

MA Digital Media - Theory; MA Digital Media - Theory and Practice (Image Making); MA Digital Media - Theory and Practice (Data Visualisation)

Programme Specification

Awarding Institution: University of London (Interim Exit Awards made by Goldsmiths' College)

Teaching Institution: Goldsmiths, University of London

Final Award: MA Digital Media

Programme Name: MA Digital Media – Theory

MA Digital Media – Theory and Practice (Image Making)

MA Digital Media – Theory and Practice (Data Visualisation)

Total credit value for programme: 180

Name of Interim Exit Award(s):

Postgraduate Certificate in Digital Media – Theory

Postgraduate Certificate in Digital Media – Theory and Practice (Image Making)

Postgraduate Certificate in Digital Media – Theory and Practice (Data Visualisation)

Postgraduate Diploma in Digital Media – Theory

Postgraduate Diploma in Digital Media – Theory and Practice (Image Making)

Postgraduate Diploma in Digital Media – Theory and Practice (Data Visualisation)

Duration of Programme: 1 year full-time or 2 years part-time

UCAS Code(s): Not applicable

FHEQ Level of Award: 7

Programme accredited by: Not applicable

Date Programme Specification last updated/approved: July 2023

Home Department: Media, Communications and Cultural Studies (MCCS)

Department(s) which will also be involved in teaching part of the programme:

Not applicable

Programme overview

The MA Digital Media is unique in its combination of practical and theoretical approaches to contemporary media and technology. It is designed to help you understand digital transformations in media, culture and society and apply this understanding in practice, in the media and creative industries and in further research. You will be equipped with skills that can be applied to current and future developments in digital media, social media, computing and other aspects of technology.

Students who study on this established and exciting degree benefit from the experience and expertise of one of the world's leading media, communications and cultural studies departments. You're taught by theorists and practitioners of international standing. The programme regularly attracts offers of work placements and internships. Recently these have come from Google, The Science Museum and N1creative.com.

Our students have access to state of the art facilities, including well-equipped lecture and seminar rooms, exhibition spaces, computer facilities and digital media suites.

The MA Digital Media educates aspiring media practitioners and academics as well as early and mid-career professionals who seek to reflect on their roles in a structured and stimulating learning environment designed to give all students up-to-the-minute knowledge of digital media and the skills to apply that knowledge to future developments.

Our students become proficient in: the critical and creative analysis of digital media, and – those on the theory and practice pathway – in the application of critical skills to specialist areas of digital media production.

Taught sessions and lectures provide overviews of themes, which students are encouraged to complement with intensive reading for presentation and discussion with peers at seminars. Assessments build on lectures and seminars so students are expected to attend all taught sessions to build knowledge and their own understanding of their chosen discipline. All assessed work is accompanied by some form of feedback to ensure that students' work is on the right track. It may come in a variety of forms ranging from written comments on a marked essay to oral and written feedback on developing projects and practice as they attend workshops.

Programme entry requirements

Applicants will normally have, or expect to gain, a first degree of at least upper second class standard (or equivalent). Those whose first language is not English will need an IELTS score of 6.5 or equivalent. The programme is suitable for students from a wide range of disciplinary backgrounds within the humanities and no prior knowledge of new or digital media studies is required.

It is also suitable for media industry professionals, artists and other 'creatives' who wish to reflect critically on, and develop further, their own practice through a taught module.

Applicants to Pathway 2 (Image-Making) need to demonstrate the relevant experience and expertise via the submission of a portfolio of their creative work (still and/or moving image, using any techniques – including some digital ones). Applicants to Pathway 3 (Data Visualisation) don't need to submit a portfolio. No advanced knowledge of computing is required of them. However, they are requested to explain in their personal statement their interest in Pathway 3, the state of their current technical knowledge and their wider experience with technology and computing so far, as practitioners and/or users. These applicants will also need a relevant first degree as above.

All applicants need to demonstrate an awareness of the historical and contemporary significance of digital media and technology and a willingness to accept the challenge of transdisciplinary study.

Aims of the programme

The aim of this programme (offered on a full-time one year and part-time two year basis) is to offer a critical, contextual and practical approach to digital media and technology. This aim is targeted at a combined creative and critical renewal of the field of digital media.

In order to provide a contextual framework and facilitate the conceptualisation of digital media and technologies as cultural forms and processes, the programme draws on a range of disciplines and fields including media theory, cultural studies, the social sciences and philosophy, computing and the role of the arts as a form of research and creative production.

While addressing central theoretical and conceptual concerns relating to digital media, the programme also offers students the opportunity to explore these theories and concepts in practice. The programme has three separate pathways.

Pathway 1 (Theory), consists of one compulsory module of 30 CATS, option modules to the value of 120 CATS (with at least 30 CATS taken from Recommended Options and the remaining CATS from Additional Options), and a dissertation. Pathways 2 and 3 consist of two distinct compulsory modules, options to the value of 30 CATS and two practice modules, one at 30 and one at 60 CATS. Students will opt for pathway 1 (100% theory), pathway 2 or pathway 3. Students who opt for pathways 2 and 3 will study on a programme which is 50:50 theory and practice and will specialise in the study of the transformations in media, culture and society through the practice of either image making or data visualisation.

Pathway 2 (Image Making) students will work with one or more of the following – animation, photography, video and other forms of moving image, as well as hybrid forms of image-making – to create installations, apps, AR/VR and single- and multi-screen work that is responsive to the continually changing digital landscape. Pathway 2 is available to students who can demonstrate prior expertise and experience in the relevant area of practice. It is designed to appeal to media industry professionals, artists and other ‘creatives’ who are keen to critically reflect on, and further develop, their practice within a structured learning environment.

Pathway 3 (Data Visualisation) requires no advanced prior technical knowledge. Data Visualisation is an exciting new field that offers rewarding careers in the media, communications and culture industries. The pathway will help students develop a range of innovative and investigative skills that are needed to understand the huge transformations associated with the rise of data. MA Digital Media: Data Visualisation offers students the opportunity to join this expanding area that is increasingly vital to culture, politics and the economy. This pathway will be aimed at students who wish to work and to create in the fields of digital culture/politics/aesthetics/marketing with a specialism in Data Visualisation. This pathway will emphasise how information is structured, gathered, sorted and figured into new forms of visual knowledge and equip students with the capacity to deploy this knowledge in a datafied environment.

All students will be equipped with skills in critical evaluation and contextualisation which can be applied to future developments in digital media and technology. The programme is therefore appropriate for further research and for careers in the media and cultural industries.

Programme learning outcomes

The programme's subject specific skills require students to analyse and contextualise developments in digital media and technology with reference to key transdisciplinary debates. Students who opt for Pathways 2 or 3 will also be required to produce material of publishable, exhibition or broadcast standard and to evaluate the ways in which theoretical and practical insights intersect.

All students will develop a wide range of transferable qualities and skills necessary for employment in related or unrelated areas. These are described by the Quality Assurance Agency as: 'the exercise of initiative and personal responsibility, decision-making in complex and unpredictable situations, and the independent learning ability required for continuing professional development'.

A Postgraduate Certificate will be awarded to students who achieve 60 CATS by passing the compulsory module and one recommended option (pathway 1) or both compulsory modules (pathway 2 and 3). Students awarded the Postgraduate Certificate, having followed one of the three pathways, will be able to:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Systematically understand and contextualise current developments in media and technology from a historical, sociological, anthropological or philosophical perspective	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Critically evaluate key debates in the field of new media	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Demonstrate conceptual knowledge of new media as an independent field of study	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After
C2	Act autonomously to deploy a range of practical skills in one of the specified areas (PATHWAYS 2 AND 3)	Digital Media Practice

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Demonstrate self-direction and originality to prepare and deliver clearly argued and informed work	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After
D2	Demonstrate advanced skills in communication, independence and resourcefulness	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After

A Postgraduate Diploma will be awarded to students who successfully complete modules to the value of 120 credits, ie all modules with the exception of the Dissertation or Final Project. Students awarded the Postgraduate Diploma will also be able to:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Systematically analyse and contextualise current and future developments in digital media and technology	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After
A2	Evaluate and articulate key historical, sociological, anthropological and philosophical approaches to the study of digital media and technology	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Critically evaluate key debates in the field of new media	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Systematically and creatively, deploy conceptual knowledge of new media as an independent field of study in both theory and practical work	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After Digital Media Practice (Image-Making or Data Visualisation)
C2	Demonstrate a range of practical skills in one of the specified areas (PATHWAYS 2 AND 3)	Digital Media Practice (Image-Making or Data Visualisation)

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Show a comprehensive understanding of techniques necessary to locate, retrieve and present relevant information	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After Digital Media Practice (Image-Making or Data Visualisation)
D2	Use personal initiative to manage a complex array of competing demands and work effectively to a deadline	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After Digital Media Practice (Image-Making or Data Visualisation)

In addition to the Learning Outcomes for the Postgraduate Certificate and Postgraduate Diploma, students who successfully complete the MA Digital Media will also be able to:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	Propose new hypotheses in relation to the analysis of current and future developments in digital media and technology	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After Digital Media Practice (Image-Making or Data Visualisation) Final Project/Dissertation
A2	Systematically understand and deploy key aspects of historical, sociological, anthropological and philosophical approaches to the study of digital media and technology	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After Digital Media Practice (Image-Making or Data Visualisation) Final Project/Dissertation
A3	Deploy an advanced understanding of relevant research methodologies and practices in relation to digital media and demonstrate the ability to work creatively and critically to work productively on an original project	Final Project/Dissertation

Cognitive and thinking skills

Code	Learning outcome	Taught by the following module(s)
B1	Show understanding of and ability to map and apply advanced skills in critical thinking in relation to key debates in the field of digital media	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After Digital Media Practice (Image-Making or Data Visualisation) Final Project/Dissertation
B2	Systematically and creatively engage in debates and develop reflective commentary that takes into account alternative views, concepts and perspectives	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After Digital Media Practice (Image-Making or Data Visualisation) Final Project/Dissertation

Subject specific skills and professional behaviours and attitudes

Code	Learning outcome	Taught by the following module(s)
C1	Creatively formulate appropriate and relevant research questions and objectives relating to a critical awareness of the potentialities of digital media	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After Digital Media Practice (Image-Making or Data Visualisation) Final Project/Dissertation
C2	Act autonomously in planning and implementing practical tasks in one of the specified areas (PATHWAYS 2 AND 3)	Digital Media Practice (Image-Making or Data Visualisation) Final Project
C3	Demonstrate the ability to research and plan an advanced project which makes extensive use of theoretical insights	Final Project/Dissertation

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Demonstrate advanced communication and discussion skills in written, oral and digital contexts	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After Digital Media Practice (Image-Making or Data Visualisation) Final Project/Dissertation
D2	Display and consolidate high levels of independence and creativity in self-learning, exercising initiative and taking personal responsibility for work	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After Digital Media Practice (Image-Making or Data Visualisation) Final Project/Dissertation
D3	Demonstrate self-direction and organization in order to manage a complex array of competing demands and work effectively to a deadline	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After Digital Media Practice (Image-Making or Data Visualisation) Final Project/Dissertation

How you will learn

The core teaching team from within the Department of Media, Communications and Cultural Studies provides expertise in critical, practical, technical and contextual approaches to digital media and technology. The expertise of the core teaching team is based on high research or professional profiles in relevant areas and is supported by a wide range of seminar and guest lecture programmes in digital media and technology provided by the department and within the college.

Learning strategies which enable the outcomes to be achieved are centred on lectures, small group workshops, seminars, one-to-one tutorials, technical support and individual supervision. The seminars and workshops combine teaching and learning in a number of possible formats including: short individual presentations by staff and students designed to

stimulate debate; team work in pairs; whole group discussion and task-based work appropriate to specific topics. Seminars and workshops are guided by questions designed to focus the debate and clarify the aims of the session. The need for adequate preparation is emphasised and consists of reading from the bibliographies provided and preparing notes and materials based on the questions given. Individual feedback is available in two forms: discussion with module tutors in tutorial hours or supervision and comments provided by tutors on essay or project work. Intensive individual supervision over a prolonged period is provided for the dissertation, and this consists of guiding and structuring the student's research, setting mutually agreed deadlines for drafts and providing written and verbal feedback on progress. Dissertation students receive an intensive workshop and written guidance on research methods as well as the instruction and individually tailored advice given by the supervisor. Students on pathways 2 and 3 who take the final practice/theory project instead of the dissertation, receive the same amount of supervision divided between theory and practice tutorials as appropriate to the individual student and his/her particular project. The project will be guided by a theory and practice tutor working closely with the student to develop material which is both original and reflexive.

Outcomes B1, C1, A1 and A2 are the particular foci for the compulsory module, Digital Media – Critical Perspectives and the three Recommended Options (two of which serve as cores respectively for pathways 2 and 3). The option modules, together with the two practice modules (digital media practice and the practice/theory project) are designed to enable students to achieve outcomes A3 and C2. Written and tutorial feedback on coursework will help students to develop transferable skill outcomes.

Grading Criteria

How you will be assessed

Assessment strategies which enable the outcomes to be demonstrated centre on the production, to a deadline, of written and/or practical work. The written work takes different forms appropriate to the range and depth of subject-specific knowledge and skills specified in the programme. The assessment is demanding, requiring students to work on different assignments simultaneously. The number of assignments ensures that students have a grasp of the breadth as well as depth of the field. What is being assessed is not only the intellectual and/or practical knowledge and skills of the students (outcomes A1-2, B1) but their capacity to work under pressure and to think independently and resourcefully (transferable skill outcomes). A seen take-home paper for one compulsory module

assesses a balance of range and depth of knowledge in the field and also the student's ability to produce clearly argued and informed work within a relatively limited time span. In-depth knowledge of different areas of inquiry is assessed by means of examined essays.

The dissertation assesses the extent to which the student has developed an advanced conceptual knowledge of the field sufficient for the production of an extensive individual piece of research. The practice/theory project assesses in addition the student's reflexive practical skill and expertise in a given area of digital media sufficient for the production of material which is original, publishable or of broadcast standard.

Mark	Descriptor	Specific Marking Criteria
80-100%	Distinction (Outstanding/ Exceptional)	<p>THEORETICAL WORK: a mark of 80% or higher is awarded when a candidate satisfies the requirements for a distinction but to an outstanding degree. Such work may be of publishable quality, and will be a significant contribution to debate within the field. PRACTICE WORK: a mark of 80% or higher is awarded when a candidate satisfies the requirements for a distinction, but to an outstanding degree, and has produced work that is clearly highly original and innovative.</p>
70-79%	Distinction	<p>THEORETICAL WORK: a mark of 70-79% is awarded when candidates show evidence of extensive relevant reading and an impressive grasp of current major issues in the field. Candidates will have very effectively demonstrated their achievement of the appropriate knowledge, understandings and skills outcomes. This knowledge will have been reviewed critically with insight and independence of thought. Arguments and the presentation of evidence will demonstrate sophisticated reasoning. The writing will be clear, well-focused and cogent.</p> <p>PRACTICE WORK: Work of excellent overall quality. It will demonstrate the very effective application of appropriate knowledge, understandings and skills specified in the learning outcomes. It will consist of an original and ambitious project which has achieved its goals with a good to high level of technical competence. It will be informed both by the strength of its original idea(s) and an appropriate and distinctive structure. It will have been well-researched/planned and</p>

		exhibit a highly developed critical awareness of the medium, normally appropriate to exhibit, publish or broadcast externally.
60-69%	Merit	<p>THEORETICAL WORK: a mark of 60-69% is awarded when candidates show consistency and fluency in discussing and evaluating evidence and theories drawn from a wide range of sources. Candidates will have effectively demonstrated their achievement of the appropriate module knowledge, understandings and skills outcomes. They will demonstrate an ability to relate this reading to their topics, and will clearly have understood and assimilated the relevant literature.</p> <p>PRACTICE WORK: Work that overall achieves a high standard. It will demonstrate the effective application of appropriate knowledge, understandings and skills specified in the learning outcomes. The work will have achieved the majority of its goals and will demonstrate a significant degree of originality and ambition with a good level of technical competence. It will be based on an original idea and will be well-structured. It will show significant evidence of research/planning and demonstrate a critical awareness of the medium. It will be work that the Department would normally regard as appropriate to exhibit or publish or broadcast externally.</p>
50-59%	Pass	<p>THEORETICAL WORK: a mark of 50-59% is awarded when there is clear evidence of knowledge and understanding, but where there may be limited development of ideas or critical comment. Candidates will have demonstrated a satisfactory level of achievement of the appropriate module knowledge, understandings and skills learning outcomes. There will be reference to relevant reading, though not necessarily critical evaluation. Within these limitations there will be indication that the candidate has grasped fundamental concepts and procedures in the field.</p> <p>PRACTICE WORK: Work of an overall satisfactory standard. It will demonstrate the satisfactory application of appropriate knowledge, understandings and skills specified in the learning</p>

		outcomes. It will show degrees of originality and ambition and the achievement of its primary goal(s). Technically it will be competent in quality with a recognisable and successful overall structure. It will be based on a degree of research/planning and exhibit some critical awareness of the medium but with marked variations in the effectiveness of the use audio and visual elements. It will be work that the Department would normally consider appropriate for internal College and Departmental exhibition.
30-49%	Fail	<p>THEORETICAL WORK: a mark of 30-49% when the candidate demonstrates an unsatisfactory application of appropriate knowledge, understanding and skills specified in the Learning Outcomes of the module.</p> <p>PRACTICE WORK: a mark of 30-49% is awarded when the candidate demonstrates an unsatisfactory application of appropriate knowledge, understanding and skills specified in the Learning Outcomes of the module.</p>
10-29%	Bad fail	<p>THEORETICAL WORK: a mark of 10-29% when the assessed work demonstrates a significant overall failure to achieve the Learning Outcomes, and where there is no evidence of recognition of the question nor of how it might be responded to.</p> <p>PRACTICE WORK: is awarded when the assessed work demonstrates a significant overall failure to achieve the Learning Outcomes, and where there is no evidence of recognition of the question nor of how it might be responded to.</p>
1-9%	Very bad fail	A submission that does not even attempt to address the specified learning outcomes.
0%	Non submission or plagiarised	A categorical mark representing either the failure to submit an assessment or a mark assigned for a plagiarised assessment.

Mode of study

On campus

Programme structure

Full-time mode

Pathway 1: Theory, is comprised of one 30 credit compulsory module, one of three 30 credit optional modules, 60 credits of optional modules, and the Dissertation (60 credits).

Pathway 2: Theory and Practice (Image Making), is comprised of two compulsory modules, 30 credits of optional modules, Digital Media Practice, and the 60 credits, Practice Theory project (Image Making).

Pathway 3: Theory and Practice (Data Visualisation) is comprised of two compulsory modules, 30 credits of optional modules, Digital Media Practice, and the 60 credits, Practice Theory project (Data Visualisation).

Then there is a cluster of three modules, all dealing with different aspects of digital media. It includes: Digital Culture: Critical Theory; Software Studies; and Photography and After.

Pathway 1 (Theory) students must to choose at least one from these three modules. Pathway 2 students must choose Photography and After as a compulsory module. Pathway 3 students must choose Software Studies as a compulsory module. (All 3 'recommended options' from Pathway 1, are available as option modules to all students on the programme, which means that a student on Pathway 2 or 3 will be able to take one of the recommended modules as their option).

The first compulsory module, shared by all pathways, is *Digital Media – Critical Perspectives*, and this is taught in a small workshop format in the autumn term. This module functions as a foundation for further learning and offers students a map of the key debates in digital media. The module is taught in ten two hour workshop sessions and is supported by the provision of one-to-one tutorials.

Digital Culture: Critical Theory takes examples from science fiction, digital architecture, software and art to explore the possibility of the critique of technology today, at a time when intelligent machines cannot be seen as simply passive instruments but are rather

performative of ideas, perceptions and actions. *Software Studies* combines approaches from the arts, humanities and social sciences with those drawn from computing in order to develop a creative and critical approach to the theories and practices of computation.

Photography and After studies the ubiquity of the photographic medium today, while also exploring photography's kinship with other media as well as its transformation towards various post-photographic practices in which the maker and/or the audience also include nonhuman agents (CGI, photogrammetry, machine vision, neural networks, big data).

Students are required to take option modules from the lists provided by the departments of Media, Communications and Cultural Studies, Sociology, Anthropology and English. Each student's option profile is discussed with the programme convenor in order to ensure that the balance of subject-specific topics is appropriate for the individual concerned. Option modules are taught primarily through lectures, seminars and tutorials and take place in the Autumn or Spring terms.

Students on the Theory and Practice pathways will also take the Digital Media Practice module, which offers specialised teaching and supervision in either image making or Data Visualisation.

Students on the Theory pathway are required to produce a 12-15,000 word dissertation on a topic agreed by the student and supervisor. Students on Pathways 2 and 3 are required to produce a practice/theory project in the area of contemporary digital communication. The length of the practical element is dependent on the medium and the form used and will be agreed in advance with the supervisor. It will, however, be comparable with practical projects undertaken in practice MA programmes in the relevant field. Students undertaking the practice/theory project will also be expected to submit a 3-4,000 word analysis of their practice which locates it within the theoretical debates explored in the MA as a whole. This essay may be presented as a separate document or as an integral part of the project depending on the nature of the project and by an agreement with both theory and practice supervisors.

Part-Time mode

Part-time students on the Theory Pathway are advised to take the compulsory and recommend modules in year 1 and the optional modules and dissertation in year 2. Final decisions should be agreed with the programme convenor.

Part-time students on the two Theory and Practice pathways are advised to take the compulsory modules in the first year and options and practice modules in the second year, but can take up to 30 credits of options in the first year. Final decisions should be agreed with the programme convenor.

Academic year of study

Theory Pathway

Module Name	Module Code	Credits	Level	Module Type	Term
Digital Media – Critical Perspectives	MC71075A	30	7	Compulsory	1
AND EITHER: Digital Culture: Critical Theory	MC71210A	30	7	Optional	1
OR: Software Studies	MC71214B	30	7	Optional	2
OR: Photography and After	MC71230A	30	7	Optional	2
Optional modules to the value of 60 credits chosen from an approved list available from the Department of Media, Communications and Cultural Studies	Various	60	7	Optional	1&2
Dissertation	MC71138A	60	7	Compulsory	2-3

Theory and Practice (Image Making) pathway

Module Name	Module Code	Credits	Level	Module Type	Term
Digital Media – Critical Perspectives	MC71075A	30	7	Compulsory	1
Photography and After	MC71230A	30	7	Compulsory	2
Optional modules to the value of 30 credits chosen from an approved list available from the Department of Media, Communications and Cultural Studies	Various	30	7	Optional	1&2

Module Name	Module Code	Credits	Level	Module Type	Term
Digital Media Practice (Image Making)	MC71090B	30	7	Compulsory	1
Practice Theory project (Image Making)	MC71074B	60	7	Compulsory	2-3

Theory and Practice (Data Visualisation) pathway

Module Name	Module Code	Credits	Level	Module Type	Term
Digital Media – Critical Perspectives	MC71075A	30	7	Compulsory	1
Software Studies	MC71214B	30	7	Compulsory	2
Optional modules to the value of 30 credits chosen from an approved list available from the Department of Media, Communications and Cultural Studies	Various	30	7	Optional	1&2
Digital Media Practice (Data Visualisation)	MC71229A	30	7	Compulsory	1-2
Practice Theory project (Data Visualisation)	MC71231A	60	7	Compulsory	3

Academic support

Support for learning and wellbeing is provided in a number of ways by departments and College support services who work collaboratively to ensure students get the right help to reach their best potential both academically and personally.

All students are allocated a Personal Tutor (one in each department for joint programmes) who has overall responsibility for their individual progress and welfare. Personal Tutors meet with their student at least three a year either face-to-face, as part of a group and/or electronically. The first meeting normally takes place within the first few weeks of the autumn term. Personal Tutors are also available to students throughout the year of study. These meetings aim to discuss progress on modules, discussion of the academic discipline and reports from previous years if available (for continuing students). This provides an opportunity for progress, attendance and assessment marks to be reviewed and an informed discussion to take place about how to strengthen individual learning and success.

All students are also allocated a Senior Tutor to enable them to speak to an experienced academic member of staff about any issues which are negatively impacting their academic study and which are beyond the normal scope of issues handled by Programme Convenors and Personal Tutors.

Students are provided with information about learning resources, the [Library](#) and information available on [Learn.gold \(VLE\)](#) so that they have access to department/ programme handbooks, programme information and support related information and guidance.

Taught sessions and lectures provide overviews of themes, which students are encouraged to complement with intensive reading for presentation and discussion with peers at seminars. Assessments build on lectures and seminars so students are expected to attend all taught sessions to build knowledge and their own understanding of their chosen discipline.

All assessed work is accompanied by some form of feedback to ensure that students' work is on the right track. It may come in a variety of forms ranging from written comments on a marked essay to oral and written feedback on developing projects and practice as they attend workshops.

Students may be referred to specialist student services by department staff or they may access support services independently. Information about support services is provided on the [Goldsmiths website](#) and for new students through new starter information and induction/Welcome Week. Any support recommendations that are made are agreed with the student and communicated to the department so that adjustments to learning and teaching are able to be implemented at a department level and students can be reassured that arrangements are in place. Opportunities are provided for students to review their support arrangements should their circumstances change. The [Disability](#) and [Wellbeing](#) Services maintain caseloads of students and provide on-going support. The [Careers Service](#) provides central support for skills enhancement, running [The Gold Award](#) scheme and other co-curricular activities that are accredited via the Higher Education Achievement Report ([HEAR](#)).

The [Centre for Academic Language and Literacies](#) works with academic departments offering bespoke academic literacy sessions. It also provides a programme of academic skills workshops and one-to-one provision for students throughout the year.

Placement opportunities

This programme provides a theory and practice pathway and prepares students for work in the following areas:

- Media and creative industries; advertising, marketing and PR (graduates of the MA Digital Media have found work with Virgin Media, Google, the BBC and other leading organisations worldwide).
- Research and academia (graduates from this programme have gone on to study for PhD degrees in higher education institutions around the world and also here with us).
- Media production and new media art (graduates have exhibited, published and produced work in photography, journalism, TV, documentary, film and multimedia).

Employability and potential career opportunities

Graduate Ekaterina discusses her career:

"I work for a company, called Visual DNA, which already sounds like life happening After New Media. The company is the largest data provider in Europe and is totally multinational. We actually try to analyse human visual DNA, you memories, feelings, thoughts about the future, anticipations, etc. by creating personality quizzes where instead of verbal answers we tend to use images.

My role is as Creative Developer. It involves working with images from concept to finding/shooting and post-production. My qualifications perfectly matched what they've been looking for, Digital Media rocks!

My tip for the new-to-be-graduates is this: physically go to places and companies and talk to people. It really opens up loads of possibilities, and when I tell someone where I've graduated from they look impressed, and there is some sort of respect coming from them."

We provide graduates with skills that are cutting edge: in the critical analysis and/or creative production of digital media; in the disciplinary knowledge and conceptual frameworks necessary for current and future forms of media and technology; in the awareness of how digital media and technologies are re-shaping society from the ways we communicate (through social media and web 2.0) to the increasingly 'smart' environments in which we live.

Programme-specific requirements

Intermediate Awards

PGCert: Students who successfully complete both core modules (60 credits) may exit with the award of Postgraduate Certificate in Digital Media - Theory, Postgraduate Certificate in Digital Media –Theory and Practice (Image Making), Postgraduate Certificate in Digital Media – Theory and Practice (Data Visualisation).

PGDip: Students who successfully complete modules to the value of 120 credits (excluding the dissertation/final project), which must include both core modules (60 credits), may exit with the award of Postgraduate Diploma in Digital Media - Theory, Postgraduate Diploma in Digital Media –Theory and Practice (Image Making), Postgraduate Diploma in Digital Media – Theory and Practice (Data Visualisation).

Progression Requirements

First year part-time students are normally required to successfully complete the two core modules before proceeding to their second year of study.

Tuition fee costs

In addition to your tuition fees, you will be responsible for meeting standard costs associated with your study. Find out more information at gold.ac.uk/programme-costs

Specific programme costs

Not applicable.