



Module Descriptor

Title	Masters Creative Project		
Session	2025/26	Status	Masters Creative Project
Code	CMPG11007	SCQF Level	11
Credit Points	60	ECTS (European Credit Transfer Scheme)	30
School	Business and Creative Industries		
Module Co-ordinator	Tony Grace		
Summary of Module			
The Masters Creative Project engages students in a research-led programme of enquiry allowing them to develop a significant creative practice output which will be the result of a strong creative industries and production focus over a concerted period. This substantial project encompasses an extended piece of professional practice/practice-led research, alongside a 5,000 word written contextualisation. The precise nature of the project will vary – e.g. a feature script, a 30 minute documentary, a television pilot, a film for multi-platform delivery, an artists’ film and video project, an audio/radio project or an album release of a collection of new songwriting. Under an allocated supervisor, students pursue their creative practice interest, consolidating their learning and practice while producing a substantial creative output. Design and implementation of the project allows students to demonstrate to examiners, peers and potential employers, their command of their chosen creative practice and associated critical theory, as well as their analytical skills and an awareness of research principles and practice.			
The Masters level reflects the demands of post-graduate study requiring considerable planning, time-management and independent study. Projects should be pitched at a level suitable for broadcast, publication and/ or public exhibition and be submitted in accordance with School of Business and Creative Industries and University of the West of Scotland regulations. Development of transferable PDPskills, is in accordance with SCQF Level 11, with a particular focus on employability and career development. In keeping with the aims of the university a global focus is encouraged.			

Module Delivery Method	On-Campus¹ ☒	Hybrid² ☐	Online³ ☐	Work -Based Learning⁴ ☐		
Campuses for Module Delivery	☒ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☐ Paisley	☐ Online / Distance Learning ☒ Other (specify) TNE Roma/Bari			
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	Design a project proposal that demonstrates a critical understanding of the principal theories, concepts and principles underpinning creative practice/ creative media practice and practice-led research, epistemology, and methodological approaches as appropriate to intended research study.
L2	Demonstrate an ability to undertake a clearly defined programme of independent professional practice/practice-led research whilst managing and accounting for the practical and ethical issues which arise in the process.
L3	Implement and take responsibility for the project management of the production of a complex and high-quality creative media output using a significant range of the principal skills, techniques, practices and/or materials and a range of specialised skills, techniques, and practices which are at the forefront or informed by forefront developments associated with creative practice/creative media practice projects.
L4	Demonstrate a developed awareness of the impact and cultural positioning of your outputs through a coherent contextual review , displaying knowledge that covers and integrates the relevant principal areas, features, and processes involved in their development.
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:

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

Knowledge and Understanding (K and U)	SCQF 11 A critical understanding of the principal theories, concepts and principles underpinning creative media practice/creative practice . A critical understanding of a range of specialized theories, principles and concepts applying to creative media practice/creative practice/journalism. Extensive, detailed and critical knowledge and understanding in one or more creative media practice specialisms, much of which is at or informed by leading edge developments.
Practice: Applied Knowledge and Understanding	SCQF 11 Use a significant range of the principal skills, techniques, practices and/or materials which are associated with creative media practice/ creative practice/journalism practice . Use a range of specialised skills, techniques, practices and/or materials which are at the forefront or informed by forefront developments associated with creative media practice/ creative practice/ . Plan and execute a significant project of practice-led research. Demonstrate originality or creativity in the application of knowledge, understanding and/or practices associated with creative media projects. Practise in a wide and often unpredictable variety of professional level contexts associated with creative media/ creative practice.
Generic Cognitive skills	SCQF 11 Apply critical analysis, evaluation and synthesis to issues which are at the forefront or informed by developments at the forefront of creative media practice/creative practice/journalism practice. Identify, conceptualise and define new and abstract problems and issues. Develop original and creative responses to problems and issues relating to creative media practice/ creative practice . Critically review, consolidate and extend knowledge skills practices and thinking in creative media practice/ creative practice . Deal with complex issues and make informed judgements in situations in the absence of complete or consistent data/information. Offer professional level insights, interpretations and solutions to 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 to support and enhance work at this level.
Autonomy, Accountability and Working with Others	SCQF 11 Exercise substantial autonomy and initiative in professional and equivalent activities. Take responsibility for own work and/or significant responsibility for the work of others.

	Take responsibility for a significant range of resources. Demonstrate leadership and/or initiative and make an identifiable contribution to change and development. Organise and manage supervised, self-directed creative media projects to a professional level 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.
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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	15
Tutorial / Synchronous Support Activity	30
Laboratory / Practical Demonstration / Workshop	18
Independent Study	537
Please select	
Please select	
TOTAL	600

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes: There is no set of essential materials to which students on this module will be directed, due to the very varied nature of the projects that will be undertaken. For most topics, there will be an existing body of scholarship, and students are expected to demonstrate awareness of it in their work, through debate and proper citation. Supervisory staff will work with students to identify the core texts that will form the starting point, if not the basis, of the research project. As a project mainly undertaken through independent learning, students will be expected to undertake concerted efforts to themselves source materials that are appropriate to their topic of study and chosen methodological approach. Supervisors will offer advice on the appropriate level of scholarship, but students should therefore demonstrate initiative in mounting relevant literature searches through traditional ‘paper’ based searches, and (increasingly) online journals, data bases, other library sources and the Web.

There are a number of recommended student texts that relate to the broad principles of undertaking research in the media and specifically broadcasting and areas of cultural and creative practice.

Barratt, E. & Bolt, B. (2007). Practice as research: approaches to creative arts inquiry. London: I B Tauris

Bell, D. (2019). Research in the creative and media arts: challenging practice. Abingdon: Routledge

Hargreaves, D., Miell, D. and MacDonald, R. (eds.) (2011) Musical imaginations: multidisciplinary perspectives on creativity, performance and perception, Oxford: OUP

Rabiger, M. (2015), Directing the Documentary (6th ed.) Oxford, Focal Press.

Smith, H. & Dean, R (2010) Practice-led research, research-led practice in the creative Arts (research methods for the arts and humanities). Edinburgh: Edinburgh University Press

Spinelli, M. & Dann, L. (2019). Podcasting: the audio media revolution. London: Bloomsbury.

Online Journals in relevant creative practice areas

(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:

Regular contact with module team to monitor development of project. submission of work in progress demonstrating independent learning and attendance at workshops and supervision meetings as well as submission of assessments..

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	Please select
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. Kathryn Burnett

External Examiner	Dr. David Griffiths
Accreditation Details	
Module Appears in CPD catalogue	☐ Yes ☒ No
Changes / Version Number	3.06

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Masters Creative Project Portfolio - 70%
Assessment 2
Contextualisation - 30%
Assessment 3
(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	☒	☒	☒	☐	☐	70%	0

Component 2							
Assessment Type	LO1	LO2	LO3	LO4	LO5	Weighting of Assessment Element (%)	Timetabled Contact Hours
Written Contextualisation	☐	☐	☒	☐	☐	30%	0

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
Remove references to 'journalism practice' to reflect changed cohort	13 March 2025	T Grace
