

## CERTIFICATE OF VALIDATION

New validation

Validation Process: **Revalidation**

<b>Provider Name</b>	Dublin Business School
<b>Date of Validation</b>	10-Jun-25

	<b>Code</b>	<b>Title</b>	<b>Award</b>	<b>Exit Only</b>
<b>Principal Programme</b>	PG26475	Bachelor of Arts in Film and Creative Media	Bachelor of Arts (Ordinary Bachelor Degree at NFQ Level 7) 7M22914 180 credits	N/A
<b>Embedded Programme</b>	N/A			

	<b>First Intake</b>	<b>Last Intake</b>
<b>Enrolment Interval</b>	Sep-25	Aug-30

### Principal Programme

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

### Target Learner Groups

The programme has been designed for those who are interested in exploring and studying film and creative media of film and, who wish to gain skills, knowledge, and competencies in creative media and film practices. They may be school leavers or those who are employees working within the creative sector who wish to upskill and gain an undergraduate qualification.

### Brief Synopsis of the Programmes

The increasing demand for innovative content creation through film and creative media across various sectors, alongside rapid technological advancements, has led to a heightened need for professionals equipped with skills in filmmaking, storytelling, audio production, and related competencies. These skills are essential for the creative industries, their clients, and audiences. The Bachelor of Arts in Film and Creative Media has been designed to equip students with the necessary knowledge, technical abilities, and research skills to conceptualise, execute, and assess creative projects that bring ideas to fruition, as well as to develop original events, products, and experiences tailored for specific audiences.

This programme is structured in three stages, focusing on the enhancement of graduate skills and knowledge competencies: fundamental, developmental, and competent. This is accomplished through the systematic organisation of learning modules into distinct pillars, including Audio Production, Visual Production, Writing, Theory and Context, Post Production, and Creative Professional Practice.

As an interdisciplinary programme centred on film and creative media, it aims to attract students who wish to acquire expertise in creative media and film practices. The curriculum is designed as a full-time three-year programme (or a four-year part-time option) comprising 180 ECTS credits, culminating in the award of a Bachelor of Arts in Film and Creative Media.

## Minimum Intended Programme Learning Outcomes

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

1. Relate evidence and connect creative work and industry practices in film and creative media to traditional movements, current research, and developments in the context of practitioners work and the health and safety codes of the industry.
2. Select from a range of appropriate theoretical and technical studies to apply the qualities of film and creative media to current developments in the industry, acknowledging the limits of current knowledge and developing familiarity with sources of new knowledge including artificial intelligence.
3. Create content independently by demonstrating specialised technical, visual, creative and conceptual skills through clear thinking strategies resulting in complete creative projects
4. Judge creative options based on criteria in the planning, design, technical and/or supervisory functions of projects, portfolios and other practical activities in the creative and film sector involving the appropriate software and systems.
5. Articulate clearly concepts and ideas using the industry vernacular and academic etiquette required to demonstrate informed interpretation and investigation of ideas through creative processes and production.
6. Utilise entrepreneurial skills in defining and achieving personal and collaborative goals and objectives through contributing, developing and supporting the production of relevant creative content.
7. Continuously develop skills and competence from learning from feedback and self-analysis to develop professional practices in the field of film and creative media.
8. Accommodate reflection on contested views and diverse opinions into a personal approach that considers broad and narrow perspectives and different approaches.

### 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)

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
	PG24396	Bachelor of Arts 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

### PG26475 Bachelor of Arts in Film and Creative Media

<b>Name of Provider</b>		Dublin Business School												
<b>Programme Title</b>		PG26475 Bachelor of Arts in Film and Creative Media												
<b>Award Title</b>		Bachelor of Arts							<b>Exit Award Only</b>		N/A			
<b>Teaching and learning modalities</b>		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)												
<b>Delivery Modes</b>	<b>Award Class</b>	<b>Award NFQ Level</b>	<b>Award EQF Level</b>	<b>Stage</b>	<b>Stage NFQ Level</b>	<b>Stage Credits</b>			<b>First Intake</b>			<b>ISCED Code</b>		
Both	Major	7	6	Stage 1		60			Sep 2025			02.1.1		
<b>Module</b>				<b>Total Student Effort Module (Hours)</b>					<b>Allocation of Marks</b>					
<b>Title</b>	<b>Semester</b>	<b>Status</b>	<b>Credit</b>	<b>Total Hours</b>	<b>Class Contact Hours</b>	<b>Direct e-learning</b>	<b>Hours of independent learning</b>	<b>Work-based learning efforts</b>	<b>C.A. %</b>	<b>Project %</b>	<b>Skills demonstration %</b>	<b>Exam %</b>	<b>Workbased %</b>	
Multimedia 1	1	M	5	125	36	89	0	0	100	0	0	0	0	
Multimedia 2	2	M	5	125	36	89	0	0	100	0	0	0	0	
The Art of Successful Writing	1	M	5	125	36	89	0	0	100	0	0	0	0	
Media, Composition, and The New	2	M	5	125	36	89	0	0	100	0	0	0	0	
Introduction to the Creative Media Industries	1	M	5	125	36	89	0	0	100	0	0	0	0	
Introduction to Film Studies 1	1	M	5	125	36	89	0	0	100	0	0	0	0	
Introduction to Film Studies 2	2	M	5	125	36	89	0	0	100	0	0	0	0	
Thinking Culture & Creativity	1	M	5	125	36	89	0	0	100	0	0	0	0	
Creative Event Production	2	M	5	125	36	89	0	0	100	0	0	0	0	
Digital Film Production	2	M	5	125	36	89	0	0	100	0	0	0	0	
Sound Production	1	M	5	125	36	89	0	0	100	0	0	0	0	
Storytelling in the Digital Age	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	7	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 Technology & Techniques	1	M	5	125	36	89	0	0	100	0	0	0	0	
Audio Editing, Mixing and Cross Collaboration in M	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	7	6	Award Stage	7	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