

SECTION A: QUALIFICATION DETAILS

QUALIFICATION DEVELOPER (S)		University of Botswana									
TITLE	Bachelor of Arts in Digital Media								NCQF LEVEL		7
FIELD	Culture, Arts and Crafts		SUB-FIELD			Digital Media		CREDIT VALUE		496	
<i>New Qualification</i>			✓		<i>Review of Existing Qualification</i>						
SUB-FRAMEWORK		General Education		TVET			Higher Education			✓	
QUALIFICATION TYPE	Certificate	I	II	III	IV	V	Diploma	Bachelor	✓		
Bachelor Honours		Post Graduate Certificate			Post Graduate Diploma						
Masters					Doctorate/ PhD						

RATIONALE AND PURPOSE OF THE QUALIFICATION

Rationale:

With a view to contribute to economic and social development in Botswana, the National Human Resources Development Strategy (NHRDS) strategic plan 2009-2022 provides the basis for matching labor market demands with the necessary skills. In this regard, the Bachelor of Arts in Digital Media qualification produces the critically required occupations in the Information and Communication Technology (ICT) sector and the Creative Industry. In fact, the HRDC (2016) has included the following occupations as top and in demand in Botswana: announcers on radio, television and other media, web and multimedia developers, arts managers, graphics and multimedia designers and visual artists as top and in demand occupations.

This qualification is also in line with the Botswana Education and Training Sector Strategic Plan (ETSSP 2015-2020), which plans to match the skill-sets through qualifications with labour market requirements and align the education and training outputs more closely with the socio-economic development needs of the country. It is also aligned with the Revised National Policy on Education (RNPE), which aims to create a more diversified, knowledge and skills-based economy. Also, with its mission of “Achieving Prosperity for All”, Vision 2036 has through its pillar of sustainable economic development endeavors to among others do the following: (i) expand the creative industries with products packaged for the national, regional and international markets; and leverage leading ICT as key contributor to economic growth and employment whilst also enabling an efficient private and public sector. Vision 2036 pillar of human and social development also talks of a Botswana society that will be knowledgeable with relevant quality education that is outcome based, with an emphasis on technical and vocational skills as well as academic competencies (education with production). At the centre of these objectives are careers in digital media, catered for through this proposed qualification.

Purpose:

The purpose of the Bachelor of Arts in Digital Media qualification is to provide the basis for promoting potentials in the creation of innovation and creativity in the media, creative arts and ICTs. Learners in this qualification will develop skills, competences and knowledge needed to contribute to the economic and social development in Botswana. The qualification will produce graduates who will be able to:

- Work with varies digital technology to produce multimedia content for a wide variety of audiences.
- Face the challenges of fast-paced multimedia work environment.
- Relate broad theoretical concerns to aspects of creative practice in the completion of multimedia artwork.

ENTRY REQUIREMENTS (including access and inclusion)

NCQF Certificate IV Level 4 (i.e. BGCSE) or equivalent with a minimum of grade of C or better in English Language.

RPL and CAT will be provided for access to the qualification using ETP Policies in line with the National Policies.

SECTION B

QUALIFICATION SPECIFICATION

GRADUATE PROFILE (LEARNING OUTCOMES)

ASSESSMENT CRITERIA

1. Demonstrate theoretical knowledge of the digital media throughout history, and the range of careers available in the practice.

- 1.1 Interpret the role of digital media in Botswana society and elsewhere.
- 1.2 Demonstrate the role of digital media within the broader context of media studies.
- 1.3 Identify the key tools necessary for the production of digital media.

2. Demonstrate understanding of research, planning, application and evaluation processes involved in digital media production.

- 2.1 Evaluate appropriate content, tools, techniques and resources for digital media production.
- 2.2 Measure the impact of digital film/video, computer animation and communication design in society.
- 2.3 Apply critical thinking and analytical skills in digital media production.

3. Demonstrate coherent and in-depth knowledge, approaches and production methods to create digital media artifacts, which combine multiple media forms.

- 4.1 Evaluate appropriate content, tools, techniques and resources for digital media production.
- 4.2 Identify the role of stakeholders for digital film/video, communication design and computer animation.
- 4.3 Examine and communicate the ethical aspects necessary in the production of digital media.

4. Develop a professional, reflective and ethical approach that will enhance the production of digital media

- 4.1 Apply regulatory, legal and ethical considerations in media studies.
- 4.2 Analyse strategic communication problems, publics and stakeholders.
- 4.3 Demonstrate ability to produce visual communication, digital film and video, and computer-animated videos.

	<p>4.4 Demonstrate an understanding of the relationship between ethics, morals and values in media production workplace.</p>
<p>5. Demonstrate the ability to apply life-long learning skills that make learners both employable and entrepreneurial in media production.</p>	<p>5.1 Show ability to study and analyse media and communications complex issues.</p> <p>5.2 Demonstrate an understanding of workplace dynamics, including working within a production team to produce media.</p> <p>5.3 Refine and clarify professional and career goals through critical analysis of the internship experience.</p>
<p>6. Demonstrate the ability to use digital media technology effectively, critically and responsibly in everyday journalism and media practices.</p>	<p>6.1 Explore a variety of digital media and communication tools, along with the techniques to effectively produce and use them.</p> <p>6.2 Apply the relationship building aspect of digital media and communication and learn how to integrate digital products into communication strategy.</p>

SECTION C		QUALIFICATION STRUCTURE			
COMPONENT	TITLE	Credits Per Relevant NCQF Level			Total Credits
		Level [5]	Level [6]	Level [7]	
FUNDAMENTAL COMPONENT <i>Subjects/ Courses/ Modules/Units</i>	Communication & Academic Literacy Skills		24		24
	Computer Skills Fundamentals		16		16
	Introduction to English Language, Description and Usage		12		12
	Writing in English		12		12
					64
CORE COMPONENT <i>Subjects/Courses/ Modules/Units</i>	Basics of Digital Media		12		12
	Creative Industries and the Arts		12		12
	Visual Literacy		12		12
	Theories of Mass Communication		12		12
	Concept Development and Design		12		12
	Screen Writing		12		12
	Introduction to Film and Video		12		12
	Basics of Video Production		12		12
	Digital Photography			12	12
	Ethics for Media Professionals			12	12


	Media & Society			12	12
	Media Law			12	12
	Sound Design			12	12
	Communication Research Methods			12	12
	Media Practice			48	48
	Entrepreneurship and Innovation			12	12
	Media Project / Dissertation			36	36
	Managing Audio Visual Archives			12	12
	Media Management & Entrepreneurship			12	12
					288
ELECTIVE/ OPTIONAL COMPONENT Subjects/Courses / Modules/Units	Cinematography		12		12
	Film & Video Documentary			12	12
	Music Video Production			12	12
	Cinema Language & World Film			12	12
	Film Directing & Producing			12	12
	2D Animation		12		
	Introduction to 3D Computer Animation			12	12
	Visual Effects			12	12
	Motion Graphics			12	12

	Advance 3D Computer Animation			12	12
	Desktop Publishing		12		12
	Design for Interactive Media (Introduction)			12	12
	Graphics Design			12	12
	Application & Mobile Design			12	12
	Design For Interactive Media (Advance)			12	12
	French Language 1		12		12
	Basic Practical Mandarin 1		12		12
	French Language 11			12	12
	Basic Practical Mandarin 11			12	12
				144	

SUMMARY OF CREDIT DISTRIBUTION FOR EACH COMPONENT PER NCQF LEVEL

TOTAL CREDITS PER NCQF LEVEL

NCQF Level	Credit Value
6	196
7	300
TOTAL CREDITS	496

 BOTSWANA Qualifications Authority	BQA NCQF QUALIFICATION TEMPLATE	Document No.	DNCQF.QIDD.GD02
		Issue No.	01
		Effective Date	04/02/2020

Rules of Combination:

(Please Indicate combinations for the different constituent components of the qualification)

The Bachelor of Arts in Digital Media qualification is structured to include digital video, computer animation and communication design modules/courses. A learner will be allowed to choose 2 areas of specialization in the media out of the 3 provided.

In total, a learner is expected to pick a minimum of 12 optional/elective courses out of the total that is provided in the qualification. This must include 10 media courses and 2 language courses. The qualification is structured as follows:

- Fundamentals = 64 credits
- Core = 288 credits
- Optional/Electives = 144 credits

ASSESSMENT ARRANGEMENTS

ASSESSMENT

Assessment and moderation of the Bachelor of Arts in Digital Media qualification involves an integration of formative and summative assessment to ensure quality in delivery of teaching and learning. Assessment should be designed by BQA registered Assessors.


Formative Assessment for practical modules can include the following:

- Assignments
- Informal and formal modular tests
- Projects

Summative Assessment will include **examination**, comprising mainly of projects.

Weightings

The final mark is constituted of formative assessment (50%) and summative assessment (50%). To

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qualify for the Bachelor of Arts in Digital Media qualification, a learner must successfully complete all the required 496 credits.

MODERATION ARRANGEMENTS

Moderation includes both internal and external, and will be administered by BQA registered Moderators as per NCQF requirements. However, for each institution, moderation arrangements shall be decided by the local quality assurance procedures and moderation policy.

RECOGNITION OF PRIOR LEARNING

Candidates may submit evidence of prior learning and current competence and/or undergo appropriate forms of RPL assessment for the award of credits towards the qualification in accordance with applicable university RPL policies and relevant national-level policy and legislative framework. Implementation of RPL shall also be consistent with regional and international requirements.

CREDIT ACCUMULATION AND TRANSFER

Transfer of credit from another recognised university or equivalent institution of higher education may be considered on production of satisfactory documentation and references

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Horizontal Articulation

The Bachelor of Arts in Digital Media qualification articulates well with other relevant qualifications in NCQF level 7 such as:

- Bachelor of Media Studies
- Bachelor of Public Relations and Integrated Communication
- Bachelor of Arts (Humanities).

Vertical Articulation

- The qualification also articulates with the Master of Arts in Media and Communication (NCQF Level 9).

Employment Pathways

Graduates of this qualification can expect to fill skills gaps in multimedia industries such as;

- App and mobile designer
- Graphics designer
- Computer animator
- Visual effects artist
- Sound designer
- Communication/graphics designer
- Video and Film producer, director and editor
- Cinematographer.

QUALIFICATION AWARD AND CERTIFICATION

To be awarded a 'Bachelor of Arts in Digital Media' qualification, a student must successfully complete the required 496 credits as specified in the rules and combination and credit distribution. The qualification does not have mid exits award.

Successful candidates will be issued with a certificate indicating the award.

REGIONAL AND INTERNATIONAL COMPARABILITY

Benchmarking was done against the University of Cape Town's (UCT) Bachelor of Arts in Film and Media Production and the University of Southern California's (USC) Bachelor of Cinematic Arts, Film and Television Production in relation to exit level outcomes, domains covered, assessment strategies, rules, education and employment pathways, and scope and depth of content to ascertain regional and international comparability and articulation of the proposed qualification.

Regional Comparability

The University of Cape Town offers Bachelor of Arts in Film and Media Production and a stream in Digital Media and Informatics slightly different from this Bachelor of Arts in Digital Media qualification. The qualification is more theoretical and offers a thorough grounding in the history, theory and analysis of film, especially narrative film. The Bachelor of Arts in Digital Media offers almost all the courses offered by UCT but has an upper hand because it offers language courses, entrepreneurship & innovation, media business

management and media research courses. Moreover, this qualification offers a balance of both theoretical and practical components.

International Comparability

The University of Southern California offers Bachelor of Cinematic Arts, Film and Television Production with a focus in cinema, film and television, particularly producing students who can compete in the media industry. The USC qualification also emphasizes more on the practical component to equip their student on producing quality productions. This qualification also offers almost the same courses but its advantage is that it also offers students an opportunity to learn languages, entrepreneurship and management courses. These traits are mostly sought after globally from among digital media practitioners and producers.

The proposed Bachelor of Arts in Digital Media qualification generally compares very well with all the qualification studied because the domains covered are similar and aligned to the needs of the industry..

REVIEW PERIOD

The qualification shall be reviewed every 5 years.