

PROGRAMME SPECIFICATION

Name, title and level of final qualification(s)	MA AI and Creative Media (Level 7)
Name and title of any exit qualification(s)	PG Dip, PG Cert
Awarding Body	University of London
Teaching Institution(s)	Birkbeck, University of London
Home School/other teaching departments	School of Creative Arts, Culture and Communication (home); School of Historical Studies; School of Computing and Mathematical Sciences; Law School; Business School
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) October/January
Professional, statutory or regulatory body	N/A
<u>QAA subject benchmark group(s)</u> <u>Higher Education Credit Framework for</u> <u>England</u>	Communication, Media, Film and Cultural Studies
Birkbeck Course Code	TMAAICMD_C - October start TMAAICMJ_C - January start
HECoS Code	100359 artificial intelligence 100440 digital media
Start date of programme	Autumn 2026
Date of programme approval	Autumn 2025
Date of last programme amendment approval	N/A
Valid for academic entry year	2026-27
Programme Director	Joel McKim
Date of last revision to document	14/10/25

Admissions requirements

A second-class honours degree (2:2 or above) in any area of study.

We welcome applicants without traditional entry qualifications as we base decisions on our own assessment of qualifications, knowledge and previous work experience. We may waive formal entry requirements based on judgement of academic potential.

Course aims

Purpose and Intention: The MA AI and Creative Media explores the impact of artificial intelligence technologies on media, the arts, and creative industries. Combining critical thinking with hands-on creative practice, the programme encourages students to better understand AI technologies through direct engagement with the models, tools and applications that are rapidly changing the way media and the arts are produced, distributed and experienced. Birkbeck offers this course to meet the growing demand for media professionals who are able to navigate the changing technological landscape of design, art and moving image fields. Our aim is to provide a comprehensive educational experience that merges technical knowledge with philosophical and sociological insight, thereby preparing graduates to engage with AI productively and responsibly.

Target Audience: The course is intended for students from a variety of backgrounds who are interested in the way AI technologies are transforming media practice and creative industries. It is particularly suitable for media professionals who are navigating how to use AI effectively and responsibly within their creative work and organisations. The programme is also ideal for those interested in examining the impact of AI on creative labour and intellectual property, studying the development of new forms of AI aesthetics, or influencing the direction of future AI policy within the creative sector.

Learning Outcomes and Course Structure: The programme recognises that AI technologies present both opportunities and challenges for creative media artists and professionals working within cultural industries. It encourages critical experimentation with AI within the fields of digital image and video production, creative writing and performance, while emphasizing the need to develop effective methods of working with these technologies ethically and responsibly. In the programme's compulsory modules, students will learn practical techniques for both building and using generative AI models and tools within creative media practice. They will gain an understanding of the social, historical, and economic context of AI development, as well as technical knowledge of how contemporary AI systems work. Students will have the opportunity to choose options from Birkbeck's Digital Media Design and Digital Media Management programmes, as well as the growing number of AI modules offered across the university: from philosophical investigations of AI ethics; to legal explorations of AI regulatory frameworks; to computer science training in data analytics and machine learning. This course structure ensures that students have a solid foundation in creative AI use, while also having the opportunity to tailor their education to specific career goals.

Course structure

Level	Module Code	Module Title	Credit	Comp Core/ Option	Likely teaching term(s)
Full-time – 1 year					
7	SC04023S7	Critical and Creative AI	30	Comp	T1
7	SC03018S7	The History and Foundations of AI	30	Comp	T2
7	ARMC222S7	Digital Culture	30	Comp	T2
7		Option(s) from list below	30	Option	T1 or 3
7	ARMC248D7	Final Project AI and Creative Media	60	Core	T1-3
Part-time – 2 years					
Year 1					
7	SC04023S7	Critical and Creative AI	30	Comp	T1
7	SC03018S7	The History and Foundations of AI	30	Comp	T2
7		Option(s) from list below	30	Option	T3
Year 2					
7	ARMC222S7	Digital Culture	30	Comp	T2
7	ARMC248D7	Final Project AI and Creative Media	60	Core	T1-3
Indicative options list					
7	AHVM031S7	Screen Media: History, Technology and Culture	30	Option	T1
7	BUCI081H7	Demystifying Computing with Python	15	Option	T1
7	BUMN178H7	Big Data Management	15	Option	T1
7	BUMN176H7	Introduction to Analytics and Business	15	Option	T1
7	BUMN154H7	Management of Emerging Digital Technologies	15	Option	T3
7	ARMC245S7	Digital Design Thinking	30	Option	T1
7	SC03020S7	Philosophy of Artificial Intelligence: Minds, Machines and Meaning	30	Option	T1
7	FDME014S7	Digital Journalism	30	Option	T3

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

Your learning and teaching is organised to help you meet the learning outcomes (below) of the course. As a student, we expect you to be an active learner and to take responsibility for your learning, engaging with all of the material and sessions arranged for you.

Each course is divided into modules. You will find information on the virtual learning site (Moodle, see Academic Support below) about each of your modules, what to expect, the work you need to prepare, links to reading lists, information about how and when you will be assessed.

Your learning for this course will be organised around the activities outlined below.

Modular Structure: The programme is divided into distinct modules, each focusing on a different aspect of AI, creative media, and cultural industries.

Each module comprises several learning units, including:

- **Lectures:** To introduce and explain complex concepts and theories
- **Seminars:** Where you can engage in discussions, group work, and practical exercises that foster a deeper understanding of the material
- **Workshops:** Where you will gain experience in hands on, practice-based learning of key AI models, tools and applications.
- **Academic Support:** Access to academic advisors and tutors who can provide guidance on academic writing, research methods, and more.
- **Digital Learning Environment:** All course materials are accessible through Birkbeck's virtual learning environment, Moodle. Here you will find:
 - **Module Information:** Detailed descriptions of what each module entails, learning objectives, and key concepts
 - **Preparatory Work:** Assignments and readings that you are expected to complete before each session to maximize your understanding and participation.
 - **Assessment Details:** Clear guidelines on how and when assessments will take place, allowing you to prepare adequately and demonstrate your understanding effectively.
 - **Additional Resources:** Links to supplementary materials, including reading lists, external articles, and videos that can enhance your learning experience/

How we will assess you

The course will use a variety of assessment methods. Assessment is used to enhance your learning rather than simply to test it. For most of the modules associated with this course, your assessment will be through the following types of assessment.

Written essays that will call on you to analyse relevant theories and case studies, and practice-based assignments that allow you to experiment critically and creatively with AI technologies.

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.

At the end of this course, you should be able to:

- Demonstrate a comprehensive understanding of the current AI environment and its impact on creative media and the cultural industries.
- Acquire strong knowledge of the technical and historical development of contemporary AI models, tools and application.
- Apply critical and analytical frameworks, theories and principles to considering the ethical, economic and social challenges arising from AI use within creative media and the cultural industries.
- Develop strategies for designing and implementing creative AI systems that prioritize the ethical use of intellectual property and creative labour.
- Communicate effectively about complex social, ethical and aesthetic issues related to AI development within the creative sector.

- Synthesize and integrate knowledge from diverse disciplines, including media studies, digital art, philosophy, computer science, law and sociology, to develop critical and creative responses to the challenges and opportunities of AI.
- Collaborate with colleagues on creative projects that explore responsible AI use within creative media and cultural industries.

Careers and further study

You will find graduates in the following kinds of roles:

- Digital Designer
- Creative Media Artist
- Project Manager
- Legal Adviser
- Educator

Birkbeck offers a range of careers support to its students. You can find out more on the [careers pages of our website](#).

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 all of 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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