

University of the West of Scotland

Module Descriptor

Session: 2023-24

Title of Module: Creative Media Practice			
Code: CMPG11006	SCQF Level: 11 (Scottish Credit and Qualifications Framework)	Credit Points: 20	ECTS: 10 (European Credit Transfer Scheme)
School:	School of Business and Creative Industries		
Module Co-ordinator:	Tony Grace		
Summary of Module			
<p>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.</p> <p>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 :</p> <p>Production Management Screenwriting Multiplatform Development Creative Writing – Professional Contexts Location and Post-Production Audio Documentary Photography Post-Production</p> <p>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.</p> <p>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.</p> <p>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 : Production Management Screenwriting Multiplatform Development Creative Writing – Professional Contexts Location and Post-Production Audio Documentary Photography Post-Production</p> <p>Students will attend an intensive creative media practice/creative industries workshop 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.</p>			

Module Delivery Method

Face-To-Face	Blended	Fully Online	HybridC	Hybrid 0	Work-Based Learning
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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:
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Add name

Term(s) for Module Delivery					
(Provided viable student numbers permit).					
Term 1	<input type="checkbox"/>	Term 2	<input checked="" type="checkbox"/>	Term 3	<input type="checkbox"/>

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	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
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:

<p>Knowledge and Understanding (K and U)</p>	<p>SCQF Level 11</p> <p>Knowledge that covers and integrates most if not all of the principal areas, features, boundaries, terminology and conventions of creative media practice.</p> <p>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.</p>
<p>Practice: Applied Knowledge and Understanding</p>	<p>SCQF Level 11</p> <p>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.</p> <p>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</p>
<p>Generic Cognitive skills</p>	<p>SCQF Level 11</p> <p>In the course of the development of their practice and work on Creative Media Projects and the assignments associated with the module students will:</p> <p>Apply critical analysis, evaluation and synthesis to issues which are at the forefront or informed by developments at the forefront of creative media practice.</p> <p>Develop original and creative responses to a range of problems and issues.</p> <p>.</p>
<p>Communication, ICT and Numeracy Skills</p>	<p>SCQF Level 11</p> <p>Use a range of advanced and specialised skills relevant to creative media practice/creative practice/journalism practice – for example: audio and video editing</p> <p>Communicate, using appropriate methods, to a range of audiences with different levels of knowledge/expertise.</p> <p>Communicate with peers, more senior colleagues and specialists.</p> <p>Use a wide range of software such as Adobe Creative Cloud to support and enhance work at this level as appropriate to creative sector.</p>
<p>Autonomy, Accountability and Working with others</p>	<p>SCQF Level 11</p>

	<p>Participating in the module , in workshops and project exercises and assignments will require students to:</p> <p>Exercise substantial autonomy and initiative at a professional and equivalent level in creative media activities.</p> <p>Take responsibility for a significant range of equipment and resources.</p>	
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	6
Tutorial/Synchronous Support Activity	6
Laboratory/Practical Demonstration/Workshop	24
Independent Study	164
	Hours Total 200
**Indicative Resources: (eg. Core text, journals, internet access)	

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; Amsterdam University 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 MacMillan

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.

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 <input type="checkbox"/> No <input checked="" type="checkbox"/>
School Assessment Board	Arts and Media

Moderator	K. Burnett
External Examiner	D.Griffiths
Accreditation Details	
Changes/Version Number	2.05

Assessment: (also refer to Assessment Outcomes Grids below)
There are two assessments the Masters Creative Project Portfolio (70%) and a written Contextualisation (30%)
Assessment 1 Creative Media Practice Portfolio - 80%
Assessment 2 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.)

Assessment Outcome Grids (See Guidance Note)

Component 1							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)			Weighting (%) of Assessment Element	Timetabled Contact Hours
Portfolio of Practical Work	✓	✓				80%	0

Component 2							
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)			Weighting (%) of Assessment Element	Timetabled Contact Hours
Creative Output			✓			20%	0

Combined Total for All Components						100%	0 hours
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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
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Version Number: 2.05