

Programme Specification for Postgraduate Programme Leading to:
MSc Digital Design (Motion Graphics)
MSc Digital Design (Motion Graphics) with Placement
MSc Digital Design (3D Animation)
MSc Digital Design (3D Animation) with Placement
MSc Digital Design (Immersive Mixed Reality)
MSc Digital Design (Immersive Mixed Reality) with Placement

Applicable for all postgraduate students starting in 1st September 2022

<u>Version No.</u>	<u>Date</u>	<u>Notes – QUALITY ASSURANCE USE ONLY</u>	<u>QA</u>
2022-23 v0.1	2 March 2022	Programme specification updated following Design Review Conditions being met.	JP
2022-23 v1	12 April 2022	New programme and award approved by Senate on 6 April 2022. Programme to commence in January 2023.	SK
2022-23 v1.1	25/05/2022	Text error – ‘with Placement’ added to titles and intermediate awards	SK

Postgraduate Taught Programme	
1. Awarding institution	Brunel University London
2. Teaching institution(s)	Brunel University London
3. Home College/Department/Division	College of Engineering, Design and Physical Sciences / Brunel Design School / Digital Media
4. Contributing College/Department/Division/ Associated Institution	BPC for Pre-Masters (see section 25)
5. Programme accredited by	N/A
6. Final award(s) and FHEQ Level of Award	MSc Digital Design (Motion Graphics) (FHEQ level 7) MSc Digital Design (Motion Graphics) with Placement (FHEQ level 7) MSc Digital Design (3D Animation) (FHEQ level 7) MSc Digital Design (3D Animation) with Placement (FHEQ level 7) MSc Digital Design (Immersive Mixed Reality) (FHEQ level 7) MSc Digital Design (Immersive Mixed Reality) with Placement (FHEQ level 7)
7. Programme title	MSc Digital Design (Motion Graphics) MSc Digital Design (3D Animation) MSc Digital Design (Immersive Mixed Reality)
8. Programme type (single honours/joint)	N/A
9. Normal length of programme (in months) for each mode of study	FT (September start) – 12 months (equivalent to 52 weeks) FT (January start) – 13 months (equivalent to 53 weeks) FT (with Placement) – 24 months for both September and January starts PT – 24 months PT (with Placement) – 36 months

	Where students commence their programme at pre-Masters Level in BPC, the normal length stated above will vary as follows: Pre-Masters Level May commencement + 4 months
10. Maximum period of registration for each mode of study	Normal or standard duration plus 2 years (as defined above in 9) up to a maximum of 5 years.
11. Variation(s) to September start	From January 2023 See document "Validated Programme Element Specification for BPC Generic Pre-Masters entry points"
12. Modes of study	Full Time (FT) Part Time (PT)
13. Modes of delivery	Standard
14. Intermediate awards and titles and FHEQ Level of Award	Postgraduate Diploma in Digital Design (FHEQ level 7) Postgraduate Certificate in Digital Design (FHEQ level 7) Postgraduate Diploma in Digital Design (with Placement) (FHEQ level 7) Postgraduate Certificate in Digital Design (with Placement) (FHEQ level 7)
15. UCAS Code	N/A
16. HECoS Code	100182 (80%); 100737 (10%); 100363 (10%);
17. Route Code	MSc Digital Design (Motion Graphics) - 7K8EPDIDEMG MSc Digital Design (3D Animation) - H94KPDIDE3DA MSc Digital Design (Immersive Mixed Reality) - 439GPDIDEIMR
18. Relevant subject benchmark statements and other external and internal reference points used to inform programme design	UK Quality Code for Higher Education QAA Subject Benchmark Statement (Engineering) Brunel 2030 Brunel Placement Learning Policy, as published under the 'Placements' section of the ' Managing Higher Education Provision with Others ' page.
19. Admission Requirements	Details of PGT entry requirements are provided on the University's and College website. Levels of English for non-native speakers are outlined on Brunel International's language requirements pages.
20. Other relevant information (e.g. study abroad, additional information on placements)	Placement Students normally may go on placement after successful completion of the taught part of the MSc
21. Programme regulations not specified in Senate Regulation 3. Any departure from regulations specified in Senate Regulation 3 must be stated here and approved by Senate.	None
22. Further information about the programme is available from the College website.	Link to programme information on the College website

23. EDUCATIONAL AIMS OF THE PROGRAMME

- To prepare students for roles in the creative industries - both at executive (e.g. creative designer) and strategic and managerial levels (e.g. creative director).
- To produce graduates capable of making a major contribution to the use of state-of-the-art creative design in organisations.
- Develop creativity and independent learning ability required for continuing professional development, further research, and for acquiring new creative skills at a high level.

24. PROGRAMME AND INTERMEDIATE LEARNING OUTCOMES

The programme provides opportunities for students to develop and demonstrate knowledge and understanding (K) cognitive (thinking) skills (C) and other skills and attributes (S) in the following areas:

Masters FHEQ Level 7	Category (K = knowledge and understanding, C = cognitive (thinking) skills, S = other skills and attributes)	Learning Outcome	Masters Award Only	Associated Assessment Blocks Code(s)	Associated Study Blocks Code(s)	Associated Modular Blocks Code(s)
Masters and FHEQ level 7						
	K	Understand the theory and practice of advanced, state-of-the-art creative digital design practices (methodologies and workflows)				DX5605 (Motion Graphics) DX5606 (3D Animation) DX5607 (Immersive Mixed Reality) DX5603 (Digital Design) DX5600 Major Project
	K	Advanced knowledge of specific creative digital design theory and related research methods.				DX5605 (Motion Graphics) DX5606 (3D Animation) DX5607 (Immersive Mixed Reality) DM5561 DM5563 DX5603 (Digital Design) DX5600 Major Project
	K & C	Comprehensive understanding of the theory and practice of research methodologies in the context of specialised areas of digital media research.				DX5600 Major Project
	K & C	Critical understanding of the necessary creative digital design underpinning technologies and their impact in specific areas of digital media.				DX5605 (Motion Graphics) DX5606 (3D Animation) DX5607 (Immersive Mixed Reality) DX5603 (Digital Design) DX5604 (Digital Media Technologies) DX5600 Major Project
	K & C	Critical understanding of the effectiveness of communication with managers, their peers and the wider research community.				All
	K & C	Demonstrate a comprehensive understanding of and critically evaluate advanced creative digital design practices.				All
	K, C & S	Show the ability to design and create a convincing digital artefact and critically evaluate it.	x			DX5600 Major Project

	C	Critically appraise and discriminate a range of different research approaches and review and draw conclusions from current research literature.				DX5600 Major Project
	C	Critically evaluate, discriminate and select between good and excellent digital media creative design styles and strategies in a variety of professionally produced media.				DX5605 (Motion Graphics) DX5606 (3D Animation) DX5607 (Immersive Mixed Reality) DX5603 (Digital Design) DX5600 Major Project
	C	Analyse results of tests on digital products (e.g. functional and performance tests, user trials etc.) and discuss strengths and weaknesses of digital media product or service				DX5605 (Motion Graphics) DX5606 (3D Animation) DX5607 (Immersive Mixed Reality) DX5603 (Digital Design) DX5604 (Digital Media Technologies) DX5600 Major Project
	C & S	Demonstrate self-motivation and direction and apply independent thinking skills and manage time and resources and work effectively in a team and independently.				All
	S	Communicate clearly in written, oral and visual form to a highly professional standard.				All
	C, S	Employ of a wide range of creative digital design techniques to effectively develop a digital artefact in a highly nuanced manner and critically evaluate them.				All
	S	Extensive ability to adapt to professional behaviour and organisational expectations in digital creative industries (with Placement)				DX5555 (Digital Media Postgraduate Placement)
	C	Critically analyse issues encountered in an employment context from an academic perspective (with Placement)				DX5555 (Digital Media Postgraduate Placement)
	K	Comprehensive knowledge and understanding of a company, organisation or business in digital creative industries (in general or in particular) (with Placement)				DX5555 (Digital Media Postgraduate Placement)
	K, C, S	Apply the research methods to one research topic of interest and provide an in-depth project proposal and literary study of the research topic of their interest				DX5600 Major Project

Learning/teaching strategies and methods to enable learning outcomes to be achieved, including formative assessments

As detailed in the programme specification, a wide range of learning and teaching methods will be employed in the programme, from traditional lectures to more active learning techniques and independent learning. All modules will emphasise, to a greater or lesser extent, both the practical aspects conveyed around labs and workshops as well as the theoretical aspects conveyed via lectures and directed learning. All staff will employ the University's virtual on-line learning environments and place more emphasis on independent learning as befits master's level students. The course aims to simulate a creative digital design studio atmosphere in lectures, workshops and seminars, promoting peer feedback, knowledge sharing, hands-on work, continuous formative feedback and incremental progress towards assessment tasks.

Imparting Knowledge through Instruction and Practical:

Some of the more transferable skills are taught more explicitly whilst some will be learnt more implicitly as students carry out their creative design assignments and dissertation projects. It is anticipated that these two approaches will complement each other well, as students acquire the declarative knowledge through formal teaching but gain experience in application under individual supervision in master's Project module.

Addressing Variety of Student Intake Qualifications:

The teaching will meet the expectations of this diverse group of students by group tutorial sessions. This will be achieved through a two-week tutorial session at the start of the course for the entire cohort.

Personal Development Plan for Students: Each student will agree with the course director a Personal Development Plan (PDP) which will take the form of:

- Peer group learning
- Suggested On-line and off-line resources
- Staff run research seminars
- Support from Graduate Teaching Assistants

Summative assessment strategies and methods to enable learning outcomes to be demonstrated.

The forms of assessment and the assessment criteria will be carefully selected to reflect the defined intended learning outcomes for each module. Our strategy throughout the course is to form a strong, coherent connection between learning outcomes, teaching and learning activities and assessment. This "constructive alignment" between assessment tasks, learning activities and learning outcomes encourages the right approach to learning in students and ensures that learning outcomes are achieved. More specifically, the programme will include a variety of methods ranging from individual and group coursework assignments, oral presentations and structured debates. By presenting the students with a variety of assessment tasks, we ensure that the diversity of subject material is appropriately covered. In addition to summative assessment, all modules will include forms of self-, peer and formative feedback, which will allow both lecturers and learners to monitor the learners' progress and identify gaps in skills and knowledge. Formative feedback is provided, on regular basis, through weekly hands-on workshops which contribute to an incremental development of the final assessments.

25. Programme Structure, progression and award requirements

Programme structures and features: levels, assessment blocks, credit and progression and award requirements

- The Masters for full-time and part-time routes consists of 180 credits, composed of 90 credits of compulsory modules and 30 credits of optional modules as detailed below.
- **Compulsory block:** one which all students registered for the award are required to take as part of their programme of study. These will be listed in the left hand column;
- **Optional block:** one which students choose from an 'option range'. These will be listed in the right hand column;
- A **core assessment** is an assessment identified within an assessment block or modular block (either compulsory or optional) which must be passed (at grade C- or better) in order to be eligible to progress and to be eligible for the final award. All core assessments must be specified on the programme specification next to the appropriate assessment or modular block:

Where students are expected to pass the block at C- or better, but not necessarily all elements, then the block itself is core.

e.g. AB5500 Project (40)
Core: Block

Where only some elements of assessments are required to be passed at C- or better, these will be identified by listing each element that is core

e.g. ABXXX1 Title (XX credits)
Core: 1 & 4

Where students are expected to pass all assessments in a block then this will be identified. By setting the assessment this way, students are also required to pass the block by default. This will be identified thus:

e.g. ABXXXX Title (XX credits)
Core: All, Block

- A **non-core assessment** does not have to be passed at grade C- or better, but must D- or better in order to be eligible for the final award.

Full-Time Masters and FHEQ Level 7 – FOR FULL-TIME ROUTES ONLY

Compulsory assessment block codes, titles and credit

DX5603 Digital Design (30 Credits)
 DX5604 Digital Media Technologies (30 Credits)
 Compulsory pathway module (30 Credits) – See Table 1.
 DX5600 Major Project (60 Credits) **Core: Block**

The arrangement of the modules depends on your start date as follows:

September Start

Autumn Term

DX5603 Digital Design (30 Credits)
 DX5604 Digital Media Technologies (30 Credits)

Spring Term

Compulsory pathway module (30 Credits) – See Table 1.
 DX5600 Major Project (60 Credits) **Core: Block**

January Start

Spring Term

Compulsory pathway module (30 Credits) – See Table 1.
 DX5600 Major Project (60 Credits) **Core: Block**

Summer Term

DX5603 Digital Design (30 Credits)
 DX5604 Digital Media Technologies (30 Credits)

Table 1. Compulsory Pathway Modules

Pathway	Module
Motion Graphics	DX5605 Motion Graphics (30 Credits)
3D Animation	DX5606 3D Animation (30 Credits)
Immersive Mixed Reality	DX5607 Immersive Mixed Reality (30 Credits)

For students on placement, the following module must also be completed:

DX5555 Digital Media Postgraduate Placement (0 credits)

Optional assessment block codes, titles and credits

A total of 30 credits of options are allowed from the list below, where the module is not considered a compulsory module for the student's pathway.

DX5605 Motion Graphics (30 Credits)
 DX5606 3D Animation (30 Credits)
 DX5607 Immersive Mixed Reality (30 Credits)
 DX5602 Brand Experience Design (30 Credits)
 DX5601 Digital Branding Strategy (30 Credits)
 DM5563 Human Factors in Design (15 Credits)
 DM5561 Design Creativity and Aesthetic Awareness (15 credits)

September Start & January Start

Spring Term

Optional Digital Media Design Module(s) taken from list above.

Part-Time Masters and FHEQ Level 7 – FOR PART-TIME ROUTES ONLY

Compulsory assessment block codes, titles and credit

The arrangement of the modules depends on your start date as follows:

September Start

Year 1

Autumn Term

DX5603 Digital Design (30 Credits)

Spring Term

Compulsory pathway module (30 Credits) – See Table 1.

Year 2

Autumn Term

DX5604 Digital Media Technologies (30 Credits)

Spring Term

DX5600 Major Project (60 Credits) **Core: Block**

January Start

Year 1

Spring Term

Compulsory pathway module (30 Credits) – See Table 1.

Summer Term

DX5603 Digital Design (30 Credits)

Year 2 (based on academic year)

Autumn Term

DX5604 Digital Media Technologies (30 Credits)

Spring Term

DX5600 Major Project (60 Credits) **Core: Block**

For students on placement, the following module must also be completed:

DX5555 Digital Media Postgraduate Placement (0 credits)

Optional assessment block codes, titles and credits

A total of 30 credits of options are allowed from the list below, where the module is not considered a compulsory module for the student's pathway.

DX5605 Motion Graphics (30 Credits)

DX5606 3D Animation (30 Credits)

DX5607 Immersive Mixed Reality (30 Credits)

DX5602 Brand Experience Design (30 Credits)

DX5601 Digital Branding Strategy (30 Credits)

DM5563 Human Factors in Design (15 Credits)

DM5561 Design Creativity and Aesthetic Awareness (15 credits)

September Start & January Start

Year 2

Spring Term

Optional Digital Media Design Module(s) taken from list above.

Masters and FHEQ Level 7 Progression and Award Requirements

As per [Senate Regulation 3](#)

A PGDip may be awarded by substitution of the dissertation (DX5XXX) for up to 30 credits of modular/assessment blocks in the taught part of the programme, provided the learning outcomes have been met.

Please note: this specification provides a concise summary of the main features of the programme and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods can be found in the modular block, assessment and study block outlines and other programme and block information. The accuracy of the information contained in this document is reviewed by the University from time to time and whenever a modification occurs.