BACHELOR OF ARTS (HONOURS) IN DIGITAL MEDIA (TOP UP)
(Teach Out by 31 Dec 2025)

Awarded by : Coventry University, United Kingdom
Intakes : January and July
Duration : 1 Year (Full-time)

Core Modules

Analysing Media and Communication

This module enables students to deepen their critical understanding of the specificities of cultural, communication and media forms and the discourses surrounding them. The module focuses upon the relationship between the production and consumption of cultural, communication and media texts and explores the often complex relationships between these "texts", the determinants of their production, the narratives they convey and the meanings their audiences read into these narratives. In particular the module focuses on a number of case studies - in-depth analyses of specific institutions, media and communication forms, contemporary issues and debates, in order to offer models of analysis and evaluation which students can employ themselves.

Credit Points: 20

Design Promotion

Students will be introduced to established methods of promoting design work. The use of public relations specialists, media agents, web based marketing and other promotional agencies will be discussed. The aim of the module is to introduce students to methods of promoting themselves and their work.

Credit Points: 10

Final Digital Media Research Project

This double module gives the student the opportunity to gain substantial practical and professional experience in one or more areas of digital media research and practice. Students will further develop and realise the ideas generated within the Research and Development in Digital Media module (308MC). Their digital media project will be based upon the project proposal and development work submitted for this module and will culminate in an extensive body of work or practice using their chosen form, or forms, of specialist digital media practice and theory.

They will be expected to continue to provide evidence of analysis and reflection of their research and development, the impact of this development upon their process of production and of the finished work; this would normally be evidenced within an individual work-book or blog. This will contain reflection and analysis showing their contextual awareness, research methods and development process.

Students may choose to work in small teams or individually in negotiation with their specialist lecturer. Formal interim critiques will provide a platform for students to further develop their presentation skills and subject specialist knowledge.

Credit Points: 40

Professional Practice Portfolio

In this module, students will build on the skills and reflection developed in earlier years. They will continue to collect work and reflect on the relations, interpretations and context of their current practice. Students will be expected to demonstrate/evidence their awareness and understanding of the particularities of their chosen career direction through focused research, and to place their career aims in a professional context/ market place(s). The module will provide the opportunity for students to consider their own body of work within the context of their chosen field.

At the conclusion of their final year, students will be required to present themselves and their work in an appropriate form for distribution within a professional context.

Credit Points: 10

Research and Development in Digital Media

The module aims to develop the student's ability to research and develop the theoretical, conceptual and professional issues that underpin digital media practice within a chosen area of research. This will involve looking at and utilising a range of digital research methods to undertake critical analysis on enquiry-led research and development projects.

This module will enable students to develop abilities at analysing information and data and to critically reflect, comprehend and create practice-based digital media research work within their chosen specialism. They will work either individually or in small teams as required and will be encouraged to be self-reliant and develop methods of evaluation, reflection and critique.

Building upon knowledge and skills acquired during the module and course, the student will develop an initial audio-visual research presentation. The outcomes from this presentation will form the basis of their project plan, which will develop specific project management, time management, technical, creative, critical and analytical skills in relation to their research and development process. The module will also develop transferable skills in research design and evaluation, verbal and visual communication, information retrieval and independent study.

Credit Points: 40