

Programme Title and Name of Award	BA (Hons) Wildlife Media		
Professional Qualifications / Accreditation	N/A		
Academic Level	6	Total Credits	360
UCAS Code	CW36B	JACS Code	W600
Criteria for Admission to the Programme	<p>The University's standard criteria for admissions apply. Please refer to the Applicant Information pages of the University website for more information.</p> <p>For APL, please refer to the University website.</p> <p>Detailed criteria for admission to this programme can be found on the programme webpage: http://www.cumbria.ac.uk/Courses/Subjects/CreativeArts/Undergraduate/WildlifeMedia.aspx</p>		
Teaching Institution	University of Cumbria		
Owning Department	Institute of the Arts (UCIA)		
Programme delivered in conjunction with	N/A		
Principal Mode of Delivery	Face to Face		
Pattern of Delivery	Full Time/Part Time		
Delivery Site(s)	Brampton Rd, Carlisle		
Programme Length	3 years full time / 6 years part time		
Higher Education Achievement Report (HEAR)	Upon successful completion of this programme, you may receive a Diploma Supplement/Higher Education Achievement Report (HEAR).		
Exit Awards	<p>You may be awarded one of the following Exit Awards if you fail to achieve the requirements of the full programme.</p> <p>Cert HE Wildlife Media (120 credits)</p> <p>Dip HE Wildlife Media (240 credits)</p> <p>BA Wildlife Media (300 credits)</p>		

Programme Features

BA (Hons) Wildlife Media BA combines study of natural history with media and professional development modules in a programme which is designed to provide relevant skills and knowledge for the production of contemporary wildlife media. This programme includes skills in photography, documentary film-making and writing for wildlife media. Developing graduate employability is central in the design of the Wildlife Media course. This occurs through a range of professional development modules and also through development of different capabilities in both the natural history and media based modules on the programme. Learning about expedition planning and safe practice are part of the professional development embedded in this programme.

Drawing on university natural history resources and local wildlife opportunities, on the course you will explore and learn about the relationship between humans and the natural world. Our media resources and facilities allow you to experience most of the production contexts in the within the media industry. Your wildlife learning and media based learning will blend in the development of wildlife media through production of a range of projects in your photography, documentary film making and journalism modules.

This is a vibrant, practical course that allows development of creativity in different ways. The course team include practising professionals as well as visiting practitioners representing a wide range of production areas. Work produced by students on the course has received acclaim from the television industry in terms of Royal Television Society awards. Student work is regularly screened at a number of different local venues. Students on the course have in the past produced wildlife media work from projects that they have undertaken in different countries, including France, Romania, Africa, America and India. *(It is not necessary or expected for any assignment that you travel any great distance to achieve a high grade. All modules and ILO's are designed to allow for projects to be completed close to home. However many students do choose to travel when working on media projects and they finance this through fundraising, sponsorship and via personal savings.)*

The modules on the course are designed to give you the breadth of vision and the logistical skills you need to move forward into the professional sphere of work.

Graduates from the course have gone on to work for television channels including ITV, a range of different wildlife organisations and have successfully set up their own companies.

Aims of the Programme

The overall aims of the Programme are:

1. To develop the skills necessary to identify, generate and successfully access opportunities in the work place and/or in continuing education.
2. To provide you with a broad range of transferable skills for employment.
3. To provide you with the necessary skills and knowledge to create wildlife related media applications for research, education, science and entertainment.
4. To develop technical knowledge in a range of relevant technologies and the ability to apply these within the creative design process, self-management, drive, motivation and personal development planning for determining and achieving personal and group outcomes.
5. To allow you to gain wildlife related knowledge suitable for media production.

6. To allow you to gain a broad understanding of organisms and their interactions with the environment to inform the narrative within wildlife media.
7. To develop critical analysis and reflection of key wildlife and media related issues.
8. To allow students creative exploration of the relationship between people and wildlife in different media forms.
9. To allow critical thinking, problem solving, and decision-making within the context of your chosen subject and self promotion skills appropriate to employment in industry.
10. To allow research design, analysis, synthesis, ethical judgement and critical appraisal within the context of creative wildlife and technological work.
11. To develop effective performance within team environments; planning, managing and appraising the contribution of self and of others in arenas such as project previews and group critic presentations.

Level Descriptors
<p>Level Descriptors describe in general terms the expected outcomes you will achieve at each level of study as you progress through your programmes. They describe the relative demand, complexity, depth of learning and learner autonomy associated with a particular level of learning and achievement. The University's Level Descriptors are aligned to the national Framework for Higher Education Qualifications (FHEQ) and are a key mechanism for ensuring the academic standards of the University's provision.</p>
<p>At Level 4: (Usually Year 1 undergraduate), you will be able to demonstrate that you have the ability:</p> <ul style="list-style-type: none"> • To apply a systematic approach to the acquisition of knowledge, underpinning concepts and principles and deploy a range of subject specific, cognitive and transferable skills. • Evaluate the appropriateness of different approaches to solving well defined problems and communicate outcomes in a structured and clear manner. • Identify and discuss the relationship between personal and work place experience and findings from books and journals and other data drawn from the field of study.
<p>At Level 5: (Usually Year 2 undergraduate), you will be able to demonstrate that you have the ability:</p> <ul style="list-style-type: none"> • To apply and evaluate key concepts and theories within and outside the context in which they were first studied. • Select appropriately from and deploy a range of subject-specific, cognitive and transferable skills and problem solving strategies to problems in the field of study and in the generation of ideas effectively communicate information and arguments in a variety of forms. • Accept responsibility for determining and achieving personal outcomes. • Reflect on personal and work place experience in the light of recent scholarship and current statutory regulations.
<p>At Level 6: (Usually Year 3 undergraduate), you will be able to demonstrate that you have the ability:</p> <ul style="list-style-type: none"> • To critically review, consolidate and extend a systematic and coherent body of knowledge.

- Critically evaluate concepts and evidence from a range of resources.
- Transfer and apply subject-specific, cognitive and transferable skills and problem solving strategies to a range of situations and to solve complex problems.
- Communicate solutions, arguments and ideas clearly and in a variety of forms.
- Exercise considerable judgement in a range of situations.
- Accept accountability for determining and achieving personal and group outcomes.
- Reflect critically and analytically on personal and work place experience in the light of recent scholarship and current statutory regulations.

Programme Outcomes – Knowledge and Understanding

The programme provides opportunities for you to develop and demonstrate the following:

After 120 credits of study (CertHE) you will be able to demonstrate:

K1. Imagination in the concepting, development and production of a range of media artefacts

K2. A rigorous approach to the acquisition of knowledge of the required technical skills for the production of Wildlife Media

K3. Knowledge, imagination and innovation in your approach to creative idea development associated with the Environment, Wildlife and the Outdoors

K4. Knowledge of concepts associated with audience, storytelling and narrative with focus on Wildlife Media

After 240 credits of study (DipHE) you will be able to demonstrate:

K5. An awareness of your individual voice, and originality in the design and execution of ideas

K6. Awareness of the context in which the content for Wildlife Media is produced; and how individual practices relate to those of predecessors, contemporaries, peers and established practitioners.

K7. Fluency in a range technical processes and packages associated with the production of Wildlife Media artifacts

K8. Confidence as innovative and creative thinker in the pitch and presentation of your ideas

After 300 credits of study (BA ordinary degree) you will be able to demonstrate:

K9. Knowledge of the principles, behaviour and dynamics of working in a team.

K10. A range of methods and technical skills to communicate your vision to others involved in the development and production process

After 360 credits of study (BA Hons) you will be able to demonstrate:

K11. An autonomous, creative and professional in your approach to the specialisation of your choice

K12. Critical awareness gained from contextualising your own work with a given framework, historical, cultural or generic.

K13. Able to developed into life-long learners with critical interpersonal skills, professional team working practitioners with analytical and contextual reflective abilities

Programme Outcomes – Skills and other Attributes (including Employability Skills)

The programme provides opportunities for you to develop and demonstrate the following:

After 120 credits of study (CertHE) you will be able to demonstrate:

- S1.** An ability to evaluate and reflect on your own practices and assumptions
- S2.** Effective personal organisation and time management skills
- S3.** The significance of giving and receiving feedback

After 240 credits of study (DipHE) you will be able to demonstrate:

- S4.** Communication and literacy
- S5.** Competence in designing and initiating projects of your own
- S6.** Independent research skills

After 300 credits of study (BA Ordinary degree) you will be able to demonstrate:

- S7.** A systematic understanding of Wildlife Media production and an ability to exercise significant judgment in a range of situations
- S8.** Management skills – the ability to manage time and people (both oneself and others) successfully
- S9.** In practical context demonstrate a range technical processes and packages associated with the production of Wildlife Media
- S10.** Confidence in evaluating and reflecting your own practices and assumptions

After 360 credits of study (BA Hons) you will be able to demonstrate:

- S11.** An ability to think systematically and strategically
- S12.** An ability to respond to a range of tasks inc. research and enterprise
- S13.** An ability to experiment with and challenge the conventions of form

External and Internal Reference Points

The following Subject Benchmark Statements and other external and internal reference points have been used to inform the Programme Outcomes:

<http://www.qaa.ac.uk/en/Publications/Documents/Subject-benchmark-statement-Communication-media-film-and-cultural-studies.pdf>

Teaching, Learning and Assessment Strategies employed to enable the Programme Outcomes to be Achieved and Demonstrated

The University prides itself on teaching excellence which 'brings together theory and practice in a powerful combination to provide exceptional learning that is both inspirational for you and relevant to the workplace'. A variety of teaching and learning methods are employed throughout the programme to ensure you acquire and develop appropriate concepts, knowledge, professional and personal skills. These include traditional methods such as lectures and seminars but we aim to embed experiential learning experiences as a foundation of

learning and development. The academic team utilise live projects and case studies where appropriate to demonstrate process, analysis, methodologies, analysis of results and formulation of conclusions and argument.

The University promotes continued professional development among its teaching staff and a strong academic research culture within all its subjects. The MA and undergraduate courses continue to attract highly qualified staff with international and national research profiles which ensures curriculum and subject content reflect current practice within the sector.

The programme team's underpinning philosophy is to create a learning and teaching culture where you are comfortable challenging, debating and engaging in reflective practice. Through this approach the programme strives to produce students and ultimately graduates who are both independent and lifelong learners. This skills set although vital for learning is perhaps more relevant as graduates from the programme enter the working world. This fundamental principle brings confidence and self-reliance as you are encouraged to challenge the programme team as well as each other – helping to create lively debates which show thought and engagement with the material.

The Wildlife Media programme uses a range and variety of LTA approaches to achieve these goals. These include traditional lectures, seminars, fieldtrips, expeditions, workshops, critique reviews, pitching and one to one feedback in tutorials to monitor individual progress. All modules taught on the programme have embedded within them a self-directed research component, whether the module be a theoretical module or a practically focused module, the team believe that contextualisation is crucial to understanding.

The programme team also uses Blackboard, a Virtual Learning Environment (VLE) as a learning tool, asking you to participate through forums and giving undergraduates the ability to self-manage their own learning needs.

Through these approaches you will be asked to demonstrate your ability to critically deconstruct and evaluate. This is a key element of the learning and assessment strategy which includes awareness of ethical and socio-political implications of content. You are continually involved in assessment of your own work and the work of peers. This requires the development of interpersonal and team working skills within this context. Formative critical feedback will be provided by tutors.

A wide range of authentic assessment types are used in order to develop a full range of work related skills e.g., photographic displays, short films, websites, magazine articles, portfolios etc... This wide range of methods ensures the practice and assessment of key graduate skills that build awareness of the industry and graduate employability.

Student Support

You will also be allocated a Personal Tutor. Your Personal Tutor will be proactively involved in the delivery of your programme and will have contact with you throughout your time at the University. They will support your learning and development, including tutorials and other support as outlined in the Personal Tutor Policy.

Library and Student Services (LiSS)

Library and Student Services (LiSS) offer a wide range of support, including; access to library learning resources, academic skills, careers and employability, financial help, counselling, health and wellbeing and support for disabled students and those with specific learning requirements. We know that you want to get the most out of your programme, make the best use of your time and find or continue in the career you always dreamed of. Access university support and facilities easily and quickly via our [help is at hand](#) search.

The Skills@Cumbria service can help support your academic skills and success throughout your programme. The service is delivered by a team of professional Learning Enhancement Advisers within LiSS. It includes a suite of online self-help resources accessible 24/7 via the University's website and Blackboard site. It also provides group and individual advice and guidance accessible through and alongside your course and by different means such as face to face, email or virtual.

Module leaders will collaborate with LiSS advisers to ensure that your reading lists are current and items are available via the library collections. In order to maximise access, availability and usefulness, ebooks and electronic journal titles will, in most cases, be prioritised. You can access a wide range of great electronic and print content using [OneSearch](#) and you can find out more about key texts and journals for your subject by accessing the library's [subject resources webpages](#). Where appropriate, module reading lists will be made available to you electronically using the university's [online reading list system](#).

In addition to the range of guidance above, you have the opportunity to further develop your personal, academic and professional skills by taking part in a number of initiatives coordinated and delivered by LiSS Advisers:

Headstart

Head Start is a self-learning pre-entry module that is completed online and at your own pace. The module gives new undergraduate students an opportunity to prepare for their transition into university and to start to develop the academic skills that will help them become successful students.

All UG students are given the opportunity to register and complete Head Start prior to entry on their main programme of study. If you haven't been able to complete Head Start before starting your course, you can access the module via Blackboard by selecting the Skills@Cumbria tab and then the Head Start tab in the bottom right hand corner. Learning at university, academic writing and referencing are the key topics introduced in the module and previous students have told us how useful they have found the online resources and activities.

Head Start Plus

Head Start Plus is also an online skills development course, designed to support students who are about or who have just started study at level 5 or 6 (2nd and 3rd year undergraduate). This course is particularly recommended to students who may not have studied at HE level for some time or who are transitioning into the higher HE levels. The course provides a useful refresh on academic skills and practice and an insight into the expectations of tutors at those levels.

This course is free and available via the Open Education Platform powered by Blackboard. To access the course, follow the link to <https://openeducation.blackboard.com/cumbria> and set-up a free account with Open Education. Once logged on, select the course free of charge and work through it at your own pace.

PASS

[PASS](#) is a group mentoring scheme running in a number of programmes at the university. It matches first year students with second and third year PASS Leaders who are able to offer a unique source of support in helping new students through the transition into university study. PASS Leaders undergo specific training that gives them an excellent opportunity to widen their skill-set, whilst also allowing for student-led study sessions that are mutually beneficial to PASS participants and PASS Leaders alike.

Contact your course tutor to find out if PASS is available on your programme. If you are interested in setting-up PASS on your course or would like to become a PASS Leader then contact pass@cumbria.ac.uk

Cumbria Mentor Scheme

This is the university's one-to-one voluntary mentoring scheme, traditionally matching

individual first year students with second and third year Cumbria Student Mentors; however, any student may request a mentor if needed. This scheme provides unique pastoral support to new students during their transition into university life. It is also a great opportunity for more experienced students to broaden their own skill-set through the specific training all new mentors undergo, and through the practices they will utilise throughout the mentoring process. If you would like to be put in touch with a mentor or are interested in becoming a mentor yourself, contact melanie.bakey@cumbria.ac.uk

Career Ahead

Career Ahead is the University's Employability Award that is accessible to all of our students regardless of level or programme of study. Available free through the Careers Team in LiSS, the award gives students the opportunity to make their graduate CV stand out. Based on what employers look for in an ideal candidate, this award works with students to identify any gaps in their skill set and reflect on their experiences. It also offers the opportunity to participate in exclusive programmes and activities with real life employers. The University of Cumbria's employability award is split into three stages: Bronze, Silver and Gold, with a further Career Ahead + Platinum level. Students' engagement in extra curricula activities such as volunteering, project and charity work and peer mentoring are recognised within Career Ahead. To find out more or to register email careerahead@cumbria.ac.uk.

Programme Curriculum Map¹					
Academic Level	Module Code	Module Title²	Credits	Module Status³	Map to Programme OutcomeS1
4	MDIA4001	Film & Television Craft Skills	20	Compulsory	K1, K2, K3, K4, S1, S2 & S3
4	MDIA4202	Developing Photography Practice	20	Compulsory	K1, K2, K3, K4,, S1, S2 & S3
4	MDIA4201	Wildlife Media 1	20	Compulsory	K1, K2, K3, K4 S1, S2 & S3
4	MDIA4302	Tourism	20	Compulsory	K1, K2, K3, K4, S1, S2 & S3
4	UCIA4001	The Institution of the Arts in our Time	20	Compulsory	K2, K3, K4, S1, S1, S2 & S3
4	UCIA4002	Review	20	Compulsory	K2, K3, K4, S1, S2 & S3
5	MDIA5001	Documentary	20	Compulsory	K5, K6, K7, K8, S4, S5 & S6
5	MDIA5201	Wildlife Media 2	20	Compulsory	K5, K6, K7, K8, S4, S5 & S6
5	MDIA5202	Photography	20	Compulsory	K5, K6, K7, K8, S4, S5 & S6
5	MDIA5301	Student Initiated Expedition	20	Compulsory	K5, K6, K7, K8, S4, S5 & S6
5	UCIA5001	Understanding the Cultural Economy	20	Compulsory	K5, K6, K7, K8, S4, S5 & S6
5	UCIA5002	Working in the Creative Industries	20	Compulsory	K5, K6, K7, K8, S4, S5 & S6
6	MDIA6000	Media Arts Major Project	40	Compulsory	K9, K10, K11, K12, K13, S11, S12 & S13
6	MDIA6001	Film and Television Experimentation	20	Compulsory	K9, K10, K11, K12, K13, S7, S8, S 12 & S10
6	MDIA6201	Fieldcraft, Biodiversity and Habitat for Media	20	Compulsory	K9 K10, S7, S8, S 12 & S10
6	UCIA6001	Theory & Research Methods in the Arts	20	Compulsory	K11, K12, K13 S8, S9 & S10

Programme Curriculum Map ¹					
Academic Level	Module Code	Module Title ²	Credits	Module Status ³	Map to Programme OutcomeS1
6	UCIA6002	Arts Dissertation	20	Compulsory	K11, K12, K13, S11, S12 & S13

¹ This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Process.

² Please refer to the relevant programme webpage on the University's website for summaries of the individual Module Aims.

³ **Core Modules** must be taken and must be successfully passed.

Compulsory Modules must be taken although it may possible to carry as a fail (if the award permits).

Optional Modules are a set of modules from which you will be required to choose to study. Once chosen, unless indicated otherwise in the table above, an optional module carries the same rules as a compulsory module as per the Academic Regulations.

Qualificatory Units. These are non-credit bearing pass/fail components that are used to satisfy relevant professional, statutory or regulatory body professional requirements that are associated with the programme.

⁴ This column references the Programme Outcomes that will be achieved through successful completion of each module (i.e. through successful completion of the module summative assessment)

Programme Delivery Structure				
Module Code	Module Title	Delivery Pattern	Method(s) of Assessment	Approximate Assessment Deadline
		Autumn Semester / Spring Semester		
MDIA4001	Film & Television Craft Skills	Autumn	Portfolio	December
MDIA4202	Developing Photography Practice	Spring	Project work	May
MDIA4201	Wildlife Media 1	Year Long	Written assignment / Set exercise	May
MDIA4302	Tourism	Spring	Oral Assessment / Presentation/ Report	March, May
UCIA4001	The Institution of the Arts in our Time	Autumn	Essay	December
UCIA4002	Portfolio/Review	Spring	Practical and Practical	May
Students exiting at this point with 120 credits would receive a CertHE Wildlife Media				
MDIA5001	Documentary	Autumn	Practical Set Exercise, Written Assignment	December
MDIA5201	Wildlife Media 2	Year Long	Written assignment	May
MDIA5202	Photography	Spring	Portfolio	May
MDIA5301	Student Initiated Expedition	Year Long	Presentation, Written Assignment	May
UCIA5001	Understanding the Cultural Economy	Autumn	Project	December
UCIA5002	Working in the Creative Industries	Spring	Project	May
Students exiting at this point with 240 credits would receive a DipHE Wildlife Media				

MDIA6001	Film & Television Experimentation	Autumn	Practical Set Exercise	December
MDIA6201	Fieldcraft, Biodiversity and Habitat for Media	Autumn	Set Exercise	December
UCIA6001	Theory and Research Methods in the Arts	Autumn	Essay	November
Students exiting at this point with 300 credits would receive an Ordinary Degree Wildlife Media				
MDIA6000	Media Arts Major Project	Spring	Practical Set Exercise	May
UCIA6002	Dissertation	Spring	Essay	March

Methods for Evaluating and Improving the Quality and Standards of Learning	
Mechanisms used for the Review and Evaluation of the Curriculum and Learning, Teaching and Assessment Methods	<ul style="list-style-type: none"> • Module Evaluation • Programme validation and revalidation • Annual Evaluatory Reports • Peer Review • External Examiner reports • Departmental Quality Committees
Mechanisms used for gaining and responding to feedback on the quality of teaching and the learning experience – gained from: Students, graduates, employers, WBL venues, other stakeholders, etc.	<ul style="list-style-type: none"> • Staff Student forum • Module Evaluation Forms • Programme Evaluation: National Student Survey, Penultimate Year Survey • Module/Programme/Personal tutorials • Meetings with External Examiners

Date of Programme Specification Production:	October 2015
Date Programme Specification was last updated:	03.07.2020
For further information about this programme, refer to the programme page on the University website	