

# DIGITAL MEDIA AND COMMUNICATIONS

UNDERGRADUATE  
COURSE  
BROCHURE 2019

**“Thanks to the efforts of Manchester Metropolitan, I’ve attended many events outside of university to support my learning – including Manchester Digital Talent day, where I got to meet many potential employers and talk to other students looking for internships.”**

**BETH HALLIWELL**  
BSc (Hons) Digital Media  
and Communications



# EXPLORE AN EVOLVING WORLD OF CREATIVITY, TECHNOLOGY AND INNOVATION

Undergraduate courses 2019

## WHY STUDY DIGITAL MEDIA AND COMMUNICATIONS

Digital media and communications have changed our world. As we look to harness the power of technology, this is a rapidly evolving field of challenges and opportunity. Here, we take an approach that crosses boundaries between disciplines, focusing on the relationships between information, people and technology.

When you study with us, you'll gain an in-depth understanding of how individuals, organisations and wider society respond to change – and how to take advantage of those changes. As you progress, you'll develop a strong mix of creative, technical, management and professional skills and knowledge, preparing you for a wide variety of future roles.

Manchester boasts one of the largest digital clusters in Europe, providing a setting full of opportunity. It's also the destination of choice in the digital technology industry and home to MediaCityUK, a hub for digital creativity. It puts us in the perfect place to take advantage. We've built an extensive network of industry links and we meet regularly with peers and professionals to make sure our teaching is up-to-date and relevant – and to invite expert speakers and mentors into the classroom.

With these ongoing relationships, we can ensure that when you graduate you'll be fully equipped to follow in the footsteps of former students – now working as consultants, creative producers, developers, UX designers and more – on the way to a successful career in our digitally driven world.



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# WHICH COURSE TO STUDY AT MANCHESTER MET

Our courses will give you the specific skills to start your career with confidence, delivered by a team of experts.

## DIGITAL MEDIA AND COMMUNICATIONS BSc (Hons)

The world of digital media is a rapidly changing one that rewards hard work and creativity – if you're looking to plug yourself in, we're here to help.

This is a degree made for inquiring and creative minds – and it's especially geared to those seeking careers in creative digital industries. Study with us and you'll explore the creation, manipulation and processing of digital content for new communication and media technologies. But you'll also go further behind the scenes – looking at the social science and theoretical frameworks beneath this content production.

Supported by a team of committed and enthusiastic lecturers and researchers, you'll be encouraged to find your own creative identity and express yourself through a variety of digital content, media and genres, including documentary, photography and much more. You'll also acquire a range of business-planning and research skills that will boost your employability in today's multiplatform digital environments.

### FEATURES AND BENEFITS

- Our multimedia resource laboratory, The Hive, is equipped with the latest software, iMacs and usability testing facilities.
- You'll have your own live web space, where you can develop your online presence, prove your skills and build a professional portfolio to share with potential employers.
- Alongside the many networking opportunities in Manchester, our own informal gatherings will allow you to meet people from industry and they give us access to some incredible guest speakers, whose contributions to our courses also help to shape what and how we teach.

Units typically include (this list is indicative and may change):

### YEAR 1

Core units:

- Digital Organisations
- Digital Asset Creation
- Digital Society, Culture and Communications

Option units:

You can choose from a wide range of option units, such as Web Page Development and Uniwild Language (French, German, Italian, Japanese, Mandarin Chinese, Modern Standard Arabic and Spanish).

### YEAR 2

Core units:

- Creative Asset Production
- Social Networking and Digital Media

Option units:

You can choose from a wide range of option units, such as Digital Rights and Uniwild Language.

### YEAR 3

Core units:

- Business Planning and Enterprise for Digital Industries
- Digital Media Project

Option units:

You will also have the option to study User Experience Design and / or Uniwild Language.

THE LATEST INFORMATION ABOUT OUR COURSES, INCLUDING THE MOST UP-TO-DATE LIST OF UNITS, CAN BE FOUND ONLINE AT [MMU.AC.UK/COURSES](http://mmu.ac.uk/courses)



**"I have nearly 20 years of industry experience in publishing and communications, including a paid internship at Bloomberg in New York City. In 2004, I launched 'All About Manchester', a monthly print and digital magazine, which had a readership of over 60,000. I'm keen to bring my industry experience into the learning environment by designing student projects that mirror client briefs."**

**DR EVIE LUCAS**  
Lecturer, Digital Media  
and Communications

**"I really enjoy combining work and study. It's good to have the dynamic where you can study and then go back into work and actually apply what you've learnt. I've found a lot of relevance in what we've done at university to what I do at AstraZeneca"**

**CHARLEY DENNEY**

Digital & Technology Solutions  
Degree Apprentice, working at  
AstraZeneca





# DIGITAL & TECHNOLOGY SOLUTIONS DEGREE APPRENTICESHIP

Our apprenticeship scheme is a fantastic option to get ahead – and earn while you learn – in this fast-moving profession.

Developed together with leading employers, we've designed the BSc (Hons) Digital & Technology Solutions with the digital and technology sectors firmly in mind, giving you all the necessary skills for a rewarding career.

As a Digital and Technology Solutions degree apprentice you'll work full-time for a leading employer or innovative SMEs while studying part-time at Manchester Metropolitan. In consultation with your employer you can choose a pathway relevant to your role, including:

- IT Consultant – focusing on business technologies and technical project management.
- Software Engineer – including advanced programming, software development and databases.
- Cyber Security Analyst – responding to threats, by assessing and securing vulnerable systems.
- Data Analytics – managing and analysing big data and its application in business situations.

We'll help you develop a broad range of skills, giving you all the fundamentals required to create and maintain computer programmes, websites and information systems, and manage the relationships between all three. You'll also explore the interaction between technical systems and the workplace, and how to harness them effectively for maximum business impact.

You'll work on projects with an emphasis on live business scenarios and real-world problem-solving, while the communication and company culture workshops will help to accelerate your development as an effective digital and technology practitioner. You'll typically earn a minimum salary of £12,000, plus the additional benefits that come with working in a digital- or technology-focused role. You'll also have the support of an employer mentor and a university tutor, who together will ensure you're learning the skills most suited to your pathway.



Applications for degree apprenticeships are not via UCAS. Visit [www.mmu.ac.uk/apprenticeships](http://www.mmu.ac.uk/apprenticeships) to find out more.

## FEATURES AND BENEFITS

- You'll be in full-time work with paid time off to study.
- You pay no tuition fees – these are split between your employer and the government.
- Receive the support of an employer mentor and university tutor.
- Work-based assessment allows you to use real-world scenarios for your projects as appropriate.
- You'll typically attend university for 30 days a year.
- Just like all of our students, you'll have access to our 24-hour library and IT services, extensive sporting facilities and access to student support and careers services.
- You'll study a degree programme accredited by the Tech Partnership, which recognises the skills and knowledge you'll develop on the course.

# FOUNDATION YEAR

If you have the potential to study at degree level, but you don't meet the entry requirements, a foundation year can bridge the gap – laying the groundwork for entry into Year 1.

## WHAT YOU STUDY

The units you'll study are designed to build your confidence and bring you up to speed for the rest of your chosen degree. So, as well as the Academic Skills for Higher Education unit, which helps develop your study skills for learning at the degree-level, you'll also do three units based around your subject.

The following course is available with a Foundation Year:

- BSc (Hons) Digital Media and Communications

## WHAT YOU NEED TO APPLY

To apply for a degree with a Foundation Year, you'll typically need 72 – 80 UCAS points – earned from full A-levels (not AS) or equivalent qualifications, like a BTEC – plus at least a Grade 3 or D in GCSE English and Maths. But every course is different – some may have higher entry requirements and we may be able to consider equivalent qualifications for others, so it's vital that you check our online prospectus before you apply. If you have other qualifications that aren't on the UCAS tariff, we may still consider them – just check at [mmu.ac.uk/course-enquiry](http://mmu.ac.uk/course-enquiry)

If English is not your first language, you will need an English language qualification, like IELTS 5.5. Then, you can take our Foundation Year International Route, which includes a unit that offers English language, study skills and tutor support. You can find out more about support and fees for international students at [mmu.ac.uk/international](http://mmu.ac.uk/international)







**“The support you receive at Manchester Metropolitan is excellent. Right through the application process I felt looked after, and having tutors always available and willing to talk is fantastic – having office drop-in hours is also great. I’ve become much more confident both personally and academically. My critical thinking has developed and my research and referencing has improved vastly.”**

**JONATHAN HARPER**

BA (Hons) History with Foundation Year

## **FOUNDATION YEAR FINANCES**

Foundation Year students are treated exactly the same as students on BA (Hons) and BSc (Hons) degrees – so you can apply for a tuition fee loan (and a maintenance loan if you’re from the UK) for the full duration of your course, including your Foundation Year. You can find out more about student finance, including details on scholarships and bursaries, at [mmu.ac.uk/money-matters](http://mmu.ac.uk/money-matters) – and you can find funding information at [gov.uk/student-finance](http://gov.uk/student-finance)

## **APPLYING FOR A FOUNDATION YEAR**

If you choose the foundation year route, you apply for a four-year course (or five with a placement or year abroad). Then once you have passed the Foundation Year you will progress directly into Year 1 of your degree course.

Like all our full-time undergraduate degrees, you’ll need to apply through UCAS. Degrees with a Foundation Year have their own UCAS codes, which you can find on the UCAS website, or by searching at [mmu.ac.uk/foundation](http://mmu.ac.uk/foundation)

# WHAT TO EXPECT DURING YOUR STUDIES

Get ready for university life

Making the most of your university is all about striking the right balance. With plenty of support on offer, we'll help you find it.

Life at university is a mixture of classes, lectures, tutor meetings, group work and independent study – not to mention your social life or hobbies. There's lots to juggle. But we're ready to help you make the most of your time with us.



## MANAGING YOUR TIME

No matter what you're studying, time management is one of the most important skills you'll need (it will come in handy after you graduate too). While lectures, classes and tutorials are set in your timetable, the rest is up to you. You'll need to make time for studying, going to the library and preparing for assessments – with deadlines to hit and schedules to keep. And, when it comes to group work, it's up to everyone to get organised and plan time to work together.

## MODES OF STUDY

We know that everyone learns in different ways, so we use a variety of teaching methods to help you interpret information, think critically, communicate effectively and challenge conventions. Our approaches include lectures, small seminars, practical workshop sessions, case studies and problem-based approaches. You may also request one-to-one tutorials, so you'll have the chance to speak to your tutor and ask any questions individually. And, with plenty of course resources available online, you'll have access to the information you need to study.

## ASSESSMENT AND FEEDBACK

You'll have plenty of opportunities to demonstrate your strengths and measure your progress. Assessment includes essay and report writing, practical exercises, online assessments, group and individual presentations, in-class tests and examinations. You'll receive feedback in class and on your submitted coursework.

# LEARNING PLACES AND STUDY SPACES

The setting for your studies

From award-winning architecture and a five-floor 24-hour library, to seminar rooms, study zones and computer suites, we've created an environment where academic excellence thrives.

The technology, the facilities, the buildings – it's all designed with students like you in mind. We've invested in a campus fit for your ambitions. The result is a wide array of fantastic places for your studies, creating the ideal setting for you to realise your potential.

We're based in the purpose-built Geoffrey Manton Building where the faculty of Arts and Humanities shares a light, open environment alongside the Manchester School of Art and Manchester Fashion Institute. It's not only home to several areas of world-leading and internationally excellent research, but provides impressive facilities for all the different types of teaching and learning involved in your course.

From modern lecture theatres, seminar rooms and a multimedia resource laboratory to group study areas, quiet lounge areas and a range of computer suites, you'll find everything you need to study. We pride ourselves on innovation in teaching and learning, so you'll have access to training on technology and equipment that is industry-standard. And, with the large atrium providing a light, open space in the heart of the building, there's a variety of comfortable social areas where you can relax and meet friends between classes, together with a Student Hub, bistro café and book exchange.

And our central location means the library, student accommodation, Students' Union and sports centre are only a stone's throw away, so you'll never be far from the action.

# KICK-START YOUR FUTURE CAREER

Equipped for the world of work

Professionally-focused courses, designed with (and for) employers. Staff with real industry experience. Dedicated support to help you build vital experience. It all adds up to get you working.



**"This course is designed with employability in mind – to enable you to develop a range of technical and personal skills necessary in today's digital industries. Our courses are fundamentally people-facing, lying at the intersection between people, technology and organisations. In this way they open the door not only for technical careers, but also for the full range of careers associated with digital media production in the UK's burgeoning digital industries."**

**DR CHRIS DAWSON**  
Senior Lecturer

## PLACEMENTS

We encourage students to seek placements, internships, work experience and volunteering opportunities to develop their professional and personal portfolio. And as we're located in the thriving North West, one of Europe's largest regional economies, the opportunities are there for the taking. We have links with IT departments and information units in all types of organisations, including the BBC, Granada TV, law firms, schools, NHS and public authorities in the UK and abroad.

We're ready to help. Our careers team offers employer presentations, advice, placement fairs and more. But it's also up to you – the more proactive you are about applying for placement opportunities, the better.





## STUDY ABROAD

Many of our courses offer the opportunity to spend up to a year overseas, studying with one of our partner institutions across Europe, or beyond. Go abroad during your degree, and you'll not only learn about other cultures, improve your language skills and discover more about yourself – you'll also boost your career prospects.

Having first-hand knowledge of another country's cultures and traditions can take you far in a range of careers. And, by going abroad you'll also demonstrate the kind of independent spirit and adaptability that many employers want.

## WORKING ABROAD

Gaining work experience with an international flavour offers a double benefit. While you'll learn valuable professional skills in a real-world workplace, you'll also experience different cultures, ways of working and new perspectives. Whether it's a summer exchange, holiday internship or year-long international placement, global experience can make a world of difference to your career prospects.

## A CITY OF OPPORTUNITIES

Right now, Britain needs around 750,000 skilled digital workers to support the growing digital economy. Having invested more than any other European city region to develop the largest purpose-built sectoral hub in Europe (source: Tech North), Manchester is well equipped to plug that gap.

This is the engine room of the Northern Powerhouse – an economic and cultural success story. This is a city where the arts meet business and where science and applied research informs academic vigour. It's not just one of the busiest student cities in the UK, but is also a major global centre for research and innovation. Its thriving and entrepreneurial spirit makes it home to one of the biggest digital and creative sectors, including MediaCityUK home to BBC and ITV departments. In short, you'll find an abundance of opportunities here – making Manchester the perfect home for your ambitions.

# TOGETHER WE CAN GO FAR

A team to support your ambitions

Among our staff, you'll find lecturers, librarians, technicians and student support officers – and more. The one thing they all share is a dedication to providing the best possible learning experience.

## TEACHING EXPERTISE

Our department has been around for nearly 70 years and in that time we've built an international reputation for excellence in teaching and research. You'll learn from a committed and enthusiastic team, experts in their chosen field who've been nominated no less than six times for Best Department in the University Teaching Awards – winning twice.

We collaborate with both the media industry and the library and information professions, and we also have research partnership agreements with the public sector. Along with our extensive links with working professionals – many of whom are university alumni – it all helps to inform and enhance your understanding of how the subject integrates into the wider world.

## DEDICATED SUPPORT

While you're with us, you'll have support at every step. You'll have a Personal Tutor who will guide you throughout your studies. Your unit leaders and lecturers have regular office hours so you can ask for help, advice and feedback. And we have both a Student Support Officer in the faculty and a Student Experience Support Tutor in the departments, there to provide advice and information on a wide range of academic and personal issues. Whatever you need, we're ready to help.





## RESEARCH

Our faculty is home to a range of specialist research centres and groups, including:

### **The Information Interactions Research Group (IIRG)**

The IIRG undertakes research related to how people interact, including how they access, evaluate and use information, and how systems can be designed to support such information behaviour. The variety of contexts is diverse, as are the technologies in which information interactions occur through multimedia, mobile and social media platforms.

The IIRG is currently engaged in five major strands of research:

- Evaluating trust in digital health information
- Designing dynamic access to cultural heritage assets
- Modelling search behaviour in exploratory and conversational interfaces
- Information behaviour in learning and everyday life
- Knowledge sharing in organisational and social settings

### **Digital Transformation**

This group undertakes research related to how media producers and audiences respond to and interact with advances in digital technologies and social media. It's currently engaged in five major strands of research:

- The perceived democratisation of media production
- The study of the blurring of the public and the private
- Transmedia storytelling
- Broadcasting and identity
- Football in communities



## REAL-WORLD IMPACT

Our staff are currently involved at the forefront of research into digital society and culture. Dr Adi Kuntsman and Dr Esperanza Miyake's work involves a broad range of topics, such as the everyday use of digital technologies, social media and politics, public information campaigns, the branded self and digital memory.

Adi Kuntsman's research lies at the intersection of digital and social media, and social research on justice, war, nationalism and everyday life. As such, Adi has written about a diverse range of subjects, from online migrant communities and digital emotions to racial, religious and sexual hatred in the Russian-speaking online communities.

Esperanza Miyake's interdisciplinary research specialises in digital technologies and identity, examining a range of techno-digital cultures and practices in everyday life, such as gaming, digital presumption, micro-celebrities and online brand communities. Esperanza has written critically on gender, race and queerness in relation to media and popular culture.

Together, they are pioneering research into the relatively new phenomenon of 'digital disengagement' – a conscious reduction or rejection of the digital world. By mapping out the discourses and practices of digital disengagement, they highlight the profoundly unequal distribution of digital capitals and freedoms.

# INTERNATIONAL STUDENTS

We're proud to be part of a diverse community, with students from over 120 countries around the world choosing to study at Manchester Met. Come to Manchester and you'll be part of our world.

## MEET US

Our international team travels around the world to tell students like you what it's like to live and study here. We also offer virtual events you can attend online. Find out more at [mmu.ac.uk/international](https://mmu.ac.uk/international)

## SUPPORT ON CAMPUS

From the day you arrive to the day you graduate, we're here to help. We run events to welcome you to Manchester, and we offer learning support, counselling services and career advice. If you need help with your visa, our Immigration and Welfare team can give you advice.

## ENGLISH LANGUAGE SKILLS

If English isn't your first language, you'll need to reach IELTS 6.0 (check [mmu.ac.uk/courses](https://mmu.ac.uk/courses) to see what your course requires). If you need help once you arrive, we run workshops and courses to develop both your skills and your confidence – find out more at [mmu.ac.uk/englishlanguagecourses](https://mmu.ac.uk/englishlanguagecourses)

## APPLYING TO JOIN US

To study with us, you'll need to apply through UCAS, at [ucas.com](https://ucas.com)

You can see how your qualifications fit with our courses at [mmu.ac.uk/international/your-country](https://mmu.ac.uk/international/your-country)

Working with a local adviser can be a great way to get information about the University and help with their application and visa. To find out if we have an adviser in your country, please visit our website.

You can find everything you need to know – from course requirements to financial details to information about life in Manchester – at [mmu.ac.uk/international](https://mmu.ac.uk/international)



**“Studying at Manchester Metropolitan University has given me the opportunity to experience student life in a metropolitan city and immerse myself in a completely different culture.”**

**WAN LING LEE**

BA (Hons) Business and Spanish, Malaysia



### **YOUR ARRIVAL**

We want to make sure your arrival at Manchester Met goes as smoothly as possible so we run a free airport pick-up scheme, which is available all year round. All new international students arriving at Manchester Airport when beginning their studies are eligible, but you may need to book depending on when you arrive.

Every September we run welcome events for international students, designed to help you meet other students and settle in at the University.

### **HELP WHEN YOU NEED IT**

The University's student services team offers international students career advice, counselling and learning support. The Immigration and Welfare team provide confidential advice and guidance as well as regular workshops to help with renewing your visa.

### **ENGLISH LANGUAGE SUPPORT**

We provide free English language support workshops. These will help improve your language skills, your confidence in classes and seminars, and help you achieve better results in projects and exams.

### **INTERNATIONAL STUDENT TUITION FEES AND SCHOLARSHIPS**

Our international fees are competitive and the cost of living in the region is much lower than London and many other world cities. Tuition fees remain the same for each year of your degree and the University offers competitive scholarships for international students.

For up-to-date information, please visit our website [mmu.ac.uk/international](http://mmu.ac.uk/international)


**“Today’s organisations are looking for graduates who have a good technical skill set, strong management and organisational skills, and an understanding of the complex environments in which organisations operate – studying in our department will equip you with the knowledge you need to succeed.”**




**JILL GRIFFITHS**

Principal Lecturer and Section Leader,  
Digital Media and Communications



# COURSE DIRECTORY

Degree title	Years of study	UCAS code	Typical entry requirements ▲			Additional entry requirements
			UCAS	A-level	BTEC	
<b>BSc (Hons) Digital Media and Communications</b>	3 full-time 6 part-time	P304	104-112	BCC-BBC	DMM	GCSE grade C or grade 4 in English language and mathematics 
<b>Digital and Technology Solutions Degree Apprenticeship with a BSc (Hons) Digital &amp; Technology Solutions</b>	4 part-time	N/A	104-112	BCC-BBC	DMM	As above

-  Selected degrees are available with a Foundation Year. For further information visit [mmu.ac.uk/foundationyear](http://mmu.ac.uk/foundationyear)
-  For the full list of course combinations visit [mmu.ac.uk/combinedhonours](http://mmu.ac.uk/combinedhonours)
-  Check [UCAS.com](http://UCAS.com) for the most up-to-date 2019 entry requirements.

## ≡ IMPORTANT NOTICE

This brochure was developed in early 2018 to help you choose the right course for the 2019 academic year and may be used as a guide for other years of entry. The information therefore reflects the courses as they are at this time. Please be aware that placements and overseas study cannot be guaranteed on our courses. This brochure is intended to provide an overview of our courses and the Faculty of Arts and Humanities.

The online prospectus available at [mmu.ac.uk/courses](http://mmu.ac.uk/courses) provides key up-to-date information about our courses to help you make an informed decision about which one to apply to, so please check online.

# THE COUNTDOWN STARTS RIGHT NOW

Dates to note and deadlines to remember

## JUNE

Pay us a visit – Open Day, 20 Jun. Book at [mmu.ac.uk/openday](http://mmu.ac.uk/openday)

## SEPTEMBER – DECEMBER

Get personal – it's time to craft your personal statement.

## SEPTEMBER

Applications open – don't wait. Go to [ucas.com](http://ucas.com)

## OCTOBER

See our campus – Open Days, 13 and 20 Oct. Book at [mmu.ac.uk/openday](http://mmu.ac.uk/openday)

## NOVEMBER

Last chance – Open Day, 24 Nov. Book at [mmu.ac.uk/openday](http://mmu.ac.uk/openday)

# 2018

## JANUARY

Initial UCAS deadline – to make sure you're considered, apply by 15 Jan.

## FEBRUARY

Money matters – applications open for finance at [gov.uk/student-finance](http://gov.uk/student-finance)

## FEBRUARY – APRIL

By special invitation – department visits.

## MARCH

Offers – if you applied by 15 Jan, you'll hear from us by 31 Mar.

## APRIL

Accommodation applications – time to get it sorted.

# 2019

## MAY

Decision time – if you have an offer, it's time to accept.

## MAY

Finance deadline – it's your last chance to apply at [gov.uk/student-finance](http://gov.uk/student-finance)

## JULY – AUGUST

Results time – still looking? Check [mmu.ac.uk/clearing](http://mmu.ac.uk/clearing)

## AUGUST

Accommodation confirmed – we'll send details by 31 Aug.

## SEPTEMBER

Get started – welcome week begins 24 Sept.