

MA Digital Media

Programme specification

1. Programme details

Item	Information
a) Programme name (incl. pathways):	MA Digital Media MA Digital Media (Image Making) MA Digital Media (Data Visualisation)
b) Programme code(s)	730421B
c) Programme credit value(s)	180 CATS 90 ECTS
d) Programme author(s)	Matthew Fuller & Daniel Rourke
e) Entry requirements	You should have (or expect to be awarded) an undergraduate degree of at least second class standard in a relevant/related subject as well a level of practical experience in a relevant area.
f) Academic year effective from	2026-27

2. Programme Aims & Overview

Aims

The MA Digital Media educates aspiring media practitioners and academic researchers as well as early and mid-career professionals who seek to reflect on their roles in a structured and stimulating learning environment designed to give all students up-to-the-minute knowledge of digital media and the skills to apply that knowledge to future developments.

Our students become proficient in: the critical and creative analysis of digital media image making and data visualisation, the application of critical skills to specialist areas of digital media production and to think strategically and inventively about culture and technology in the digital age.

Overview

The MA Digital Media is unique in its combination of practical and theoretical approaches to contemporary media and technology.

It is designed to help you understand digital transformations in media, culture and society and apply this understanding in practice, in the media and creative industries specialising in image making or data

visualisation or in further theory-oriented research in culture and technology. 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 and culture. Students on the Image Making pathway can choose to develop skills in the use of 3D modelling, creative use of game engines and critical approaches to AI. Students on the Data Visualisation pathway will develop skills in representing social or ecological data in meaningful ways. All students will have the opportunity to combine the theory of digital media across several perspectives with the wealth of options modules across the school.

Students who study on this established and exciting degree benefit from the experience and expertise of one of the world's leading Schools of Media, Communications and Cultural Studies. You're taught by theorists and practitioners of international standing.

MA Digital Media students regularly attract offers of work placements and internships. Recently these have come from Google, The Science Museum and a number of independent initiatives in art and culture.

Our students have access to state-of-the-art facilities, including well-equipped lecture and seminar rooms, exhibition spaces, computer facilities and digital media suites.

3. External reference

Item	Information
a) FHEQ Level of Award:	7
b) UCAS Code(s):	N/A
c) HECoS Code(s):	(100443) Media Production
d) QAA Benchmark group:	N/A

4. Awards

Item	Information
a) Awarding institution:	Goldsmiths, University of London
b) Teaching institution:	Goldsmiths, University of London
c) Home School:	MCCS If other, name here: N/A
d) School(s) also involved in teaching of the programme:	1. None 2. None 3. None If other, name here: N/A
e) Entry awards:	☐ Foundation Cert ☐ CertHE ☐ DipHE ☐ PGCert ☐ PGDip
f) Interim exit awards:	☐ Foundation Cert ☐ CertHE ☐ DipHE ☒ PGCert ☒ PGDip

Item	Information
g) Final awards:	MA Digital Media PGDip Digital Media PGCert Digital Media MA Digital Media (Image Making) PGDip Digital Media (Image Making) PGCert Digital Media (Image Making) MA Digital Media (Data Visualisation) PGDip Digital Media (Data Visualisation) PGCert Digital Media (Data Visualisation)

5. Delivery

Item	Information
a) Language of study:	English
b) Valid intake points in year:	☐ January ☒ Sept/Oct ☐ Other If other, specify: None
c) Mode of study:	On Campus Indicate the overall balance of teaching modes in the rows below. Row d) shows total hours of directed learning, with e) and f) showing how this is broken down in in-person vs. online learning, in hours and percentages.
d) Total hours directed learning/year	240
e) In-person hours	240
f) Online hours	0
g) Pace of study:	☒ Full time ☐ Part time
h) Duration of programme	Full time: 1 ☒ years ☐ months Part time: N/A ☐ years ☐ months
i) External accreditation:	N/A
j) Apprenticeship Standard:	N/A

6. Programme Learning Outcomes

Also, see the [curriculum map](#) at the end of document.

For UG exit awards, Learning Outcomes must be achieved in the level indicated below:

- ☐ CertHE = Level 4
- ☐ DipHE = Level 5

Learning outcomes are grouped in categories of:

- ☐ **Declarative learning** - knowledge, thinking & facts (D1-3)
- ☐ **Functional learning** - application of knowledge, thinking & facts (F1-3)
- ☐ **Professional and transferable skills and behaviours** (P1-3)

On successful completion of the programme, you will be able to:

	Learning Outcome - MA	Level	Graduate Attribute
D1	Analyse and contextualise current and future developments in digital media and technology from interdisciplinary historical, cultural, theoretical and philosophical perspectives.	7	Diversity of perspective
D2	Critically evaluate key debates in the field of digital media and demonstrate in-depth knowledge of at least two differing areas of inquiry.	7	Collaboration
D3	Demonstrate conceptual knowledge of digital media as an independent field of study.	7	Diversity of perspective
F1	Manage organisational and problem-solving skills in relation to the successful realisation of complex tasks.	7	Responsible agency
F2	Critically reflect on work and be able to appraise and accept criticism from others, revise or improve individual level of skills as a result.	7	Political in the personal
F3	Locate, retrieve and present relevant information and ideas for a specific project.	7	Diversity of perspective
P1	Prepare and deliver clearly argued, informed and technically competent work.	7	Collaboration
P2	Develop technical work taking social, cultural and ethical concerns into account.	7	Responsible agency
P3	Conceive, plan, produce and deliver a project to schedule.	7	Responsible agency

7. Programme Structure

For Undergraduate programmes (UG), each level must amount to at least **120 CATS** (60 ECTS).

Postgraduate (PGT) programmes must amount to at least 180 CATS (90 ECTS), with exception to interim exit awards.

Programmes are staged in **Phases**, where each Phase relates to an exit award.

Compulsory modules must be taken by all students.

Option modules – you must choose one or more of the options available to this programme at this level and point. The option modules available from this list may vary from year to year, depending on student numbers and staff availability.

Programme structure notes (where relevant):

The programme offers specific pathways in Image Making or Data Visualisation via the choice of options on this MA which you will select with guidance from the programme team.

Students on the Image Making pathway will choose to develop skills in the use of 3D modelling, creative use of game engines and critical approaches to AI.

Students on the Data Visualisation pathway will develop skills in representing social or ecological data in meaningful ways.

Students not following a specific pathway will be able to combine a deep focus on the theory of digital media across several perspectives through the range of options available on the programme.

All students are required to produce either a 10,000 - 15,000 word dissertation on a topic agreed by you and your supervisor, or a practice/theory project (according to your pathway). The length of the practical element is dependent on the media and form used and will be agreed on in advance with the supervisor.

If you undertake the practice/theory project, you will also be expected to submit a 3-4,000 word analysis of your practice that locates it within the theoretical debates explored in the MA as a whole. This essay may be presented as a separate document or as an integral part of the project depending on the nature of the project, and is subject to agreement with both theory and practice supervisors

Phase 1 (FT)

Module Name	Code	Credit	Level	Type	Term	Year PT	Pathway
Digital Media-Critical Perspectives	MC71075 A	30	7	Compulsory	1	N/A	MA Digital Media
Digital Media Final Project/Dissertation	MC71074 C	60	7	Compulsory	2-3	N/A	MA Digital Media
Digital Media Practice	MC71090 B	30	7	Option - Shared	1-2	N/A	MA Digital Media
Data AI & Forensic Journalism	MC71260 B	30	7	Option - Shared	1	N/A	MA Digital Media
Political Comms in the Digital Age	MC71083 B	30	7	Option - Shared	1	N/A	MA Digital Media

Module Name	Code	Credit	Level	Type	Term	Year PT	Pathway
Archaeology of the Moving Image	MC71145 C	30	7	Option - Shared	1	N/A	MA Digital Media
Social Media in Everyday Life	MC71190 A	30	7	Option - Shared	1	N/A	MA Digital Media
Beyond Capitalism	MC71222 A	30	7	Option - Shared	1	N/A	MA Digital Media
Queer Crip Decolonial Feminisms	MC71232 B	30	7	Option - Shared	1	N/A	MA Digital Media
Embodiment & Experience	MC71051 C	30	7	Option - Shared	2	N/A	MA Digital Media
Mediating the City	MC71042 D	30	7	Option - Shared	2	N/A	MA Digital Media
Software Studies	MC71267 A	30	7	Option - Shared	2	N/A	MA Digital Media
Experimental Media	MC71153 B	30	7	Option - Shared	2	N/A	MA Digital Media
After Images	MC71230 A	30	7	Option - Shared	2	N/A	MA Digital Media
Race & Technology	MC71242 A	30	7	Option - Shared	2	N/A	MA Digital Media
Digital Methods	MC71247 A	30	7	Option - Shared	2	N/A	MA Digital Media

8. Learning, Teaching & Assessment

Learning & Teaching methods

Teaching will be via a range of formats to be as relevant as possible to the topic and learning outcomes. This may be through workshops, practical labs, lectures and seminars. It may have a mix of in-person and online activities, designed to give you the best learning experience and to make the most out of your learning experience. You are expected to attend all of your timetabled learning activities.

Specifically, this programme will be taught in the following ways:

Lectures, seminars, group critiques, individual tutorials, technical workshops.

Assessment modes and approaches

You will be assessed in a range of ways throughout your course. These will be both Formative (for feedback and development), and Summative (required to pass and progress to the next level). Summative assessments are compulsory.

Feedback is a crucial part of your learning and development in this programme. You will receive feedback both on your Formative (work in progress) tasks/assessments, and your Summative (graded) assessments. This feedback will help the assessment to be a part of your learning, not just a test. It may be verbal, written or video based. Please engage with this feedback to improve your future work.

Specifically, this programme will be assessed in the following ways:

Module	Assessment Type	Submission	Learning Outcomes	Credits
Final Project/Dissertation	Coursework	10-15000 word essay or Practice Project	all	60
Digital Media: Critical perspectives	Essay	Take home examination of two essays of 2.5-3,000 words each.	all	30
Digital Media Practice OPTION	Portfolio	Portfolio and accompanying critical reflection.	all	30
Options	Essay/Project	Various theory & practice depending on module chosen	all	30 x 2
Final Project/Dissertation	Coursework	10-15000 word essay or Practice Project	all	60

Assessment diet (number of assessments for compulsory modules)

Mode	Level 3	Level 4	Level 5	Level 6	Level 7	
Coursework	0	0	0	0	1	1
Exam	0	0	0	0	0	0
Live	0	0	0	0	0	0
Portfolio (multi-modal)	0	0	0	0	0	0
Practical / multimedia	0	0	0	0	0	0
Written	0	0	0	0	1	1
TOTAL:	0	0	0	0	2	2

Mode	Level 3	Level 4	Level 5	Level 6	Level 7	
Of which...	Individual:	2	Group:	0		

9. Other information

Item	Information
a) Assessment regulations	https://www.gold.ac.uk/gam/taught-programmes/assessment/
b) Placement opportunities	N/A
c) Programme-specific requirements	N/A
d) Programme specific costs and resources	N/A
e) Employability and potential career opportunities	N/A

10. Academic support

There is a range of support available to you to give you the best possible chance of success in this programme.

Please see your tutors and student portal/VLE for details of what's available and how to access this support.

11. Curriculum map

Programme Learning Outcomes assessed by each module:

Module name	Code	Type	D1	D2	D3	F1	F2	F3	P1	P2	P3
Digital Media- Critical Perspectives	MC71075A	Compulsory	☒	☒	☒	☒	☒	☐	☒	☒	☒
Digital Media Final Project/Dissertation	MC71074 C	Compulsory	☒	☒	☒	☐	☐	☒	☐	☒	☒
Digital Media Practice	MC71090B	Compulsory	☐	☐	☐	☒	☒	☒	☒	☒	☒
Data AI & Forensic Journalism	MC71260B	Option - Shared	☐	☐	☐	☒	☒	☒	☒	☒	☒
Political Comms in the Digital Age	MC71083B	Option - Shared	☐	☐	☐	☒	☒	☒	☒	☒	☒
Archaeology of the Moving Image	MC71145 C	Option - Shared	☐	☐	☐	☐	☒	☒	☒	☒	☒
Social Media in Everyday Life	MC71190A	Option - Shared	☐	☐	☐	☒	☒	☒	☒	☒	☒
Beyond Capitalism	MC71222A	Option - Shared	☐	☐	☐	☒	☒	☒	☒	☒	☒
Queer Crip Decolonial Feminisms	MC71232B					☒	☒	☒	☒	☒	☒
Embodiment & Experience	MC71051 C	Option - Shared	☐	☐	☐	☒	☒	☒	☒	☒	☒
Mediating the City	MC71042 D	Option - Shared	☐	☐	☐	☒	☒	☒	☒	☒	☒
Software Studies	MC71267A	Option - Shared	☐	☐	☐	☒	☒	☒	☒	☒	☒
Experimental Media	MC71153B	Option - Shared	☐	☐	☐	☒	☒	☒	☒	☒	☒
After Images	MC71230A	Option - Shared	☐	☐	☐	☒	☒	☒	☒	☒	☒
Race & Technology	MC71242A	Option - Shared	☐	☐	☐	☒	☒	☒	☒	☒	☒
Digital Methods	MC71247A	Option - Shared	☐	☐	☐	☒	☒	☒	☒	☒	☒