

**Institute of  
Art, Design +  
Technology  
Dún Laoghaire**

# Programme Validation Report

**Programme Validation Report for:**  
**MA New Media Production**  
Level 9, 90 ECTS

**Date of Panel:** 12 May 2023

**Date of Report:** 31 May 2023

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## Part 1 Introduction

### 1.1

Name	Role	Affiliation
Dr Sheila Flanagan	Chair	Vice-President for Academic Affairs & Registrar, DKIT
Dr Adrian Paterson	Academic Expert	Lecturer in English, University of Galway
Prof. Pat Brereton	Academic Expert	Head of School of Communications, DCU
Ms Lisa Cunningham	Industry Expert	Managing Director, Vogue Business Development

## 1.2 Overall Recommendations

<b>Provider Name</b>	Dún Laoghaire Institute of Art, Design & Technology
<b>Date of Site Visit</b>	Friday, 12 May
<b>Date of Report</b>	Wednesday 31 May 2023

<b>Principal Programme</b>	<b>Title</b>	<b>MA New Media Production</b>
	<b>Award</b>	Master of Arts
	<b>Credit</b>	90
	<b>Recommendation Satisfactory OR Satisfactory subject to proposed conditions OR Not Satisfactory</b>	Satisfactory
<b>Embedded Award</b>	<b>Title</b>	N/A
	<b>Award</b>	N/A
	<b>Credit</b>	N/A
	<b>Recommendation Satisfactory OR Satisfactory subject to proposed conditions OR Not Satisfactory</b>	N/A

### 1.3 Principal Programme

Names of Centres where the programmes are to be provided	Maximum Number of Learners (per centre)	Minimum Number of Learners
Dún Laoghaire Institute of Art, Design and Technology (IADT), Kill Avenue, Dún Laoghaire, Co. Dublin		

<b>Enrolment Interval (normally 5 years)</b>	<b>Date of First Intake</b>	September 2024
	<b>Date of Last Intake</b>	September 2027
<b>Maximum number of annual intakes</b>	1	
<b>Maximum total number of learners per intake</b>	20	
<b>Programme duration (months from start to completion)</b>	18 months	
<b>Target learner groups</b>	Graduates with a 2.1 or higher at Level 8 Practitioners from arts / media / cultural industries seeking to re or upskill in creative and critical skills for the workplace of the future	
<b>Approved countries of provision</b>	Ireland	
<b>Delivery mode – Full-time/Part-time</b>	Full-time/part-time	
<b>The teaching and learning modalities</b>	Lecturers Industry guest lecturers Lab-based tutorials Case-based learning Self-directed study	

<b>Brief synopsis of the programme (e.g. who is it for, what is it for, what is involved for learners, what it leads to)</b>	This is a Level 9 Master of Arts (Honours) programme with a focus on short-form narrative production in new and emerging media platforms and technologies. The target learners are full-time students interested in learning about new media platforms and producing short narrative content on them.									
<b>Summary of specifications for teaching staff</b>	<table border="1"> <thead> <tr> <th data-bbox="738 490 1035 613">WTE<sup>1</sup></th> <th data-bbox="1035 490 1455 613"><b>Qualifications and Experience</b> <i>Appropriate qualifications in the following disciplines:</i></th> </tr> </thead> <tbody> <tr> <td data-bbox="738 613 1035 730">2</td> <td data-bbox="1035 613 1455 730">Media Studies Film Studies</td> </tr> <tr> <td data-bbox="738 730 1035 790">1</td> <td data-bbox="1035 730 1455 790">Media Production</td> </tr> <tr> <td data-bbox="738 790 1035 853">0.5</td> <td data-bbox="1035 790 1455 853">Creative Writing</td> </tr> </tbody> </table>	WTE <sup>1</sup>	<b>Qualifications and Experience</b> <i>Appropriate qualifications in the following disciplines:</i>	2	Media Studies Film Studies	1	Media Production	0.5	Creative Writing	
WTE <sup>1</sup>	<b>Qualifications and Experience</b> <i>Appropriate qualifications in the following disciplines:</i>									
2	Media Studies Film Studies									
1	Media Production									
0.5	Creative Writing									
<b>Summary of specifications for the ratio of learners to teaching staff</b>	1:15 (min)-1:25 (max)									

#### 1.4 Embedded Programme

N/A

#### 1.5 Programmes being replaced

N/A

<sup>1</sup> WTE is the whole-time equivalent number. The number 1 indicates a full-time person fully dedicated to the programme or a number of people whose time combined equals a full time person.

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## Part 2 Evaluation against the Validation Criteria

### 2.1 Criterion 1

The provider is eligible to apply for validation of the programme	
Satisfactory (Yes, No, Partially)	Comment
Yes	<p>The Programme Validation Panel was an in-person meeting held on campus in IADT, in the Board Room, Róisín Hogan House, on Friday, 12 May 2023. The Panel met with the President, Vice President for Academic Affairs + Registrar, the Head of the Faculty of Enterprise and Humanities, the Head of the Department of Humanities and Arts Management and members of the Programme Team.</p> <p>The Panel members were issued the proposed Programme Document before the meeting.</p> <p>Following a review of the documentation provided and presentations and discussions with IADT Management and Programme Team members, the Panel were satisfied that IADT meets the prerequisites of the Qualifications and Quality Assurance (Education and Training) Act, 2012 and is eligible to apply for validation of the <b>MA New Media Production</b>. The Panel were satisfied to recommend this programme for validation with no conditions and some recommendations.</p>

## 2.2 Criterion 2

### The programme objectives and outcomes are clear and consistent with the QQI awards sought

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>The Programme Validation Panel enjoyed a robust discussion with the Programme Team and noted the very clear objectives of this programme.</p> <p>Having considered and discussed the objectives and outcomes of the programme with the Programme Team, the Programme Validation Panel were satisfied that the aims and objectives are clearly defined in the programme proposal document, and this programme is consistent with the Master of Arts award sought.</p> <p><b>Commendation #1</b> The rigorous academic nature of this programme was commended by the Programme Validation Panel.</p> <p><b>Commendation #2</b> The Programme Validation Panel commended the programme document for being very well-written.</p>



### 2.3 Criterion 3

**The programme concept, implementation strategy, and its interpretation of QQI awards standards are well-informed and soundly based (considering social, cultural, educational, professional and employment objectives)**

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>The Programme Validation Panel learned how the programme team used feedback and industry input from Creative Futures Academy programmes. The Panel agreed that there is a demand for this programme content to address a skills deficit in applicable industry sectors.</p> <p>The Programme Validation Panel were satisfied that the programmes met the criteria around the concept, implementation and interpretation of QQI standards.</p> <p><b>Commendation #3</b> The Programme Validation Panel considers this programme a unique offering, and the Programme Team were commended for good industry and market research, which they regarded as evidently factoring into the programme's design and content.</p> <p><b>Recommendation 1:</b> The programme Validation Panel outlined some risks to be cognisant of and monitor, such as; student numbers, fees implications for an 18-month course, and implications on other MA Programmes - avoid cannibalisation of other programmes.</p>

### 2.4 Criterion 4

**The programme's access, transfer and progression arrangements are satisfactory**

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>The Programme Validation Panel discussed access routes and progression opportunities with the programme team, including international students and RPL admissions options.</p> <p>They noted that the emphasis on developing practical skills was positive from an employability point of view while retaining focus on theoretical concepts. Concerning the student profile, the programme team believed entrants wouldn't necessarily be from BA New Media Studies and similar degree offerings but more likely to be those returning to education or industry employees who are upskilling, practitioners, etc.</p>

	<p>The Programme Validation Panel were assured the programme's access, transfer and progression arrangements are satisfactory.</p> <p><b>Commendation #4</b> The Panel also commended the programme's promising progression routes in industry and other disciplines.</p>
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## 2.5 Criterion 5

<b>The programme's written curriculum is well structured and fit-for-purpose</b>	
<b>Satisfactory (Yes, No, Partially)</b>	<b>Comment</b>
Yes	<p>The Programme Validation Panel thoroughly reviewed the programme's written curriculum and enjoyed discussing the proposed programme curriculum and modules with the Programme Team. Feedback from the Panel included noting the use of the word "Narrative" across multiple modules and a discussion about the proposed title of the programme.</p> <p>Overall, the Panel members were satisfied that the written curriculum is well structured and fit for purpose.</p> <p><b>Commendation #5</b> The programme team were commended for the good blend of theory and practice the programme offered</p> <p><b>Commendation #6</b> The Panel praised the team for the re-/cross-skilling nature of the programme, which will ensure its resilience into the future.</p> <p><b>Recommendation #2:</b> The Programme Validation Panel recommended exploring a new title for the programme to ensure it is reflective of the programme's content and more marketable to prospective students</p> <p><b>Recommendation #3:</b> The Programme Validation Panel remarked that the reading lists are rich and diverse; however, they noted that some references were outdated and recommended that the reading lists be updated to reflect contemporary concerns and issues.</p>

## 2.6 Criterion 6

### There are sufficient qualified and capable programme staff available to implement the programme as planned

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>The Programme Validation Panel considered the information provided in the Programme Document and the CVs of the staff. They met with programme team members and were impressed with their engagement and responses to questions.</p> <p>The Panel inquired about staffing, and the programme team confirmed that existing staff from both faculties will be used, most of whom who teach on the current BA New Media Studies.</p> <p>The Programme Validation Panel was satisfied that sufficient qualified and capable programme staff are available to implement this programme as planned.</p> <p><b>Commendation #7</b> The Panel commended the team on the cross-faculty opportunities available in the programme.</p>

## 2.7 Criterion 7

### There are sufficient physical resources to implement the programme as planned

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>Most of the Programme Validation Panel were familiar with the campus, but a tour was provided, and they were advised of the developments of the new Digital Media building, currently under construction. They were impressed and satisfied that there are currently sufficient physical resources for the programme.</p> <p>The Programme Validation Panel was satisfied that sufficient physical resources are available to implement this programme as planned.</p>

## 2.8 Criterion 8

### The learning environment is consistent with the needs of the programme's learners

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>The Programme Validation Panel discussed the teaching model for the programme, which is planned to be a blended approach. This was informed by Creative Futures Academy-trialled models and surveys with students who completed those programmes. Based on this data, a blended model was considered the best option. The Panel noted that much planning and preparation is required for online delivery compared to solely classroom-based learning.</p> <p>The Programme Validation Panel were satisfied the learning environment is consistent with the needs of the programme's learners.</p> <p><b>Recommendation 4:</b> The Panel recommended that the Programme Team ensure the method of programme delivery is clearly defined in the programme document and ensure that any hybrid model is sustainable and supports students who may be facing challenges with participating in blended classes.</p>

## 2.9 Criterion 9

### There are sound teaching and learning strategies

Satisfactory (Yes, No, Partially)	Comment
Yes	<p>The Programme Validation Panel was satisfied that the Institute and Faculty Teaching and Learning strategies were of the required calibre to deliver the programme content.</p> <p>They welcomed the Programme Teams' commitment to continue doing more research to clarify, explore proof of concept and help define student requirements, to support and enhance the programme's development.</p>

## 2.10 Criterion 10

<b>There are sound assessment strategies</b>	
<b>Satisfactory (Yes, No, Partially)</b>	<b>Comment</b>
Yes	<p>The Programme Validation Panel considered the assessment strategies outlined in the programme documentation and discussed them with the programme team, and they were satisfied overall.</p> <p><b>Commendation #8</b> The Programme Validation Panel commended the unique final project assessment methods devised for the programme.</p>

## 2.11 Criterion 11

<b>Learners enrolled on the programme are well-informed, guided and cared for</b>	
<b>Satisfactory (Yes, No, Partially)</b>	<b>Comment</b>
Yes	<p>The Programme Validation Panel discussed the student experience regarding programme provision and delivery, specifically over an 18-month timeframe and within the hybrid model. They noted the importance of students being aware of the planned schedule in advance. The Programme Team advised of the very good teaching and learning supports available to students.</p> <p>The Panel concurred that there are suitable arrangements to ensure learners are well-informed, guided and cared for. They were satisfied with the mechanisms in place.</p> <p><b>Recommendation #5</b> The Programme Validation Panel suggested the programme information includes a definitive calendar of teaching activities for students.</p>

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## 2.12 Criterion 12

<b>The programme is well managed</b>	
<b>Satisfactory (Yes, No, Partially)</b>	<b>Comment</b>
Yes	Following the review of the programme documentation and discussions with the Management and Programme Team, the Programme Validation Panel were satisfied that the programme will be professionally managed.

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## Part 3 Overall Recommendation

### 3.1 Principal Programme

Select One	
X	<b>Satisfactory</b> (meaning that it recommends that IADT can be satisfied in the context of Unit 2.3 of <a href="#">Policies and Criteria for the Validation of Programmes of Education and Training</a> )
	<b>Satisfactory, subject to proposed special conditions</b> (specified with timescale for compliance for each condition); these may include proposed pre-validation conditions, i.e. proposed (minor) things to be done to a programme that almost fully meets the validation criteria.
	<b>Not satisfactory</b>

#### 3.1.1 Reasons for the Overall Recommendation

The Programme Validation Panel were satisfied that all the criteria were met, as demonstrated in the programme document and information provided by management and the programme team. The Panel recommended the **MA New Media Production** for validation with no conditions and some recommendations.

### 3.2 Embedded Programme

N/A

### 3.3 Summary of Recommended Special Conditions of Validation

There were no conditions

### 3.4 Summary of Recommendations to the Provider

**3.4.1 Recommendation 1:** The programme Validation Panel outlined some risks to be cognisant of and monitor, such as; student numbers, fees implications for an 18-month course, and implications on other MA Programmes - avoid cannibalisation of other programmes.

**3.4.2 Recommendation 1:** The Programme Validation Panel recommended exploring a new title for the programme to ensure it is reflective of the programme's content and more marketable to prospective students

**3.4.3 Recommendation #3:** The Programme Validation Panel remarked that the reading lists are rich and diverse; however, they noted that some references were outdated and recommended that the reading lists be updated to reflect contemporary concerns and issues.

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**3.4.4 Recommendation #4:** The Panel recommended that the Programme Team ensure the programme delivery method is clearly defined in the programme document and that any hybrid model is sustainable and supports students who may be facing challenges with participating in blended classes.

**3.4.5 Recommendation #5**

The Programme Validation Panel suggested the programme information includes a definitive calendar of teaching activities for students.

**3.5 Summary of Commendations to the Provider**

**3.5.1 Commendation #1**

The rigorous academic nature of this programme was commended by the Programme Validation Panel.

**3.5.2 Commendation #2**

The Programme Validation Panel commended the programme document for being very well-written.

**3.5.3 Commendation #3**

The Programme Validation Panel considers this programme a unique offering, and the Programme Team were commended for good industry and market research, which they regarded as evidently factoring into the programme's design and content.

**3.5.4 Commendation #4**

The Panel also commended the programme's promising progression routes in industry and other disciplines.

**3.5.5 Commendation #5**

The programme team were commended for the good blend of theory and practice the programme offered

**3.5.6 Commendation #6**

The Panel praised the team for the re- and cross-skilling nature of the programme, which will ensure its resilience into the future

**3.5.7 Commendation #7**

The Panel commended the team on the cross-faculty opportunities available in the programme.

**3.5.8 Commendation #8**


The Programme Validation Panel commended the unique final project assessment methods that have been devised for the programme.



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#### 4 Signature of Chairperson

This report has been agreed upon by the evaluation panel and is signed on their behalf by the Chairperson.

<b>Panel Chairperson Name</b>	Sheila Flanagan
<b>Panel Chairperson Signature</b>	 <small>Sheila Flanagan (Jun 22, 2023 15:11 GMT+1)</small>
<b>Date</b>	Jun 22, 2023

#### 5 Disclaimer

The Report of the External Review Panel contains no assurances, warranties or representations express or implied, regarding any aforesaid issues, or any other issues outside the Terms of Reference.

While IADT has endeavoured to ensure that the information contained in the report is correct, complete and up-to-date, any reliance placed on such information is strictly at the reader's own risk, and in no event will IADT be liable for any loss or damage (including without limitation, indirect or consequential loss or damage) arising from, or in connection with, the use of the information contained in the Report of the External Evaluation Panel.

**Programme Validation Report –  
Faculty Response**

**FACULTY OF ENTERPRISE AND HUMANITIES**

**RESPONSE TO  
PROGRAMME VALIDATION REPORT**

**DL9XX MA in MA NEW MEDIA PRODUCTION  
Level 9 Masters Degree**

To: Dr Andrew Power, Registrar  
From: Dr Josephine Browne, Head of Faculty  
Date: September 22, 2023

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## **CONDITIONS**

There were no conditions.

## **RECOMMENDATIONS**

There were 5 recommendations. The response of the Faculty of Enterprise and Humanities to each recommendation is set out below.

### **Recommendation No.1**

The programme Validation Panel outlined some risks to be cognisant of and monitor, such as; student numbers, fees implications for an 18-month course, and implications on other MA Programmes - avoid cannibalisation of other programmes.

#### **Faculty response**

The Faculty welcomes this recommendation. All of these points are core to the planning and delivery of level 9 programmes at IADT and will be kept under continual scrutiny. Particular cognizance will be given to the points re: cannibalisation and demand generation (student numbers).

### **Recommendation No.2**

The Programme Validation Panel recommended exploring a new title for the programme to ensure it is reflective of the programme's content and more marketable to prospective students

#### **Faculty Response**

The Faculty welcomes this recommendation. It is currently undertaking market research in conjunction with the marketing department to establish the most appropriate and market-friendly name.

### **Recommendation No.3**

The Programme Validation Panel remarked that the reading lists are rich and diverse; however, they noted that some references were outdated and recommended that the reading lists be updated to reflect contemporary concerns and issues.

#### **Faculty Response**

The Faculty welcomes this recommendation. A review of reading lists is being undertaken and will be added to the document and noted at PVC and academic council.

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#### **Recommendation No. 4**

The Panel recommended that the Programme Team ensure the programme delivery method is clearly defined in the programme document and that any hybrid model is sustainable and supports students who may be facing challenges with participating in blended classes.

#### **Faculty Response**

The Faculty welcomes this recommendation and commits to a plain English and clear description of the above in all programme documentation given to students. Also, as above, questions of sustainable models are kept under continual scrutiny and the issues of student support are also kept at the forefront of planning. The programme team will work with the IADT Student Experience Team to ensure that any student in difficulty is accommodated reasonably and practicably.

#### **Recommendation No. 5**

The Programme Validation Panel suggested the programme information includes a definitive calendar of teaching activities for students.

#### **Faculty Response**

The Faculty welcomes this recommendation. A schedule of assignments and an expanded module briefing document, that details the individual modules and their assessments, has been developed to address this and will be supplied to students at induction.