School Response to the Programme Validation Panel Report

Panel Visit: Thursday 12th September 2013

Named Award:	Certificate in Writing for Transmedia
Programme Title(s):	Certificate in Writing for Transmedia
Exit Awards:	Not applicable
Award Type:	Certificate
Award Class:	Special-Purpose
NFQ Level:	7
ECTS / ACCS Credits:	30
Intake:	20

Panel Members

Dr. Brian Nolan (Chair)	Chair	Head of Department of Informatics, Institute of Technology Blanchardstown (ITB)
Ms. Jean O'Halloran	Academic	Lecturer and Programme Co-ordinator, BA (Hons) Creative Digital Media, Institute of Technology Tallaght (ITT)
Mr. Paul Freaney	Academic	Lecturer and Programme Co-ordinator, MA in Screenwriting, Dun Laoghaire Institute of Art, Design and Technology (IADT)
Dr. Brendan Ryder (Secretary)	Secretary to Panel	Assistant Registrar, Dundalk Institute of Technology (DkIT)

Programme Development Team

Dr. Bob McKiernan	Head of School of Informatics & Creative Arts
Ms. Sarah McCann	Head of Section of Creative Media
Mr. Donal Beecher	Lecturer, Section of Creative Media (Programme Leader)
Ms. Marina Hughes	Lecturer, Section of Creative Media
Ms. Emma Hogan	Lecturer, Section of Creative Media
Dr. Eamonn Crudden	Lecturer, Section of Creative Media

Introduction

The report contains a response from the Section of Creative Media in the School of Informatics and Creative Arts to the programme validation panel report for the programme **Certificate in Writing for Transmedia**.

Condition

There were no conditions associated with this programme.

Recommendation

- The programme development team should consider changing the title to better reflect the content of the programme.

RESPONSE

- *The programme development team recognise the Panel's concerns regarding the title of the programme. However, modules included in the programme are currently being updated and rewritten as part of the School's overall Programmatic Review process & therefore, will fully address the necessary changes in technology & approach, which is inherent in the current content & delivery methods, if not fully illustrated due to changes in technology since the current modules were written.*

Recommendation

- The programme development team should articulate their understanding of special-purpose awards explicitly in the programme documentation.

RESPONSE

- *The programme development team have now designated this award as a Minor Award and adapted the programme documentation to state same, with a note as to the definition of a Minor Award, as per QQI; "Multi-purpose award-type that recognises attainment of part of a major award and which has relevance in its own right";*

Recommendation

- In order to increase the level of transparency in admissions additional detail should be provided in *Appendix 5: Admissions Scheme for Mature Applicants in Creative Media (Springboard).* A breakdown of how marks are awarded under each category should be provided.

- Input and output student profiles linked to programme learning outcomes should be provided.

  RESPONSE

- *The Entry requirements section at the front of the document has been expanded upon. In addition, a breakdown of marks awarded under each category has now been added to Appendix 5: Admissions Scheme for Mature/Advanced Entry Applicants in Creative Media;*

- *A Graduate student profile, including Graduate Attributes, has been added in Section 6 (pages 15-17), with a table mapping the elements of this profile to Programme Learning Outcomes. As this programme has been specifically designed for Springboard, the input profile of students is immensely varied and difficult to measure. Thus, the programme development team have concentrated on the output student profile in this case.*

Recommendation

- Progression pathways into other programmes (e.g. Level 7) and industry should be included. A diagram illustrating the pathways would be useful in this regard.

  RESPONSE

- *Progression details have been added at the start of the document. A diagram outlining progression pathways into other programmes in the Section and the industry itself has also been included in Section 6.3 (pg 18).*

Recommendation

- Mode of delivery should be expanded to full-time, part-time, blended learning and access.

- The continuous assessment-examination breakdown for the module "Writing for New Screen Media" should be corrected (100% CA instead of final examination).

  RESPONSE

- *The modes of delivery have been expanded to include full-time, part-time, distance education and modular;*

- *The continuous assessment-examination breakdown for the module "Writing for New Screen Media" has been corrected & reflects 100% Continuous Assessment;*

Recommendation

- An assessment schedule for the programme should be provided in *Appendix 4: Sample Assessment Schedule* (not a sample assessment schedule).

- Procedures for repeating assessments should be included.

- Details of integrated assessments should be described in the programme assessment strategy.

RESPONSE

- *An assessment schedule for the programme for Semester 1 has been provided in Appendix 4: Sample Assessment Schedule.*

- *Procedures for repeating assessments have been included in Section 10.4 (pg 23). These are also covered in the Section's Student Handbook, which is given out to all students at the start of each year during their induction period;*

- *Details of integrated assessments have been described in the programme assessment strategy in Section 10.5 (page 24).*

Recommendation

- The panel recognise that a programmatic review of these modules is imminent in this semester and recommend that the programme modules be updated during the Institute's quality review process for the next student intake.

RESPONSE

- *All modules on this programme are being updated during the current Programmatic Review process.*

School Response Report Approved By:

Signed:

Ms. Sarah McCann,
Head of Section of Creative Media

Date: 30/10/2013

I confirm that the conditions and/or recommendations contained in the validation panel report have now been met and recommend this programme to the Academic Council at Dundalk Institute of Technology for ratification.

Signed:
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Dr. Brian Nolan, Chair

Date: <date>

12th November 2013