



Module Descriptor

Title	Creative Media Practice		
Session	2025/26	Status	
Code	CMPG11006	SCQF Level	11
Credit Points	20	ECTS (European Credit Transfer Scheme)	10
School	Business and Creative Industries		
Module Co-ordinator	Tony Grace		

Summary of Module

Creative Media Practice aims to provide an overview of current developments in the creative industries and to allow students to develop specific areas of expertise in key areas relevant to the sector.

Students will attend a set of key lectures and seminars providing orientation and setting out the current rapidly changing landscape in which Creative Media Practice operates. They will then have the opportunity to attend intensive CPD workshops in the specific areas of professional and creative practice associated with the creative industries, for example :

Screenwriting

Documentary/Factual

Creative Writing – Professional Contexts

Location and Post-Production Audio Documentary

Experimental Media

Photography

Post-Production

Students will attend an intensive creative media practice/creative industries workshops of 2-4 days (they may attend more if space permits) and will then go on to develop a short industry focused project supported by tutors which will be assessed along with their portfolio of work arising from the workshops and a reflective contextualization.

Creative Media Practice aims to provide an overview of current developments in the creative industries and to allow students to develop specific areas of expertise in key areas relevant to the sector.

Module Delivery Method	On-Campus¹ ☒	Hybrid² ☒	Online³ ☐	Work -Based Learning⁴ ☐		
Campuses for Module Delivery	☒ Ayr ☐ Dumfries		☐ Lanarkshire ☐ London ☐ Paisley	☐ Online / Distance Learning ☐ Other (specify)		
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	Analyse contemporary professional practice in the creative industries critically examining contemporary developments and evaluating relevant issues
L2	In a project apply a significant range of the principal skills, techniques, practices and/or materials associated with professional practice in a given area of creative media practice and the creative industries
L3	Deploy extensive, detailed and critical knowledge and understanding of one or more creative media practice specialisms incorporating developments at the forefront of professional practice in the creative industries
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 Knowledge that covers and integrates most if not all of the principal areas, features, boundaries, terminology and conventions of creative media practice. Extensive, detailed and critical knowledge and understanding in one or more ,creative media practice specialisms, much of which is at or informed by developments at the forefront of creative media practice.

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

Practice: Applied Knowledge and Understanding	SCQF 11 Students will gain experience of the following areas relevant to Creative Media Practice: The use and application of a significant range of the principal skills, techniques, practices and/or materials which are associated with developing and working on creative media projects and functioning as a practitioner. The use of a range of specialised skills, techniques, practices and/or materials which are at the forefront or informed by forefront developments in creative media practice and the creative industries
Generic Cognitive skills	SCQF 11 In the course of the development of their practice and work on Creative Media Projects and the assignments associated with the module students will: Apply critical analysis, evaluation and synthesis to issues which are at the forefront or informed by developments at the forefront of creative media practice. Develop original and creative responses to a range of problems and issues.
Communication, ICT and Numeracy Skills	SCQF 11 Use a range of advanced and specialised skills relevant to creative media practice/creative practice/journalism practice – for example: audio and video editing Communicate, using appropriate methods, to a range of audiences with different levels of knowledge/expertise. Communicate with peers, more senior colleagues and specialists. Use a wide range of software such as Adobe Creative Cloud to support and enhance work at this level as appropriate to creative sector.
Autonomy, Accountability and Working with Others	SCQF 11 Participating in the module , in workshops and project exercises and assignments will require students to: Exercise substantial autonomy and initiative at a professional and equivalent level in creative media activities. Take responsibility for a significant range of equipment and resources

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)
Lecture / Core Content Delivery	6
Tutorial / Synchronous Support Activity	12
Laboratory / Practical Demonstration / Workshop	30
Independent Study	152
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: Deuze, M. & Prenger, M.(2019) Making Media: Production, Practices, and Professions. Amsterdam; AmsterdamUniversity Press Godin,S. (2020) The Practice - shipping creative work. London: Penguin Business Linares,D., Fox, N., Berry, R.(Eds.). Podcasting: new aural cultures and digital media. Cham: Palgrave McMillan McRobbie,A. ([2015) Be Creative: making a living in the new culture industries. Cambridge: Polity Press On-line Journals including : Visual Communication; Creative Industries Journal; Digital Creativity; Photography and Culture (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: As above with attendance at workshops and classes and continuous skills development via independent study and project work related to assignments .

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 and Media
Moderator	Dr. K Burnett
External Examiner	Dr. David Griffiths
Accreditation Details	
Module Appears in CPD catalogue	☐ Yes ☒ No
Changes / Version Number	2.06

Assessment (also refer to Assessment Outcomes Grids below)

Assessment 1

Assessment 2

Creative Media Practice Portfolio - 80%

Assessment 3

Reflective Assignment - 20%

(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 of Practical Work	☒	☒	☐	☐	☐	80	

Component 2

Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours

Reflective Contextualisation	☐	☐	☒	☐	☐	20	
---------------------------------	--------------------------	--------------------------	-------------------------------------	--------------------------	--------------------------	----	--

Component 3							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	When	Who
Simplify summary; correct assessment two type.	14 Mar 2025	T Grace