

CERTIFICATE OF VALIDATION

New validation

Validation Process: **Revalidation**

Provider Name	Dublin Business School
Date of Validation	10-Jun-25

	Code	Title	Award	Exit Only
Principal Programme	PG26474	Bachelor of Arts (Honours) in Film and Creative Media	Bachelor of Arts (Honours) (Honours Bachelor Degree at NFQ Level 8) 8M22912 180 credits	N/A
Embedded Programme	N/A			

	First Intake	Last Intake
Enrolment Interval	Sep-25	Aug-30

Principal Programme

	Full Time	Part Time	Delivery Mode: full-time / part-time
Intakes per Annum:	2	1	Full Time, Part Time
Minimum Learners per Intake:	8	8	
Maximum Learners per Intake:	150	150	
Duration (months)	36	48	

Target Learner Groups

The programme has been developed for individuals who are keen to investigate and analyse film and creative media. It aims to equip participants with the skills, knowledge, and competencies necessary for effective practice in these fields. This includes both recent school graduates, international learners currently living in Ireland or overseas, and current employees in the creative sector seeking to enhance their qualifications and obtain an undergraduate degree.

Brief Synopsis of the Programmes

This Bachelor of Arts (Honours) in Film and Creative Media programme has been designed to provide students with an in-depth understanding of the unique aspects of film and creative media. It emphasises the social, collaborative, personal, and expressive dimensions of these fields, highlighting the significance of individual critical engagement and the necessity of analysing a diverse array of film and creative media practices. Additionally, it covers the institutional, historical, and technological evolution of media and film, underscoring the importance of ongoing reflection and reassessment of one's involvement with media and film culture.

Fundamentally, this programme is interdisciplinary, centering on film and creative media, and is tailored for students who wish to acquire critical insights into creative media and film practices while also gaining practical experience for future careers in the creative media industry. The curriculum is structured as a full-time three-year programme (or four years part-time) comprising 180 ECTS credits, culminating in the award of a Bachelor of Arts (Honours) in Film and Creative Media.

Minimum Intended Programme Learning Outcomes

On completion of this programme the learner will be able to:

1. Critically engage with a range of practitioners work, methodologies in film and creative media to demonstrate a detailed knowledge of practices, theories, concepts and processes and the health and safety codes of the industry.
2. Select, develop and apply creative design theories and criteria to the creation and manipulation of visual, audio and other media using existent and emerging technologies whilst cognisant of developments and limitations in film and creative media.
3. Master the creation of content under guidance and supervision, by demonstrating specialised technical, visual, creative and conceptual skills through research, analysis and resolution of the creative project and processes.
4. Use advanced judgement to identify, evaluate and employ creative design strategies and pipelines in the development and communication of imaginative and creative ideas and to defend methodologies and choices made.
5. Work as a creative entrepreneur, communicating to clients and audiences the utility of creative content and placing research within the context of both the creative industries and the film and creative discipline
6. Reflect on their learning experience and draw upon this experience through the future effective use of an appropriate and ethical response to feedback, consultation, collaboration, guidance and review.
7. Work effectively within groups to manage time and workload, uncertainty and change while learning personally from formative feedback from peers and lecturers and assuming responsibility for their own learning.
8. Investigate accepted concepts critically using aesthetic judgement to inform their own framework of reference in film and creative media.

Teaching and Learning Modes

1. Directed Learning
2. E-learning (directed)
3. E-learning (self-directed)
4. Group Discussions
5. Group Discussions/Interactions
6. Laboratory / Studio
7. Lectures / Classes
8. Practical Sessions
9. Practical/workshop/Laboratories/studio sessions
10. Self Directed Learning
11. Tutorials
12. Webinars
13. Workshops

Approved Countries

Ireland

Physical Resource Requirements

Studio
Mac Lab
Adobe Creative Cloud
AVID Licences
Final Cut Pro / After Effects / Director / Flash / Motion / DVD Studio Pro / Clip Wrap software
DV and DVcam decks
Mini DV Cameras (Canon and Sony)
2 x Mini DV HD Cameras (Sony and JVC)
HD Cameras (Sony)
Tripods x 6 (video) / Tripods x 4 (DSLR)
Selection of camera lenses and matte boxes
Red Head Lighting Kits (lights for location filming)
Kino Flo Lamps (for studio and location filming)
Mini DV Cameras (Canon and Sony)
Mini DV HD Cameras (Sony and JVC)
HD Cameras (Sony)
Runway (AI software) + credits

Staff Profiles	Qualifications and Experience	WTE
Lecturer	Faculty delivering this module will hold a minimum of a Level 9 Postgraduate Diploma or Master's Degree in Film, Media or Creative Practice or in a related discipline. Holders of Level 8 Honours degrees in a relevant discipline, who are exceptionally qualified by virtue of significant senior industry experience, will also be considered.	9

Approved Centres	Centre	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	38628L Dublin Business School	8	450

Additional Locations	Location Name	Minimum Enrolment per Annum	Maximum Enrolment per Annum
	N/A		

Learner Teacher Ratios	Learning Activity	Ratio
	Classroom sessions (Lectures)	1:60
	Studio Workshops and other practical sessions (Lab)	1:30
	Scriptwriting	1:15

Programme being replaced by this Programme	Prog Code	Programme Title	Validated
	PG24397	Bachelor of Arts (Honours) in Film and Creative Media	10-Sep-20

Conditions of Validation of the Programmes Covered by this Certificate of Validation

Part 1: Statutory Conditions of Validation

The statutory (section 45(3) of the 2012 Act) conditions of validation are that the provider of the programme shall:

1. Co-operate with and assist QQI in the performance of QQI's functions in so far as those functions relate to the functions of the provider,
2. Establish procedures which are fair and consistent for the assessment of enrolled learners to ensure the standards of knowledge, skill or competence determined by QQI under section 49 (1) are acquired, and where appropriate, demonstrated, by enrolled learners,
3. Continue to comply with section 65 of the 2012 Act in respect of arrangements for the protection of enrolled learners, if applicable, and
4. Provide to QQI such information as QQI may from time to time require for the purposes of the performance of its functions, including information in respect of completion rates.

Part 2 Conditions of Validation Established by QQI Under section 45(4)(b) of the 2012 Act

Part 2.1 Condition of Validation Concerning a Change in the QQI Award or Award Standard

1. Where QQI changes an award title, an award specification or an award standard that a programme depends upon, the provider shall not enrol any further learners on the affected programmes unless informed otherwise in writing by QQI (e.g. by the issue of a revised certificate of validation). The programme is considered validated for learners already enrolled on the affected programme.

Part 2.2 Condition of Validation Concerning the Duration of Enrolment

1. The duration of enrolment is the interval during which learners may be enrolled on the validated programme.

Validation is determined by QQI for a specified number of years of enrolment appropriate to the particular programme as indicated on the certificate on validation subject to unit 9.2.1. It is a condition of validation that the programme does not enrol any new learners outside this interval. A typical duration would be five years.

If a provider wishes to continue to enrol learners to the programme beyond this interval the provider must arrange in good time for it to be validated again by QQI, or exceptionally the provider may apply for extension of the duration of enrolment (unit (14)). In this context the provider may apply for validation of the programme from first principles or, alternatively, the provider may avail of the process for revalidation (unit (13)) by QQI.

Part 2.3 General Condition of Validation

The provider of the programme shall:

1. Ensure that the programme as implemented does not differ in a material way from the programme as validated; differing in a material way is defined as differing in any aspect of the programme or its implementation that was material to QQI's validation criteria.
2. Ensure that the programme is provided with the appropriate staff and physical resources as validated.
3. Implement in respect of the programme its written quality assurance procedures (as approved by QQI).
4. Make no significant change to the programme without the prior approval of QQI. (See unit (8)).
5. Unless otherwise agreed by QQI in writing, start implementing the programme as validated and enrol learners within 18 months of validation.
6. Continue in respect of the validated programme to comply with section 56 of the 2012 Act in respect of procedures for access, transfer and progression.
7. Implement the programme and procedures for assessment of learners in accordance with the Approved Programme Schedule and notify QQI in writing of any amendments to this arising from changes to the programme; see unit (9).
8. When advertising and promoting the programme and awards, use the programme title as validated, and the correct QQI award title(s), award type(s) and award class(es) indicating the level of the award(s) on the National Framework of Qualifications.

9. Adhere to QQI regulations and procedures for certification.

10. Notify QQI in writing without delay of: a. Any material change to the programme; a. Anything that impacts on the integrity or reputation of the programme or the corresponding QQI awards; b. Anything that infringes the conditions of validation; or c. Anything that would be likely to cause QQI to consider reviewing the validation.

11. Notify QQI in writing to determine the implications for the provider's validated programmes, where the provider is likely to, or planning to, merge (amalgamate) with another entity or to acquire, or be acquired by, another entity (see unit (12.5)) .

12. Report to QQI, when required or requested, on its implementation of the programme and compliance with the conditions of validation.

Part 2.4 General Condition of Validation Arising from Specialised Validation Policy and Criteria

Part 2.5 Special Conditions of Validation

Programme and stage schedules

PG26474 Bachelor of Arts (Honours) in Film and Creative Media

Name of Provider		Dublin Business School												
Programme Title		PG26474 Bachelor of Arts (Honours) in Film and Creative Media												
Award Title		Bachelor of Arts (Honours)							Exit Award Only		N/A			
Teaching and learning modalities		Lectures / Classes; Practical Sessions; Tutorials; Directed Learning; Group Discussions/Interactions; Practical/workshop/Laboratories/studio sessions; Self Directed Learning; Group Discussions; Workshops; Webinars; Laboratory / Studio; E-learning (directed); E-learning (self-directed)												
Delivery Modes	Award Class	Award NFQ Level	Award EQF Level	Stage	Stage NFQ Level	Stage Credits			First Intake			ISCED Code		
Both	Major	8	6	Stage 1		60			Sep 2025			02.1.1		
Module				Total Student Effort Module (Hours)					Allocation of Marks					
Title	Semester	Status	Credit	Total Hours	Class Contact Hours	Direct e-learning	Hours of independent learning	Work-based learning efforts	C.A. %	Project %	Skills demonstration %	Exam %	Workbased %	
Audio Tech & Techniques	1	M	5	125	36	89	0	0	100	0	0	0	0	
Audio Editing, Mixing & Cross Collaboration in Med	2	M	5	125	36	89	0	0	100	0	0	0	0	
Principles: Light, Camera, Photography	1	M	5	125	36	89	0	0	100	0	0	0	0	
Digital Photography	2	M	5	125	36	89	0	0	100	0	0	0	0	
Video Editing Fundamentals	1	M	5	125	36	89	0	0	100	0	0	0	0	
Video Editing Competency	2	M	5	125	36	89	0	0	100	0	0	0	0	
The Moving Image 1	1	M	5	125	36	89	0	0	100	0	0	0	0	
The Moving Image 2	2	M	5	125	36	89	0	0	100	0	0	0	0	
Media & Identity 1	1	M	5	125	36	89	0	0	100	0	0	0	0	
Media & Identity 2	2	M	5	125	36	89	0	0	100	0	0	0	0	
Professional Practice: The Creative Workplace	1	M	5	125	36	89	0	0	100	0	0	0	0	
Writing for Screen Media	2	M	5	125	36	89	0	0	100	0	0	0	0	

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Delivery Modes	Award Class	Award NFQ Level	Award EQF Level	Stage	Stage NFQ Level	Stage Credits	First Intake		ISCED Code					
Both	Major	8	6	Stage 2		60	Sep 2025		02.1.1					
Module				Total Student Effort Module (Hours)					Allocation of Marks					
Title	Semester	Status	Credit	Total Hours	Class Contact Hours	Direct e-learning	Hours of independent learning	Work-based learning efforts	C.A. %	Project %	Skills demonstration %	Exam %	Workbased %	
Audio for Podcasting, Performance & Radio	1	M	5	125	36	89	0	0	100	0	0	0	0	
Cinematography 1	1	M	5	125	36	89	0	0	100	0	0	0	0	
Cinematography 2	2	M	5	125	36	89	0	0	100	0	0	0	0	
Scriptwriting and Development 1	1	M	5	125	36	89	0	0	100	0	0	0	0	
Scriptwriting and Development 2	2	M	5	125	36	89	0	0	100	0	0	0	0	
VFX Fundamentals	1	M	5	125	36	89	0	0	100	0	0	0	0	
VFX Competency	2	M	5	125	36	89	0	0	100	0	0	0	0	
Exploring Popular Culture	1	M	5	125	36	89	0	0	100	0	0	0	0	
Project Management for Creative Media Outputs	1	M	5	125	36	89	0	0	100	0	0	0	0	
Audio for Film & Screen	2	M	5	125	36	89	0	0	100	0	0	0	0	
Contemporary Film and Television	2	M	5	125	36	89	0	0	100	0	0	0	0	
Creative Projects Portfolio	2	M	5	125	36	89	0	0	100	0	0	0	0	

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Both	Major	8	6	Award Stage	8	60	Sep 2025			02.1.1				
Module				Total Student Effort Module (Hours)						Allocation of Marks				
Title	Semester	Status	Credit	Total Hours	Class Contact Hours	Direct e-learning	Hours of independent learning	Work-based learning efforts	C.A. %	Project %	Skills demonstration %	Exam %	Workbased %	
Animation, Titles & Publishing 1	1	M	5	125	36	89	0	0	100	0	0	0	0	
Animation, Titles & Publishing 2	2	M	5	125	36	89	0	0	100	0	0	0	0	
Screen Theory & Criticism	1	M	5	125	36	89	0	0	100	0	0	0	0	
Research Skills	1	M	5	125	36	89	0	0	100	0	0	0	0	
Professional Practice: Budgeting & Scheduling	2	M	5	125	36	89	0	0	100	0	0	0	0	
Dissertation	2	M	10	250	18	232	0	0	100	0	0	0	0	
Transmedia – Theory and Practice	1	E	5	125	36	89	0	0	100	0	0	0	0	
Transmedia Practice Today	2	E	5	125	36	89	0	0	100	0	0	0	0	
Generative AI in Film & Creative Media 1	1	E	5	125	36	89	0	0	100	0	0	0	0	
Generative AI in Film & Creative Media 2	2	E	5	125	36	89	0	0	100	0	0	0	0	
Industry Engagement / Internship	1	M	5	125	12	78	0	35	100	0	0	0	0	
Digital Artefact Creation	1&2	M	10	250	72	178	0	0	100	0	0	0	0	