

**BA (Hons) Immersive Media and Mixed Reality
Programme Specification 2023/24**

Awarding Body	University of the Arts London
College	London College of Communication
School	University of the Arts London
Programme	LCC Moving Image and Digital Arts(L060)
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2023
Work placement offered	Yes
Course Entry Requirements	<p>The course team welcomes applicants from a broad range of backgrounds from all over the world. The course attracts students who apply direct from A-level (or equivalent) or from Foundation Diploma in Art and Design, or other art or design courses, as well as mature students who may have previously worked in industry.</p> <p>The standard entry requirements for this course are as follows:</p> <p>104 UCAS tariff points which can be made up of one or a combination of the following accepted full level 3 qualifications:</p> <ul style="list-style-type: none"> • A Levels at grade C or above (preferred subjects include: English; History; Media; Business; Art and Design, or other subjects within Social Sciences). • Pass at Foundation Diploma in Art & Design (Level 3 or 4). • Distinction, Merit, Merit at BTEC Extended Diploma (preferred subjects: Art and Design, IT & Computing, Media, Music and Performing Arts). • Merit at UAL Extended Diploma. • Access to Higher Education Diploma (preferred subject: Digital and Creative Media, Film and Production, Computing, Humanities and Social

Science).

- OR equivalent EU/International qualifications, such as International Baccalaureate Diploma at 24 points minimum

And 3 GCSE passes at grade 4 or above (grade A*-C).

APEL - Accreditation of Prior (Experiential) Learning

If you do not meet these entry requirements but your application demonstrates additional strengths and alternative relevant experience, you may still be considered. This could include:

- Related academic or work experience;
- The quality of the personal statement;
- A strong academic or other professional reference;
- A combination of these factors.

Each application will be considered on its own merit. We cannot guarantee an offer in each case.

English language requirements

- IELTS level 6.0 or above, with at least 5.5 in reading, writing, listening and speaking.

All classes are taught in English. If English isn't your first language, you will need to show evidence of your English language ability when you enrol. For further guidance, please check our [English language requirements](#).

Selection Criteria	<p>The details on your UCAS application (including the academic reference and your personal statement) will be assessed against the following criteria:</p> <ul style="list-style-type: none">• An understanding of the broad applications of immersive technologies• A demonstrable interest in using Virtual Reality as a storytelling medium• Broad knowledge of either games development, filmmaking, animation or interactive media as evidenced by relevant prior qualifications.
Scheduled Learning and Teaching	<p>Scheduled learning and teaching activity may include lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings.</p>

Awards and Percentage of Scheduled Learning

Year 1

Awards	Credits
Certificate of Higher Education	120

Year 2

Awards	Credits
Diploma of Higher Education	240

Year 3

Awards	Credits
Bachelor of Arts	360

Scheduled Learning Split by Level

Level 4	28%
Level 5	25%
Level 6	18%
Total Scheduled Learning Split	24%

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Technical & Creative Skills: To provide a challenging and stimulating specialist educational experience that enables you to work across a wide range of technical and creative immersive media and mixed reality pipelines.
Aim	Industry Skills: To ensure you have the digital and cross-media production skills and experience to enable you to engage with the creative and immersive industries in experimental and innovative ways.
Aim	Collaborate: To develop your ability to collaborate by enabling you to innovate, negotiate and problem-solve with self-direction, originality and clear communication, in the production of immersive media and mixed reality experiences.
Aim	Climate, Social & Racial Justice: To provide you with the opportunity to produce immersive media and mixed reality experiences that use critical ideas to develop ethical, sustainable and culturally insightful practice, understanding the use that immersive media can have as a vehicle for climate, social and racial justice.
Aim	Experimentation: To enable you to experiment with a range of professional equipment, creative media and various aesthetics so as to build and expand your technical and theoretical knowledge.
Outcome	Produce a range of creative work that demonstrates your personal development, technical proficiency and comprehensive knowledge of the pipelines required for immersive media and mixed reality production (Enquiry, Knowledge, Process, Communication, Realisation)
Outcome	Demonstrate a critically informed knowledge of the principles, methodologies and technologies used in immersive media and mixed reality production, evidenced through a portfolio of work to a standard, necessary for progression to the creative industries and/ or Postgraduate study. (Enquiry, Knowledge, Process, Communication, Realisation)
Outcome	Demonstrate a comprehensive knowledge of the different roles and their responsibilities within a creative team and make a significant contribution to joint creative outcomes, accommodating change and uncertainty as part of the creative process. (Enquiry, Knowledge, Process, Communication, Realisation)

Outcome	Address critical perspectives evidenced in a portfolio of work that considers how themes of climate, social and racial justice can be represented and explored through the means of immersive media production. (Enquiry, Knowledge, Process, Communication, Realisation)
Outcome	Create experiences for a diverse range of audiences adopting an evaluative and experimental approach to a variety of techniques and media. (Enquiry, Knowledge, Process, Communication, Realisation)

Distinctive Features	
1	Emerging technologies: Immersive Media and Mixed Reality exists within a dynamic and evolving field and through this course, students will have the chance to shape the future of the discipline itself.
2	Collaboration: Throughout the course, you'll work in teams and develop your appreciation and understanding of the many different roles and specialisms required in project collaboration, helping you to prepare for a career in industry.
3	Communities of practice: You'll benefit from collaborations with other undergraduate and postgraduate courses at LCC, sharing your knowledge, practice and common approaches.
4	Student centred: students work as part of the course team to be jointly responsible for knowledge creation.
5	Interdisciplinary: A diverse cohort and cross/interdisciplinary subject encourages innovative learning and practice.
6	Critical appreciation of audience: Students critically challenge, question and explore the relationship with the audience as a key driver to making project work from both an academic and a professional context, exploring the potential of immersive and interactive media. Students are facilitated to connect theory with their practice exploring themes of equality, diversity, inclusivity; and climate, social and racial justice.
7	Industry skills: You'll be encouraged to consider your future career and build employability skills through professional practice units, developing a strong portfolio of professional work, and having a flexible practice which can respond to developments in the creative industries. You'll have opportunities to undertake live, industry-led, collaborative projects which make the most of LCC's London location amongst a wealth of creative design agencies, virtual production studios, game development companies and cultural institutions.
8	Critical skills: You'll explore themes and ideas through a critical lens, considering ethics, sustainability and diversity as driving factors for making work. You'll also build your own critical awareness by developing an analytical understanding and application of interaction and narrative design to your practice

Course Detail

Situated within the Screen School at London College of Communication, BA (Hons) Immersive Media and Mixed Reality will enable you to develop narrative-led experiences and projects that reflect the diversity of our students' voices.

What to expect

- **Cutting-edge facilities:** You'll have access to industry-standard production technologies, including a fully equipped immersive production and motion capture lab, as well as a range of virtual reality (VR) headsets.
- **Immersive technology:** Throughout the course, you'll have opportunities to develop immersive projects and experiences across the fields of 360-degree filmmaking, projection mapping, interactive and immersive installations, animation and games design.
- **Technical knowledge:** You'll learn core workflows in 3D modelling, animation and game engine software.
- **Practice-based tools:** Course projects will support you to develop your experience with on-set capture and shooting equipment, along with post-production and real-time interactive multimedia content creation tools.

Industry experience and opportunities

BA (Hons) Immersive Media and Mixed Reality will enable you to develop skills relevant to a career in the creative industries, such as digital design, advertising, entertainment, games and fashion, as well as to pursue opportunities across education, heritage, culture, healthcare and wellbeing.

Between Years 2 and 3 of the course, you'll also have the opportunity to undertake either the [Diploma in Professional Studies](#) (DPS) or [Diploma in Creative Computing](#).

Mode of Study

BA (Hons) Immersive Media and Mixed Reality runs for 93 weeks in full time mode. It is divided into 3 stages over 3 academic years. Each stage lasts 31 weeks.

Course Units

In response to the Climate Emergency, UAL has embedded responsible practices within the curriculum. We shaped our courses around principles of social and racial justice, and environmental sustainability that ensure learning outcomes reflect the urgent need to equip you with the understanding, skills, and values for ethical practice and

empower you to work towards an equitable future.

In common with all courses at the University of the Arts London, this course is credit rated. Years 1 and 2 must be passed to enter into year 3. Your degree is attained through full completion of the third year.

Year 1

Introduction to Immersive Media and Mixed Reality (20 credits)

This unit will introduce you to your course, subject specialism, and effective approaches to learning at undergraduate level.

You'll get to know the practices and knowledge-base needed to understand your discipline, and be supported to develop skills for independent and collaborative learning, reflection and self-development.

Principles of Immersive Media (40 credits)

You'll be introduced to the fundamental terminology, technology and technical skills that underpin immersive content creation. You'll develop your creative and critical ideas in immersive media whilst exploring a range of key production areas including production pipelines, 360-degree video, Augmented Reality, Virtual Reality, and immersive media processes.

Immersive Narratives (40 credits)

Extending Principles of Immersive Media, this unit will give you a deeper understanding of how narrative is constructed, along with the tools used to create immersive experiences. You'll have the opportunity to design and develop a series of short immersive projects that continue to explore the fundamental principles of immersive media production, and explore traditional, spatial and interactive narratives along with the importance of 360 spatial sound in immersive experiences.

Informed Practice 1 (20 credits)

You'll be introduced to histories, theories and debates in relation to immersive media and media studies. You'll begin to explore critical perspectives by considering how themes of climate, social and racial justice can be represented through immersive media production.

Year 2

Immersive Interaction (40 credits)

Building on your Year 1 units, this unit defines the technical and artistic principles that underpin immersive content production - enabling you to better understand the practices and skills needed to create professional immersive and interactive experiences.

You'll also interrogate the user experience (UX), and develop your knowledge of user interfaces (UI), haptics and controllers in immersive and interactive media.

Professional Practices (20 credits)

Providing the tools and resources needed for you to begin building your professional skills and profile, this unit provides an opportunity to embed your learning around climate, social and racial justice by exploring how this can be represented through immersive media production. You'll work with competition briefs and/or 'live' project(s) provided by industry and/or cultural partners.

Exploratory Practice (40 credits)

You'll produce a portfolio of immersive media and mixed reality artefacts that demonstrate a developing understanding of your specialist practice and, most importantly, how that practice intersects with other mediums. You'll work collaboratively with students across the course, programme and wider College to produce a portfolio of immersive projects that demonstrates your understanding of the broader context around your technical specialism.

Informed Practice 2 (20 credits)

You'll develop your broader knowledge and understanding of the historical, social, theoretical and cultural developments of contemporary visual culture, and have the opportunity to further contextualise various aspects of art and design theory in its broadest sense within the context of immersive media and mixed reality.

Year 3

Final Major Project: Immersive Experiences (60 credits)

Your Final Major Project offers the potential to collaborate, giving you the opportunity to make a significant contribution to a major project in a specialist role within a small production team. You'll individually develop a portfolio of tested concepts, themes and techniques, and following a pitch and selection process, project proposals will go into production and become part of your Degree Show.

Professional Futures (20 credits)

Building on your experiences gained through Professional Practices in Year 2, Professional Futures focuses on tailoring skills towards a specific role within the industry and supporting you to develop strong personal and professional methods and tools of presentation, such as a CV and personal website. You'll consolidate and present both your skills and learning relating to climate, social and racial justice, and demonstrate how that knowledge has shaped your professional skillset.

Informed Practice 3 (40 credits)

This unit is the culmination of the Informed Practice component of the course. It provides you with the opportunity to utilise all of your knowledge and analytical skills related to visual culture and critical theory through the development of a self-determined and extended piece of written work.

Optional Diploma between Years 2 and 3

Between Years 2 and 3 of the course, you'll also have the opportunity to undertake the following additional UAL qualifications:

Diploma in Professional Studies (Optional)

This optional diploma can be taken between Years 2 and 3. With support from your tutors, you'll undertake a series of industry placements for a minimum of 100 days/20 weeks. As well as developing industry skills, you'll gain an additional qualification upon successful completion.

Diploma in Creative Computing (Optional)

Between Years 2 and 3, you can undertake the year-long Diploma in Creative Computing. This will develop your skills in creative computing alongside your degree. After successfully completing the diploma and your undergraduate course, you'll graduate with an enhanced degree: BA (Hons) Immersive Media and Mixed Reality (with Creative Computing).

Learning and Teaching Methods

- Lectures
- Seminars
- Formative critiques
- Technical workshops
- Software training
- Peer reviews

- Group critiques

Assessment Methods

- Review of research and design development portfolios
- Submission of immersive and interactive artefacts
- Written essays
- Presentations
- Exhibition

Reference Points

The following reference points were used in designing the course:

UAL's Learning, Teaching and Enhancement Strategy - <http://www.arts.ac.uk/about-ual/teaching-and-learning/about-the-exchange/teaching--learning-strategy/>

The College and Screen School policies and initiatives - <http://www.arts.ac.uk/lcc/about-lcc/screen-school/>

FHEQ Level descriptors - <http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf>

QAA Benchmark statements - <http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements>

UAL Creative Attributes Framework <http://www.arts.ac.uk/about-ual/teaching-and-learning/careers-and-employability/creative-attributes-framework/>

Course Diagram

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15		Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25	Week 26	Week 27	Week 28	Week 29	Week 30	Week 31																			
Level 4 – Year 1																																																		
Block 1															End of Block	Block 2																																		
Introduction to Immersive Media & Mixed (20 Credits)									S													Informed Practice 1 (20 Credits)					S																							
Principles of Immersive Media (40 Credits)													S													Immersive Narratives (40 Credits)													S											
Level 5 – Year 2																																																		
Block 1																Activities Week	Block 2																																	
Immersive Interaction (40 Credits)											S														Exploratory Practice (40 Credits)					S																				
			Informed Practice 2 (20 Credits)										S																																					
Level 6 – Year 3																																																		
Block 1																	End of Block	Block 2																																
FMP: Immersive Experiences: Element 1 (60 Credits)							S	FMP: Element 2																																										
Informed Practice 3 (40 Credits)										S																																								
Level 6 – Year 3																																																		
Block 2															End of Block			Block 2																																
FMP: Element 2											S																																							
Professional Futures (20 Credits)													S																																					

S = Summative Assessment

The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable

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