Programme Specification

Programme Title and Name of Award	BA (Hons) Wildlife Media		
Professional Qualifications / Accreditation	N/A		
Academic Level	6	**Total Credits**	360
UCAS Code	CW36B		
HECoS Code	100441 Film 100063 Photography 100923 Television		
Criteria for Admission to the Programme	The University's standard criteria for admissions apply. Please refer to the Applicant Information pages of the University website for more information. For RPL, please refer to the University website. 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		
Teaching Institution	University of Cumbria		
Owning Institute	Education, Arts and Society		
Programme delivered in conjunction with	N/A		
Principal Mode of Delivery	Blended learning		
Pattern of Delivery	Full Time This programme may also be made available on an infill part-time basis at the discretion of the academic programme leader. In such cases, you will study modules alongside the full-time cohort(s) that are running at the time Total weeks of study:. 24 weeks Delivery pattern: 2x 12 week semesters Standard semester dates: Yes		
Delivery Site(s)	Brampton Road Campus Carlisle		

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Programme Length	3 years full time as standard (maximum registration period is 7 years)
Exit Awards	You may be awarded one of the following Exit Awards if you fail to achieve the requirements of the full programme. CertHE Wildlife Media (120 credits) DipHE Wildlife Media (240 credits) BA Wildlife Media (300 credits)
Period of Approval	Validation start date: 01.08.2021

This programme has been approved (validated) by the University of Cumbria as suitable for a range of delivery modes, delivery patterns, and delivery sites. This level of potential flexibility does not reflect a commitment on behalf of the University to offer the programme by all modes/patterns and at all locations in every academic cycle. The details of the programme offered for a particular intake year will be as detailed on the programme webpage:

http://www.cumbria.ac.uk/Courses/Subjects/CreativeArts/Undergraduate/WildlifeMedia.aspx

Cumbria Graduate Attributes

Throughout your studies, you will be provided with the skills and knowledge relevant to the global workplace. All successful graduates of the University of Cumbria will be:

- Enquiring and open to change
- Self-reliant, adaptable and flexible
- Confident in your discipline as it develops and changes over time
- Capable of working across disciplines and working well with others
- Confident in your digital capabilities
- Able to manage your own professional and personal development
- A global citizen, socially responsible and aware of the potential contribution of your work to the cultural and economic wellbeing of the community and its impact on the environment
- A leader of people and of places
- Ambitious and proud

Programme Features

BA (Hons) Wildlife Media combines the study of natural history with photography, documentary filmmaking and professional development modules, in a programme which is designed to provide relevant skills and knowledge for the production of contemporary wildlife media. The degree is full time, delivered over 3 years and is taught face-to-face with some blended delivery elements. Developing graduate employability is central in the design of the BA Wildlife Media degree, 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. The course philosophy is one of outdoor learning and seasonality in The Lake District and wider region, which is our outdoor classroom and where you will learn about wildlife identification,

habitat and behaviour, plus practice your photography and filmmaking. Working outdoors and on location in all weathers, you will learn about expedition planning and safe practice is part of the professional development embedded in this programme.

The BA Wildlife Media degree has been designed to use a range of teaching approaches, from traditional seminars and classroom activities (in studio, on campus and in a live online classroom environment) through to digital access to course materials at a time of your choice via our Blackboard virtual learning environment. Seminars are led by experienced academic staff and industry mentors, giving you real time feedback, peer interaction and making you a core part of a learning community.

Key to your future employability is your ability to work flexibly with an interdisciplinary approach, working at a high level across digital platforms to produce creative content. The course team share regular professional experience opportunities with you, varying from industry guest expert speakers, to volunteering opportunities, to summer internships and paid live project work for various regional wildlife and media organisations.

In Level 4, the focus is on personal development skills, knowledge and understanding, progressing in Level 5 to a focus on professional development skills, knowledge and understanding, in line with industry and employer expectations. In Level 6 there is an increasingly tailored and personalised approach to learning, with a focus on employability and enterprise and graduate transition to industry or on to postgraduate level study.

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 a variety of production contexts and processes that reflect media industry professional practice. 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 in diverse competitions and awards, such as The Royal Television Society. 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 Italy, France, 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.)*

Cumbria is the most biodiverse county in the UK, with a variety of wildlife habitats and landscapes, including The Lake District UNESCO World Heritage Site and National Park. As the only BA Wildlife Media course in the UK, this unique degree combines creative flair with technical photography and filmmaking skills, with natural history and scientific knowledge. The curriculum combines lens craft skills with field craft skills - the study of wildlife biodiversity, identification, habitat, tracking and behaviour.

As you progress through the degree you can increasingly specialise and focus upon specific species, habitats and issues that you are most interested in - previous projects range from butterflies of The Scilly Isles, seals on the coast of Scotland, vultures in the Pyrenees, wolves in the Abruzzo National Park in Italy and bears in Yellowstone National Park in the USA.

Our Wildlife Society was voted one of the most innovative in the UK by the National Union of Students, comprising over 600+ student union groups. The Wildlife Society is run by students, for students, organising a wealth of talks, trips and activities throughout the year.

Our popular 'BioBlitz' events for wildlife watching, recording, photography and filmmaking run over 24hours and are open to the public to anyone who wishes to participate, covering events from early morning dawn chorus birdwatching, to daytime camera trapping, entomology surveys and wildflower workshops, to night-time moth trapping and bat detecting.

Our students and lecturers regularly contribute content to different channels and media platforms, plus series such as the "Life of a Mountain" documentaries. You can gain a qualification to fly drones with us and use drones in your work. Photography and filmmaking is driven by technological advancement and we have the industry standard equipment you need to use, to give your projects that high production and broadcast quality. This also includes camera trap technology as an important aspect of wildlife photography and filmmaking.

Our students go on a variety of field trips throughout their studies, linked to module tasks. Modules are very practical and use an outdoor classroom approach. Trips include Sites of Special Scientific Interest (SSSI), Areas of Natural Beauty (AONB) and nature reserves run by Wildlife Trusts, Wildfowl and Wetlands Trust (WWT) and the RSPB across the North West, North East and Scotland.

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 wide variety of careers that exist across the wildlife media profession and associated professions.

On the BA Wildlife Media course, your practical camera, lighting, sound, editing and post-production skills are initially developed within inductions as part of the Semester 1 Year 1 'Media Craft Skills' module. Your Year 1 Semester 2 'Developing Photography Practice' module develops your wildlife photography skills.

Progressing into Year 2, filmmaking and editing skills are embedded within the Semester 1 'Documentary' and year-long 'Natural History Filmmaking' modules. Wildlife photography skills are refined further in 'Wildlife Photography' in Year 2 Semester 2. Camera inductions continue embedded into these modules to introduce you to the more complicated cameras, gimbals and drones.

In Year 3, you can focus on your individual interests and negotiate your project focus in Semester 1 for the 'Minor Project' module and in Semester 2 for the 40-credit double-weighted 'Graduate Project' module.

The AV resource area and 2 full time technicians offer you constant support when working on campus in the 15 Edit Suites, which students can use following a booking system once they complete their induction. Editing workshops familiarise you with the creative applications of Adobe Premier Pro, After Effects and Photoshop.

The programme is taught over 3 years with 2 semesters per year, each semester helping you incrementally to develop and consolidate the skills you will need as you prepare for graduation, employment or postgraduate study.

As an outdoor focussed programme with lots of project work out on location, fieldwork and trips and visits, we recommend you bring waterproof clothing, walking boots and rucksack for outdoor photography and filmmaking. We do not expect you to have a high-spec camera when joining the course or your own editing software, as you can access all of the high-spec kit and software you need via inductions and facilities in the AV resources on campus. Similarly trips are subsidised and costs to you are minimal, but a contribution to visits to nature reserves and other locations across the region are to be expected.

Programme Learning Outcomes

By the end of this Programme you will be able to:

1. Develop your skills to identify, generate and successfully access opportunities in the workplace and/or in continuing education.
2. Demonstrate a broad range of transferable skills for employment.
3. Demonstrate the necessary skills and knowledge to create wildlife related media applications for research, education, science and entertainment.
4. Develop your 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. Gain wildlife related knowledge suitable for media production.
6. Gain a broad understanding of organisms and their interactions with the environment to inform the narrative within wildlife media.
7. Develop your critical analysis and reflection of key wildlife and media related issues.
8. Creatively explore the relationship between people and wildlife in different media forms.
9. Practise critical thinking, problem solving, and decision-making within the context of your chosen subject and self-promotion skills appropriate to employment in industry.
10. Develop research design, analysis, synthesis, ethical judgement and critical appraisal skills within the context of creative wildlife and technological work.
11. Develop your effective performance within team environments; planning, managing, leading and appraising the contribution of self and of others in arenas such as project previews and group critique presentations.

Level Descriptors

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.

At Level 4: (Usually Year 1 undergraduate), you will be able to demonstrate that you have the ability:

- 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 workplace experience and findings from books and journals and other data drawn from the field of study.

At Level 5: (Usually Year 2 undergraduate), you will be able to demonstrate that you have the ability:

- 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 workplace experience in the light of recent scholarship and current statutory regulations.

At Level 6: (Usually Year 3 undergraduate), you will be able to demonstrate that you have the ability:

- 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 workplace 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 an 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. 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. An ability to give and receive feedback.

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

S4. Communication and literacy skills

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 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:

QAA Benchmark Statements for Wildlife Media:

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

The programme is also informed by the following internal reference points:

- Business Plan for the Institute of Education, Arts and Society
- UoC Strategic Plan
- UoC Learning, Teaching and Assessment Strategy
- UoC Academic Regulations and Academic Procedures and Processes
- UoC Student Charter
- UoC Access and Participation Plan
- Learning Teaching and Assessment Plan 2019-2022
- Student Achievement Strategy 2019-2021
- Institute of Education, Arts and Society Employability Plan
- CAPE Curriculum Design Framework

Graduate Prospects

Graduates are working as wildlife photographers, documentary researchers, production managers, conservationists and expedition leaders and many have set up their own companies or are working as freelance professionals. Our students regularly win awards and recognition for their work in competitions such as The Royal Television Society (RTS), have achieved prestigious placements at BBC Wildlife Magazine and a range of production companies nationally; plus had their work featured in film festivals such as the Kendal Mountain Film Festival and Osprey Awards.

Graduates from the course have gone on to work for television channels including the BBC, ITV, Channel 5 and other major commissioners and production companies, plus in a range of different wildlife organisations and have successfully set up their own companies working freelance.

Many graduates actively seek an academic route to their future employment and as such pursue this through a range of postgraduate study options.

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

As a student at the University of Cumbria, you are part of an inclusive learning community that recognises diversity. You will have opportunities to learn by interacting with others in a collegiate, facilitative and dynamic learning environment. Teaching, assessment and student support will allow equal and equitable opportunities for you to optimise your potential and develop autonomy.

We seek to create a stimulating and innovative community of learning, whether encountered on campus or at a distance, on placement or in the workplace. Facilitated by our expert practitioner.

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. A

'Production Board' process is used which reflects industry practice in that you are supported to present your project ideas in the form of a pitch to a panel of staff, who advise and guide you, including planning processes that encompass health and safety, risk assessment and resource management.

Examples of Teaching Activities & Tools:

Synchronous lectures and presentations include traditional lectures, team projects, workshops and masterclasses, small group seminars, one-to-one tutorials, group tasks, film screenings.

Asynchronous lectures and presentations are designed to fit around your schedule and enable you to access resources at a time that suits you, plus access those resources repeatedly to allow you to consolidate your learning. Resources include video lectures, podcast lectures, interactive flipped classroom talks, practical tasks, online forums and discussion boards.

Technical competencies across photography and filmmaking are developed incrementally in modules through Levels 4, 5 and 6, with workshops on practical skills embedded into modules to enable you to work with increasing autonomy and creative independence.

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 lectures, seminars, workshops (which can be either face to face or online), fieldtrips, expeditions 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.

A distinct feature of studying at the University of Cumbria is that in level 4, first year, you will study two modules with all level 4 students of the arts and media programmes. These modules are Cultural Contexts and Collaborative Practice. Cultural Contexts introduces you to a range of approaches to reading a diverse range of visual creative arts, and Collaborative Practice is a

module where you will work with other students and embark on a problem-solving project practicing professional skills such as leadership, team-working and project management.

We are proud of the cross course collaboration with our other undergraduate programmes which is one of the unique features of this programme. A project based approach to learning, teaching and assessment helps you to think beyond your own discipline, you will experience working in large teams which mirrors industry practice and hence gain good employability skills.

There is a Level 4 module in Semester 1 that is shared with Film and Television students, called 'Media Craft Skills' and in Semester 2 'Collaborative Practice' is delivered cross-Institute with a collegiate approach. Subject specialism is a feature of Level 5, but there is still collaborative delivery in the module 'Professional Development' which explores professional skills and presentation in the screen-based industries.

At Level 6 there is a convergence of the Media programmes again with 'Graduate Project' the final major practical project work module which prepares you for transition into employment or postgraduate study. There is also a synergy across Media programmes embedded into your Level 6 showcase module 'Festival and Exhibition'.

Student Support

We provide responsive student support that promotes student success. Our approach to student support is designed to support achievement and progression, champion inclusivity and accessibility, prepare you for opportunities beyond study, and promote independence and resilience, enabling you to achieve your potential.

As a student of the University of Cumbria, you will be taught by academics and expert practitioners who facilitate learning through structured inquiry. You will be provided with access to high quality academic resources through physical and digital libraries and will be supported to develop skills that enable you to become a critical, reflective, discerning and independent learner and researcher.

Staff support you to learn in ways that reflect industry standards, for example you pitch your project ideas and technical equipment requirements to a panel of staff for advice and feedback, a process called 'Production Boards' as part of your practical modules.

Induction

The Institute of Education, Arts and Society is a fantastic place to study. You will be working in a creative community surrounded by visual artists, designers, filmmakers and games-designers dedicated to creating a rich student and cultural experience.

On campus we have:

- The Stanwix Theatre Main House and Studio Theatres hosting student performances, touring performances and special events.
- The Vallum Gallery: hosting a varied programme of professional and student exhibitions with associated gallery talks and guest speakers.
- Industry standard facilities in our AV resource area, for all elements of photography and filmmaking, staffed by two full time specialist AV technicians for equipment bookings and support with questions.
- A specialist arts library that the academic teams add to regularly making sure that the most current titles are available to you

On your programme you will undergo inductions and training in the specialist media spaces, digital rooms, workshops and technical resources that support your learning. Facilities at the

Institute of Education, Arts and Society include metalwork, woodwork, print, textiles, ceramics, photography and audio-visual equipment.

Student Wellbeing

We offer a fully inclusive way to learn and as such provide support and guidance for a range of issues and concerns. Team working is a core skill demonstrated throughout every level of the course, yet one which can require additional support and guidance. This is perpetuated through module guidance and supportive taught activities. Primarily support is available through personal tutorials where we reflect on building core skills in these areas.

Many students joining us may have a range of social anxieties. Some of these are resulting from recognised medical conditions and others can form out of worries about returning to education as well as from the complexities associated with moving home and location. We offer a fully supportive network of support to cover these examples and sample sessions and preparatory talks, meeting and orientation tasks are all utilised to help bridge any concerns in a staged and fully supportive manner. Our Student Support team are highly trained professionals who have expertise in offering the correct levels of ongoing support for those who require this approach. We also include supportive checking through Personal Tutorials and develop a safe space within all aspects of the course for students to share any and all concerns of this nature.

Personal Tutoring

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 through tutorials, Progress Reviews and other support as outlined in the Personal Tutoring Policy.

Library Services and Academic Skills

Module leaders will collaborate with Library Services to ensure that your online reading and resource lists are current and items are available via the library discovery tool OneSearch. 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 electronic and print content using OneSearch and you can find out more about key texts, databases and journals for your subject by accessing the library's subject resources webpages. Where appropriate, module reading and resource lists will be made available to you electronically on Blackboard using the University's online reading and resource list system.

Each campus library has a dedicated webpage. Check out local information about opening hours, reserving books, using self-service kiosks, printing and photocopying, booking study spaces and more. https://my.cumbria.ac.uk/Student-Life/Learning/Libraries/

An Ask a Librarian service runs from 17:00 - 09:00 weekdays and round the clock on weekends and holidays. This means you can get professional help using about library services, finding information, referencing and searching, even when the library is closed. https://my.cumbria.ac.uk/Student-Life/Learning/Libraries/Ask/

The Skills@Cumbria service can help support your academic, library and digital skills and success throughout your programme. It includes a suite of online self-help resources accessible 24/7 via the University's website and Blackboard site. Additional skills support for students is offered via:

- Workshops
- Email: skills@cumbria.ac.uk
- Appointments
- Webinars
- Learn Well at Cumbria

- Study from Home Webpage
- Digital Capabilities and LinkedIn Learning Pathways

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 tile. 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.

IT and Technical Support

Technology is an invaluable asset when it comes to studying, so it's important you know how to make the most out of the excellent IT facilities we have available. Our aim is to ensure you can access university electronic resources from anywhere or any device, whether on or off campus. The Student Hub is your one-stop gateway to all University systems, Outlook email, and OneDrive.

Whether you consider yourself a computer expert or you're not confident about your IT skills, we're always around to ensure you get the level of support you need. We have a wealth of information and support available on the IT Services website and have a dedicated IT Service Desk where you can talk to someone by phone or log your question online from anywhere, at any time.

Student Support Services

Accommodation: Information for all our residential students and advice for those looking to rent private accommodation. You can follow the team via instagram: UoC Accommodation

Careers and Employability: The Careers and Employability team is here to help you with all things career-related. Through the career hub My Career Enriched, you can:

- find graduate jobs, part-time work, work experience, industry placements and paid internships;
- book one-to-one careers advice appointments with one of the team;
- book onto careers fairs and employability events where you can meet employers;
- attend practical workshops on CVs, applications, interviews, success in your chosen sector; options with your degree, job search skills and more;
- send in your CV or application form for tailored feedback;
- complete mini online courses in Pathways to improve your employability skills.

Career Ahead+ is the University of Cumbria's Employability Award. Completing Career Ahead+ will help you recognise and develop your skills, providing a greater opportunity for you to get the job you want when you graduate. The award is based on what employers look for in an

ideal candidate, in relation to skills, knowledge and experience. You will be supported with career direction, gaining experience, and providing all the skills needed to complete the perfect application and be successful in that all important job interview. Contact careerahead@cumbria.ac.uk or visit www.cumbria.ac.uk/careerahead for more information.

Chaplaincy: Our chaplaincy provides a safe place, a listening ear and personal support to all students and staff, regardless of beliefs.

Disability and Specific Learning Needs: The University is committed to ensuring you are able to participate effectively in your chosen programme of study and all areas of University life. The University defines disability broadly, including:

- mobility impairments
- sensory impairments
- medical conditions
- autism (ASD)
- specific learning difficulties (SpLD's such as Dyslexia or Dyspraxia)
- mental health conditions.

Health and wellbeing: Our team forms part of Student Services. Your physical, emotional and psychological well-being are key aspects of living and learning well. The Health and Wellbeing page links to various sources of support, including how to self-refer to the mental health and well being service for appointments. We've highlighted a couple of specifics to get started:

- Register for Together All an anonymous and stigma free environment where you map your own path to well-being with peer support.
- Sign up to our health and well-being blog: Live Well at Cumbria.

UoC Active: Staying physically fit and well makes a huge difference to psychological wellbeing and to our abilities to study. Check out Sport facilities at UoC Active.

International Student Support: Finding your way in a new country or culture can be challenging. International Student Support welcomes you and will be in touch throughout your stay. We encourage you to contact us if you have any questions or need support: intss@cumbria.ac.uk

Money Advice: The Money Advice Service are here to help you plan your finances and manage your money whilst studying. We also provide information to help you to manage your money more effectively. Our Advisers are based across the University and are here to help with money issues. We run workshops as well as offering one-to-one advice via telephone on taking control of your finances and gaining financial skills which can last for life.

Further support and guidance, including EDI and Safeguarding: We are an inclusive community, committed to supporting and learning from each other, find out more about Equality, Diversity and Inclusion (EDI). Depending on the nature of your course, you may well already know about or be learning about safeguarding in a professional context and to find out about the University of Cumbria's safeguarding policy and procedures visit: Safeguarding.

Student Voice

As a student at the University of Cumbria you automatically become a member of the Students' Union. The Students' Union represents the views and interests of students within the University.

The Students' Union is led by a group of Student Representatives who are elected by students in annual elections. They also support approximately 400 Student Academic Reps within each cohort across the entire University. The Students' Union represent the views of their cohort and work with academic staff to continuously develop and improve the experience for all University of Cumbria students. You can find out more about who represents you at www.ucsu.me.

You can email at any time on studentvoice@cumbria.ac.uk.

University Cumbria Students' Union (UCSU) Student Support

UCSU offers a free, independent and confidential advice service to all students. They can help with things like academic appeals, extenuating circumstances or if you're considering a formal complaint. UCSU are also on hand to represent you in any formal meetings, for example in malpractice panels or fitness to practice meetings. Appointments are telephone based and can be booked at www.ucsu.me/support

Programme Curriculum Map					
Academic Level	**Module Code**	**Module Title**	**Credits**	**Module Status**	**Programme Outcomes achieved**
4	MDIA4200	Media 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	UCIA4030	Cultural Contexts	20	Compulsory	K4 S1, S2 & S3
4	MDIA4204	Naturalist Skills	20	Compulsory	K1, K2, K3, K4, S1, S2 & S3
4	MDIA4205	Communicating the Natural World	20	Compulsory	K2, K3, K4, S1, S1, S2 & S3
4	UCIA4020	Collaborative Brief	20	Compulsory	K3, S1, S2 & S3
5	MDIA5003	Documentary	20	Compulsory	K5, K6, K7, K8, S4, S5 & S6
5	MDIA5004	Interpreting Animal Behaviour for Media	20	Compulsory	K5, K6, K7, K8, S4, S5 & S6
5	MDIA5005	Wildlife Photography	20	Compulsory	K5, K6, K7, K8, S4, S5 & S6
5	MDIA5006	Natural History Filmmaking	20	Compulsory	K5, K6, K7, K8, S4, S5 & S6
5	MDIA5007	Professional Development	20	Compulsory	K5, K6, K7, K8, S4, S5 & S6
5	MDIA5008	Theory & Research Methods	20	Compulsory	K11, K12, K13 S8, S9 & S10
6	SCRP6000	Graduate Project	40	Compulsory	K9, K10, K11, K12, K13, S11, S12 & S13
6	MDIA6004	Minor Project	20	Compulsory	K9, K10, K11, K12, K13, S7, S8, S 12 & S10
6	MDIA6005	The Application of Media in Conservation	20	Compulsory	K9 K10, S7, S8, S 12 & S10

Programme Curriculum Map					
Academic Level	**Module Code**	**Module Title**	**Credits**	**Module Status**	**Programme Outcomes achieved**
6	SCRP6102	Festival and Exhibition	20	Compulsory	K9, K10, K11, K12, K13, S11, S12 & S13
6	MDIA6003	Research Project	20	Compulsory	K11, K12, K13, S11, S12 & S13

Notes

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

This programme uses year long modules in all years to allow for sustained assessments with a greater emphasis on creative development and on modelling process and outcomes on industry practice. You will be well supported on these modules with stop-reviews, formative assessment points and interim objectives that monitor progress, encourage reflection and guard you against failure.

A failed student will not be permitted to re-register on the same programme.

Key to Module Statuses	
Compulsory Modules	Must be taken although it may possible to condone/compensate as a marginal fail (within the limits set out in the Academic Regulations and provided that all core or pass/fail elements of module assessment have been passed).

Programme Delivery Structure Full Time				
Module Code	**Module Title**	**Delivery Pattern** **Sem 1: Sept – Dec** **Sem 2: Jan – May** **Year long: Sept - May**	**Method(s) of Assessment**	**Indicative Assessment Deadline**
MDIA4200	Media Craft Skills	Sem 1	Project work / report	December
MDIA4202	Developing Photography Practice	Year long	Project work	May
UCIA4030	Cultural Contexts	Sem 1	Set Exercise / Written Assignment	December
MDIA4204	Naturalist Skills	Year long	Report	May
MDIA4205	Communicating the Natural World	Sem 2	Presentation and Blog / Vlog	March, May
UCIA4020	Collaborative Brief	Sem 2	Project Work	May
Students exiting at this point with 120 credits would receive a CertHE Wildlife Media				
MDIA5003	Documentary	Sem 1	Documentary film / Critical appraisal	December
MDIA5004	Interpreting Animal Behaviour for Media	Year long	Set exercise / Portfolio	May
MDIA5005	Wildlife Photography	Sem 2	Research summary document	May
MDIA5006	Natural History Filmmaking	Year long	Natural Wonder Documentary / Reflective Presentation	May
MDIA5007	Professional Development	Sem 1	Production Study / Presentation	December

MDIA5008	Theory and Research Methods	Sem 2	Research Proposal, Literature Review	March, May
Students exiting at this point with 240 credits would receive a DipHE Wildlife Media				
MDIA6004	Minor Project	Sem 1	Portfolio Production, Report	December
MDIA6005	The Application of Media in Conservation	Sem 1	Written assignment	December
MDIA6003	Research Project	Sem 1	Research Portfolio	February
Students exiting at this point with 300 credits would receive a BA Wildlife Media				
SCRP6000	Graduate Project	Sem 2	Project work /Report	May
SCRP6102	Festival and Exhibition	Year long	Graduate Exhibition	May-June
Students exiting at this point with 360 credits would receive a BA (Hons) Wildlife Media				

Exceptions to Academic Regulations
This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Processes.

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	• Module Evaluation • Programme validation and revalidation • Annual Evaluatory Reports • Peer Review • External Examiner reports • Student Voice Meetings • Student Success and Quality Assurance Committee
Mechanisms used for gaining and responding to feedback on the quality of teaching and the learning experience – gained from: Students, graduates, employers, placement and work-based learning providers, other stakeholders, etc.	• Staff Student Forum • Module Evaluation Forms • Programme Evaluation: National Student Survey, UK Engagement Survey • Module/Programme/Personal tutorials • Meetings with External Examiners

Date of Programme Specification Production:	January 2021
Date Programme Specification was last updated:	April 2026
For further information about this programme, refer to the programme page on the University website:- http://www.cumbria.ac.uk/Courses/Subjects/CreativeArts/Undergraduate/WildlifeMedia.aspx	

The following information has implications for potential international applicants who require a Tier 4 visa to study in the UK	
Is the placement requirement more than 50% of the programme?	No
If yes, what % of the programme is the placement requirement?	n/a
If yes, is the amount of placement a statutory requirement to meet Professional, Statutory or Regulatory Body (PSRB) or Department of Education requirements?	n/a