

BSc(Hons) Media Technology

Faculty of Science

a world of
possibilities 

Kingston University London



BSc(Hons) Media Technology

Our programme

In recent years there has been a rapid increase in the use of computers and digital camera technology to create digital-rich media for film and television. A digital revolution in film and television broadcasting is in progress, from big-budget Hollywood movies to small-budget television productions. This is reliant on evolving digital video, audio and broadcast technologies combined with creative computer software for editing, 2D and 3D animation, compositing and visual effects.

In addition, the accelerated uptake of broadband communications has created opportunities for developing ever-more sophisticated website design using 2D and 3D digital media.

Today, the increasing power of computer hardware and the sophistication of software, combined with more affordable digital camera technology, has provided tools that enable larger numbers of practitioners to create sophisticated digital video and audio media. This has led to an increase in the demand for technically qualified personnel in the media industries.

Work in the media industries, requires both technical and artistic skills. Kingston's Media Technology course aims to produce graduates with a balance of technical, artistic, practical and theoretical skills to work in television and film, multimedia, internet and computer games production.

This degree is ideal if you would like to combine your scientific and computing interests with design studies. The focus of the course is on the application of technology to areas such as computer-generated imagery, digital television broadcasting, interactive information and entertainment technology, multimedia and website design. You can discover the fundamental science and technology underlying media technologies, while developing the creative design skills you need for professional practice in various media industries.

Course features

This course provides study of both technical and scientific principles used in computer graphics, video and audio technologies, and experience in their creative and innovative use for a range of media industries. The course combines three themes of study:

- Creative design, including illustration, animation, video and audio using electronic media;
- Computer and information systems, including use of video editing and compositing, 2D and 3D image and audio processing software; and
- Physical principles of image and sound creation, transmission, detection and storage.

These themes are introduced at an introductory level in the early stages of the course, and become increasingly combined in later stages when all three course themes are utilised to create a portfolio of project work.

The course is suitable for students from a wide variety of academic backgrounds and places emphasis on developing key practical skills that will be of use to graduates when they enter their career in the media industries. In both taught and project modules you will be using professional software and digital camera technology in our dedicated media studio.

You will be taught the skills of how to produce live-action video and sound recording, which includes lighting, composition, framing of shots and camera techniques. You will also develop skills in video editing and compositing, computer graphics for image manipulation and visual effects.

In addition, you will be taught the underlying scientific, mathematical and technological principles behind media technologies. This knowledge-based learning will enable you to become problem solvers that have the potential to work at the highest level in the media industries.

The course has a strong interdisciplinary structure, combining a development of creative skills with science and technology. Media Technology may be studied as a half or major field combined with a range of other courses which include Business, Computing, Design, Games Technology, Film Studies, Television and New Broadcast Media, and Web Technologies.

Teaching and assessment

The course is managed and taught by the Faculty of Science with contributions from the Faculty of Art, Design & Architecture and the Faculty of Computer Information Systems and Mathematics. You will be taught through lectures, workshops and practical sessions. Your creative development is assessed through portfolio, seminars, and project modules which include critique sessions.

Your work will be assessed by a mixture of assignments, tests and examinations. In most modules, assessment is weighted more on coursework assignments than on examination. A number of technical modules are assessed through both coursework and examinations. Project modules will be assessed entirely by continuous assessment; the film studies and dissertation modules will be assessed by essay-based assessments.

Over the duration of the course you will be encouraged to develop an electronic portfolio of work which will demonstrate your skills.

Careers

The course has been developed as a response to the demand for graduates with a broad range of both technical and creative skills, who will have the ability to use industry-standard tools and media technologies within the media industries.

Potential careers include working as a producer, designer or technologist in media industries such as film, television, music recording, visual effects, web design and interactive information or entertainment systems.

Graduates will acquire transferable skills in science, technology, design and computing, that can be applied to a wide range of industries. Students with a technical orientation could pursue a career in the computing and hardware electronics media industries. Alternatively, the broad range of skills provided by the course could enable entry into business, education or research.

What will you study?

Year 1

Year 1 of the course aims to ensure that all students receive a strong foundation in science, mathematics, design, and information technology principles. You will acquire the skills necessary to work independently on project and assignment work.

Concepts of still and moving image manipulation and video production are introduced together with technology, electronics, practical and theoretical art and design concepts and the basic scientific concepts of motion, sound and light.

Year 2

Year 2 develops your technical expertise, and creative design skills. The themes introduced in Year 1 are developed further, with new themes such as 3D computer graphics and animation and multimedia being introduced. You will also be involved in contextual studies, to develop critical analysis and writing skills.

At this stage you will be given the opportunity to work on individual self-directed small projects, preparing you for your major project. The technical modules will develop your understanding and practical skills in digital and analogue electronics with an optional module in computer programming.

Year 3

Year 3 consolidates all the computer graphics, multimedia and technology covered in the first two years, with advanced modules in multimedia, editing and compositing and broadcast technologies. A media dissertation module develops your research skills, critical analysis and creative writing skills.

Additionally there are options for specialising in areas such as advanced computer graphics techniques, computer animation, computer programming, web development, media technology and digital imaging.

The skills acquired over all stages of the course can be applied to the major project which extends over two semesters and culminates with the production of a media-technology product. The project provides the main mechanism for you to develop self-management, progress monitoring, presentation and reporting skills.



Modules

Year 1

- Visual Thinking
- Visual Structures
- HTML Programming and Internet Tools
- Light, Sound and Motion
- Introductory Electronics
- Instrumentation Principles for Media Technology
- Fundamentals of Computer Imagery
- Numerical and Mathematical Techniques
- Introductory Film Production

Year 2

- Computer Generated Imagery and Sound
- Digital Moving Images
- Computing option module
- Introduction to Multimedia Design
- Project Design and Investigation Skills
- Film and Television Studies
- Media and Broadcast Electronics

Year 3

- Digital Media Editing and Compositing
- Broadcast Technologies
- Media Dissertation
- Major Project
- Advanced Multimedia Design

Two options from:

- Advanced Computer Generated Imagery
- Advanced Visual Basic
- Web Technologies
- Instrumentation Systems Design
- Computer Animation
- Graphics and Image Processing
- Internet Security
- Computer Speech Processing
- Mobile Applications Services and Technology
- Applications of Digital Imaging
- Computer Graphics
- Advanced Games Programming
- Scientific C++



Want to know more?
[www.kingston.ac.uk/
mediatechnologybsc](http://www.kingston.ac.uk/mediatechnologybsc)

Why study Media Technology at Kingston University?

- Kingston University has a proven reputation for teaching quality and offers excellent facilities.
- We offer a good balance of practical- and knowledge-based skills in science, technology, computer programming and design.
- We are close to the centre of the British film, television and post-production industries.
- We take our lead from industry professionals through our active industrial liaison committee, and are constantly striving to keep our course content current and provide our graduates with the skills that industry requires.
- The course is interdisciplinary providing studies in both the Faculty of Science and the Faculty of Art, Design & Architecture.
- You will use industry-standard software and digital camera technology and will have access to our dedicated computer and media studios as well as widespread general computer access.



Further information

Entry requirements

Typical offer

Points: 200–260 UCAS points to include at least two A-levels, and including at least one Science, Computing, Art, Design or Media Studies award of at least 80 points.

GCSE: (A-C): English, Maths and Science

BTEC ND/NC: Three merits in appropriate Science, Design or Engineering subjects

GNVQ: Advanced in a related subject

Non-traditional: mature students with relevant experience

Other entry routes

Contact admissions tutor. Access to HE course in Science or other appropriate subject. Mature students welcome. International applicants welcome.

Science foundation year: you can include an extra foundation year within your degree. The year is designed for applicants who lack traditional qualifications or who have not studied the required combination of subjects, and is especially suitable for mature applicants. It is based at Kingston College and gives you the opportunity to develop introductory knowledge and skills to prepare you for the degree you have selected.

Contact details

Course webpage

www.kingston.ac.uk/mediatechnologybsc

Course admissions and enquiries

School of Life Sciences

Kingston University

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Kingston upon Thames

Surrey KT1 2EE

T: +44 (0)20 8417 2492

F: +44 (0)20 8417 2497

E: UGScienceAdmissionEnquiries@kingston.ac.uk

Course Director

Dr Vincent Montgomery

T: +44 (0)20 8417 2488

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Accommodation

T: +44 (0)20 8417 7210

E: accommodation@kingston.ac.uk

www.kingston.ac.uk/accommodation

Student Funding Service

T: +44 (0)20 8417 7217

www.kingston.ac.uk/studentfunding

Disability Advisor

T: +44 (0)20 8417 7053

Minicom: +44 (0)20 8417 8847

F: +44 (0)20 8417 7019

E: admissions-info@kingston.ac.uk

Information for international students

T: +44 (0)20 8417 3411

Open days

Several open days are held each year. Please contact the admissions office or visit the University website for more details.

www.kingston.ac.uk/opendays

UCAS codes

Media Technology

P310 – 3 years full time

P314 – 4 years sandwich

P318 – 4/5 years full time including foundation year

P397 – 4/5 years full time including international foundation year

Media Technology can be studied in combination with a number of subjects including:

- Business
- Computing
- Design (half & minor field)
- Film Studies
- Games Technology
- Television and New Broadcast Media
- Web Development

Please see the course web page www.kingston.ac.uk/mediatechnologybsc for further details and UCAS codes.

T: +44 (0)8448 552177
E: admissions-info@kingston.ac.uk
www.kingston.ac.uk



Want to know more?
www.kingston.ac.uk/mediatechnologybsc

