used to provide resources and tools for study, and occasionally as a platform for synchronous online seminars, workshops, supported writing retreats and one-to-one consultations, although the latter are frequently in person.
- The **Extended Research Project** in the final year is the capstone of the degree programme and gives students the opportunity to undertake an extended piece of independent research supervised and supported by a member of staff. This may be a dissertation, a video essay or a blog: students choose what they want to do with the support of an assigned academic supervisor.

Students are provided with regular opportunities to talk through particular areas of difficulty, and any special learning needs they may have, with their academic mentors or module tutors on a one-to-one basis and are encouraged to initiate such meetings whenever they need advice.

These learning and teaching methods enable students to achieve the learning outcomes of the programme in a variety of ways. For example:

- Lectures and independent study offer a wider understanding of the contexts (cultural and historical) in which films and other examples of screen media may be understood as well as giving students ideas and examples for further study of the film texts they discuss in tutorials and analyse in their written work
- Seminars, workshops and online discussions provide opportunities to ask questions about the films and topics under discussion and to think through answers to them and to engage with and debate the ideas of peers and tutors.
- The Extended Research Project allows students to choose an appropriate and manageable subject; to formulate research questions and devise a feasible (and, where appropriate, ethically sound) strategy for answering them within a constrained time frame.

7. Teaching Staff

The programme is taught by a core staff of lecturers with expertise across the field of Film Studies and Media. The core teaching staff on the Film and Media Programme comprises a range of staff including professors, senior lecturers and lecturers. All staff have a broad knowledge base in film and/or media and are experts in their chosen areas of specialisation. They may be leading researchers in particular areas of film-making, film history or media theory, or experienced creative practitioners, with specialisms in fields such as digital video, documentary film and screenwriting.

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

The staff group has extensive experience of teaching at undergraduate and postgraduate level in universities. Several members of staff hold teaching qualifications and some of them are Fellows of the Higher Education Academy.

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/>

For further information on the content of modules currently offered, please visit:

<https://www.keele.ac.uk/recordsandexams/modulecatalogue/>

Year	Compulsory	Optional	
		Min	Max
Level 4	75	45	45
Level 5	60	60	60
Level 6	0	120	120

Module Lists

Level 4

Compulsory modules	Module Code	Credits	Period
Visual Representation	MDS-10047	30	Semester 1
Filmmaking Fundamentals	MDS-10045	30	Semester 1-2
Becoming a Cultural Citizen	MDS-10051	15	Semester 2

Optional modules	Module Code	Credits	Period
Sights and Sounds: Analyzing Film	FIL-10023	30	Semester 1
History in Media and Film: The Presentation of the Past in Contemporary Culture	HIS-10050	15	Semester 1
Writing Scripts	ENG-10076	15	Semester 2
Animating the Screen	FIL-10021	30	Semester 2
Media Industries	MDS-10049	30	Semester 2

Level 5

Compulsory modules	Module Code	Credits	Period
Storytelling for Change	MDS-20068	30	Semester 1
Global Cinemas: Beyond Hollywood	FIL-20035	30	Semester 2

Optional modules	Module Code	Credits	Period
The American South: US Summer School (Level 5)	LIB-20012	15	Semester 0
The Power of Cinematic Representation	FIL-20033	30	Semester 1
Researching Audiences and Users	MDS-20062	30	Semester 1
Documentary Film	MDS-20076	30	Semester 1
Teenage Dreams: Youth Subcultures in Fiction, Film and Theory	ENG-20106	15	Semester 2
Promotional Cultures	MDS-20070	15	Semester 2
Professional Experience with Media (Year 2)	MDS-20072	15	Semester 2
Pathways with Media: Developing Your Profile	MDS-20074	15	Semester 2

Level 5 Module Rules

In addition to the compulsory modules already specified, students must select either 'Professional Experience for Media (Year 2)' or 'Pathways with Media: Developing Your Profile'.

Level 6

Optional modules	Module Code	Credits	Period
The American South: US Summer School (Level 6)	LIB-30006	15	Semester 0
Britain on Film: Trends, Themes, Debates	FIL-30027	30	Semester 1
Science Fiction Cinema: Utopias and Dystopias	FIL-30029	15	Semester 1
Podcast and Radio Production	MDS-30021	15	Semester 1
Media and Climate Change	MDS-30073	30	Semester 1
Extended Research Project in Film Studies	FIL-30031	30	Semester 1-2
Extended Screenwriting Project	FIL-30033	30	Semester 1-2
Extended Media Project	MDS-30049	30	Semester 1-2
Media Dissertation	MDS-30059	30	Semester 1-2
Youth and Film: Growing Up on Screen	FIL-30021	15	Semester 2
The Apocalypse will be Televised: Extinction on film since 1945	HIS-30183	15	Semester 2
Creative Magazine Production	MDS-30051	15	Semester 2
Memes, trends, and vibes: participatory social media cultures	MDS-30053	15	Semester 2
News, Politics and Power	MDS-30057	15	Semester 2
Social Media Work	MDS-30065	15	Semester 2
Professional Experience with English (Year 3)	MDS-30069	15	Semester 2
Employing Media: Putting Your Subject into Practice	MDS-30071	15	Semester 2

Level 6 Module Rules

Students must take at least one of the year-long project modules: 'Extended Research Project in Film Studies', 'Extended Screenwriting Project', 'Extended Media Project', and 'Media Dissertation'. They can take two, though these must consist of one 'Film' project ('Extended Research Project in Film Studies' or 'Extended Screenwriting Project') and one 'Media' project ('Extended Media Project' or 'Media Dissertation'). The project modules all facilitate interdisciplinary work across the cognate subjects of Film and Media.

Students must also take either 'Professional Experience for Media (Year 3)' or 'Employing Media: Putting Your Subject into Practice'

Learning Outcomes

The table below sets out what students learn in the programme and the modules in which that learning takes place. Details of how learning outcomes are assessed through these modules can be found in module specifications.

Level 4

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
How film and media industries, texts, audiences, and technologies are shaped by, and shape, a range of political, social, and economic structures and processes.	All compulsory and optional modules
A range of academic theories and approaches that can be used to understand, evaluate, and analyse film and media industries, texts, audiences, and technologies.	All compulsory and optional modules
The role of film and media in terms of forging and contesting identities, across all aspects of global film and media production	All compulsory and optional modules
Research approaches and methodologies practised in film and media studies.	All compulsory and optional modules
The creative process and practice of film and media production including organisation, research, team working, communication, storytelling, and engaging audiences.	All compulsory and optional modules
Professional and technical tools, standards, and practices in the film and media industries.	Filmmaking Fundamentals

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Demonstrate evidence of a broad knowledge base in the fields of film and media studies	All compulsory and optional modules
Produce lucid, professional pieces of work across a range of topics, whether in written or audio-visual form	All compulsory and optional modules
Think critically about the role of film and media in contemporary economic, social, cultural, and political contexts.	All compulsory and optional modules
Apply critical and theoretical tools to an analysis of various film and media issues, texts, and technologies.	All compulsory and optional modules
Appreciate and apply the creative skills and practices involved in film and media practice and production.	Filmmaking Fundamentals
Think and practice ethically, and responsibly in the fields of film and media research and creative practice.	All compulsory and optional modules
Exercise critical reflective practice skills, including the ability to reflect on their creative practice in the process of project development and the ability to situate practice in critical and academic contexts and frameworks.	All compulsory and optional modules

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Develop strong independent learning skills including time management and the ability to determine the direction of their own learning.	All compulsory and optional modules
Work effectively and professionally in creative teams, using communication and conflict management skills, flexibility and adaptability, skills in determining roles and responsibilities, and organisational skills.	Filmmaking Fundamentals Becoming a Cultural Citizen
Work effectively with industry partners, including working to briefs and parameters set out by organisations.	Filmmaking Fundamentals Becoming a Cultural Citizen
Demonstrate project management skills as both an independent media practitioner/researcher and as part of a team.	All compulsory and optional modules
Demonstrate problem solving skills, using evidence, research, and critical thinking to trouble shoot issues in the management of a creative and/or research project.	All compulsory and optional modules
Develop and present a graduate portfolio of professional quality media content.	Filmmaking Fundamentals Becoming a Cultural Citizen
Undertake sustained work projects to completion, both independently and collaboratively.	All compulsory and optional modules
Employ professional-level language and visual images to create impacting effects.	All compulsory and optional modules

Level 5

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
How film and media industries, texts, audiences, and technologies are shaped by, and shape, a range of political, social, and economic structures and processes.	All compulsory and optional modules
A range of academic theories and approaches that can be used to understand, evaluate, and analyse film and media industries, texts, audiences, and technologies.	All compulsory and optional modules
The role of film and media in terms of forging and contesting identities, across all aspects of global film and media production.	All compulsory and optional modules
Research approaches and methodologies practised in film and media studies.	All compulsory and optional modules
The creative process and practice of film and media production including organisation, research, team working, communication, storytelling, and engaging audiences.	Documentary Film Storytelling for Change
Professional and technical tools, standards, and practices in the film and media industries.	Documentary Film Storytelling for Change

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Demonstrate evidence of a broad knowledge base in the fields of film and media studies.	All compulsory and optional modules
Produce lucid, professional pieces of work across a range of topics, whether in written or audio-visual form	All compulsory and optional modules
Think critically about the role of film and media in contemporary economic, social, cultural, and political contexts.	All compulsory and optional modules
Apply critical and theoretical tools to an analysis of various film and media issues, texts, and technologies.	All compulsory and optional modules
Appreciate and apply the creative skills and practices involved in film and media practice and production.	Documentary Film Storytelling for Change
Think and practice ethically, and responsibly in the fields of film and media research and creative practice.	Documentary Film Storytelling for Change
Exercise critical reflective practice skills, including the ability to reflect on their creative practice in the process of project development and the ability to situate practice in critical and academic contexts and frameworks.	Documentary Film Storytelling for Change

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Develop strong independent learning skills including time management and the ability to determine the direction of their own learning.	All compulsory and optional modules
Work effectively and professionally in teams, using communication and conflict management skills, flexibility and adaptability, skills in determining roles and responsibilities, and organisational skills.	Storytelling for Change Documentary Film
Work effectively with industry partners, including working to briefs and parameters set out by organisations.	Storytelling for Change Professional Experience for Media (Year 2) Pathways with Media: Developing Your Profile
Demonstrate project management skills as both an independent media practitioner/researcher and as part of a team.	Storytelling for Change Documentary Film
Demonstrate problem solving skills, using evidence, research, and critical thinking to trouble shoot issues in the management of a creative and/or research project.	All compulsory and optional modules
Develop and present a graduate portfolio of professional quality media content.	Storytelling for Change Documentary Film Professional Experience for Media (Year 2) Pathways with Media: Developing Your Profile
Undertake sustained work projects to completion, both independently and collaboratively	All compulsory and optional modules
Employ professional-level language and visual images to create impacting effects.	All compulsory and optional modules

Level 6

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
How film and media industries, texts, audiences, and technologies are shaped by, and shape, a range of political, social, and economic structures and processes.	All compulsory and optional modules
A range of academic theories and approaches that can be used to understand, evaluate, and analyse film and media industries, texts, audiences, and technologies.	All compulsory and optional modules
The role of film and media in terms of forging and contesting identities, across all aspects of global film and media production	All compulsory and optional modules
Research approaches and methodologies practised in film and media studies.	All compulsory and optional modules
The creative process and practice of film and media production including organisation, research, team working, communication, storytelling, and engaging audiences.	All compulsory and optional modules
Professional and technical tools, standards, and practices in the film and media industries.	All compulsory and optional modules

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Demonstrate evidence of a broad knowledge base in the fields of film and media studies.	All compulsory and optional modules
Produce lucid, professional pieces of work across a range of topics, whether in written or audio-visual form.	All compulsory and optional modules
Think critically about the role of film and media in contemporary economic, social, cultural, and political contexts.	All compulsory and optional modules
Apply critical and theoretical tools to an analysis of various film and media issues, texts, and technologies.	All compulsory and optional modules
Appreciate and apply the creative skills and practices involved in film and media practice and production.	All compulsory and optional modules
Think and practice ethically, and responsibly in the fields of film and media research and creative practice.	All compulsory and optional modules
Exercise critical reflective practice skills, including the ability to reflect on their creative practice in the process of project development and the ability to situate practice in critical and academic contexts and frameworks.	All compulsory and optional modules

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Develop strong independent learning skills including time management and the ability to determine the direction of their own learning.	All compulsory and optional modules
Work effectively and professionally in creative teams, using communication and conflict management skills, flexibility and adaptability, skills in determining roles and responsibilities, and organisational skills.	Extended Research Project in Film Studies Extended Screenwriting Project Extended Media Project Media Dissertation
Work effectively with industry partners, including working to briefs and parameters set out by organisations.	Professional Experience for Media (Year 3) Employing Media: Putting Your Subject into Practice
Demonstrate project management skills as both an independent media practitioner/researcher and as part of a team.	All compulsory and optional modules
Demonstrate problem solving skills, using evidence, research, and critical thinking to trouble shoot issues in the management of a creative and/or research project.	All compulsory and optional modules
Develop and present a graduate portfolio of professional quality media content.	Extended Research Project in Film Studies Extended Screenwriting Project Extended Media Project Media Dissertation Professional Experience for Media (Year 3) Employing Media: Putting Your Subject into Practice
Undertake sustained work projects to completion, both independently and collaboratively.	Extended Research Project in Film Studies Extended Screenwriting Project Extended Media Project Media Dissertation
Employ professional-level language and visual images to create impacting effects.	Extended Research Project in Film Studies Extended Screenwriting Project Extended Media Project Media Dissertation

9. Final and intermediate awards

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

BA (Hons) Film and Media Studies	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
- Reflective workbooks and critiques
- Posters, mood boards, and visual presentations
- Creative content including media images, text, video, audio, and interactive content.
- Group presentations and pitches
- Critical essays and case studies
- Independent creative/research projects

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)	18.2%	81.8%	0%
Year 2 (Level 5)	35.4%	58.1%	6.5%
Year 3 (Level 6)	11%	89%	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. What are the typical admission requirements for the Programme?

See the relevant course page on the website for the admission requirements relevant to this programme:

<https://www.keele.ac.uk/study/>

Applicants who are not currently undertaking any formal study or who have been out of formal education for more than 3 years and are not qualified to A-level or BTEC standard may be offered entry to the University's Foundation Year Programme.

Applicants for whom English is not a first language must provide evidence of a recognised qualification in English language. The minimum score for entry to the Programme is Academic IELTS 6.0 or equivalent.

English for Academic Purposes

Please note: All new international students entering the university will provide a sample of Academic English during their registration. Using this sample, the Language Centre may allocate you to an English language module which will become compulsory. This will replace any GCP modules. *NB:* students can take an EAP module only with the approval of the English Language Programme Director and are not able to take any other Language modules in the same academic year.

English Language Modules at Level 4:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2)
- Science - ENL-90013 Academic English for Science Students
- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

English Language Modules at Level 5:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2)
- Science - ENL-90013 Academic English for Science Students
- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

English Language Modules at Level 6:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2); ENL-90005 Advanced Business English Communication
- Science - ENL-90013 Academic English for Science Students

- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

Recognition of Prior Learning (RPL) is considered on a case-by-case basis and those interested should contact the Programme Director. The University's guidelines on this can be found here: <https://www.keele.ac.uk/qa/programmesandmodules/recognitionofpriorlearning/>

15. How are students supported on the programme?

Support for student learning on the Programme is provided in the following ways:

- Module and tutorial group leaders provide support for learning on the modules and in the tutorial groups for which they are responsible. They also give individual formative and summative feedback on in-course assessments.
- Every student is allocated to an Academic Mentor who is responsible for reviewing and advising on students' academic progress and personal development.
- Academic Mentors also act as a first point of contact for students on non-academic issues which may affect their learning and can refer students on to a range of specialist health, welfare, and financial services co-ordinated by the University's Student Services.
- Additional help with study skills and development can be sought from Keele's Student Services.
- All members of teaching staff on the Media and Communications Programme are available to see students during advertised weekly office hours and at other times by appointment.
- Students for whom English is not their first language are offered language classes, facilities and services by the University's Language Centre. In addition to credit-bearing modules on English for academic study, students also have access to one-to-one tutorials for individual help and advice, and to a wealth of resources for self-study and practice.

16. Learning Resources

The Film and Media course is taught in modern teaching rooms across the University, almost all of which are equipped with computers, internet access and electronic whiteboards or projection equipment. Rooms may be arranged either in traditional lecture format or more informally to allow students to work together in small groups. In addition, Film and Media students benefit from a range of subject-specific equipment and facilities including Apple Macintosh labs with industry standard software from the Adobe Creative Suite; a range of professional digital video, photographic and sound equipment a professional photographic studio and a professional print finishing room with a range of equipment; and an exhibition space and workshop. The department regularly reviews and updates hardware and software to ensure it is consistent with industry standards.

The learning resources available to students on the Programme include:

- The extensive collection of materials relevant to undergraduate study of Film and Media and related disciplines held in the University Library. These materials include books, journals and video. Much of this material is also accessible online to Keele students from anywhere in the world with a University username and password.
- The Keele Learning Environment (KLE) which provides easy access to a wide range of learning resources including lecture notes, electronic materials available in a repository maintained by the University Library and other resources - video, audio and text-based - accessible from external providers via the internet.

17. 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.

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.

18. Additional Costs

Students who undertake a work placement may incur costs of travelling to the work site.

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.

19. Quality management and enhancement

The quality and standards of learning in this programme are subject to a continuous process of monitoring, review and enhancement.

- The School Education Committee is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the School.
- Individual modules and the programme as a whole are reviewed and enhanced every year in the annual programme review which takes place at the end of the academic year.
- The programmes are run in accordance with the University's Quality Assurance procedures and are subject to periodic reviews under the Revalidation process.

Student evaluation of, and feedback on, the quality of learning on every module takes place every year using a variety of different methods:

- The results of student evaluations of all modules are reported to module leaders and reviewed by the Programme Committee as part of annual programme review.
- Findings related to the programme from the annual National Student Survey (NSS), and from regular surveys of the student experience conducted by the University, are subjected to careful analysis and a planned response at programme and School level.
- Feedback received from representatives of students in all three years of the programme is considered and acted on at regular meetings of the Student Staff Voice Committee.

The University appoints senior members of academic staff from other universities to act as external examiners on all programmes. They are responsible for:

- Approving examination questions

- Confirming all marks which contribute to a student's degree
- Reviewing and giving advice on the structure and content of the programme and assessment procedures

Information about current external examiner(s) can be found here:

<http://www.keele.ac.uk/qa/externalexaminers/currentexternalexaminers/>

20. The principles of programme design

The programme described in this document has been drawn up with reference to, and in accordance with the guidance set out in, the following documents:

a. UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education:

<http://www.qaa.ac.uk/quality-code>

b. QAA Subject Benchmark Statement: Communication, Media, Film and Cultural Studies (2024)

https://www.qaa.ac.uk/docs/qaa/sbs/sbs-communication-media-film-and-cultural-studies-24.pdf?sfvrsn=c401b481_4

c. Keele University Regulations and Guidance for Students and Staff: <http://www.keele.ac.uk/regulations>

21. Annex - International Year

BA (Hons) Film and Media Studies 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

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.

22. Annex - Work Placement Year

BA (Hons) Film and Media Studies 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. In-depth experience of a relevant workplace and the variety of ways in which their skills can be used in the world outside the university.
2. The opportunity to further develop their employability through skills development and reflection, enhanced organisational and sector knowledge, and networking and interpersonal communication.

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. Understand and discuss the variety of ways in which skills developed during the study of Film Studies can be deployed in non-academic contexts.
2. Develop broader organisational/sector understanding and reflect upon their activities in this context.
3. Assess their own strengths and weaknesses in an employment context.
4. Articulate their placement skills and experiences effectively and through a variety of means (verbal and written).

These learning outcomes will be assessed through the non-credit bearing Work Placement Year module (ENG-30090) which provides a structure to ensure that students make the most of the placement as a learning experience. They will complete an initial plan when they begin their placement, deliver a presentation focusing on their placement progress, and submit a final portfolio.

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 module 'Work Placement Year' (ENG-30090).
- 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: 28 March 2025

Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
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