



MA/MSc Professional Media Practice*

* Subject to validation



Expert, flexible and accredited professional development - tailored to the rapidly evolving needs of the media industry and delivered in association with the Skillset Build Your Own MA programme.



Responding to rapidly evolving industry demands

In the fast moving creative industries, it is vital that professional skills are kept sharp and up-to-date. Ravensbourne's Build Your Own MA modules enable creative industry professionals to stand out from the crowd in a competitive field to accelerate their careers.

"PACT is very pleased to support this innovation. The opportunity for staff and freelancers working for independent producers to access a flexible network to maintain and develop their skills and get a recognised qualification is exactly what is needed at a time when money and time pressures are at their greatest."

John McVay, chief executive, PACT (Producers Alliance for Cinema & Television)

It's what the industry wants

The Build Your Own MA is an innovative, flexible programme designed specifically to work around the busy lives of people in the creative industries.

Each module is accredited at postgraduate level and may count towards a Masters in Professional Media Practice* through the national Skillset 'Build Your Own MA' programme.

(*this is subject to meeting the admissions criteria for the award.)

This new approach – flexible professional development combined with world-class postgraduate education – is a direct response to industry demand for continuous professional development that counts towards a recognised, accredited qualification.

"Build Your Own MA represents a true revolution in postgraduate education that marries the best of continuing professional development with the lasting recognition of a postgraduate qualification.

"This is the first time that such a large group of universities have agreed to recognise each others' credits for an award. The Media Academies involved have shown that they are genuinely flexible in meeting the needs of a fast-changing industry whilst maintaining the integrity and rigour of their awards."

Clive Jones, chairman, ITV Breakfast Ltd (formerly known as GMTV)

The Build Your Own MA modules are designed to fit around work commitments and allow you to accrue gradually CPD credits that may count towards an accredited MA qualification at your own pace over a period of up to six years.

Ravensbourne has excellent links across the creative industries, which ensures course content is designed and delivered to meet the industry's specific needs.

Tailored to your interests

Build Your Own MA modules can be mixed and matched with approved modules at other Skillset Media Academies, giving you the opportunity to create a qualification that is academically accredited and specifically tailored to your career requirements.

Programme structure

In order to obtain the MA/MSc in Professional Media Practice, you will need to complete a total of 180 credits, of which 60 credits will be obtained through the submission of a Masters project or research paper.

The remaining 120 credits can be accrued by undertaking a wide range of short courses available at the 12 Skillset Media Academies.

All the media short courses offered as part of the Build Your Own MA scheme provide continuing professional development and offer postgraduate credits towards an award. Courses can be taken individually or in combination with a tailored selection of other courses across the Skillset Media Academy Network to achieve a recognised qualification, ranging from a Postgraduate Certificate to an MA/MSc in Professional Media Practice.

Ravensbourne modules:

Modules at Ravensbourne may include:

2.5D Techniques for Rig Removal*

This module is targeted primarily at anyone involved in paint, rig removal, restoration or clean-up work for visual effects. People working in still image re-touching, matte painting and motion graphics or as 3D generalists or texture artists will also find this module of use in their professional development.

Developing Rich Web Applications*

Learn how to produce rich internet applications using Microsoft Silverlight and understand how such applications can be used and applied for a multitude of purposes from TV to web design to advertising, ARGs and beyond. You will learn how to build new types of applications for the web, for multiple target platforms and browsers.

Animation and Motion Graphics*

Gain an advanced understanding of keyframe animation in After Effects. The module also considers the impact of new animation technologies on workflow and new techniques on personal/team professional practice. As part of the assessment you will be required to design, plan and produce an animation using After Effects.

This course is aimed at multi-skilled professionals with an intermediate understanding of key frame animation who would like to improve their skills with more advanced techniques such as motion tracking, 3D animation and detailed work; for example, colour correction for broadcast and other media.

Professional Editing and Post Production Workflows*

Designed for media professionals who want to boost their editing and video production skills, the course will explore advanced editing techniques and methodologies, covering areas such as DVD creation, titling and graphics, media management and efficient editing. In addition, you will reflect on your work through reading, research and discussion with your peers.

Typography and Graphics in the Moving Image*

This course is aimed at editors or self-cutting producer/directors who would like to develop their knowledge, skills and understanding of graphics, text and titling. In particular it will teach you to add titles and lower third graphics into your existing workflow.

Video Optimisation and Compression for Multiple Platforms*

For professionals working in film and video who would like to improve the quality of their final product and encode it to multiple formats, you will gain an overview of the key technical aspects and exporting methods (codecs and compression) employed in multiplatform distribution. You will learn about the creative issues surrounding multi-purposing content for different platforms.

Trans-media Storytelling*

This module is aimed at film and broadcast professionals with responsibility for the development and marketing of content and formats.

It will particularly appeal to writers, producers and directors who have an established background in traditional film and broadcast areas but need to up-skill and understand how best to reach today's 'media meshing' audiences across media platforms.

Media Innovation and Idea Generation*

Learn about best practice examples of innovative media brands and formats and get involved with developing ideas within the new media ecology. You will be introduced to a range of ideation and brainstorming techniques for the purpose of developing ideas that work well in a cross-media environment.

Interactive Media for Production Staff*

This module enables experienced production staff to develop existing interactive media skills to meet the needs of developing content for web, games and mobile. The focus here is therefore on the producer and your place within a changing production culture.

Understanding IP Rights and Monetisation*

Scope out how to integrate new media products and services into a traditional TV production company model. Understand how to maximise the value of content with a view to exploiting intellectual property.

By the end of this development experience, you will have explored the complex issues that surround the monetisation of content and researched relevant material in order to apply appropriate models to your own business.

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Who's it for?

These modules are for professionals in the media industry who wish to develop their specialist knowledge and to engage with new opportunities presented by developments in technology, working practices and the expansion of cross platform media.

Where will it take you?

The course is designed to advance career development and also to add value to your business or professional practice by accrediting and acknowledging your abilities. It also provides an opportunity for you, as a media professional, to take a step back from your own business and reflect what is going on in the wider industry.

Where can I find out more?

Visit: www.rave.ac.uk/ma-professional-media-practice for further information and course dates.

A database of all of the courses that can contribute towards the Build Your Own MA programme, as well as more information about the scheme, is available at: www.skillset.org/build

Teaching

The courses are delivered via a series of face-to-face practical sessions that are designed to fit around your existing work commitments. Each module will normally involve a two-day intensive learning session at Ravensbourne, which will usually take place on a Friday and Saturday, to ensure there is minimal disruption if you are working full-time.

In order to obtain sufficient credits for the training to count towards the Build Your Own MA programme, you will also need to carry out further online assignments and work-based projects.

Assessment

Ravensbourne offers a series of industry-led courses, which enable participants to accumulate credits in advanced study to achieve a Postgraduate Certificate, Postgraduate Diploma and, in due course, an MA or MSc.

In order to be awarded the MA/MSc in Professional Media Practice from Ravensbourne, learners must accrue a total of 180 credits, which must include a 60 credit major work-based project, a 30 credit research unit and a 10 credit career direction and development unit.

You can also accrue credits from modules undertaken at any of the other 12 participating Skillset Media Academies. In order to be awarded the final MA/MSc qualification from Ravensbourne, a minimum of 100 credits must have been accrued through courses studied at Ravensbourne.

Ravensbourne

Learning will take place in the breath-taking new Ravensbourne campus, situated next to The O₂ at Greenwich Peninsula, London, SE10.

Ravensbourne is a world-class university sector college which develops talented individuals and leading-edge businesses offering them learning, skills, applied research, enterprise and innovation.

Industry accredited with global aspirations and connections, Ravensbourne is part of a national and international network of innovators, partnering with major multi-national brands such as Samsung, Microsoft and MTV. Ravensbourne alumni include many design and media world names.

The new learning space in Greenwich hosts many industry conferences and events throughout the year, providing opportunities for students and staff to network and keep abreast of industry developments.

Admissions criteria

In order to take part in the Build Your Own MA programme, you must already be working in the creative media industries.

All courses have been developed for media professionals with either:

- an undergraduate degree and two years' relevant industry experience, or
- non-graduates with significant industry experience.

You may not need specific experience in the module you are taking.

Where an applicant's first language is not English, proof of competence in English will be required. This will normally take the form of an IELTS score of a minimum of 6.5 or equivalent, which has been achieved within the last 18 months prior to commencement of the course.



Next steps?

Find out more and download an application form today at: www.rave.ac.uk/pgapp

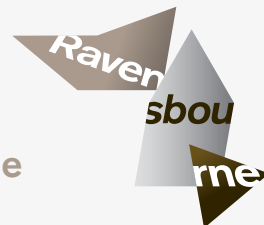
Not sure it's for you?

Email your CV today to the course leader, Polly Lindley: p.lindley@rave.ac.uk

Any questions?

Or call Polly Lindley, commercial development and employer engagement manager, on 07540 673778.

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