



Module Descriptor

Title	Applied Creative Contexts		
Session	2025/26	Status	
Code	CMPG11004	SCQF Level	
Credit Points		ECTS (European Credit Transfer Scheme)	
School	Business and Creative Industries		
Module Co-ordinator	Kathryn Burnett		
Summary of Module			
This Masters level module offers a set of framing contexts on creative media and applied arts concepts, practices and critical perspectives. The module content and delivery are framed around a set of key learning dimensions including UN Sustainable Development Goals, Graduate Attributes, Archives and Open Source literacies. Students undertake reflexive development through applied context research and reflections including for example: creative and critical thinking, creative identity, cultural work, media and creative literacy. Applied creative context examples are shared from academic, policy and industry contexts both locally in Scotland and from a broader global reach. Assessment encourages documenting of reflexive and critical application of learning around key module themes such as indigenous media arts, and media and the environment learning, as well as integrating peer learning around student-centred thematic 'case focus' options. Students are encouraged to develop their own critically informed content and analysis as appropriate to creative media practice as well as responding to the expectations of key module learning outcomes.			

Module Delivery Method	On-Campus¹ ☒	Hybrid² ☐	Online³ ☐	Work -Based Learning⁴ ☐
Campuses for Module Delivery	☒ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☐ Paisley	☐ Online / Distance Learning ☐ Other (specify)	

¹ Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

² The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

³ Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

⁴ Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

Terms for Module Delivery	Term 1	☒	Term 2	☐	Term 3	☐
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Students will evidence understanding of creative context debates and research legacies pertaining to creative media as per selected module themes.
L2	Students will research and produce a practice informed presentation that demonstrates engagement with both module content and self-directed study.
L3	Students will demonstrate postgraduate level skills regarding evaluating their learning in respect of complex issues, informed judgments, insights, interpretations.
L4	
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	SCQF 11 Demonstrate and work with: A critical understanding of relevant theories, concepts and principles underpinning creative media production and its reception. An awareness of the economic forces which frame the media, cultural and creative industries, and the role of such industries in specific areas of contemporary political and cultural life.
Practice: Applied Knowledge and Understanding	SCQF 11 Delivery will employ a range of expertly researched and context appropriate theoretical materials which are at the forefront or informed by forefront developments associated with critical theory pertaining to creative media and practice, with particular relevance to Scotland in comparative context. Students will be expected to: Use key academic content and research materials to explore and evaluate how key theory and critical thinking is applied in reference to comparative contexts of creative media. Demonstrate an understanding of originality or creativity in the application of this knowledge, by producing accounts that evidence understanding of the value of applying related theory to research and practice. Recognise the application of a range of standard and specialised research instruments and techniques of inquiry in both the academic and industry led research on Scotland's creative media.
Generic Cognitive skills	SCQF 11 Students will be supported and enabled to apply critical analysis, evaluation and synthesis to issues which are at the forefront or informed by developments at the forefront of media theory and creative practice. They will be appropriately taught, tutored and enabled to enhance their existing individual and transferable skills and encouraged to:

	Deal with complex issues and make informed judgements, insights, interpretations and solutions to problems and issues via class activities and module content. Identify, conceptualise and define new and abstract problems and issues with reference to academic reading and critical debate materials. Develop original and creative responses to critical debates, industry and policy developments and issues via written and oral assessment.
Communication, ICT and Numeracy Skills	SCQF 11 Students will be required to demonstrate a range of appropriate written and oral communication and basic ICT skills. They will be tutored in a number of advanced and specialised skills relevant to researching and critically evidencing debates within creative media, theory and practice. This will include developing individual student's capacity to: Communicate verbally and in written work with peers, with senior academics, and industry and practice specialists. Use an appropriate range of ICT resource including specialist software to support and enhance work at this level. Demonstrate full engagement with the available research and content materials to underpin learning and assessment.
Autonomy, Accountability and Working with Others	SCQF 11 Exercise substantial autonomy and initiative in professional and equivalent activities by producing postgraduate level written and oral accounts evidencing individual academic study and critical engagement. Responsibility for one's own work will be evidenced in the capacity to demonstrate ongoing preparation for assessment and in the meeting of assessment deadlines and requirements. Take responsibility for independent researching of appropriate Resources as relevant to Independent study and assessment. Deliver work to a given length, format, brief and deadline, properly referencing sources and ideas and making use, as appropriate, of a problem-solving approach.

Prerequisites	Module Code	Module Title
	Other	
Co-requisites	Module Code	Module Title

Learning and Teaching
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.

Learning Activities	Student Learning Hours
During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	(Note: Learning hours include both contact hours and hours spent on other learning activities)
Practice-based Learning	30
Asynchronous Class Activity	10
Independent Study	160
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Books: Candy, L. (2019). The Creative Reflective Practitioner. London: Routledge. Journals: Continuum: Journal of Media and Cultural Studies International Journal of Cultural Policy Media, Culture & Society Third Text (N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. For the purposes of this module, academic engagement equates to the following:

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	Arts Media
Overall Assessment Results	☐ Pass / Fail ☒ Graded
Module Eligible for Compensation	☐ Yes ☐ No If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.
School Assessment Board	Arts & Media
Moderator	Tony Grace
External Examiner	David Griffiths
Accreditation Details	
Module Appears in CPD catalogue	☒ Yes ☐ No
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Individual Reflective Portfolio
Assessment 2
Individual Presentation
Assessment 3
N/A
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Portfolio	☒	☐	☒	☐	☐	40%	

Component 2							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
presentation	☒	☒	☒	☐	☐	60%	

Component 3

Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
n/a	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	When	Who
Summary (shortened)	Jan 2025	
Indicative Resources (updated)	Jan2025	
weighting change from 30/70 to 40/60	March 25	KB