



Bachelor of Technology in Media Arts Production Technology
Bachelor of Technology in Media Arts Production Technology (Hons)

STUDENT HANDBOOK

Department of Film and Television Production Technology
Faculty of Industrial Technology
University of Vocational Technology
2023

Bachelor of Technology in Media Arts Production Technology

Hands-On Media Production Mastery: Where Excellence Begins

The Bachelor in Media Arts Production Technology at the University of Vocational Technology, Sri Lanka, addresses the industry's pressing need for skilled media technologists. Focused on key areas of Media Technology, New Media Applications, Media Convergence, and comprehensive Media Production across diverse platforms such as Television, radio, print, and new media, this degree program equips students with the essential skills and hands-on experience required to excel in the dynamic world of media production.

By nurturing graduates who are adept at leveraging technology and creating compelling content, it effectively bridges the industry's skill gap, producing professionals ready to thrive in the ever-evolving media landscape.

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1. Introduction to the Department

The Department of Film and Television Production Technology was established in 2014, pioneering as a dedicated academic department for the film and television industries in Sri Lanka. Currently, two degree programs are offered under the department: Bachelor of Technology in Film and Television Production Technology and Bachelor of Technology in Media Arts Production Technology.

Establishing an academic department at a national university implies a commitment to building knowledge relevant to the represented field, conducting research, and fostering fresh educational perspectives. The Sri Lankan film industry has entered its seventh decade, while television is in its fourth. These disciplines have been taught and trained at various institutions at different levels, but several informalities have been observed. In the higher education sector, these disciplines were previously taught only as subjects or as part of other degree programs. Enrollment was typically based on the qualifications of candidates who had passed their GCE A/L exams.

Consequently, many individuals in these fields found themselves without a proper local pathway to tertiary education, and their professional growth was hindered. Academic progress in these fields largely depended on foreign expertise.

The Bachelor of Technology in Film and Television Production Technology degree emerged as a solution to this challenge. The late Dr. Dharmasena Pathiraja, a renowned filmmaker referred to as "The Filmmaker of the Left Bank" by critics and a senior academic, played a pivotal role in developing this degree. Senior electronic engineer and former Director of Media and Information Services at the University of Vocational Technology, Eng. Stanley Hettiarchchi, along with trendsetting television producer and filmmaker, Dr. Senesh Dissanaiké Bandara, also contributed to the development of the degree curriculum.

In 2014, the Bachelor of Technology in Film and Television Production Technology degree was launched as the first of its kind in Sri Lanka, offering a pathway to those working in the film and television industries. Nearly 120 undergraduates are studying to acquire their degrees, and already five batches of students have been graduated. They are actively contributing to the industry by imparting knowledge, conducting research, and implementing standard practices.

Starting in 2020, the university made a policy decision to offer limited opportunities for GCE Advanced Level passed students to enroll in the degree program, provided they complete an induction program to align their skills with those of students from the industry.

In 2018, another unique degree program was introduced for students seeking higher education in the field of mass media: the Bachelor of Technology in Media Arts Production Technology. The curriculum for this program was developed by Senior Academic, seasoned journalist, and broadcaster, Mr. M J R David, and the first student batch was enrolled in 2019.

Both degrees have undergone validation by expert panels comprised of both academics and industry professionals. Dr. Senesh Dissanaiké Bandara served as the first head of the department, and under his successful academic leadership, both degree programs were developed and implemented.

2. B Tech in Media Arts Production Technology Degree

2.1 Rationale of the Degree Programme

Bachelor of Technology Degree in Media Arts Production Technology is an education pathway to new media and convergence media and its creative industries as a globally social change strategy. This incorporates an educational approach into most popular entertainments and their content in order to increase skills, elevate knowledge, create favorable attitudes and ultimately motivate workforce be socially responsible in their own lives towards the human society.

As a means of raising awareness of social issues and having a positive impact on changing culture and society, Media Arts Production Technology Studies has been receiving aggregate attention universally in the scientific and media industries as well as academic communities.

Studies on Media Arts Production Technology, is the reading on aspects of production and technology in Media and Communication in the New Media Context. The emergence of the New Media has noticeably influenced upon the routine practices in the Mass Media industries. This has further amalgamated Mass Media with New Media as a new form termed, Convergence Media, currently.

Media Arts Production Technology in higher education is offered by reputed universities worldwide, for qualifying the undergraduates and the postgraduates as the new workforce for the widening job opportunities, both demanded locally and internationally, in Media Arts Production industries.

Degree Programme in Media Arts Production Technology reads the concepts, theories, technologies, techniques, skills, trends, issues, industrial characteristics in media art productions, with technical proficiency across features of production process in Print, Radio, Television, New Media and Convergence Media sectors.

In view of the above background, University of Vocational Technology intends to offer a B. Tech Degree in Media Arts Production Technology, considering aforementioned facts and developing a learning platform laid by an advanced technical skillful employment could be graduated.

2.2 Specific Objectives of the programme

- Provide a comprehensive understanding of Media Arts Production Technology principles, encompassing theories, methods, and concepts through theoretical, practical, and real-world applications.
- Ensure students remain updated on the latest developments and trends within the Media Arts Production Technology discipline.
- Facilitate specialization in distinct areas of Media Arts Production Technology, fostering expertise in chosen domains.
- Establish interdisciplinary connections between Media Arts Production Technology and related fields like Art and Design, Communication Studies, Media Studies, Management, Economics, and Marketing.
- Develop students' competency in essential skills, problem-solving, and professional standards, fostering a commitment to lifelong learning.

- Raise awareness and address sustainability and environmental impacts within the Media Arts Production Technology field and associated industries.
- Cultivate and enhance students' collaborative teamwork and leadership capabilities.
- Refine students' ICT proficiency and enhance their abilities in presentation and communication.
- Promote self-management and professional growth tailored to the specific demands of the Media Arts Production Technology sector.

2.3 Key Areas cover in the degree programme

- Mass Media Theory, Criticism and Landscape Aspects
- Print Media Designing, Development and Production Technology and Techniques
- Broadcast Media (Television and Radio) Designing, Development and Production Technology and Techniques
- New Media Designing, Development and Production Technology and Techniques
- Media Management
- Entrepreneurship Development
- Media Marketing
- Occupational Safety and Health in Media Industry
- Media Law and Ethics
- Communication Skills

2.4 Mode of Delivery (B1 and B2)

B1 is the week day program which is full time internal three academic year general degree (can be extended for a four academic year Honors degree as decided by the university) where the lectures are conducted weekdays leading to 180 credits (240 credits for honors degree) according to European Credit Transfer and Accumulation System.(ETCS)

B2 is the weekend program which is accelerated mode of the B1 program which is internal three academic year General Degree (can be extended for a four academic year Honors degree as decided by the university) where the lectures are conducted weekends and in weekdays as required leading to 240 credits according to European Credit Transfer and Accumulation System.

An exit point is available at the end of the third academic year for the students who satisfy with the General degree, leading to 180 credits according to European Credit Transfer and Accumulation System. Lectures will be conducted in both online and physical mode, as befits the type of module.

3. Admission Requirements

3.1 Accepted Qualification

- i. Possess an NVQ Level 5 and/or 6 qualification in disciplines related to Television Production/Post-Production, Multimedia, Visual Communication, Photography/Image Art, Media/Journalism, Electronics/Telecommunication.
or
- ii. Hold an NVQ-equivalent diploma qualification in any of the aforementioned disciplines, as certified by the Tertiary and Vocational Education Commission in Sri Lanka (TVEC).
or
- iii. Have a non-NVQ qualification in any of the above disciplines acquired from a recognized state university/ higher education institute, with a course duration exceeding one (01) year and a minimum of two (02) years of relevant field experience, subject to approval by the Academic Council of the University of Vocational Technology.
or
- iv. Passed GCE A/L (General Certificate of Education - Advanced Level) in any of the streams, with selection based on priority as determined by the z-score rating. Applicants in this category will be required to undergo an aptitude test and, if admitted, will participate in a six-month induction/gap-filling program, including three months of industry exposure during weekdays.

Note:

- NVQ equivalency of a qualification should be certified by the Tertiary and Vocational Education Commission (TVEC)
- The relevancy of experience will be evaluated by a panel appointed by the University.
- Candidates who possessed NVQ 6 qualification in relevant field may be granted exemptions for the modules of the degree maximum up to two semesters

3.2 Student Selection

Eligible candidates are required to sit for an aptitude test. Selection is based on the marks obtained in this test. The intake size is determined by the University.

3.3 Registration

Registration refers to the acceptance of the selected candidate as a student at the University. Prior to the registration process, eligible candidate receives an offer letter for a specific academic program. The selected candidate shall personally appear before the registration desk at the University of Vocational Technology premises for registration, unless online registration is made available.

After successful verification of the documentation, candidate will be provided with a voucher to pay the relevant course fee. The course fee may include the following components:

- a) Registration fee – To be paid at the first registration and subsequently at re-registrations
- b) Tuition fee
- c) Facility fee
- d) Library deposit (Refundable)
- e) Library fees (nonrefundable)
- f) Laboratory fee if applicable (nonrefundable)

The letter calling for registration will request the applicant to produce the original documents of the following:

- a) School leaving certificate
- b) National Identity Card or Passport
- c) Birth Certificate
- d) Certificates of all educational qualifications
- e) Documents requested to be obtained from the employer
- f) Any other documents as notified if any
- g) Documentary evidence for the payments made.

The University of Vocational Technology has no obligations to refund the above fees in case of a disqualification of an applicant for reasons due to lapse/s from the part of the applicant at the registration stage. The applicant who is duly registered for an academic programme shall become a student of the University and will receive a Student Number and Student Identification Card.

4. Credit system and the Duration

The course structure is based on module system. Each module has been assigned a Credit Value, depending upon the number of notional hours required to achieve the outcome of the module. Notional hours include directed learning and self-directed learning, both. This system is benchmarked with the European Credit Transfer and Accumulation System (ECTS).

Duration of the General degree program is three (03) academic years and the Honours degree programme is four (04) academic years. One academic year consists of two (02) semesters. Each semester is 15 weeks for B1 programme and 18 weekends for B2 programme.

The total number of notional hours per semester is 750. A total of 25 notional hours is equal to 01 credit. The average number of credits per semester is 30.

The Bachelor of Film and Television Production degree is a three-year general degree course, with the option to pursue an Honors Degree by completing an additional fourth year.

4.1 Module Code

MA804010	-	MA	-	Abbreviated identity of the key disciplines
		8	-	Semester
		04	-	Number of Credits
		01	-	Serial number of the module
		0	-	Number of revisions made

4.2 Module Type

The degree consists of Compulsory (C) modules, Elective (E) modules and Optional (O) modules. Core compulsory modules and Elective modules designated as GPA modules will be used to calculate the grade point averages.

C	-	Compulsory
E	-	Elective
O	-	Optional
G	-	GPA
NG	-	Non GPA

4.3 Module Structure across the semesters

#	Module Code	Module Title	Type	Credits
Year 1 Semester I Modules				
1	MA106010	Fundamentals of Mass Communication	C/G	06
2	MA104020	Basic Technologies of Print Media	C/G	04
3	MA104030	Basic Technologies of Television Medium	C/G	04
4	MA104040	Basic Technologies of Radio Medium	C/G	04
5	MA104050	Basic Technologies of New Media	C/G	04
6	MA104060	Techniques of Media Arts Product Development	C/G	04
7	MA103070	Mathematics for Media Arts Production Technology	C/G	03
8	LS103080	Communication Skills in English I	C/G	03
Total Credits of Year 1 Semester i				32
Year 1 Semester ii Modules				
1	MA206010	Evolution of Mass Media I	C/G	06
2	MA204020	Production Aspects of Print Media	C/G	04
3	MA204030	Production Aspects of Television Medium	C/G	04
4	MA204040	Production Aspects of Radio Medium	C/G	04
5	MA204050	Production Aspects of New Media	C/G	04
6	MA204060	Development of Sri Lankan Media I	C/G	04
7	MA203070	Theorizing Convergence Media	C/G	03
8	LS203080	Communication Skills in English II	C/G	03
Total Credits of Year 1 Semester ii				32
Year 2 Semester I Modules				
1	MA304010	Production Management in Media Arts	C/G	04
2	MA304020	Designing Techniques of Print Media	C/G	04
3	MA304030	Designing Techniques of Television Medium	C/G	04
4	MA304040	Designing Techniques of Radio Medium	C/G	04
5	MA304050	Designing Techniques of New Media	C/G	04
6	MA304060	Elements of Art and Design	C/G	04
7	MA306070	Group Project I	C/G	06
Total Credits of Year 2 Semester i				30

Year 2 Semester ii Modules				
1	MA406010	Media Research Methods and Methodologies	C/G	06
2	MA404020	Advanced Production Techniques of Print Media	C/G	04
3	MA404030	Advanced Production Techniques of Television Medium	C/G	04
4	MA404040	Advanced Production Techniques of Radio Medium	C/G	04
5	MA404050	Advanced Production Techniques of New Media	C/G	04
6	MA404060	Development of Sri Lankan Media II	C/G	04
7	MA406070	Individual Project I	C/G	06
Total Credits of Year 2 Semester ii				32
Year 3 Semester i modules				
1	MA518010	Industrial Training	C/G	18
Total Credits of Year 3 Semester i				18
Year 3 Semester ii modules				
1	MA604010	Media Arts Theory and Criticism	C/G	04
2	MA604020	Media Marketing and Advertising	C/G	04
3	MA604030	Management in Media Industry	C/G	04
4	MA602040	Occupational Safety and Health in Media Arts Production Trade	C/G	02
5	MA604050	Entrepreneurship Development in Media Trade	C/G	04
6	MA601860	Final Project for General Degree /Qualifying Project for Special Degree	C/G	18
Total Credits of Year 3 Semester ii				36
Total Credits at the end of the three year degree				180

Fourth Year Curriculum – Module Structure (Optional)

Year 4 Semester i modules				
1	MA706010	Evolution of Mass Media II	C/G	06
2	MA704020	Advanced Technologies in Print Media	C/G	04
3	MA704030	Advanced Technologies in Television Medium	C/G	04
4	MA704040	Advanced Technologies in Radio Medium	C/G	04
5	MA704050	Advanced Technologies in New Media	C/G	04
6	MA806060	Sri Lankan History, Culture and Society	C/G	06
Total Credits of Year 4 Semester ii				28
Year 4 Semester ii modules				
1	MA804010	Contemporary Trends in Media Arts	C/G	04
2	MA804020	Media Arts Law and Ethics	C/G	04
3	MA806030	Photography Art	C/G	06
4	MA801840	Thesis/ Dissertation	C/G	18
Total Credits of Year 4 Semester ii				32
Total Credits at the completion of four year degree programme				240

4.4 Work Based/ Industrial Training

The fifth (5th) semester of the study program is dedicated to the Work-Based/Industrial Training component of the degree. The purpose of this module is to enable students to apply the competencies they've acquired throughout the academic program to real workplace experiences.

Students who attend classes on weekdays will be placed in various industrial establishments or worksites related to their fields of study for a period of six months through the National Apprentice and Industrial Training Authority (NAITA) under the undergraduate in-plant training scheme.

Those who study on weekends are required to undertake an internship in their places of employment under the supervision of a senior officer. The work undertaken during this period should be different from their normal routine tasks in their job.

4.5 Final Project for General Degree /Qualifying Project for Special Degree

This module is offered in the Year 3 Semester ii (6th semester) as a group project. It provides students with an opportunity to enhance their problem-solving, teamwork, and leadership competencies that they have acquired throughout their journey as an undergraduate.

To successfully complete this module, students are expected to design and implement a innovative media project while adhering to realistic constraints and standards within a given timeframe. They should also effectively present their creative and technical ideas in both written and oral forms.

5. Course Assessment and Evaluation

The performance of each student in each module will be evaluated by continuous assessments and a semester-end examination.

The weightings assigned for the continuous assessment component and the semester - end examination of a module will be as follows.

Continuous Assessment	30% - 70%
Semester - End Examination	30% - 70%

- The continuous assessment may consist of assignments, quizzes, laboratory work, practical, tutorials, demonstrations, presentations, mini projects, oral tests and mid semester tests. Weightings of each of these components used in the determination of the final grade for each module should be clearly conveyed in writing to the students at the commencement of each module along with the outline of the module.
- The students should maintain 80% of attendance and satisfy the requirements specified in each module descriptor to be eligible to sit for the semester-end examination.
- All Candidates should obtain at least 30% of the marks allocated for continuous assessment to get eligible to sit for the semester - end examination.

5.1 Grading System and Computation of Grade Point Average (GPA)

A letter grade shall be awarded to each module. The cut-off marks for each grade and the corresponding grade points are given below.

Final Marks	Grade	Grade Point Value	Description
85 or above	A+	4	
75 - 84	A	4	Excellent
70 - 74	A-	3.7	
65 - 69	B+	3.3	
60 - 64	B	3	Good
55 - 59	B-	2.7	
50 - 54	C+	2.3	
45 - 49	C	2	Pass
40 - 44	C-	1.7	Conditional Pass
35 - 39	D+	1.3	Conditional Pass
30 - 34	D	1	Conditional Pass
ET Marks 29 or below	F(ET)	0	ET is to be repeated
CA Marks 29 or below	F(CA)	0	CA are to be repeated
Both CA and ET marks 29 or below	F	0	Both ET and CA are to be repeated
Absent for ET	I(ET)	0	Incomplete ET
Absent for CA	I(CA)	0	Incomplete CA
hasn't participated in any evaluation	I	0	Fail

- i. Grade D or above is required to earn credits for a module.'
- ii. A minimum 30% should be obtained from continuous assessment for eligibility to sit for the end semester exam.
- iii. A minimum requirement of 30% should be obtained from the semester - end Examination in order to obtain a grade D or above for a module.
- iv. A student satisfying continuous assessment requirements and getting between 1 – 29 marks for the semester end examination receives a symbol as E(ET) while a student getting 0 for the semester end examination receives symbol F(ET).
- v. A student satisfying semester end examination requirements and getting between 1 and 29 marks for the continuous assessment receives a symbol as E(CA)
- vi. A student getting 0 for the continuous assessment receives symbol as F(ET).
- vii. A student getting between 1 and 29 marks for both the semester end examination & the continuous assessment receives the Grade E.
- viii. A student getting 0 for both the semester end examination & continuous assessment receives the Grade F.
- ix. A student must repeat the part of the module examination/complete module examination having Grade E or F & must improve up to Grade D or C. The modules having Grade D/ D+/C- are allowed to repeat only when the Semester Grade Point Average (SGPA) of a particular semester is less than 2.00. By repeating only the semester end examination/continuous assessment or both, the Grades F, E, D/D+/C- can be improved only up to a C grade and considered for calculating Grade Point Average (GPA).
- x. Repeating continuous assessment or semester end examination is considered as repeating the whole module.

5.2 Academic Concession

Academic Concession may be granted to a student with the recommendation of the Faculty Board, and the approval of the Academic Council in the event that a student is unable to sit for the semester-end examination due to illness or other compelling reason. In such instances the student must notify the Dean of the faculty within 48 hours of the cause. Further, the student should make an appeal with supporting documents to the Dean for an Academic Concession within one month from the date of the examination. The continuous assessment component can be carried forward to the next examination as the first attempt.

5.3 Semester Grade Point Average (SGPA)

The calculation of the Semester Grade Point Average will be based on the Grade Points earned for all modules registered in a semester (except those awarded with academic concession) weighted according to number of credits. The SGPA is rounded to the nearest second decimal place. The SGPA is reported on transcripts and Statement of Results that may be issued for each semester. The formula for calculating SGPA is given below.

$$\text{SGPA} = \frac{\sum_{i=1}^n (c_i \times g_i)}{\sum_{i=1}^N c_i}$$

Where;

c_i is the number of credits for the ***ith*** module,

g_i is the Grade Points earned for that module and

n is the total number of modules in the respective Semester.

5.4 Final Grade Point Average (FGPA)

The Final Grade Point Average is the absolute academic standing of the student calculated on the basis of SGPA. The FGPA will be calculated using the following formula.

$$\text{Final GPA} = \frac{\sum_{i=1}^N (c_i \times g_i)}{\sum_{i=1}^N c_i}$$

where *c_i* is the number of credits for the *ith* module, *g_i* is the Grade Points earned for that module and *N* is the total number of modules in the respective Degree Programme

5.5 Repeat students

A re-scrutinizing process is available for students who intend to get their results rechecked within the time frame applied for the same. Students who have not secured the minimum marks for the assignments, minimum attendance required, and the minimum marks for a given module at the end semester examinations will be considered as a repeat student who should reapply the module repeated.

5.6 Graduation Requirement and Key to Results

5.6.1 Credit Requirements:

A student should satisfy the following requirements in order to be admitted to the Bachelor of Hotel Management

- i. A minimum total of 180 credits from modules specified.
- ii. A minimum Final Grade Point Average (FGPA) of 2.00
- iii. Any other mandatory requirement specified by the Academic Council

5.6.2 Key to Final Results (FGPA – Final Grade Point Average)

<u>FGPA</u>	<u>Final Results</u>
3.7 or Above	First Class
3.30 – 3.69	Second Upper
2.70 – 3.29	Second Lower
2.00 – 2.69	Ordinary Pass
Below 2.00	Incomplete

6. Details of Academic and Non Academic staff

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7. Equipment and Facilities

The Department of Film and Television Production Technology is equipped with two ICT-based facilities to meet the practical requirements of students in both degree programs.

7.1 Studio and Production Facilities:

7.1.1 Mini Studio of Media Division:

The Mini Audio-Visual (AV) Studio is managed by the Media Division of UoVT. It is equipped with a Kino Flo lighting system and other related field AV production equipment.

The head of the Media Division, Producer oversees this studio, and required technical staff are available for related services. These services should be requested through the academic coordinator with the recommendation of the Head of the Department

7.1.2 Field Production Facilities:

Field production equipment, such as video cameras, DSLR cameras, lighting equipment, and sound recording equipment, are available for student practical sessions.

All these facilities should be requested from the Producer, Media Division, through the Head of the Department and the Dean of the Faculty.

7.1.3 High Definition (HD) Television Studio:

This extensive facility is currently under construction and is nearing completion.

But the studio floor can be used for student activities.

Requests for this facility should be made through the Producer, Media Division, with the recommendations of the Head of the Department and the approval of the Dean of the Faculty.

7.2 Post-Production Laboratory:

- Equipped with 25 Apple iMac 27" machines.
- Post-production suites equipped with two editing suites, color grading equipment, and sound post-production facilities.
- These facilities should be requested from the academic coordinator, with the approval of the Head of the Department.

8. Student Activities

8.1 Developing Film culture

- **Breathing Cinema, the Monthly Film Screening**

This screening has been started since the year 2014 and continuing so far with positive responses from the audience. Basically, this screening is organized for the community of the university. But in some special screenings are opened to the external audience either. In some screenings are followed by a guest lecture.

The Film Flock, the film society of the department is organized with their best contribution. All the screenings are followed by a refreshment tea with a snack

- **Thursday Film show, Weekly film show**

The Media Flock, the media Society of the department organized this film show weekly. This screening has been started from 2022.

- **Petrichor Student's Film Festival**

Petrichor Students' short film festival is organized annually by the Department of Film and Television Production Technology and the FILM FLOCK, official film society of the department together. All the films/ short films screened in this festival are produced by the students throughout their university life. With the priority to their final project of the degree; graduate film, selected group and individual productions are exhibiting here to the public.

To provide exhibition space to show the harvest of the hard work to the communities of the university and general public, to encourage following undergraduates to meet the standards of film making and television production, to form up a discourse about screen culture among the university, society and the industry are the basic objectives of this festival.

The first festival was took place at University of Vocational Technology Rathmalana in September 2019 with full house audience. The next Petrichor festival is temporary hold due the prevailing situation of COVID 19

8.2 Societies and Clubs

Department of Film and Television Production Technology formed two student societies as **The Film Flock** and **The Media Flock**. The Film Flock stands for the film and television discipline related student extra-curricular activities while The Media Flock stands for the Media discipline related student extra-curricular activities. Department has been taken necessary steps to formalize these two societies by registering in the University. Approval process is still in progress.

DISCLAIMER

This handbook has been compiled with information received up to December 2022 for general information. Any information contained herein should be confirmed by reference to the relevant authority as there can be revisions from time to time. Hence, this handbook must be read in conjunction with the the Bylaws of the University that lay down, among other things, the criteria applicable to admission and, examinations, evaluation and assessment, certification and convocation. In the event of questions, the students are strongly advised and encouraged to consult the semester coordinators, student counselors, Heads of Departments or the Dean.

Notes:

