



SWANSEA METROPOLITAN UNIVERSITY  
PRIFYSGOL FETROPOLITAN ABERTAWE

# Digital Media 2012



# Swansea Metropolitan University

Swansea Metropolitan University has been a major centre for the delivery of vocational higher education since 1853. We employ more than 500 staff and teach more than 6,500 students.

The University was formed from the three former Swansea colleges of Art, Teacher Education and Technology which were founded in 1853, 1872 and 1897 respectively.

We have been very successful in the last few years:

- Our financial rating continues to be graded at the highest level by HEFCW and remains in the top five in the UK
- We continue to embed employability and entrepreneurial skills into every programme we offer
- We rank as the best in Wales for producing successful graduate start-up businesses
- 93.2 per cent of our students are in work or further study within six months of graduating
- Sixty per cent of our research work has been rated as being of "international significance"
- We were awarded a first-class award for our environmental performance in 2010
- Our campuses are all within walking distance of Swansea city centre

We contribute significantly to the life of Swansea and the surrounding area and we are one of the region's largest employers.

We continue to award degrees and other related qualifications of the University of Wales.

We offer many courses on both a full-time and part-time basis and all levels, including Masters and PhDs.

We are a relatively small university with a very supportive staff who are used to teaching students from a wide variety of backgrounds.

## Commitment to Quality

Our study programmes cover a wide range of career opportunities. The basis of all of our courses is the application of knowledge to real-life situations, whether in the laboratory, workshop or classroom.

Our standards are carefully regulated and regularly monitored by external, as well as internal, specialists.

We are committed to building quality into everything we do. This is particularly true of our academic programmes. Every programme is rigorously checked before it is allowed to start, making sure it reaches our exacting academic standards and is relevant to the world of work. Programmes

are monitored on an annual basis - with students having an important say - and intensively reviewed at regular intervals to make sure they remain right up-to-date to serve the needs of the student and to meet the demands of the fast changing environment in which we live.

A high quality education product, a marketable qualification and a good student experience are at the heart of all we do.

To maintain the most up-to-date teaching, staff pursue research and consultancy, as well as providing specialist courses for industry. To ensure that they are well prepared to provide high standards of service and delivery, staff take part in specially designed training and updating programmes.

All our support facilities, including libraries and information technology services, are of a high standard and are regularly reviewed and upgraded.





'An Area of Outstanding Natural Beauty'. Wormshead from Rhossili Down - © Swansea Bay Futures



National Waterfront Museum - © SMU



Mumbles Pier - © SMU



LC2 - Swansea Leisure Centre - © SMU

# Swansea

Swansea has a population of 230,000 and received its city status in 1969 from Queen Elizabeth II. Swansea is Wales's premier waterfront city and the bay upon which it stands provides the city with a beautiful setting.

At the other end of the sweeping Swansea Bay, just 5 miles along the coast from the city centre, lies Mumbles, a place that has a well-established reputation for its special, seaside village atmosphere. Mumbles is a place that has been much appreciated by generations of Swansea students.

In recent years, the attractions of the city have been enhanced by the Maritime Quarter which combines a 600-berth marina, a waterfront village, restaurants, art gallery, theatre, sailing and sea angling schools. Swansea is transforming as a city, and is witnessing unprecedented levels of investment with many visionary schemes currently underway.

At the forefront of these developments is the £200million SA1 waterfront development, on a prime waterfront site, with a mixed use of business, leisure and residential development. The city's newest attraction is the cutting edge and contemporary £32million leisure centre (The LC) located in the heart of the city centre.

The city is also home to the £30million National Waterfront Museum which attracts over 250,000 people a year. The eagerly awaited £1.7million transformation of Swansea's historic Patti Pavilion was unveiled in 2010. This Grade II listed building houses a café-bar and award-winning restaurant which overlooks the stunning panorama of Swansea Bay.

Swansea is also home to the £9million Wales National Pool and the new £27million state-of-the-art 'Liberty Stadium' home to the Ospreys regional rugby team and Swansea City F.C.

Located in the city centre around historic Wind Street is the city's famous café quarter, providing a host of popular pubs and clubs, restaurants and entertainment venues including a 12-screen state-of-the-art multiplex cinema and multi-million pound casino.

Swansea is also popular for its shopping experience and construction work has been completed on a new £30million retail complex in the heart of the city centre. The three-storey glass and steel built centre houses a host of top fashion and retail stores.

Another well-established shopping destination is the Quadrant Centre, which offers the complete shopping experience from fine jewellery and speciality outlets to the very best in fashion and retail names.

In a city that numbers Dylan Thomas among its notable sons, Swansea's cultural life is very active. Each autumn, the city hosts the 'Festival of Music and the Arts', when international orchestras and soloists visit the city's Brangwyn Hall. The Grand Theatre offers top entertainment all the year round, from pantomime and drama to opera and ballet. Opportunities for sport abound, watching or playing, with soccer, rugby union and cricket.

Swansea is surrounded by resorts, parks, wildlife centres, caves and castles. The Gower Peninsula was the first part of Britain to be awarded the title of 'Area of Outstanding Natural Beauty' by the Government in 1956. It is one of the loveliest peninsulas in the UK, with wide, clean sands and steeply cliffed coves protected by thick woods. The whole area is ideal for swimming, sailing, water ski-ing, surfing, sea angling, canoeing and rowing, or just for exploring on foot.



Liberty Stadium - © SMU



Sunset Surfing at Llangennith - © SMU



Maritime Quarter - © Swansea Bay Futures



# Accommodation and Food

## Halls of Residence

### Townhill

265 individual study/bedrooms  
Small number of flats

**Gwyr Hall** (69 rooms with en-suite shower cubicles) - mixed accommodation

**Dyfed Hall** (99 rooms) - mixed accommodation

**Cenydd Hall** (97 rooms, one flatlet for disabled use with en-suite facilities) - mixed accommodation

The Halls have single rooms with fitted wardrobe and hand washbasin. Showers, toilets and bathrooms are located nearby.

There is a coin-operated launderette on the ground floor of Dyfed Hall which is open daily. Services provided include: furniture and fittings, lighting, heating and water. Cookers, microwave ovens and freezers are provided in each Hall and all rooms have a small refrigerator.

### Car Parking

Resident students are permitted to park on campus at Townhill for a fee. Regular bus services run between sites and the city centre.

### Mount Pleasant

Self-catering 37 study/bedroom units (en-suite) 6 twin bedroom units

The accommodation at Mount Pleasant consists of 6 twin and 37 single study units all with en-suite toilet/shower facilities.

### Car Parking

No on-site car parking facilities are available on campus at Mount Pleasant.

### Allocation of Accommodation

Priority in the allocation of accommodation is given to first year, full-time students, on unconditional firm offers.

### Residential Fees

Residential fees are for accommodation only.

In 2009/2010, fees at the Townhill Campus ranged from £56.25 per week

and at Mount Pleasant they were £67.25 for a single room. These charges are subject to annual revision.

### Private Sector Accommodation

The Accommodation Officer gives advice on accommodation matters to students and assists those who prefer to arrange accommodation off campus.

The Accommodation Officer maintains a list of off-campus lodgings, available on request.

In 2008/2009, a typical rent in student-type, single accommodation in Swansea was £52.00 per week (excluding heating and electricity bills).

There is no shortage of private sector accommodation in the Swansea area.

## Catering

Meals can be obtained in the University's refectories.

### Metro Quarter (Townhill)

#### Metro 2

##### Opening Times

Monday - Thursday: 8.00am - 5.30pm  
Friday: 8.00am - 3.00pm

##### Typical Prices from

Breakfast	£2.65
Lasagne	£2.60
Curry & Rice	£3.40
Filled Baguettes from	£2.40
Tea/Coffee from	60p

Special diets are available if required.

Metro 2 at Townhill has a coffee bar/lounge, TV and vending machines.

### Campus Café

#### Opening Times

Monday - Friday: 8.00am - 2.00pm

### Mount Pleasant

#### Café Metro

##### Opening Times

Monday - Thursday: 8.00am - 6.00pm  
Friday: 8.00am - 3.00pm

Hot and cold food available throughout the day; also rolls, sandwiches, baguettes (choice of fillings) from £2.50.

Vegetarian dishes are also available.

### Student Centre

#### Opening Times

Monday - Thursday: 8.15am - 2.45pm  
Friday: 8.15am - 2.30pm

### Metro Extra

#### Opening Times

Monday - Thursday: 8.30am - 3.30pm  
Friday: 8.30am - 2.00pm

Serves a wide selection of freshly cooked meals including jacket potatoes with a choice of fillings, burgers including vegetarian and hot dogs in hot crusty rolls. This area also has a games room where you can relax and have a game of pool. Vending machines are available for confectionery and hot and cold drinks when the food area is closed.

### Starbucks and Social Learning Space

#### Opening Times

Monday - Thursday: 8.30am - 4.00pm  
Friday: 8.30am - 2.00pm

A wide selection of Starbucks tea and coffee from £1.15. Starbucks cakes, muffins and doughnuts from £1.20.

### Metro Lounge - Townhill

#### Opening Times

Monday to Friday: 10.00am - 2.00pm  
7.00pm - 11.00pm  
Saturday: 7.00pm - 11.00pm  
Sunday: 7.00pm - 10.30pm

Metro Lounge also makes panini, sandwiches, hot and cold drinks, ranging from Coca-Cola to quality Italian coffee.

# Students' Union

The Students' Union is run for students by students. Its main aim is to make sure you have the best student experience throughout your time at the University. We provide a number of services including representation, support and guidance, sports, clubs, societies and entertainment throughout the year. We try to offer you as many ways to get involved in university life not only to enhance your experience but to aid your personal development during your time in Swansea.

Making sure your SU functions on a day-to-day level are the three full-time student officers, who are elected by the student body every year to promote, defend and extend your rights as students. These officers are the Student President, Welfare and Students' Rights Officer and Student Activities Officer.

## Academic Affairs

The primary aim of going to university is to obtain a qualification, so the Student President has the responsibility in making sure your academic needs are being met by the University. We run a network of course representatives who make sure that your voices are heard throughout the university so that your education and your future are firmly in your hands. We also provide academic support and guidance and run campaigns ranging from education funding to student voting to making sure that your views are represented all the way to the highest level.

## Welfare

We have such a diverse student community here at Swansea Met. It is the Welfare Officer's responsibility to represent and campaign for students on everyday issues such as sexual health, mental health and to promote equality and diversity alongside the liberation groups both within the University and out into the community.

Students are an integral part of the local community in Swansea and we are the link which ensures that students really enhance their local surroundings. University is definitely a transition no matter what your background so it is the Welfare Officer's job to make sure that any questions or problems students have, no matter how big or small, can be answered so that students can feel fully supported.

## Student Activities

The Student Activities Officer has full-time responsibility for all the SU sports teams, clubs, societies, entertainments and volunteering. We have a range of sports teams that anyone can get involved in, all of which are affiliated to the British Universities and Colleges Sport (BUCS) leagues. Alongside this, we also have a wide range of clubs and societies for all students to be part of, ranging from rock climbing to Afro-Caribbean society. As you can see we try and provide something for everyone and we are always helping students set up their own clubs and societies.

We really value our student activities, they provide a fantastic way for students to really engage with the Union and the University and they provide a great platform for students to network with others.

We also provide a large amount of entertainment for all students throughout the year, whether it is the more traditional Freshers' Fortnight and Summer Ball, or Snow Balls or entertainments for our mature, international or part-time students such as Live Latte nights. We really try and make sure that everyone feels included.

## Student Involvement

As an organisation run for students by students, we are always keen to make sure we have the maximum involvement from our students as possible. We are a democratic organisation with a Student

Council of 30 members. Each of these members are current students who have been elected to represent the student body. They set the direction for the Union, its priorities and campaigns. We try and provide as many different ways to get involved as possible such as the student newspaper, societies, sports teams, volunteering and course reps.

## The National Union of Students

The Students' Union is affiliated to the National Union of Students (NUS) enabling us to provide you with NUS Extra cards for all your student discounts. NUS is the national voice for students, they represent you through to government. We encourage our students to engage with the NUS by attending their conferences and training sessions so that they can feed into national debates and policy.

### Stephanie Lloyd

President

\* Please note that you have the right, under the Education Act (1994), not to become members of the Union. Those who exercise that right will not be unfairly disadvantaged with regard to the provision of university services or otherwise, by reason of their not having done so.





# Access to Excellent Study Facilities

## Library and Learning Resources

When you become a student at Swansea Metropolitan University, you will be able to use any of the three libraries on the main campuses at Mount Pleasant, Dynevor and Townhill.

Although each library caters primarily for the study requirements of the Schools or Centres in its immediate area, all facilities are available to you, regardless of your particular study programme.

There are over 200,000 books in stock as well as over 1,000 printed journal titles, newspapers and DVDs. There is an online Library Catalogue which allows you to search for books and journals as well as renew your loans or reserve items which are not immediately available. Librarians are available to provide assistance with enquiries and deliver information skills training, including an introduction to resources at the beginning of the academic year.

Self-issue and self-return machines are available for use and the Library has a variety of study spaces. Colour and monochrome photocopiers, scanners and printers are provided for copying material within the limits of copyright law.

A wide range of electronic resources including journal articles and e-books are available from the Library web-pages. Students have the facility to access many of these resources from any 'off-campus' PC simply by providing their University-provided credentials.

## Computing Facilities

Open Access PCs are available in all three libraries; in addition there is a dedicated computer suite available in the Thompson Building on the Mount Pleasant Campus which offers extended opening hours. All our PCs offer a range of general purpose packages and have internet connectivity. Printing provision is available in all areas. Technical queries and support to users is provided by a small staff of technicians.

More information on the services offered by the Library is available on our Library web-pages at: [www.smu.ac.uk/library](http://www.smu.ac.uk/library)



# Careers

## Careers Service

The Careers Service is based on the Mount Pleasant campus. It is available to prospective, current and former students of Swansea Metropolitan University and graduates of other Higher Education Institutions. The Careers Service aims to enhance the employability of students and graduates of the University and to assist with their career planning. The Careers Service provides impartial information and guidance as an integral part of preparation for employment. It operates to a professional code of conduct.

Whatever your reason for choosing to study at Swansea Metropolitan University, whether as an essential step towards a career or to gain an advantage in an increasingly competitive job market, you need to plan ahead.

The Careers Service is available to help you find a career which matches your skills, interests and personal qualities. You will have access to support which can help you to identify and develop your employability skills and market them effectively to employers. Practical support on job seeking is also provided including application advice, creating an effective CV and preparing for interview.

## Careers Information, Advice and Guidance

The Careers Adviser provides free unbiased, confidential information and guidance on topics related to career choice, which can help with your decision making. Students and graduates can discuss their career options by contacting the Careers Service.

If you are unable to access us during opening hours, we provide an evening service or you can email us with your query.

You will have an opportunity to meet the Careers Adviser during Induction Week in

your first year. You may be seen later in your studies as part of your study group or via individual interview.

You can telephone directly on **+44 (0) 1792 481213** or you can email: **careers@smu.ac.uk**

Alternatively, please contact: **01792 481199**

## Work Experience

Work experience provides a valuable link between your academic studies and the world of work. It can take many forms including paid, part-time, voluntary, vacation work and internships.

In a competitive job market, work experience provides employers with evidence of your skills and subject knowledge and demonstrates your commercial awareness.

Some courses arrange work placements as an integral part of the study programme. However, if this is not offered, we can help you identify the opportunities available.

## Graduate Opportunities Wales (GO Wales)

GO Wales is a higher education careers service initiative which offers a range of services to help students, graduates and businesses in Wales.

The service offers quality work experience opportunities to help you develop your skills, improve your CV and help you get the best start in your future career.

This service includes voluntary work tasters and paid placements of between six to ten weeks which are accredited by the City and Guilds Professional Development Award.

The GO Wales team works with SMEs (Small to Medium Enterprises) to provide information about the service and offer financial subsidy towards salary costs.

Additionally, graduates working at Welsh SMEs can take advantage of the GO Wales Graduate Development Fund which can provide further support towards their continued professional development.

For additional information on the whole range of initiatives available, please contact the University's GO Wales team on **01792 481109** or Email: **gowales@smu.ac.uk**



## Student Jobshop

The University's Jobshop provides a free and easy to access employment service for students, including those looking for part-time, seasonal or vacation work in the Swansea area.

All vacancies can be viewed on the Careers Section of the University's website: **www.smu.ac.uk/servstudent/careers**  
Email: **jobshop@smu.ac.uk**

## Careers Resources

The Careers Centre has an extensive library offering a range of materials including reference files, guides, books, DVDs, free publications and leaflets as well as internet access to careers guidance packages such as Prospect Planner.

Careers/Jobshop contact: **01792 481213**  
or Email: **careerscentre@smu.ac.uk**

## Student Support

Being a student can bring to a head the complexities of coping, perhaps for the first time, on a limited budget and in new surroundings, with possible difficulties of interpersonal relationships and pre-exam

tension. A student coming straight from school may still be struggling with a confusing crisis of identity and direction. Here, our qualified and experienced Counsellors can offer support and space.

In an atmosphere of confidentiality and trust, the Counsellors will listen to students who wish to discuss their problems, whether they are personal, financial or educational. Without seeking to impose values, they will try to help you achieve an all-round view of your problems, enabling you to make informed decisions. Information sheets and booklets are available on a wide range of topics such as financial help for students, coping strategies, stress, anxiety, depression and many more.

Students returning to education after a break of some time may have their own particular difficulties. These might include the problems associated with returning to study after a long absence, coping with family commitments and financial concerns. The Counsellors will help and support all students during their period of study. Contact: **01792 481206**

## International Students

In addition to the problems common to most students, international students often have to cope with confusing legal complexities, immigration requirements, foreign exchange, cultural differences, homesickness and other problems. The Counsellors are able to help you deal with these issues and, if necessary, use their links with the Home Office, British Council and other organisations. A dedicated Counsellor deals with immigration advice and assists with applications for visa extensions. Advice is also available for those who wish to find a job.

International students wishing to meet British families in their homes can make arrangements through our links with HOST UK.

English language support, study skills support and computer workshops are also available to you.

Useful websites: **www.ukcosa.org.uk**  
**www.britishcouncil.org.uk**  
**www.hostuk.org.uk**  
or Contact: **01792 481206**

## Disabilities

Students with a wide range of disabilities and health problems have successfully studied at the University. Amongst them are many students who have returned to education in order to prepare for a career change or to develop a new interest.

The welfare and well-being of students with disabilities and health problems is important to us and you are encouraged to inform us of a disability or health problem before you arrive, so that we can ensure that any needs for support and assistance are met.

Student Services staff will help you with applications for the Disabled Student's Allowance, organising support workers and obtaining technical equipment. They can also advise on suitable accommodation, access issues and arrange discussions with academic staff.

Special arrangements can be made for examinations and assessments if necessary.

The University has a lively disabled students group which provides informal support to members and useful feedback on developing facilities.

For further information, please contact Student Services.

Useful websites:  
**www.skill.org.uk**  
**www.disability.gov.uk**  
or Contact: **01792 481206**  
or **kathryn.williams@smu.ac.uk**

## Care Learners' Pathway

The University is committed to providing support and guidance to students entering university from Local Authority care.

If you are planning to apply to enter university we have the following support in place:

- We have appointed trained admission staff to support you.
- We have a nominated person in the careers section to assist you with your UCAS application and preparation for interview.  
Contact: **careers@smu.ac.uk**
- We have a nominated person who will assist you in getting the information you need prior to entering university, including accommodation and application for financial support.  
Contact: **FrankButtleTeam@smu.ac.uk**
- If you are unable to attend open days or interviews at this University due to lack of funds we can assist with those costs.  
Contact: **FrankButtleTeam@smu.ac.uk**

If you accept a place at Swansea Metropolitan University then the University will use its best endeavours to ensure that:

- We have a nominated person who will give you general advice and guidance and be able to direct you to specific support services as needed.  
Contact: **FrankButtleTeam@smu.ac.uk**
- We will continue to contribute towards your Care Learner's Pathway Plan.
- We will ensure you have priority in allocation of University accommodation and we are committed to providing this accommodation all year and for the duration of the course if required.

We will ensure that you have priority of access to the Financial Contingency Fund.



## Dyslexia Support and Study Skills

Staff are available to help and give advice to those who feel they require specialist assistance.

There are tutors who offer expert tuition for those who require the appropriate help to enable them to achieve their potential. This support is available at designated times during the week. Information sheets are also available on a wide range of topics including essay writing, examination techniques, researching and referencing. For further details contact the Dyslexia and Study Skills Tutors.

## Financial Advice

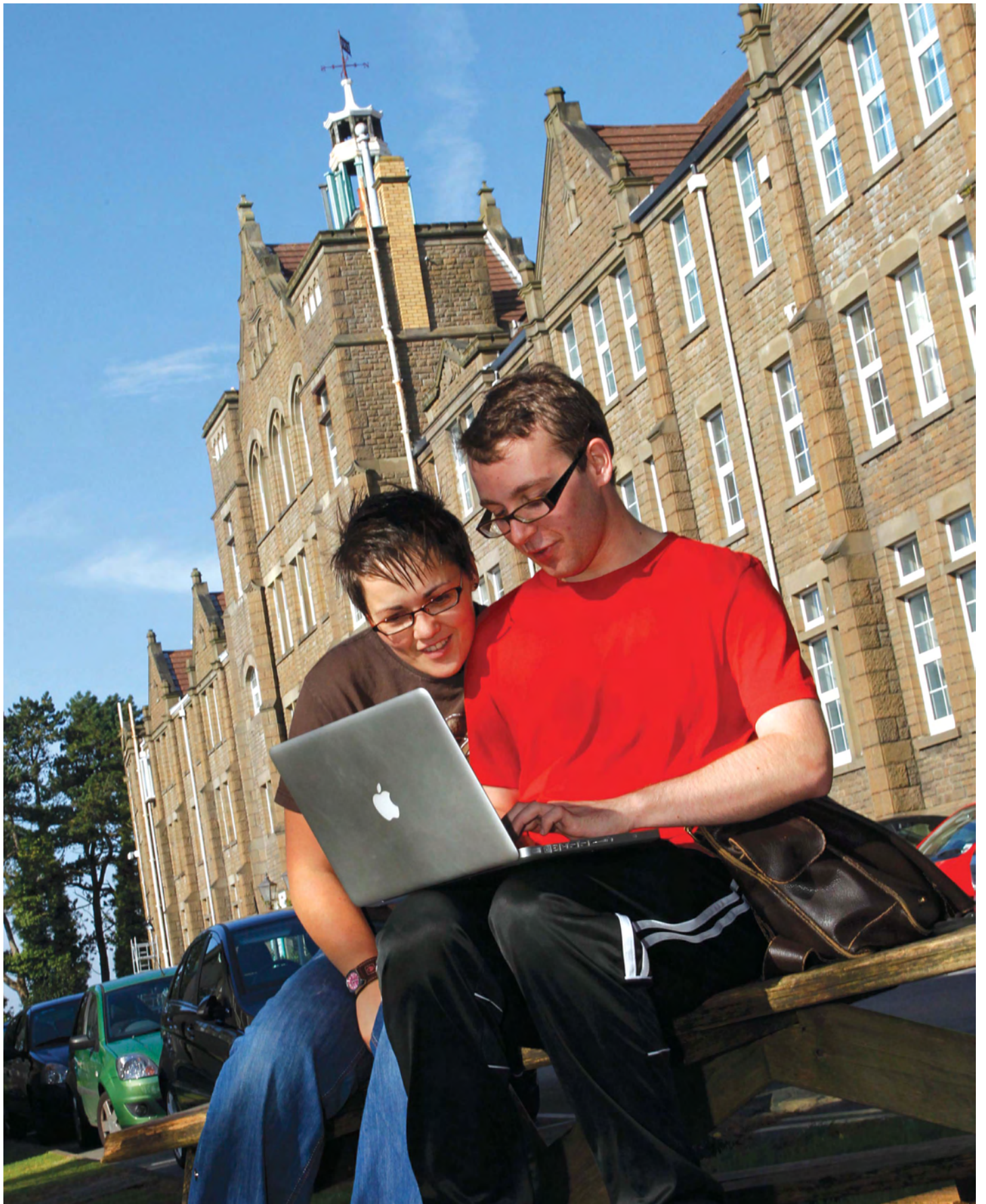
For many students, managing your finances on a strict budget will be a new experience. We can offer advice to those who encounter financial hardship during their time at the University. Contact the Student Financial Helper in the Finance Office or enquire at Student Services.

## Health Care

Students living away from home are advised to register with a local General Practitioner (GP) as soon as possible. The University's Medical Officer, a local GP, is also available to resident students.

GP: **01792 655667**





# Applications

## Applications through UCAS

### How to Apply

You apply to Swansea Metropolitan University through the Universities and Colleges Admissions Service (UCAS).

This applies to all full-time and sandwich, first degree and Higher National Diploma (HND) courses. All applications are made online using 'Apply' on the UCAS website ([www.ucas.com/apply](http://www.ucas.com/apply)). Please note that paper application forms are no longer available except in exceptional circumstances.

The application fee for this service is £22 sterling for more than one choice, or £11 sterling for a single choice. Depending on your circumstances, there are some slight differences to the way UCAS receives your application.

#### 1. Students at a school or college registered with UCAS

All UK schools and colleges (and a small number of establishments overseas) are registered with UCAS to manage their students' applications. You will need to obtain a 'buzzword' from your tutor or Careers Adviser, which you will need when you register with UCAS. This establishes the organisation from which you are

applying and allows your referee to attach your reference. Once you have completed your application, you submit it to your referee who will send the completed application to UCAS on your behalf. You pay for your application either by credit or debit card online, or by paying your school or other registered centre who will then pay UCAS.

#### 2. Independent applicants in the UK

Other UK applicants, who are not at school or college, apply online independently and are responsible for paying the correct application fee, for requesting the academic reference and for submitting the completed application online to UCAS. Your referee should know you well enough to write about you and your suitability for higher education. UCAS will not accept references from family, other relatives or friends. You will need to make your payment online using a credit or debit card. The card need not be in your own name, but you will require the consent of the cardholder.

#### 3. International applicants outside the UK (EU and worldwide)

Individuals from the EU (excluding the UK) and worldwide apply online independently, except for those whose school or college is

registered with UCAS. Advice is available from British Council offices and other centres overseas, such as your school or college.

For all applicants, there are full instructions at [www.ucas.com](http://www.ucas.com) to make it as easy as possible for you to fill in your online application, plus help text where appropriate.

If you require further information and advice, you can contact the UCAS Customer Service Unit on **+44 (0)871 468 0468**, open Monday to Friday, 8.30am - 6.00pm (UK time).

### When to Apply

UCAS will begin to process applications for entry in 2012 from 1 September 2011.

For the majority of our full-time undergraduate programmes, the application deadline is 15 January 2012. However, you should check the application deadline for your chosen course(s) on the UCAS website, as a number of our Art and Design related programmes have a later application deadline of 24 March.

You are advised to submit your application to UCAS prior to the deadline specified, although you can apply after that date if we still have vacancies for the course(s) that you have selected.



## Interviews and Acceptances

For many courses at the University, an interview is an important part of selection. You will be notified officially via UCAS of the result of your application.

This may be:

- an unconditional offer of a place.  
This means that you have satisfied the requirements for admission.
- a conditional offer of a place.  
This means that you have been accepted for the course, provided that you achieve certain grades in your examinations or obtain specified qualifications.  
Often, such conditional offers are given in terms of UCAS tariff points (see below).
- Even if you do not obtain all the anticipated grades, you should contact us, since we may still find it possible to offer you a place.
- a decision not to offer you a place.

## UCAS Tariff

The University will make offers for each individual undergraduate programme in the form of subject, grades, units or UCAS Tariff Score.

### What is the UCAS Tariff?

- It is a points score system to report achievement for entry to higher education.
- It gives numerical values to qualifications.
- It establishes agreed equivalences between different types of qualification.
- It provides comparisons between applicants with different types of achievement.

The full UCAS Tariff is available at:

**[www.ucas.com/students/ucas\\_tariff](http://www.ucas.com/students/ucas_tariff)**

### How does the point score system work?

- Point scores can be aggregated from different qualifications, e.g. GCE A level/Advanced Subsidiary (AS) and AVCE (Advanced Vocational) level/Advanced Subsidiary (AS VCE).

- There is no ceiling to the number of points which can be accumulated, thereby recognising the full breadth and depth of your achievements.
- There is no double counting - you cannot count the same or similar qualifications twice.
- Advanced Subsidiary scores will be subsumed into A level scores in the same subject.
- Scottish Higher scores will be subsumed into Advanced Higher scores in the same subject.

### Minimum entry requirements

The University will not normally require any student to achieve more than 12 units. Depending on the degree programme the 12 units can be met in a variety of ways. Acceptable combinations will vary from one programme to another.

### Honours degree programmes

- A minimum of two passes at GCE A level or AVCE (2 x 6 units or 1 x 12 units) and supporting AS level qualifications or equivalent (including the Welsh Baccalaureate Advanced Diploma and the New 14-19 Diploma).

### Higher National Diplomas

- One A level or AVCE level (6 units) and supporting AS level qualifications or equivalent.

### Key Skills

- The University warmly welcomes applications from students studying Key Skills qualifications but they are not likely to be specifically mentioned in the terms of the offer made.

### Specific Entry Requirements

- Up-to-date information on the specific entry requirements for each individual programme can be found on the UCAS website.

## Access Courses

An increasing number of students now apply after completing Access courses.

Access courses are run in partnership with local Further Education colleges and can lead you onto degree courses. Access courses are designed for people with few or no formal qualifications who would benefit from some study experience, before going on to apply for a place in higher education. Swansea Metropolitan University is a member of the South West Wales Access Consortium.

## Applying directly to Swansea Metropolitan University

In certain cases, applications may be made by telephone directly to the University. This applies to applications which are too late for the normal UCAS process. This would usually be in September of the year of entry.

You may apply for admission at any time before the commencement of a course, unless a formal closing date is indicated. You do not need to wait for your examination results before applying.

## Part-time study

This prospectus is written for those intending to come to the University as full-time students.

You can, however, attend on a part-time basis, switch between full-time and part-time if your circumstances change, or take time out from your studies if you need to, without losing the credits you have earned.

For details of part-time courses, please contact:

### Registry

Swansea Metropolitan University  
Mount Pleasant  
SWANSEA  
SA1 6ED

Tel: **01792 481010**

Fax: **01792 481061**

Email: **[enquiry@smu.ac.uk](mailto:enquiry@smu.ac.uk)**

## Other Skills Considered

Swansea Metropolitan University encourages applications from students from a diverse range of backgrounds. Our offers are not solely based on academic results. We take your skills, achievements and life experience into consideration. You must, however, be able to demonstrate that you have the motivation, potential and knowledge to benefit from the course.

The guiding principle for admission is that the University shall have a reasonable expectation that the applicant will be able to complete the course requirements, fulfil the objectives of the study programme and achieve the standard required for the final award. Each application is considered on its merits. Experience and training since leaving school will be taken into account.

### Credit for Prior Learning

The University will recognise and may give credit for learning and its outcomes, however achieved, towards appropriate awards within the University. If you have gained a qualification from a professional body or from another institution, this may also receive

credit at the discretion of the University. Credit ratings for prior certificated learning are decided by established tariffs. Where these are not available, the advice of the relevant professional or academic body is sought.

### Assessment of Prior Experiential Learning (APEL)

Students who have prior learning, whether through an assessed course or other experience, may be assessed against the learning outcomes of a given module and given credit for it. The processes of accreditation are rigorous, but mean that you do not need to spend time studying an area in which you can already prove competence or expertise.

### Open Days

Each individual School holds its own Open Day usually several times during the year.

For the most up-to-date list, please visit [www.smu.ac.uk](http://www.smu.ac.uk) and click on Open Days from the drop down menu.

### The University's Alumni Organisation ...Keeping you in touch

Your association with us does not cease when you finish your studies. After Graduation we help graduates keep in touch with the University and with each other.

Information on graduates and the University's progress is contained in newsletters and publications for graduates and friends of the University.

We look forward to keeping in touch with all our graduates in years to come. Please visit our Alumni website by clicking on the University's main website [www.smu.ac.uk](http://www.smu.ac.uk) and selecting Alumni.

## The University and Sustainability

The University is committed to sustainability. It has the best carbon reduction figures in Wales and was named in the **'first class'** category of the People and Planet's Green League for 2010. The influential Green League, supported by the WWF-UK, assesses the environmental performance of all the UK universities, focusing on criteria such as environmental policy, management and actual performance in areas such as carbon reduction, waste recycling, energy efficiency, transport emissions, sustainable procurement and water consumption. It is the only league table that ranks 133 UK universities - awarding them a First, 2:1, 2:2, Third, or Fail.

The University is also a recipient of the Green Dragon Environmental Standard for its environmental management which is awarded by Groundwork, initiators of the Green Dragon certification and a leading local, regional and national environmental regeneration network which builds sustainable communities across Wales.

These achievements build on the effectiveness of campaigns within the institution, aimed at staff and students, tackling issues such as sustainability and recycling. In 2010, the University signed up to the national 10:10 carbon reduction campaign, hosting ten weeks of on-campus awareness-raising activities.

Also in 2010, the University was recognised as an environmental leader by winning the Low Carbon Organisation prize at the Sustainable Swansea Awards. The accolade,

presented to the University's Environmental Manager, Graham Allen, by the Welsh Assembly Minister for the Environment, was awarded to the University in recognition of its many environmental initiatives.

The University has also been commended at events such as the prestigious Green Gown Awards, NIACE/Cyfanfyd Global Citizenship Awards and the SWWITCH Travel Awards. For more information, visit the sustainability pages on the University website [www.smu.ac.uk/index.php/university/sustainability](http://www.smu.ac.uk/index.php/university/sustainability)





# Student Finance

## 1. Tuition Fees

From autumn 2012, tuition fees, for home and EU students, will rise and universities will be able to charge up to £9,000 per year in some circumstances.

Swansea Metropolitan University is likely to charge a fee of approximately £6,000 - £7,000 per annum.\* Welsh domiciled students will pay the same, in real terms, as students who went to university in 2010 thanks to a Welsh Assembly Government tuition fee grant.

All eligible students will not have to pay up front for their tuition. The cost of tuition will be paid by a loan which students will only start to repay once they have left their course and are earning over £21,000.

\*subject to final confirmation

## 2. Financial Support

All UK students will be eligible for means-tested financial support assessed and paid by the Student Loans Company. Some of this support is available as a non-repayable grant and some as a loan.

## 3. Financial Contingency Fund

Currently the University is given limited funding to provide assistance to UK students that experience an unexpected crisis or where a student is unable to continue with their studies because of financial problems.

These funds are only available after a student has joined the University and taken out their full entitlement to a student loan.

## 4. Disabled Student's Allowance (DSA)

Any UK student with a disability may be eligible for this allowance. Applicants should contact Student Services and arrange to see the Counsellor with responsibility for this area.

## 5. Other Allowances

UK students may also be able to receive some assistance with the following: Parents' Learning Allowance, Adult Dependants' Allowance, Lone Parents' Grant and Childcare Grant. Please contact the Student Loans Company for further details.

A Care Leavers' Grant may also be available if you were in care on your sixteenth birthday and intend to study full-time.

## 6. Essential Websites

Swansea Metropolitan University:  
**[www.smu.ac.uk](http://www.smu.ac.uk)**

Student Loans Company:  
**[www.slc.co.uk](http://www.slc.co.uk)**

If you normally live in Wales, check the website:

**[www.studentfinancewales.co.uk](http://www.studentfinancewales.co.uk)**

If you normally live in England, check the website:

**[www.studentfinance.direct.gov.uk](http://www.studentfinance.direct.gov.uk)**

If you normally live in Northern Ireland, check the website:

**[www.delni.gov.uk/studentfinance](http://www.delni.gov.uk/studentfinance)**

If you normally live in Scotland, check the website:

**[www.saas.gov.uk](http://www.saas.gov.uk)**

## 7. International Students

International students are those who have not been 'ordinarily resident' in the UK or EU during the three years before the date on which the course begins. The Home Office regulations are complex and are revised from time to time. If you are in any doubt as to your fee status, you should contact the University's Registry as early as possible.

The University charges the same tuition fee for all courses (other than certain postgraduate business courses) and this

fee is one of the lowest in the UK providing excellent value for money. Moreover, if you pay the fee in full at the time of enrolment, there will be a generous discount. Please check the University's website for further details.

## 8. Cost of Living

Swansea is one of the best places in the UK to live and study and it is also one of the cheapest. The University's Halls of Residence are inexpensive and there is a large amount of rented accommodation available at competitive prices in the private sector.



# The Modular Structure

Most degree and HND programmes are based on a modular structure. This allows both flexibility in delivery and enhanced student choice. The range of choice varies across programmes, according to the nature of the subject and, in some cases, the requirements of professional bodies. You will make the choice as you progress through the programme.

- All modular programmes have **core** modules which are essential to that particular degree/HND; they may also have **option** modules, where you can choose from a limited range of choices. Some programmes include **elective** modules, where the choice is even wider. Some modules require others to be studied before starting this particular module (**pre-requisites**); some require certain modules to be studied alongside them (**co-requisites**).

- Modules are graded at **Level 4, Level 5 or Level 6** (roughly equivalent to Years 1, 2 and 3 of a full-time undergraduate course) and each module has a credit value.

Full-time students normally study modules totalling 120 credits each year and accumulate 360 credits at the appropriate levels for an Honours degree (300 credits for an ordinary degree, 240 credits for a foundation degree or HND).

## Terms used in Modular Schemes of Study

### Admission with Advanced Standing

Students with successful credit from previous studies in higher education may be admitted with advanced standing, and so be exempt from studying and being examined in certain modules. Exemption will depend on the level and appropriateness of the credits already gained.

## Assessment

This varies and may include:

- Essays
- Assignments
- Presentations
- Project work
- Dissertations
- Seminar papers
- Fieldwork
- Practical work
- Laboratory work
- Portfolio development
- End-of-semester examinations

depending on particular study programmes.

Because each module is assessed during the semester in which it is studied, you can keep track of your performance on the course.

At the end of each semester, you can seek advice from tutors on your selection of modules for the following semester where this is appropriate.

## Credit

Credit is the value given to a module. It indicates the content volume of the module. The workload and assessment for each module is proportionate to its credit value.

## 'Level' of Study

Modules are placed in one of three categories or 'Levels', depending on their difficulty and academic standard. Swansea Metropolitan University currently equates these 'Levels' to the three years of a standard, full-time, undergraduate degree scheme.

## Module Pre-requisites

This is a specific requirement which, in almost all cases, must be completed before entry into a particular module.

## Module Choice

Please note that certain modules may not be offered if student numbers are insufficient.

The availability of each module depends upon the recruitment of viable numbers to it, as well as the availability of academic staff with the specialist expertise. Those which are offered in academic session 2012/2013 may differ from those featured in this Prospectus.

In addition, if you postpone your studies for a period of time and then return to complete the original study programme, it cannot be guaranteed that all original modules will be available, or that substitute modules will have the same content or subject coverage.

## HND/Degree Progression

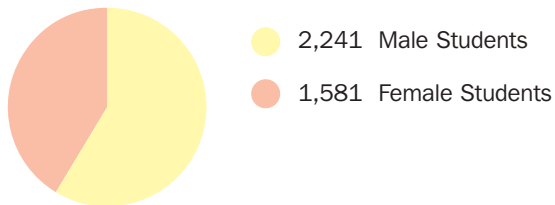
Please note, progression onto Year 2/3 of a relevant degree is automatic upon successful completion of the HND. However, students who wish to leave with the HND qualification may do so.

# Student Statistics

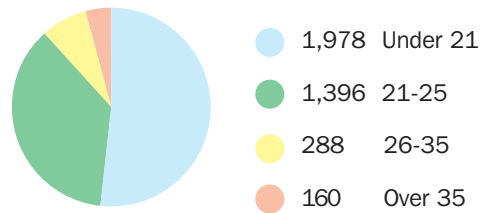
## Full-Time Undergraduate / HND

Figures are based on enrolment for academic year 2009/2010.  
 The University also has 1,429 undergraduate part-time students  
 and 1,487 full and part-time postgraduate students.

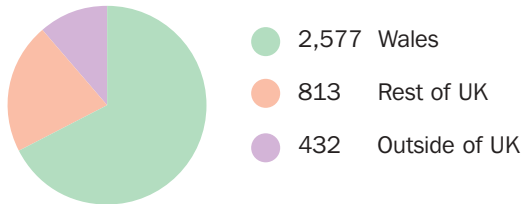
Male/Female Ratio\*



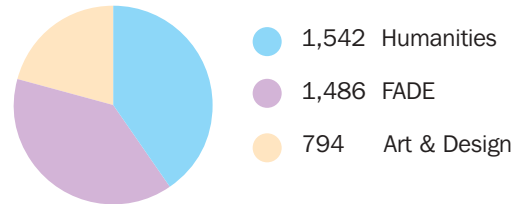
Students by Age\*



Students by Place of Origin\*



Students by Faculty\*



\* Total Numbers: 3,822



# Employability and Graduate Prospects

Employability is at the heart of the University's undergraduate provision.

Employers are encouraged to contribute to the design of courses by participating in the curriculum development process and all our Faculties have industry consultation committees.

Part-time and postgraduate programmes are designed specifically for those in employment to enhance their higher level skills, and we work closely with professional bodies to develop accredited programmes that meet the needs of particular sectors.

Programmes are designed to provide you with key employability skills through the inclusion of credit bearing work-based projects and work experience placements. All postgraduate research students work with particular employers throughout their study and have the opportunity to participate in GRADSchools.

## Information

A Careers and Employability Service provides advice and guidance on career planning, job seeking skills, CV writing, interview techniques and confidence building.

Each campus library has a careers section where you are able to research career options and acquire specific employer knowledge. Online information and guidance is also available and students can develop E-portfolios and **Personal**

**Development Plans** to create an employability profile.

## Enterprise

The University has a track record of supporting graduates who wish to start their own business and we rank as the best in Wales for producing successful graduate start-up businesses. In total, 26% of all thriving Welsh graduate start-ups, which have survived three years or more, began life at the University.

Employability and entrepreneurship are embedded in the curriculum through the promotion of entrepreneurial skills such as creativity and innovation as well as providing advice on commercialising ideas and making them work.

All programmes contain enterprise modules where appropriate. Underpinned by internationally recognised academic research, these approaches are actively supported by extra curricula events and student-led initiatives. We also provide incubation services and business advice, in partnership with an extensive network of business partners and national leaders in the field of Enterprise Education.

As an active partner in the Graduate Opportunities Wales programme the University fosters relationships with local SMEs to provide work experience and placement opportunities for students and graduates. (See [www.gowales.co.uk](http://www.gowales.co.uk) for further details). Volunteering opportunities are also available via our Community Engagement activities.

For further information, please see our Employability Statement at [www.smu.ac.uk/employability](http://www.smu.ac.uk/employability)

# Part of an International Community

Recognising the increasingly global nature of education, students from other countries are given a warm welcome by Swansea Metropolitan University, and UK students are also offered opportunities to develop international dimensions to their studies.

## International Students

The University has recruited international students for many years and recognises the important contribution they make to the academic and social life at Swansea.

We pride ourselves on our reputation of being caring and supportive as well as providing high quality programmes of study in a safe and friendly environment. Small class sizes enable you to interact more with other students and lecturers, which helps to make the most of your UK learning experience.

We also provide a network of support services for international students both within the University and in the community of Swansea. In addition we can offer specialist support for Chinese students including speakers of Mandarin and Cantonese.

## International Office

The International Office supports all international students at the University, and deals with recruitment and applications, as well as organising induction sessions and welcome events.

Applications are received and processed from all over the world, and advice is available regarding qualifications and academic suitability for any of the programmes offered, as well as English language requirements. Remember that you will be asked to provide evidence of your English language qualifications with your application. The minimum requirement for all programmes is IELTS 6 or TOEFL 230 (computer-based) or

550 (paper-based), or equivalent. If your English language skills are not quite up to this level, we offer pre-sessional English language courses intended to improve your skills and prepare you for your full-time study.

## International Student Counsellor

The International Student Counsellor is based in the Student Services Department of the University, and offers an advisory service to all international students. Advice is offered on all aspects of studying in the UK, such as immigration, cultural adaptation and homesickness, employment regulations, healthcare and support for the families of international students.

## Study Skills and English Language Support

The learning experience in the UK may be very different for international students. Study Skills support is available through the Student Services Department. English language classes are also available for international students throughout their stay at the University.

## Accommodation

The University has four self-catering Halls of Residences providing accommodation for around 300 students. There are three Halls at the Townhill campus and one at the Mount Pleasant campus.

Priority is usually given to international students. The Residential Services Officer also holds a substantial list of lodgings, and can supply you with details and advice on all aspects of accommodation in the Swansea area.

## Living Expenses

Swansea is a relatively inexpensive place to study compared to other major cities in the UK. Accommodation, public transport and

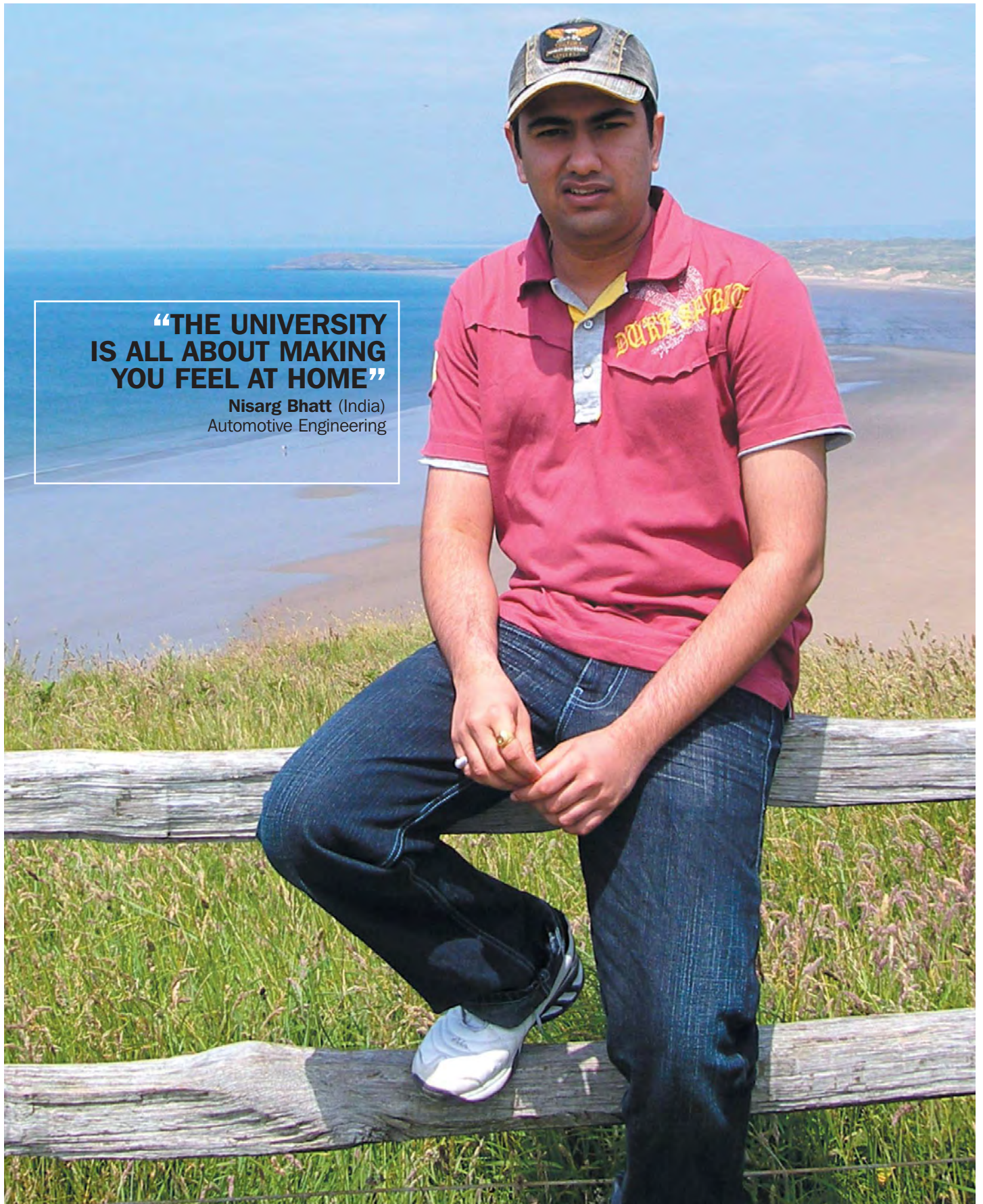
the cost of living are all very much cheaper than many other locations around the country. Most places are within walking distance and there is ample opportunity for part-time work via the University's Job Shop.

## Erasmus

The Socrates Erasmus scheme encourages and supports student exchanges with the European Union. A small number of Erasmus mobility grants are available to help you study in Europe for a minimum of three months to a maximum of twelve months. Any UK student who spends a full academic year on an Erasmus Exchange programme will not pay any tuition fee for that year. Please contact the International Office for further details.

**“THE UNIVERSITY  
IS ALL ABOUT MAKING  
YOU FEEL AT HOME”**

**Nisarg Bhatt** (India)  
Automotive Engineering





# Digital Media

BSc(Hons) 3D Computer Animation

BA(Hons) 3D Computer Animation

BA(Hons) Creative Computer Games Design

BSc(Hons) Multimedia

BA(Hons) Interactive Digital Media

BSc(Hons) Music Technology

The School of Digital Media delivers a wide range of quality courses that will offer you opportunities in high profile employment destinations across this increasingly important area from animation through multimedia to the world of music. The School has extensive links with industry and organises the prestigious annual Swansea Animation Days (SAND) attracting industry professionals from all around the world including Pixar and Double Negative. We equip you to work at the forefront of this vital and exciting area.

# BSc(Hons) 3D Computer Animation

## Programme Structure

Both BA (see page 135) and BSc applicants are introduced to the same practices within their introductory year, establishing key skills that enable all to decide whether they would like to continue with a science or art degree. In Year 2, BSc students specialise in the advanced areas of computer graphics and design using procedural methods of animation to develop dynamic simulations, innovative solutions and adapt the existing parameters of the software. The final year culminates in the production of a major piece of animation, as individuals develop new and exciting simulated animations and designs from initial conception through to the final digital product.

## Employment Opportunities

Swansea Animation Days (SAND) is now an integral part of the programme calendar. Key animators and international speakers from animation leaders such as Aardman, The Framestore and Dreamworks come to Swansea to share their insider knowledge. This is an excellent networking opportunity for graduates from the programme who are ideally suited for employment as animation designers/programmers in the film industry, in broadcast TV, in computer games, as part of a development team in a production house, etc.

UCAS Course Code: **WG64**

UCAS Course Code Title: **BSc/3DCA**

Duration: **3 Years**

Admissions Tutor: **Robert Jones**

Tel: **01792 481117**

Fax: **01792 481158**

Email: **sdm@smu.ac.uk**

## ENTRY REQUIREMENTS

To be read in conjunction with notes on page 15

All candidates are invited to the Faculty for an informal interview. Candidates who bring a portfolio of visual work, digital or traditional, will have an advantage. All candidates must normally fulfil at least one of the following requirements:

- Normally at least 200 points from at least two 6 unit awards or one 12 unit award, grade C or above in English Language (or Welsh) at GCSE level (or equivalent), together with passes at grade C or above in another 4 approved subjects.
- BTEC National Diploma or Certificate in a relevant academic subject.
- Foundation Diploma, plus one A level or AVCE in a relevant academic subject.
- Successful completion of an appropriate Access Course.
- Other qualifications considered to be equivalent.

### Advanced Entry

Appropriate HND or HNC qualifications will enable direct entry to Year 2 of the programme.

### Other Skills Considered

Our offers are not solely based on academic results. We take your skills, achievements and life experience into consideration.

## PROGRAMME STRUCTURE

### YEAR 1

#### (Common BA/BSc Modules)

- 3D Computer Animation
- Modelling, Lighting and Rendering
- Visual Studies for Animators
- Contextual Studies: Pre-Production and the Moving Image
- Contextual Studies: History of the Moving Image
- Audio Visual Techniques

### YEAR 2

#### BSc Modules

- Motion Analysis and Dynamics
- Group Design Project
- Special Effects and Post-Production
- Scripting for Animation

### YEAR 3

#### BSc Modules

- Major Project (Hons)
- Major Project (Ordinary)
- Entrepreneurship
- Advanced Scripting Techniques

# BA(Hons) 3D Computer Animation

## Programme Structure

Students begin with an introduction to design, modelling and rendering techniques (previous knowledge is not expected) within 3D, together with disciplines in the principles of computer animation and production methods in the animation industry. Character animation, compositing and filmmaking techniques strengthen these foundations throughout the next year as participants grow to learn the art and technology of being a computer animator. The final year culminates in the production of a major piece of animation, as individuals develop their ideas from initial conception through to final render.

## Employment Opportunities

Swansea Animation Days (SAND) is now an integral part of the programme calendar. Key animators and international speakers from animation leaders such as Aardman, The Framestore and Dreamworks come to Swansea to share their insider knowledge. This is an excellent networking opportunity for graduates from the programme who are ideally suited for employment as animation designers/programmers in the film industry, in broadcast TV, in computer games, as part of a development team in a production house, etc.

**“THE COURSE ALLOWS EACH STUDENT FREEDOM TO FOCUS ON ASPECTS WHICH INSPIRE THEM, WITH GUIDANCE FROM INDUSTRY-EXPERIENCED TUTORS. WE HAVE ACCESS TO SOME AMAZING FACILITIES.”**

**Dan Nicholson**

BA(Hons) 3D Computer Animation

UCAS Course Code: **WGP4**

UCAS Course Code Title: **BA/3DCA**

Duration: **3 Years**

Admissions Tutor: **Scott Smith**

Tel: **01792 481117**

Fax: **01792 481158**

Email: **sdm@smu.ac.uk**

## ENTRY REQUIREMENTS

To be read in conjunction with notes on page 15

All candidates must normally fulfil at least one of the following requirements:

- Normally at least 200 points from at least two 6 unit awards or one 12 unit award, grade C or above in English Language (or Welsh) at GCSE level (or equivalent), together with passes at grade C or above in another 4 approved subjects.
- BTEC National Diploma or Certificate in a relevant academic subject.
- Foundation Diploma, plus one A level or AVCE in a relevant academic subject.
- Successful completion of an appropriate Access Course.
- Other qualifications considered to be equivalent.

### Advanced Entry

Appropriate HND or HNC qualifications will enable direct entry to Year 2 of the programme.

### Other Skills Considered

Our offers are not solely based on academic results. We take your skills, achievements and life experience into consideration.

## PROGRAMME STRUCTURE

### YEAR 1

#### (Common BA/BSc Modules)

- 3D Computer Animation
- Modelling, Lighting and Rendering
- Visual Studies for Animators
- Contextual Studies: Pre-Production and the Moving Image
- Contextual Studies: History of the Moving Image
- Audio Visual Techniques

### YEAR 2

#### BA Modules

- 3D Character Animation
- Group Design Project
- Contextual Studies: Media Production and Consumption
- Student Centred Project

### YEAR 3

#### BA Modules

- Major Project (Hons)
- Major Project (Ordinary)
- Business, Marketing and Self-Promotion
- Dissertation



This course is part of the Skillset Media Academy Wales, a partnership of the leading film and media schools in Wales, offering an exceptionally high standard of education that is endorsed by industry and approved by Skillset.

BA(Hons) 3D Computer Animation students benefit from close contact with the Academy's Industry Panel, access to professional masterclasses and workshops, jobs and work placements, and the opportunity to promote work through an exclusive online network.

# BA(Hons) Creative Computer Games Design

## Programme Design

This new programme complements the highly successful animation programmes already delivered in the School of Digital Media. It has been created through extensive dialogue with industry leaders such as Codemasters and Electronic Arts. Our strong links with these companies have enabled us to design a programme which will produce highly skilled computer games artists who are well prepared for future trends in this fast paced media.

## Programme Structure

The programme is approximately 80% practical, using industry standard software from the start of the programme. Previous experience of using computers is not necessary as everyone is introduced to the basic principles of computer games design when they first start the course.

The programme culminates with the third year Major Project which enables you to pull together all the elements of your previous two years of study to produce a professional interactive showpiece.

## Employment Opportunities

Computer games is a major growth industry worth billions of pounds every year. The UK is a significant player in this field. The programme prepares you for this industry and gives you the opportunity to create an excellent showreel by the end of your studies which will help you get a foot in the door. To this end, we have speakers from Electronic Arts, Blitz, Rare, Lionhead and Codemasters, all of whom are able to speak to our students on a regular basis throughout the year during organised events and lectures.

UCAS Course Code: **W283**

UCAS Course Code Title: **BA/CCGD**

Duration: **3 Years**

Admissions Tutor: **John Carroll**

Tel: **01792 481117**

Fax: **01792 481158**

Email: **sdm@smu.ac.uk**

## ENTRY REQUIREMENTS

To be read in conjunction with notes on page 15

All candidates are invited to the Faculty for an informal interview. Candidates who bring a portfolio of visual work, digital or traditional, will have an advantage. All candidates must normally fulfil at least one of the following requirements:

- Normally at least 160 points from at least two 6 unit awards or one 12 unit award, grade C or above in English Language (or Welsh) at GCSE level (or equivalent), together with passes at grade C or above in another 4 approved subjects.
- BTEC National Diploma or Certificate in a relevant academic subject.
- Foundation Diploma, plus one A level or AVCE in a relevant academic subject.
- Successful completion of an appropriate Access Course.
- Other qualifications considered to be equivalent.

### Advanced Entry

Appropriate HND or HNC qualifications will enable direct entry to Year 2 of the programme.

### Other Skills Considered

Our offers are not solely based on academic results. We take your skills, achievements and life experience into consideration.

## PROGRAMME STRUCTURE

### YEAR 1

- Character Design and Animation
- Modelling, Lighting and Rendering
- Visual Studies, Spatial Awareness and Character Analysis
- Games Design and History

### YEAR 2

- Games Design and Production
- Group Design Project
- The Game Designer's Context
- Advanced Visual Studies
- Level and Asset Design

### YEAR 3

- Major Project (Hons)
- Major Project (Ordinary)
- Dissertation
- Business, Marketing and Self-Promotion

# BSc(Hons) Multimedia

## Programme Design

This dynamic programme has been designed to produce 'hands-on' professionals who have the technical and aesthetic skills needed for the production of interactive mobile technology (mobile phones, PDAs, etc.) interface design together with the traditional advanced web and CD/DVD design. The emphasis of the programme is to produce designers who have an open and flexible approach to the cutting edge of digital interactive technology.

## Programme Structure

Through the use of contemporary industry standard hardware and software, you will be equipped with the theoretical, practical and technical knowledge for the creation of mobile interface, production of the interactive elements of mobile phones and PDAs including mobile game and audio design, commercial web and traditional digital interactive products.

You will have the opportunity to extensively investigate the latest digital interactive developments in interactive animation, web design, digital audio production, 3D graphics and animation, mobile technology

game design, interactive video production for CD/web/mobile technology and authoring together with the technical elements of traditional CD/DVD production.

## Employment Opportunities

The diverse nature of the programme provides the graduate with the necessary digital and technical skills that are highly desired in today's rapidly developing technology driven workplace. Graduates from the programme have a broad range of career possibilities including: digital interactive games design, digital broadcast, film industry, digital sound recording, interactive educational software production, web design and development technology, digital mobile technologies and traditional interactive CD/DVD technologies and production.

UCAS Course Code: **W214**

UCAS Course Code Title: **BSc/MMedia**

Duration: **3 Years**

Admissions Tutor: **Dave Morgan**

Tel: **01792 481117**

Fax: **01792 481158**

Email: **sdm@smu.ac.uk**

## ENTRY REQUIREMENTS

To be read in conjunction with notes on page 15

All candidates are invited to the Faculty for an informal interview. Candidates who bring a portfolio of visual work, digital or traditional, will have an advantage. All candidates must normally fulfil at least one of the following requirements:

- Normally at least 200 points from at least two 6 unit awards or one 12 unit award, grade C or above in English Language (or Welsh) at GCSE level (or equivalent), together with passes at grade C or above in another 4 approved subjects.
- BTEC National Diploma or Certificate in a relevant academic subject.
- Foundation Diploma, plus one A level or AVCE in a relevant academic subject.
- Successful completion of an appropriate Access Course.
- Other qualifications considered to be equivalent.

### Advanced Entry

Appropriate HND or HNC qualifications will enable direct entry to Year 2 of the programme.

### Other Skills Considered

Our offers are not solely based on academic results. We take your skills, achievements and life experience into consideration.

## PROGRAMME STRUCTURE

### YEAR 1

- Digital Media Acquisition, Creation and Manipulation
- Design Principles and Research Methods
- Introduction to Authoring and Web Design
- WWW Authoring and Multimedia Applications
- Visual Programming and Computer Systems

### YEAR 2

- Advanced AV Technology
- 3D Graphics and Animation
- Advanced Authoring and Web Design Implementation
- Group Design
- Communication and Contextual Issues

### YEAR 3

- Advanced Programming and Multimedia Technologies
- Business, Marketing and Self-Promotion
- Project

# BA(Hons) Interactive Digital Media

## Programme Design

This programme gives priority to the creative exploration of new media in the modern world. You are given all the necessary knowledge and skills to develop innovative work in the fields of web design, video, sound design, multimedia authoring, mobile applications and image manipulation.

## Programme Structure

You are encouraged to explore and develop your ideas utilising the latest computer technologies and software. Student learning is through practice, the degree is at least 80% practical and culminates in a series of personally directed projects which allow you to direct your studies towards your preferred specialist area with an emphasis on personal expression.

## Employment Opportunities

The School of Digital Media has excellent links with new media companies both locally and nationally. Through dialogue with industry and the application of the latest developments in new media, graduates from this programme are suitably equipped to enter the media industry as practitioners in this global revolution. Areas of employment would include: CD/DVD/Web designer, digital production artist (2D and 3D), web editor, assistant art director, etc.

UCAS Course Code: **WG24**

UCAS Course Code Title: **BA/IDM**

Duration: **3 Years**

Admissions Tutor: **Paul Hazel**

Tel: **01792 481117**

Fax: **01792 481158**

Email: **sdm@smu.ac.uk**

## ENTRY REQUIREMENTS

To be read in conjunction with notes on page 15

All candidates are invited to the Faculty for an informal interview. Candidates who bring a portfolio of visual work, digital or traditional, will have an advantage. All candidates must normally fulfil at least one of the following requirements:

- Normally at least 200 points from at least two 6 unit awards or one 12 unit award, grade C or above in English Language (or Welsh) at GCSE level (or equivalent), together with passes at grade C or above in another 4 approved subjects.
- BTEC National Diploma or Certificate in a relevant academic subject.
- Foundation Diploma, plus one A level or AVCE in a relevant academic subject.
- Successful completion of an appropriate Access Course.
- Other qualifications considered to be equivalent.

### Advanced Entry

Appropriate HND or HNC qualifications will enable direct entry to Year 2 of the programme.

### Other Skills Considered

Our offers are not solely based on academic results. We take your skills, achievements and life experience into consideration.

## PROGRAMME STRUCTURE

### YEAR 1

- Communication Fundamentals
- Experimental Discourse
- Contextual Studies 1: Media Histories
- Introduction to Authoring and Web Design
- WWW Authoring and Multimedia Applications

### YEAR 2

- Interactive Digital Practice (Stage 1)
- Interactive Digital Practice (Stage 2)
- Self Reflective Discourse
- Contextual Studies 2: New Media Structures
- Advanced Multimedia Techniques

### YEAR 3

- Major Project (Hons)
- Major Project (Ordinary)
- Dissertation
- Business, Marketing and Self-Promotion



# BSc(Hons) Music Technology

## Programme Design

The course is designed to cover the major technical aspects of the music industry. Modules cover software and hardware techniques, acoustics and sound engineering for both recording and live performance, and supporting studies covering an appreciation of theoretical and performance aspects of music, business studies and the role of music in modern culture.

## Employment Opportunities

The programme is designed to prepare students for work in a variety of different positions in audio related aspects of the rapidly expanding digital media industries, e.g. sound engineering and production, recording engineering, audio for games, TV, film, etc.

UCAS Course Code: **J931**

UCAS Course Code Title: **BSc/MT**

Duration: **3 Years**

Admissions Tutor: **Gareth Jones**

Tel: **01792 481117**

Fax: **01792 481158**

Email: **music@smu.ac.uk**

## ENTRY REQUIREMENTS

To be read in conjunction with notes on page 15

Minimum two A levels (200 UCAS points), together with five GCSE passes (including Maths) at grade C or above.

### Advanced Entry

Candidates with an appropriate HND will be considered for direct entry into Year 2 of the degree subject to places being available.

### Other Skills Considered

Our offers are not solely based on academic results. We take your skills, achievements and life experience into consideration.

## PROGRAMME STRUCTURE

### YEAR 1

- Computer Based Music 1
- Studio Practice
- Sound and Signals
- Computer Systems and Media Tech
- Music and Popular Culture 1
- The Music Business

### YEAR 2

- Computer Based Music 2
- Live and Studio Recording
- Software and Synthesis
- Music and Popular Culture 2
- Marketing Music
- Group Project
- Sound for New Media

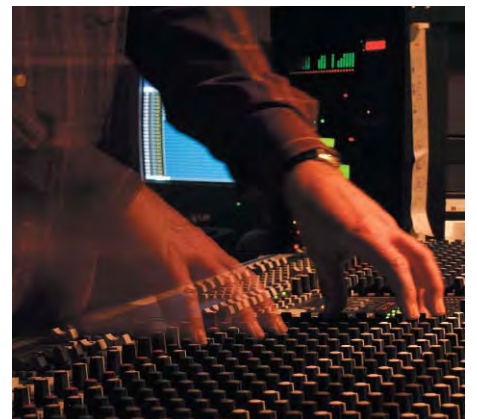
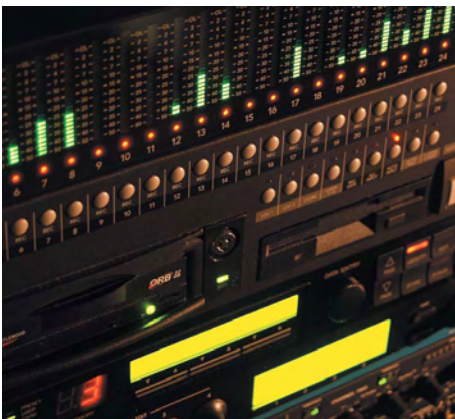
### YEAR 3

- Computer Based Music 3
- Surround Recording and Authoring
- Trends in Music Technology
- Business Marketing and Self Promotion
- Project (Honours only)
- Mini Project (Ordinary only)





Music Technology Production Space



# Location, Maps & Travel Information

The University has four sites:

## Mount Pleasant

Mount Pleasant, near the city centre, is the largest of the sites in terms of student numbers. Two of the University's four Faculties are located here:

- Applied Design & Engineering
- School of Applied Computing
- Business and Management

### Contact Address:

Mount Pleasant, Swansea SA1 6ED

## Townhill Campus

Townhill, high above the city, enjoys breathtaking views of Swansea Bay and neighbouring Mumbles. The Faculty of Humanities is located here.

- Humanities
  - School of Counselling and Psychology
  - School of Performing Arts and Literature
  - Swansea School of Education

### Contact Address:

Townhill Road, Swansea SA2 0UT

## Dynevor

Dynevor, in the city centre, is the location for the Faculty of Art & Design and the Centre for Innovation in Photography and Video:

- Art & Design  
(also located at Alexandra Road)

### Contact Address:

De-La-Beche Street, Swansea SA1 3EU

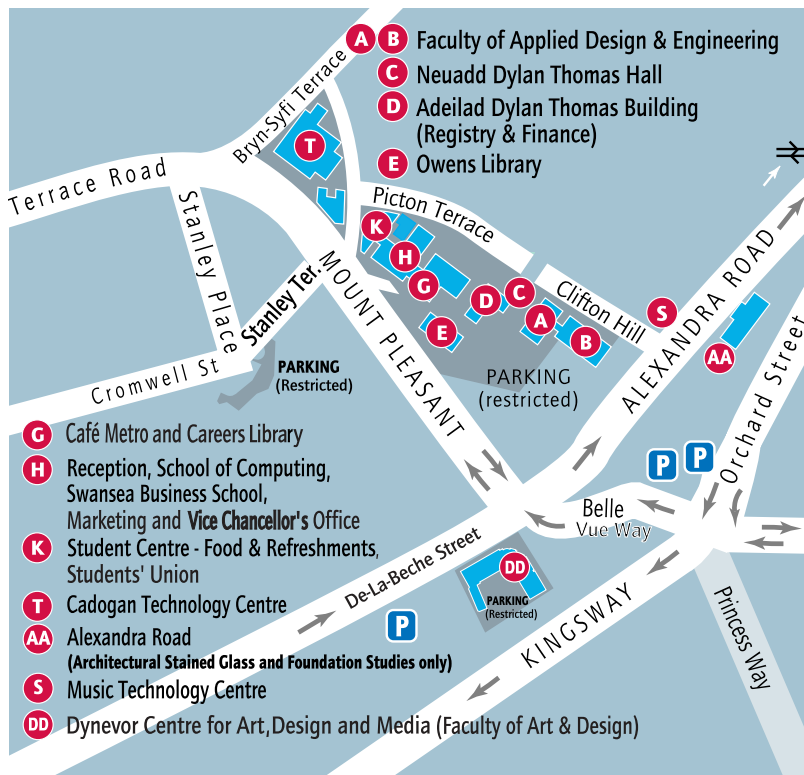
## Alexandra Road

Alexandra Road, the former Swansea College of Art, is close to the city centre and the Glynn Vivian Art Gallery. The main study here is of Architectural Stained Glass, in which the University has a worldwide reputation. The Foundation Year in Art & Design is also located here.

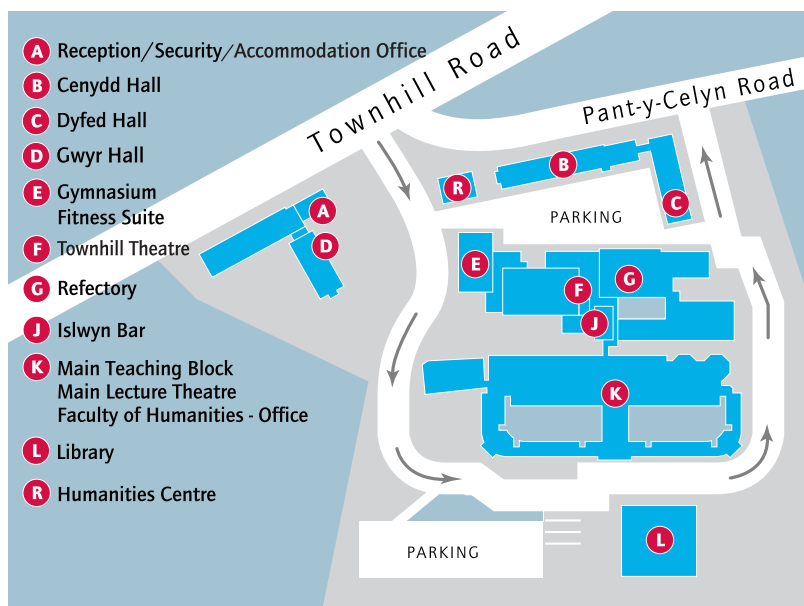
### Contact Address:

Alexandra Road, Swansea SA1 5DU

## Mount Pleasant and Dynevor



## Townhill Campus



Swansea enjoys excellent road and rail links with all parts of Britain.  
 Swansea is only a 50 minute drive away from Cardiff International Airport.

United Kingdom



South Wales



Swansea Metropolitan University, Swansea City and Surrounding Area





SWANSEA METROPOLITAN UNIVERSITY

PRIFYSGOL FETROPOLITAN ABERTAWE

Swansea Metropolitan University

Mount Pleasant

Swansea

SA1 6ED

From Within the UK

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Tel: +44 1792 481000

Fax: +44 1792 481061

e-mail: [enquiry@smu.ac.uk](mailto:enquiry@smu.ac.uk)

[www.smu.ac.uk](http://www.smu.ac.uk)

**“GREAT EQUIPMENT,  
FANTASTIC TUTORS,  
BRILLIANT COURSE”**

**Megan Evans**

Art, Design and Media