Postgraduate Diploma in Digital Media - Theory
Programme Specification

Awarding Institution:

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

Teaching Institution: Goldsmiths, University of London

Final Award: Postgraduate Diploma in Digital Media - Theory

Programme Name: Postgraduate Diploma in Digital Media - Theory

Total credit value for programme:120

Name of Interim Exit Award(s): Postgraduate Certificate in Digital Media – Theory

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

UCAS Code(s): Not applicable

HECoS Code(s): (100440) Digital Media

QAA Benchmark Group: 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

Department(s) which will also be involved in teaching part of the programme:
Not applicable

Programme overview

The PG Diploma in Digital Media offers an introduction to critical and theoretical approaches to contemporary media and technology.

It is designed to help you understand digital transformations in media, culture and society, 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. Our students become proficient in the history, sociology and philosophy of digital media, and in the application of critical skills to understanding specialist areas of digital media.

The programme is embedded in the Department's ethos of diversity and interdisciplinarity. This is reflected in the combination of theory and practice which allows us to challenge norms and engage with real-world issues. The programme is theory-driven but grounded in practice.

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. Consideration may also be given to students without an academic background in a relevant subject area if they have significant professional experience in the field of digital media and are able to demonstrate their ability and commitment to the pursuit of a programme of rigorous academic study.

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 interdisciplinary study.

Programme learning outcomes

The aim of this programme (offered on a full-time one year and part-time two year basis) is to offer a critical and contextual approach to digital media and technology. It explicitly problematises approaches to the 'new' media in academic and professional debate, especially those which overemphasise the potential for radical social change led by a homogenised technology itself. The programme emphasises the importance of addressing the social and historical contexts within which a range of media technologies are employed.

In order to provide a contextual framework and facilitate the conceptualisation of digital media and technologies as fully cultural forms and processes, the programme will draw on a range of disciplines including: media and cultural studies, sociology, anthropology and philosophy. Nevertheless, the programme will remain focused on key contemporary concerns about the potential role of digital media in society and on refiguring the contours of the computational media.

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.

The programme's subject specific skills require students to analyse and contextualise developments in digital media and technology with reference to key debates in the history, sociology, anthropology and philosophy of computing and digital media.

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'.

Students who exit at the Postgraduate Certificate stage will be able to:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	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	The ability to engage with major thinkers, debates and intellectual paradigms within the field of digital media	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies; Photography and After
C2	The ability to examine digital media with reference to the diversity of contemporary societies	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies; Photography and After

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Prepare and deliver clearly argued and informed work to a specific deadline	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies; Photography and After
D2	Demonstrate skills in communication, independence and resourcefulness	Compulsory modules Digital Culture: Critical Theory Software Studies; Photography and After

Students awarded the Postgraduate Diploma in Digital Media - Theory will be able to:

Knowledge and understanding

Code	Learning outcome	Taught by the following module(s)
A1	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 interdisciplinary historical, sociological, theoretical and philosophical approaches to the study of digital media and technology	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After
A3	Demonstrate in-depth knowledge of at least two differing areas of inquiry	All modules

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 digital media as an independent field of study	Digital Media: Critical Perspectives Digital Culture: Critical Theory Software Studies Photography and After

Transferable skills

Code	Learning outcome	Taught by the following module(s)
D1	Prepare and deliver clearly argued and informed work	All modules
D2	Locate, retrieve and present relevant information	All modules
D3	Manage a complex array of competing demands and work effectively to a deadline	All modules
D4	Work resourcefully and independently	All modules

Grading criteria

Assessment strategies which enable the outcomes to be demonstrated centre on the production, to a deadline, of written 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 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 assessed essays and other modes of assessment where

appropriate. Depending on option modules chosen, other forms of assessment may be encountered (e.g. group presentations/reports, diaries, portfolio exercises).

Mark	Descriptor	Specific Marking Criteria
80-100%	Distinction (Outstanding/ Exceptional)	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.
70-79%	Distinction	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. 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 exhibit a highly developed critical awareness of the medium, normally appropriate to exhibit, publish or broadcast externally.
60-69%	Merit	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.

Mark	Descriptor	Specific Marking Criteria
		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.
50-59%	Pass	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. PRACTICE WORK: Work of an overall satisfactory standard. It will demonstrate the satisfactory application of appropriate knowledge, understandings and skills specified in the learning 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	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. PRACTICE WORK: a mark of 30-49% is awarded when the candidate demonstrates an unsatisfactory application of

Mark	Descriptor	Specific Marking Criteria
		appropriate knowledge, understanding and skills specified in the Learning Outcomes of the module.
10-29%	Bad fail	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. 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.
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

The programme structure is as follows:

A Postgraduate Diploma will be awarded to students who achieve 120 credits by passing the 30 credit compulsory module ('Digital Media: critical perspectives') and at least one or more of the following 30-credit modules: Photography and After, Software Studies, Digital Culture: Critical Theory. Students can then select their remaining 60 CATS from any of the recommended optional modules.

The compulsory module, Digital Media: Critical Perspectives 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 through lectures and seminars and is supported by the provision of one-to-one tutorials.

Full-time students take the programme over one calendar year, part-time students over two years. Formal teaching takes place in the autumn term (eleven weeks) and spring term (eleven weeks).

In order to proceed into their second year, part-time students need successfully to complete the compulsory module and 30 credits of optional modules during the first year.

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).

Full-time mode

Module Title	Module Code	Credits	Level	Module Status	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

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

Part-time mode

Academic year of study 1

Module Title	Module Code	Credits	Level	Module Status	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

Academic year of study 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

To successfully complete the Postgraduate Certificate as exit degree, students will need 60 CATS, consisting of the 30 credit compulsory module ('Digital Media: critical perspectives') and at least one or more of the following 30-credit modules: Photography and After, Software Studies, Digital Culture: Critical Theory.

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

Not applicable

Employability and potential career opportunities

This programme 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).

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

None.

Tuition fee costs

Information on tuition fee costs is available at: https://www.gold.ac.uk/students/fee-support/

Specific programme costs

None.