Royal Holloway, University of London
Course specification for a postgraduate award
MA Immersive Storytelling (3379)

Section 1 – Introduction to your course
This course specification is a formal document, which provides a summary of the main features of your course and the learning outcomes that you might reasonably be expected to achieve and demonstrate if you take full advantage of the learning opportunities that are provided. Further information is contained in the College prospectus, and in various handbooks, all of which you will be able to access online. Alternatively, further information on the College's academic regulations and polices can be found here. Further information on the College's Admissions Policy can be found here. The Master's course is delivered over one year of full-time study (52 weeks) On successful completion of the course you should have an understanding of the area of the MA at a level appropriate for a postgraduate qualification. Whilst being a self-contained degree in its own right, the course provides suitable and recognised qualifications for entry to PhD study in the same or a closely related field. While Royal Holloway keeps all the information made available under review, courses and the availability of individual modules, especially optional modules are necessarily subject to change at any time, and you are therefore advised to seek confirmation of any factors which might affect your decision to follow a specific course. In turn, Royal Holloway will inform you as soon as is practicable of any significant changes which might affect your studies. The following is brief description for some of the most important terminology for understanding the content of this document: *Degree course* – Also referred to as 'degree programme' or simply 'programme', these terms refer to the qualification you will be awarded upon successful completion of your studies. *Module* – Also referred to as 'course unit', this refers to the individual modules you will study each year to complete your degree course. Postgraduate degrees at Royal Holloway comprise 180 credits per year. On some degree courses a certain number of optional modules must be passed for a particular degree title.

Section 2 – Course details			
Date of specification update	July 2020	Location of study	Egham Campus / CLC
Course award and title	MA Immersive Storytelling	Level of study	Postgraduate
Course code	3379	Year of entry	2020/21
Awarding body	Royal Holloway, University of London		
Department or school	Media Arts	Other departments or schools involved in teaching the course	Electronic Engineering
Mode(s) of attendance	Full-time	Duration of the course	One year (52 weeks) full-time
Accrediting Professional, Statutory or Regulatory Body requirement(s)	N/A	Mode of delivery	
Link to Coursefinder for further information:	https://www.royalholloway.ac.uk/studying-here/	For queries on admissions:	study@royalholloway.ac.uk.

Section 3 – Degree course structure				
3.1 Mandatory module information The following table summarises the mandatory modules which students must take in each year of study				
Module code	**Module title**	**Credits**	**FHEQ level**	**Module status (see section 6)**
MA5408	Sound and Vision	20	7	MC
MA5404	Immersive Storytelling Form and Practice 1	20	7	MC
MA5402	Foundations of Immersive Production	20	7	MC
MA5405	Immersive Storytelling Form and Practice 2	20	7	MC
MA5401	Creative Digital Industries	20	7	MC
MA5403	Immersive Storytelling Final Project	60	7	MC

This table sets out the most important information for the mandatory modules on your degree course. These modules are central to achieving your learning outcomes, so they are compulsory, and all students on your degree course will be required to take them. You will be automatically registered for these modules each year. Mandatory modules fall into two categories; 'condonable' or 'non-condonable'.

In the case of mandatory 'non-condonable' (MNC) modules, you must pass the module to successfully graduate with a particular degree title, or before you can proceed to the next year of your course where studying part-time. In the case of mandatory 'condonable' (MC) modules, these must be taken but you can still progress or graduate even if you do not pass them. Please note that although Royal Holloway will keep changes to a minimum, changes to your degree course may be made where reasonable and necessary due to unexpected events. For example; where requirements of relevant Professional, Statutory or Regulatory Bodies have changed and course requirements must change accordingly, or where changes are deemed necessary on the basis of student feedback and/or the advice of external advisors, to enhance academic provision.

3.2 Optional module			
In addition to mandatory modules, there will be a number of optional modules available during the course of your degree. The following table lists a selection of optional modules that are likely to be available. However, not all may be available every year. Although Royal Holloway will keep changes to a minimum, new options may be offered or existing ones may be withdrawn. For example; where reasonable and necessary due to unexpected events, where requirements of relevant Professional, Statutory or Regulatory Bodies (PSRBs) have changed and course requirements must change accordingly, or where changes are deemed necessary on the basis of student feedback and/or the advice of External Advisors, to enhance academic provision. There may be additional requirements around option selection, so it is important that this specification is read alongside your department's Student Handbook, which you can normally access via their [webpage.](#)			

Optional modules are selected to the value of 20 credits.			
Module Title	**Credits**	**Module Title**	**Credits**
MA5600 Digital Media Marketing: Mobile, Social Media and Strategy	20	EE5403 Immersive Software	20
MA 5407 Perception	20	EE5402 Immersive Hardware	20
3.3 Optional module requirements			

Section 4 - Progressing through each year of your degree course
For further information on the progression and award requirements for your degree, please refer to Royal Holloway's <u>Academic Regulations</u>. Progression throughout the year/s is monitored through performance in summative or formative coursework assignments. Please note that if you hold a Tier 4 (General) Student Visa and you choose to leave (or are required to leave because of non-progression) or complete early (before the course end date stated on your CAS), then this will be reported to UKVI. **Support and Guidance through your Degree:** • The Course Director meets with the students on a regular basis to advise on academic, pastoral and welfare issues. The Course Director acts as a point of contact for pastoral

support and any questions about the course throughout the year.

- Module coordinators, tutors and dissertation supervisors provide a back-up system of academic, pastoral and welfare advice.
- An asset library for pre-commercial training and experimentation purposes
- Access to the Centre for Digital Creativity's immersive labs, motion capture suite and audience insight labs;
- The course is based in the Centre for Digital Creativity, which brings together Media Arts, Electronic Engineering, Computer Science, Music, Psychology and Drama along with some of the world's leading creative technology and content companies to provide ground breaking experiences in immersive and next generation storytelling.
- You will have access to the StoryFutures Academy partnership course of work experience and experimental labs as availability allows.
- Your final project work will predominantly be made up of group supervisory sessions, including at least 2 meetings with supervisors from each department.
- All students are allocated a Personal Tutor, with whom they meet at least once a term, and more regularly if required, to discuss all matters relating to their course and for pastoral support.
- Induction courses for orientation and introduction to the Department and College by the Director of Graduate Studies.
- All staff available and accessible through an office-hour system.
- Representation on the Student-Staff Committee.
- Detailed PG handbook and module booklets.
- Extensive supporting materials and learning resources in College and University libraries, as well as the Computer Centre.
- Computing equipment and office space at Bedford Square.
- Dedicated Departmental computing facilities and study room in Egham.
- College Careers Service and Departmental Employability Lead officer.
- Access to all College and University support services, including Student Counselling Service, Health Centre, Students' Union and students with additional learning needs also have access to Disability and Dyslexia Services (DDS).
- Membership of the Institute of English Studies; access to further research training seminars and courses.

Section 5 – Educational aims of the course

The aims of this course are to:

- to encourage you to develop your own creative storytelling practice for immersive technologies;
- to provide you with a foundational understanding of immersive technologies enabling you to exploit your capacities, explore and adapt your limitations and possibilities in content creation;
- to foster an approach to immersive storytelling that places technology and content in dialogue, encouraging an ability to work across disciplines;
- to develop an entrepreneurial and critical understanding of creative industries and the place of immersive within these;
- to provide training in research techniques relevant for the development of story ideas;
- to foster an independent learning ability required for continuing professional development;
- to provide you with the tools to critique your own and your peers' work, and to assess the potential and progress of immersive projects at various stages
- to develop key communications, IT and management skills relevant for cross-sector and postgraduate work.

Section 6 - Course learning outcomes

**In general terms, the courses provide opportunities for students to develop and demonstrate the following learning outcomes. (*Categories – Knowledge and understanding (K), Skills and other attributes (S), and Transferable skills (*))*

1. a creative knowledge of a variety of storytelling techniques and processes for immersive projects that places these in the context of traditions from relevant screen media (film, television, games etc) **(K)**;
2. a critical understanding of new technologies and technical approaches applicable to the field **(K)**;
3. a knowledge of the emergent UK immersive economy within a global context, including the research and development (R&D) and business model challenges in the sector, institutions and working practices **(K)**;
4. a broad understanding of the group nature of immersive experience creation and how the roles played by the various parties, such as engineer, producer, writer, performer, subject and director shape and influence the screenplay **(K)**;
5. understanding of the appropriate critical and technological skills required in the specific field of study **(K)**;
6. the acquisition of knowledge of advanced scholarship in the chosen area of the discipline to a level appropriate for a MA degree **(K)**;
7. the ability to develop individual creative practice in immersive story form and practice as well as respond to briefs and challenge-led calls **(S)**;
8. the ability to work across humanities and science disciplines in experimental and collaborative fashion **(S)**;
9. the ability to undertake routine and adaptive work in hardware and software that responds to demands of sound, vision and perception in creative contexts **(S)**;
10. the skills necessary to identify and respond to appropriate funding and financing opportunities for immersive productions **(S)**;
11. the ability to write, pitch and present ideas in a range of formats **(S)**;

12. the skill to develop proof of concept, prototype, pilot and short form immersive experiences **(S)**;
13. The ability to recognise the potential for re-imagining existing story forms, structures and intellectual property **(S)**;
14. the ability to present logical and coherent written and oral arguments of varying lengths **(S*)**;
15. the ability to comprehend and develop sophisticated concepts and original creative ideas **(S*)**;
16. enhanced interpersonal skills, particularly working collaboratively across sectors to generate useful dialogue and shared approaches to developing projects **(S*)**;
17. the ability to give constructive verbal and written feedback on peers' work **(S*)**;
18. enhanced time management and organisational skills including working to deadlines, prioritising tasks, organising work-time **(S*)**;
19. in addition, the course fosters the development of a range of personal attributes that are important in the world of work, and that strengthens our postgraduates' abilities to engage in lifelong learning and contribute to the wider community. These include personal motivation; the ability to work autonomously and with others; self-awareness and self-management; empathy and insight; intellectual integrity; awareness of responsibility as a local, national and international citizen; interest in lifelong learning; flexibility and adaptability; creativity **(S)**.

Section 7 - Teaching, learning and assessment
Teaching and learning is through a mixed diet of hands-on workshops, experimental labs, lectures, seminars, group and individual exercises as well as one-to-one supervision for their final projects. Experimental labs will enable MA Immersive Storytelling students to work alongside 4th year Immersive Engineering students and StoryFutures Academy technicians to adapt and adopt technologies to creative demands as well as provide students the opportunity to work in commercial environments with partners.   Assessment of knowledge and understanding is typically by creative exercises (written, visual and experimental), oral presentation and pitch documentation, project plans and final immersive Storytelling project. Full details of the assessments for individual modules can be obtained from the Department.

Section 8 – Additional costs
There are no associated costs greater than £100 on this degree course.
These estimated costs relate to studying this particular degree course at Royal Holloway. General costs such as accommodation, food, books and other learning materials and printing etc., have not been included, but further information is available on our website.

Section 9 – Indicators of quality and standards	
QAA Framework for Higher Education Qualifications (FHEQ) Level	7
Your course is designed in accordance with the FHEQ to ensure your qualification is awarded on the basis of nationally established standards of achievement, for both outcomes and attainment. The qualification descriptors within the FHEQ set out the generic outcomes and attributes expected for the award of individual qualifications. The qualification descriptors contained in the FHEQ exemplify the outcomes and attributes expected of learning that results in the award of higher education qualifications. These outcomes represent the integration of various learning experiences resulting from designated and coherent courses of study.	
QAA Characteristics Statement (Master's Degrees) – September 2015	https://www.qaa.ac.uk/docs/qaa/quality-code/master's-degree-characteristics-statement.pdf?sfvrsn=6ca2f981_10
Subject benchmark statements provide a means for the academic community to describe the nature and characteristics of programmes in a specific subject or subject area. They also represent general expectations about standards for the award of qualifications at a given level in terms of the attributes and capabilities that those possessing qualifications should have demonstrated.	

Section 10 – Further information

This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate when taking full advantage of the learning opportunities that are available. More detailed information on modules, including teaching and learning methods, and methods of assessment, can be found via the online Module Catalogue. The accuracy of the information contained in this document is reviewed regularly by the university, and may also be checked routinely by external agencies.

Your course will be reviewed regularly, both by the university as part of its cyclical quality enhancement processes, and/or by your department or school, who may wish to make improvements to the curriculum, or in response to resource planning. As such, your course may be revised during the course of your study at Royal Holloway. However, your department or school will take reasonable steps to consult with students via appropriate channels when considering changes. All continuing students will be routinely informed of any significant changes.

Section 11 – Intermediate exit awards (where available)

You may be eligible for an intermediate exit award if you complete part of the course as detailed in this document. Any additional criteria (e.g. mandatory module units, credit requirements) for intermediate awards is outlined in the sections below.

Award	Criteria	Awarding body
PG Diploma	Passes in at least 120 credits, with fails of between 40% to 49% for up to 40 credits condonable (with the exception of any course specific requirements).	
PG Certificate	Passes in at least 60 credits with no condonable fails	

Section 12 - Associated award(s) with Banner Course Codes

MA in Immersive Storytelling (3379) PG Diploma in Immersive Storytelling PG Certificate in Immersive Storytelling	