

PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	MA Digital Media Culture (Level 7)
Name and title of any exit qualification(s)	PG Dip Digital Media Culture PG Certificate in Digital Media Culture
Awarding Body	University of London
Teaching Institution(s)	Birkbeck, University of London
Home school/other teaching departments	Creative Arts, Culture and Communication
Location of delivery	Central London
Language of delivery and assessment	English
Mode of study, length of study and normal start month	Full-time (1 year) Part-time (2 years) September/January
Professional, statutory or regulatory body	Not applicable
QAA subject benchmark group(s) Higher Education Credit Framework for England	Not applicable
Birkbeck Course Code	TMADIGMC_C (October start) TMADIGCJ_C (January start)
HECoS Code	100440 (digital media)
Start date of programme	Autumn 2017
Date of programme approval	Autumn 2016
Date of last programme amendment approval	June 2023
Valid for academic entry year	2025-26
Programme Director	Joel McKim
Date of last revision to document	06/06/2023

Admissions requirements

A second-class honours degree (2:2 or above) in any related subject.

Applications are reviewed on their individual merits and your professional qualifications and/or relevant work experience will be taken into consideration positively. We actively support and encourage applications from mature learners.

Course aims

How can scholars keep pace with the rapidly changing field of digital media, design, and culture? Is it possible to learn academic research skills, approaches and methods that facilitate the understanding of both current forms of digital culture and the anticipation of future developments in digital media? The MA Digital Media Culture at Birkbeck introduces you to the key intellectual debates, discussions and texts shaping the field of digital culture and media theory.

This programme provides you with the conceptual framework required to analyse and comprehend the digital environments of today and tomorrow. It is one of the only MA degrees in the UK to combine academic rigour and scholarly consideration with the opportunity for hands-on training in digital media design and management. The philosophy of the course is that critical thinking about digital culture is enhanced by direct exposure to digital media software, technologies, and design practices.

Students will explore such topics as the spread of online viral culture, the impact of new digital imaging technologies, and the social implications of developments in machine learning and AI.

MA Digital Media Culture graduates will be well positioned to pursue further academic study at PhD level, or work within digital media and design industries.

Course structure

The course will be offered primarily in person with the option to take some modules online. The compulsory Digital Design Thinking module will offer the option of either in person or online seminars. The compulsory Digital Culture module will be in person with a second online seminar if numbers allow. The core Final Project module will offer the option of either in person or online supervision meetings.

Level	Module Code	Module Title	Credit	Comp Core/ Option	Likely teaching term(s)
Full-time – 1 year					
7	ARMC245S7	Digital Design Thinking	30	Comp	Autumn (T1)
7	ARMC222S7	Digital Culture	30	Comp	Spring (T2)
7	Option	(See options list below)	30	Option	Autumn (T1)
7	Option	(See options list below)	30	Option	Spring (T2)
7	ARMC248D7	Final Project	60	Core	Summer (T3)
Part-time – 2 years					
Year 1					
7	ARMC245S7	Digital Design Thinking	30	Comp	Autumn (T1)
7	ARMC222S7	Digital Culture	30	Comp	Spring (T2)

Year 2					
7	Option	(See options list below)	30	Option	Autumn (T1)
7	Option	(See options list below)	30	Option	Spring (T2)
7	ARMC248D7	Final Project	60	Core	Summer (T3)
January Start: Full-time – 1 year					
7	ARMC222S7	Digital Culture	30	Comp	Spring (T2)
7	Option	(See options list below)	30	Option	Spring (T2)
7	Option	(See options list below)	30	Option	Summer (T3)
7	ARMC245S7	Digital Design Thinking	30	Comp	Autumn (T1)
7	ARMC248D7	Final Project	60	Core	Summer (T3)/ Autumn (T1)
January Start: Part-time – 2 years					
Year 1					
7	ARMC222S7	Digital Culture	30	Comp	Spring (T2)
7	Option	(See options list below)	30	Option	Summer (T3)
7	ARMC245S7	Digital Design Thinking	30	Comp	Autumn (T1)
Year 2					
7	Option	(See options list below)	30	Option	Spring (T2)
7	ARMC248D7	Final Project	60	Core	Summer (T3)/ Autumn (T1)
Indicative options					
7	ARMC268S7	Designing Interactions	30	Option	Spring (T2)
7	ARMC172S7	Theoretical Perspectives in Media	30	Option	Spring (T2)
7	ARMC247S7	Managing Digital Media	30	Option	Autumn (T1)
7	ARMC246S7	Social Media & Online Branding	30	Option	Spring (T2)
7	ARMC263S7	Industry placement	30	Option	Summer (T3)
7	ARMC266S7	Media, Digitalisation and the City	30	Option	Spring (T2)
7	ARMC160S7	The Inside Out of Culture: Theories and Institutions	30	Option	Autumn (T1)
7	FDME014S7	Digital Journalism	30	Option	Summer (T3)
7	SSPO263S7	Investigating the Social World	30	Option	Spring (T2)
7	SC04023S7	Critical and Creative AI	30	Option	Spring (T2)

Core: *Module must be taken and passed by student*

Compulsory: *Module must be taken but can be considered for compensated credit (see CAS regulations paragraph 24)*

Option: *Student can choose to take this module*

How you will learn

The taught component of the programme will comprise a combination of lectures and seminars with a strong emphasis on peer collaboration and a range of academic and practice-oriented assessments. Academic modules incorporate a variety of learning methods including lectures, class discussion and in class group activities. Practice-based modules involve both lab-based workshops and seminars. In addition to lectures and seminars, students will be expected to work at home supported by an online working environment which contains course notes.

The dissertation/final project will require a higher degree of independent learning, as well as distinct teaching delivery in the form of dissertation supervision.

How we will assess you

Students will be expected to prepare coursework for formal assessment appropriate to the teaching and learning on the module as set out in the module descriptions. The balance between different forms of coursework will depend on the objectives and outcomes of the module. Practice-based modules will be assessed on the quality of digital items produced and the critical evaluation undertaken by students. Academic modules will be assessed primarily through essay writing assignments.

Learning outcomes (what you can expect to achieve)

'Learning outcomes' indicate what you should be able to know or do at the end of your course. Providing them helps you to understand what your teachers will expect and also the learning requirements upon which you will be assessed.

On successful completion of the programme we would expect students to have:

Subject Specific

1. Systematic and creative command of the language of digital media and its main areas of application across different areas of society and culture.
2. Expert knowledge of the historical development of areas of digital media technology and culture.

Intellectual

3. Ability to understand the wider social and cultural context of digital media production and reception.
4. Ability to understand and critique theoretical arguments.

Practical

5. Advanced academic research skills.
6. Through discussion groups and through teamwork ability to work with others, respect their views and transfer best practice.
7. Ability to write clearly and concisely.

Personal and Social

8. Interpersonal skills such as the ability to work in a group or as a member of a team and network.
9. Communicate effectively using different media and appropriate interpersonal skills.
10. Demonstrate self-direction and originality in tackling and solving complex problems.

Careers and further study

MA Digital Media Culture graduates will be well positioned to pursue further academic study at PhD level, or work within digital media and design industries.

Birkbeck offers a range of careers support to its students. You can find out more on the careers pages of our website: <https://www.bbk.ac.uk/student-services/careers-service>.

Academic regulations and course management

Birkbeck's academic regulations are contained in its [Common Award Scheme Regulations](#) and Policies published by year of application on the Birkbeck website.

You will have access to a course handbook on Moodle and this will outline how your course is managed, including who to contact if you have any questions about your module or course.

Support for your study

Your learning at Birkbeck is supported by your teaching team and other resources and people in the College there to help you with your study. Birkbeck uses a virtual learning environment called Moodle and each course has a dedicated Moodle page and there are further Moodle sites for each of your modules. This will include your course handbook.

Birkbeck will introduce you to the Library and IT support, how to access materials online, including using Moodle, and provide you with an orientation which includes an online Moodle module to guide you through the support available. You will also be allocated a personal tutor and provided with information about learning support offered within your School and by the College.

[Please check our website for more information about student support services.](#) This covers the whole of your time as a student with us including learning support and support for your wellbeing.

Quality and standards at Birkbeck

Birkbeck's courses are subject to our quality assurance procedures. This means that new courses must follow our design principles and meet the requirements of our academic regulations. Each new course or module is subject to a course approval process where the proposal is scrutinised by subject specialists, quality professionals and external representatives to ensure that it will offer an excellent student experience and meet the expectation of regulatory and other professional bodies.

You will be invited to participate in an online survey for each module you take. We take these surveys seriously and they are considered by the course team to develop both modules and the overall courses. Please take the time to complete any surveys you are sent as a student.

We conduct an annual process of reviewing our portfolio of courses which analyses student achievement, equality data and includes an action plan for each department to identify ongoing enhancements to our education, including changes made as a result of student feedback.

Our periodic review process is a regular check (usually every four years) on the courses by department with a specialist team including students.

Each course will have an external examiner associated with it who produces an annual report and any recommendations. Students can read the most recent external examiner reports on the course Moodle pages. Our courses are all subject to Birkbeck Baseline Standards for our Moodle module information. This supports the accessibility of our education including expectations of what information is provided online for students.

The information in this programme specification has been approved by the College's Academic Board and every effort has been made to ensure the accuracy of the information it contains.

Programme specifications are reviewed periodically. If any changes are made to courses, including core and/or compulsory modules, the relevant department is required to provide a revised programme specification. Students will be notified of any changes via Moodle.

Further information about specifications and an archive of programme specifications for the College's courses is [available online](#).

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