Module Descriptor

Title	Creative Technologies Professionalism		
Session	2026/27	**Status**	Published
Code	COMP09096	**SCQF Level**	9
Credit Points	10	**ECTS (European Credit Transfer Scheme)**	5
School	**Computing, Engineering and Physical Sciences**		
Module Co-ordinator	Gavin Baxter		

Summary of Module

In this module, students will study the concept of professionalism in the creative industries sector and ethical and social elements in them. Students will gain knowledge of the creative media industries business operation and examine new media issues in the creative industries. Students will also be asked to reflect on what it means to be a professional in their chosen discipline regarding ethical conduct and practice.

There will be a strong emphasis on personal development planning in terms of how students in this discipline area should showcase themselves and their work to prospective employers. In addition to students being advised to promote themselves and their portfolio work, students will undertake research on a topic specific to their chosen discipline to solidify their knowledge of their subject area. In doing so, students will be able to concentrate in-depth on a subject area of interest to them with the potential of utilising this knowledge in a practical manner elsewhere in other areas of their degree discipline.

During the module guest speakers from the creative industries will provide talks to the students regarding aspects relating to: how to establish and promote your own business, networking with like-minded professionals, professionalism in the creative industries and how to present portfolios of your work.

The module is run fully online for six weeks to accommodate the diversity of guest industry speakers who are invited across the country to speak to the students via MS Teams. This approach benefits the students in terms of receiving a wealth of speakers per discipline area and allows the students to ask questions in a supportive and community-based atmosphere.

This module therefore firmly focuses on personal development planning (PDP) and employability with a strong industry focus (i.e. creative industries).

- The overall scope of the module is to provide the students with gaining an understanding what it means to be a professional within the domain of their discipline area. Students will be afforded with an opportunity to reflect on professional and ethical issues associated with the creative industries in general with a view to identifying what is best practice in this area as well as how to adhere to it.

- The purpose of the module is also to provide students with an overall in-depth scope of what it is like to work in the creative industries, how to gain a foothold in this area, network with professionals established in their discipline as well as how to showcase work to prospective employers.

- The content of the module will also aid in solidifying students' knowledge about their subject areas in researching certain topics associated with their discipline areas with a view to them applying this knowledge in future practice in their practical work.
- This module further enhances students' critical and analytical skills via the coursework in addition to making them culturally aware and ethically minded towards working in the creative industries.

This module embeds the key "I am UWS" graduate attributes and in particular: Universal (Critical Thinker, Analytical, Culturally aware, Ethically minded), Work Ready (effective communicator, motivated), and Successful (Driven, Transformational).

Module Delivery Method	**On-Campus**[1] ☐	**Hybrid**[2] ☐	**Online**[3] ☒	**Work -Based Learning**[4] ☐
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	Research, analyse and evaluate professional and ethical issues affecting the creative media industries.
L2	Research, analyse and present findings in a report based on a critical examination of a specific discipline related to the creative media industries.
L3	Gain a firm awareness of the Creative Industries sector in addition to understanding the skill sets required to work in this area.
L4	Obtain a realisation of the importance of networking within the Creative Industries and establishing an online presence with a view to employability.
L5	N/A

Employability Skills and Personal Development Planning (PDP) Skills

[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

SCQF Headings	During completion of this module, there will be an opportunity to achieve core skills in:
Knowledge and Understanding (K and U)	**SCQF 9** Understand the concept of professionalism associated with the creative media industry in terms of what it means to be a professional in this discipline. Understand the ethical and social elements relevant to the creative media industry. Gain knowledge of business operations, social networking, and new media issues in the creative media industry.
Practice: Applied Knowledge and Understanding	**SCQF 9** Identify, examine, reflect, and propose solutions to legal, social, and ethical professional and business issues affecting the creative media industry. Apply knowledge, skills and understanding in planning and executing a significant project of research and investigation
Generic Cognitive skills	**SCQF 9** Research, analyse and evaluate issues on topics based on professional, ethical, working in the creative industries, or IP rights. Undertake critical analysis, evaluation and synthesis of ideas, concepts, and information in a subject discipline to produce a detailed piece of research on subjects associated with the students' discipline area.
Communication, ICT and Numeracy Skills	**SCQF 9** Formulate and articulate ideas on topics related to the students' relevant creative media industry in written formats. Use a wide range of research skills in support of a subject discipline to present and convey information on topics in the students' subject area.
Autonomy, Accountability and Working with Others	**SCQF 9** Independent study, effective time management and workload management. Exercise autonomy and initiative in some activities at a professional level. Deal with ethical and professional issues in accordance with current professional or ethical codes or practice.

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 During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	6
Asynchronous Class Activity	12
Personal Development Plan	28
Independent Study	54
Please select	
Please select	
TOTAL	100

Indicative Resources

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

The core text book for the module is: Davies, R. and Sigthorsson, G. (2013), Introducing the Creative Industries: From Theory to Practice. SAGE Publications Ltd.

The following books are useful supplementary reading materials for the module:

Brown, J. (2016), How To Become A Game Designer 2017 - The Ultimate guide to breaking into the Game Industry: Games Tester, Game Artist, Game Programmer, Game Writer and Game Developer Jobs. How2become.

Hartley, J., Potts, J., Cunningham, S., Flew, T., Keane, M. and Banks, J. (2012), Key Concepts in the Creative Industries. London: SAGE Publications Ltd.

Kizza, J.M. (2013), 5th ed. Ethical and social issues in the information age. London: Springer.

Kitchen, T. and Tashmeem, M. (2013), Profitable Social Media Marketing: How to Grow Your Business Using Facebook, Twitter, Google+, Linkedln and More. CreateSpace Independent Publishing Platform.

Ruggill, J., McAllister, K. and Nichols, R. (2016). Inside the Video Game Industry: Game Developers Talk About the Business of Play. Routledge.

Schaefer, M.W. (2014), Social Media Explained: Untangling the World's Most Misunderstood Business Trend. Mark W. Schaefer.

Scotland, D. (2015), The Digital Artist's Portfolio and Demo Reel Guide: Inside Knowledge For Landing Your Dream Job In The Digital Art, Animation, CG, Motion-Graphics & VFX Industries. Dave Scotland.

Successful Freelancing for Web Designers: the best of Smashing magazine. (2011), Chichester: John Wiley & Sons.

Tavani, H.T. (2011), 2nd ed. Ethics and technology: controversies, questions, and strategies for ethical computing. Hoboken, N.J.: Wiley.

(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:** The School of Computing, Engineering and Physical Sciences considers attendance and engagement to mean a commitment to attending, and engaging in, timetabled sessions. You will scan your attendance via the scanners each time you are on-campus and you will login to the VLE several times per week. Where you are unable to attend a timetabled learning session due to illness or other circumstance, you should notify the Programme Leader that you cannot attend. Across the School an 80% attendance threshold is set. If you fall below this, you will be referred to the Student Success Team to see how we can best support your studies.

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. Aligned with the University's commitment to equality and diversity, this module supports equality of opportunity for students from all backgrounds and learning needs. Using the VLE, material will be presented electronically in formats that allow flexible access and manipulation of content. This module complies with University regulations and guidance on inclusive learning and teaching practice. Specialist assistive equipment, support provision and adjustment to assessment practice in accordance with the University's policies and regulations.
(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	**Computing**
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	Creative Computing
Moderator	Dr Thomas Hainey
External Examiner	N Whitton
Accreditation Details	This module is accredited by BCS and Skillset.
Module Appears in CPD catalogue	☐ **Yes** ☐ **No**
Changes / Version Number	1.07

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1

The module is assessed through coursework which is worth 100% of the overall module mark.
Assessment 2
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**
Review/Article/Critique/Paper	☒	☒	☒	☒	☐	100	

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

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**
Attendance and Engagement and Equality and Diversity Statements	20/01/25	R Moffat
General housekeeping to text across sections. Guidance Note 23-24 provided.	12/12/23	D Taylor
Updated UWS Equality, Diversity and Human Rights Code. Updated Student Attendance and Engagement Procedure.	19/10/23	C Winter
Updated contact hours	14/09/21	H McLean