This course looks at the creation, management, curation and repurposing of digital media and digital assets.

As the digital aspects of content industries, the cultural heritage sector and the private sector are reaching maturity, career opportunities have mushroomed worldwide for professionals, who are familiar with digital media and have the skills to manage digital content throughout its lifecycle.

Key benefits

• We draw on a wide range of expertise, offering insights into curatorial and archival practices of dealing with digital assets as well as into technologies and wider socio-economic questions such as rights and project management.
• The course tutors offer unrivalled expertise in technologies and processes that allow the quick and efficient storage, retrieval and reuse of digital assets. They come from a diverse and highly interdisciplinary background, having run digital archives or worked in the digital industries in the past.
• Through the optional internship module students can have direct access to some of the world’s most important culture and media institutions.
• Close links and regular speakers from the content sector give students insights and up-to-the-minute knowledge of the subject area.

Course details

Our Digital Asset & Media Management MA takes a comparative and interdisciplinary approach, allowing you to explore and critically assess competing theories and practices from across new media digital management, archival, and information science. This will provide you with a well-rounded understanding of the requirements across many domains. In recent years there has been an explosion in the volume, complexity and range of digital content in a variety of media. This has been called the big data revolution and is closely connected to the increasing interest in the digital economy as an engine of growth.

There are very few institutions of any size that do not create and depend on the management, reuse and curation of digital media and information. Government, the public sector, Higher Education, cultural and creative industries and business all make and use these assets every day. This makes the skills we will give you
increasingly attractive to employers. As well as developing the practical skills you need to manage digital media assets, you will also develop your critical and reflective capacities and increase your understanding of the interdependence between digital processes, technology, society and curatorial practice. This will enable you to enter into a technologically complex and fast-moving digital world of work.

Reasons you should consider the Digital Asset & Media Management MA include:

- Broadcast and publishing industries are increasingly using digital media in new ways, on new technological platforms such as tablets and mobile.
- Archives and libraries are increasingly depending on digital materials and cultural heritage organisations are digitizing and making digital materials relating to our history and culture more available.
- Businesses rely on digital media and content to develop, run and manage their future prosperity.
- Research managers and data scientists work with large volumes of digital data, running experiments, simulations and visualisations.
- Employers are looking for skilled professionals with knowledge and expertise in managing their valuable digital media assets.

Teaching

If you are a full-time student, we will provide you with 120 to 180 hours of teaching through lectures and seminars, and we will expect you to undertake 1,674 hours of independent study.

If you are a part-time student, we will give you 90 hours of teaching through lectures and seminars in your first year and 50 in your second year. We will expect you to undertake 720 hours of independent study in your first year and 954 hours in your second.

Typically, one credit equates to 10 hours of work.

Assessment

We will assess our modules entirely through coursework, which will consist of a mixture of essays, project work, and workshop reports, depending on the modules you choose.

The study time and assessment methods detailed above are typical and give you a good indication of what to expect. However, if the course modules alter, the above methods may differ.

Course accreditation

Chartered Institute of Library and Information Professionals (CILIP) accredited.

Regulating body

King’s College London is regulated by the Higher Education Funding Council for England.

Course structure

Courses are divided into modules. You will normally take modules totalling 180 credits.

Required modules

You are required to take:

- Introduction to Digital Asset & Media Management (40 credits)
- Dissertation (60 credits)

Optional modules

In addition, you are required to take four modules (totalling 80 credits) from a list of optional modules that may typically include:

- Digital Arts & Culture (20 credits)
- Editorial models for Digital Texts: Theory & Practice (20 credits)
- Web Technologies (20 credits)
- Digital Publishing (20 credits)
- Communication & Consumption of Cultural Heritage (20 credits)
- Material Culture of the Book (20 credits)
- Metadata Theory & Practice (20 credits)
- Digital Asset & Media Management in the Broadcast Media (20 credits)
- Digital Asset & Media Technologies in Practice (20 credits)
- Internship: Digital Asset & Media Practice (20 credits)
- Digital Asset & Media Technologies in Broadcast Media (20 credits)
- Metadata Theory & Practice (20 credits)
- Network Literacy (20 credits)
- Digital Publishing (20 credits)
- Open Culture (20 credits)
- From Information to Knowledge – Metadata & Systems for Digital Assets & Media (20 credits)
- Management for Digital Content Industries (20 credits)
- Digital Media, Digital Marketing (20 credits)
- Curating & Preserving Digital Culture (20 credits)
- Crowds & Clouds – Digital Ecosystems (20 credits)

- Up to 20 credits from other Master’s modules offered in the Faculty of Arts & Humanities, subject to approvals

If you are a part-time student, you will take Introduction to Digital Asset & Media Management in your first year and your dissertation in your second. You will divide your 80 optional credits between the two years.

King’s College London reviews the modules offered on a regular basis to provide up-to-date, innovative and relevant programmes of study. Therefore, modules offered may change. We suggest you keep an eye on the course finder on our website for updates.

Location

This course is primarily taught at the King’s College London Strand Campus. Our location in the heart of London, one of the world’s most vibrant and technologically advanced cities, means that you will have easy access to the city’s wealth of cultural and social opportunities. You will also benefit from our own extensive resources and facilities.

Career prospects

There is an increasing demand for professionals with digital asset and media management expertise. Our MA responds to this demand for digitally literate professionals to work in the educational and heritage institutions as well as the publishing, broadcast, and creative content industries. The skills and knowledge that you will develop over the course of our MA will make you valuable to all institutions concerned with the effective management of their information and media assets, for example, museums and galleries, archives, media organisations, publishing houses, government and industry and healthcare and law firms.
Fees and funding

Full-time and part-time tuition fees – UK
The UK tuition fees for the 2018–19 academic year are available on the course web page.

Please note that the tuition fees for subsequent years of study may be subject to increases in line with King’s terms and conditions.

Full-time and part-time tuition fees – EU
Current regulations allow some students to pay UK tuition fees on the basis of their EU citizenship or residency. Until these eligibility criteria are changed, the EU tuition fee will remain the same as the UK tuition fee.

The UK tuition fees for the 2018–19 academic year are available on the course web page.

Please note that the tuition fees for subsequent years of study may be subject to increases in line with King’s terms and conditions.

Deposit
When you receive an offer for this course you will be required to pay a non-refundable deposit to secure your place. The deposit will be credited towards your total fee payment.

The UK/EU deposit is £500.

The International deposit is £2,000.

For further information, please visit the fees and funding section of our website:
www.kcl.ac.uk/study/postgraduate/fees-and-funding/index.aspx

Additional costs
In addition to your tuition fees, you can also expect to pay for:

• books if you choose to buy your own copies
• clothing for optional course related events and competitions
• library fees and fines
• personal photocopies
• printing course handouts
• society membership fees
• stationery
• travel costs around London and between campuses
• graduation costs.

Disclaimer
This PDF was produced in August 2017. Although it was up-to-date at the time it was produced, please make sure you check our website www.kcl.ac.uk/study or contact us directly for the very latest information before you commit yourself to any of our courses.

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