University of the West of Scotland

Module Descriptor

Title of Module: CREATIVE INDUSTRIES: PROFESSIONAL PRACTICE			
Code: CMPG11002	SCQF Level: 11 (Scottish Credit and Qualifications Framework)	Credit Points: 20	ECTS: (European Credit Transfer Scheme) 10
School:	School of Business & Creative Industries		
Module Co-ordinator:	Elizabeth McLaughlin		

Summary of Module
Creative Industries: Professional Practice deepens students' creative practice and understanding through a student-centred approach, which allows students to negotiate their own assessment. The module brings creative media students together where they are asked to "move their practice to the next level" through a meaningful work placement and engagement with the creative industries. Students are encouraged to research and critique the wider creative industries and their individual sectors, build awareness on how these may develop over time and understand the need for adaptability in a professional capacity. Through individual enquiry, students research, negotiate and define bespoke pathways and engage with relevant internal and external employment opportunities ensuring an inclusive approach to learning and authentic assessment. The module takes a flexible approach with an initial series of lectures and discussion with the lecturer on their approach to the industrial placement and engagement. Networking and creative entrepreneurship are key areas of enquiry in helping students develop a professional portfolio. Work-related learning in this context can be a specialist placement in a specific role dovetailing with the student's developing skill set - in a professional workplace setting, or within a research or knowledge transfer project, or a bespoke professional practice project. There is a focus on the application of key skills in work-related learning and professional practice to create and produce industry-focused and authentic assessment. Students will also reflect on their experiences and personal development, exchanging ideas with fellow students, tutors and external partners and stakeholders through a learning journal and reflective evaluative writing element of assessment.

Module Delivery Method					
Face-To-Face	**Blended**	**Fully Online**	**HybridC**	**Hybrid 0**	**Work-Based Learning**

☐	☒	☐	☐	☐	☐

See Guidance Note for details.

Campus(es) for Module Delivery

The module will **normally** be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit) (tick as appropriate)

Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
☐	☒	☐	☐	☐	☐	Add name

Term(s) for Module Delivery

(Provided viable student numbers permit).

Term 1	☐	Term 2	☒	Term 3	☐

Learning Outcomes: (maximum of 5 statements)
These should take cognisance of the SCQF level descriptors and be at the appropriate level for the module.
At the end of this module the student will be able to:

L1	Apply critical analysis to the development of their own creative practice and creative identity within the creative industries within a skills and professional achievement portfolio
L2	Explore, at a professional level at least one specialist area of creative practice through involvement work-related learning requiring the deployment of detailed critical knowledge and understanding
L3	Apply critical analysis, evaluation and synthesis to issues which are informed by developments at the forefront of relevant Creative Industry sectors in, for example, reports, reflective journals and blogs
L4	Communicate their analysis and experience of contemporary developments and working practices in creative industries and creative practice to a varied audience of peers and industry experts
L5	Click or tap here to enter text.

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 Level **11** A critical understanding of the principal theories, concepts and principles associated with creative media practice. Extensive, detailed and critical knowledge and understanding through specialist creative industries and work-related learning in one or more specialist areas of creative practice, much of which is at or informed by developments at the forefront.
Practice: Applied Knowledge and Understanding	SCQF Level **11** Use a significant range of the principal skills, techniques, practices and/or materials which are associated with creative practice. Use a range of specialised skills, techniques, practices and/or materials which are at the forefront or informed by forefront developments in creative media practice in the context of work-related learning. In the course of work-related learning in the creative media industries, practise in a wide and often unpredictable variety of professional level contexts.
Generic Cognitive skills	SCQF Level **11** Apply critical analysis, evaluation and synthesis, following work related learning to issues which are at the forefront or informed by developments at the forefront of creative practice. Develop original and creative responses to problems and issues and deal with complex issues and make informed judgements in the course of work-related learning and professional level situations in the absence of complete or consistent data/information
Communication, ICT and Numeracy Skills	SCQF Level **11** Use a range of advanced and specialised skills relevant to creative media practice – for example: • 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 for example Final Cut Pro, Final Draft, Movie Magic
Autonomy, Accountability and Working with others	SCQF Level **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 and practise in ways which draw on critical reflection on own and others' roles and responsibilities
Pre-requisites:	Before undertaking this module the student should have undertaken the following:

	Module Code:	Module Title:
	Other:	
Co-requisites	Module Code:	Module Title:

*Indicates that module descriptor is not published.

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 During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture/Core Content Delivery	12
Tutorial/Synchronous Support Activity	12
Laboratory/Practical Demonstration/Workshop	12
Independent Study	164
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
Choose an item.	
	200 Hours Total
**Indicative Resources: (eg. Core text, journals, internet access)	

The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

Belsky, S. (2013) Making Ideas Happen. London: Portfolio Penguin

Canter, L. & Wilkinson, E. (2021) Freelancing for Journalists, London, Routledge

McKinlay, A. & Smith,C. (2009) Creative Labour: Working in the Creative Industries. Basingstoke, Palgrave MacMillan

Please ensure the list is kept short and current. Essential resources should be included, broader resources should be kept for module handbooks / Aula VLE.

Resources should be listed in Right Harvard referencing style or agreed professional body deviation and in alphabetical order.

(**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:

Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on the relevant learning platform, and complete assessments and submit these on time.

Students are expected to complete a minimum of eight days and maximum 12 days of relevant industry experience/work-related study

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.

Please ensure any specific requirements are detailed in this section. Module Co-ordinators should consider the accessibility of their module for groups with protected characteristics..

(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 and Media
Assessment Results (Pass/Fail)	Yes ☐No ☒
School Assessment Board	Arts and Media
Moderator	Tony Grace
External Examiner	D. Griffiths
Accreditation Details	e.g. ACCA Click or tap here to enter text.
Changes/Version Number	2.08

Assessment: (also refer to Assessment Outcomes Grids below)
There are two assessments for this module. Assessment one is a creative practice portfolio which evidences the work placement and includes relevant paperwork including an employer's report and a written contextualisation which evaluates the industry engagement and relevant industry practice and engages with current professional practice and themes. Assessment two is an individual presentation which reflects on the portfolio and evaluates creative practice discipline.
Assessment 1 Creative Practice Portfolio 80%
Assessment 2 – Presentation 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.)

Assessment Outcome Grids (See Guidance Note)

Component 1							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Portfolio	X	X	X			80	0

Component 2							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Presentation				X		20	0

Component 3							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Learning Outcome (5)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Combined Total for All Components						**100%**	**0**

Change Control:

What	When	Who
Further guidance on aggregate regulation and application when completing template	16/01/2020	H McLean
Updated contact hours	14/09/21	H McLean
Updated Student Attendance and Engagement Procedure	19/10/2023	C Winter
Updated UWS Equality, Diversity and Human Rights Code	19/10/2023	C Winter
Guidance Note 23-24 provided	12/12/23	D Taylor
General housekeeping to text across sections. .	12/12/23	D Taylor

Version Number: MD Template 1 (2023-24)