Postgraduate Programme Specification

Session	2026/27	**Last Modified**	30 May 2025
Named Award Title	MA Creative Media Practice		
Award Title for Each Award	MA Creative Media Practice PG Dip Creative Media Practice PG Cert Creative Media Practice		
Date of Approval	21 January 2022		
Details of Cohort Applies to	25-26 students; 24-25 Students-T2 Entrants; Part-time students		
Awarding Institution	University of the West of Scotland	**Teaching Institution(s)**	University of the West of Scotland
Language of Instruction & Examination		English	
Award Accredited by			
Maximum Period of Registration		Authorised Interruption Guidance notes (uws.ac.uk)	
Duration of Study			
Full-time	1 year / 16 months(T2 Entrants)	**Part-time**	2 Years
Placement (compulsory)			
Mode of Study	☒ Full-time ☒ Part-time		
Campus	☒ Ayr ☐ Dumfries	☐ Lanarkshire ☐ London ☐ Paisley	☐ Online / Distance Learning ☐ Other (specify)
School	**Business and Creative Industries**		
Divisional Programme Board	**Arts Media**		
Programme Leader	Tony Grace		

Admissions Criteria

Candidates must be able to satisfy the general admission requirements of the University of the West of Scotland as specified in Chapter 2 of the University Regulatory Framework together with the following programme requirements:

Appropriate Undergraduate Qualifications:
Applicants will typically possess a degree or equivalent. In the absence of a degree, where entry requirements do not conform to the general entry requirements, other evidence can be considered on an individual basis in line with Regulations 2.13 – 2.36 (Recognition of Prior Learning – RPL / Recognition of Credit).

Other Required Qualifications/Experience

Further desirable skills pre-application
Media/Creative Skills - e.g writing, photography, digital content creation, filmmaking, artwork

General Overview
The MA in Creative Media Practice is an innovative post-graduate programme designed for practitioners and new entrants to the Creative Industries. The programme provides an exciting creative space within which to develop creative skills, knowledge and experience and build up a strong portfolio of high-quality creative work in and across selected creative areas.

This career-focused programme blends focused creative development, leading-edge critical research, and applied creative industries practice. Designed for media and arts graduates, and graduates from a wider range of disciplines with a demonstrable interest in creative media seeking to establish their creative identities and their careers in the Creative Media Industries, the programme also provides an effective pathway for existing industry professionals seeking to enhance, update or diversify their skill sets. Students gain the necessary critical awareness, creative focus and contemporary production skills to advance their career paths. A significant feature of the programme is the exposure to experienced Creative Media practitioners and Creative Industries professionals both from within the staff of the School of Business and Creative Industries as well as external guest lecturers and industry mentors.

The course deploys inquiry-based learning throughout, allowing each student to gain a personally tailored skill set, a detailed awareness of the fusion of creative, cultural, technological, social and political forces within the Creative Industries, and a deep understanding of the theories which underpin these areas. Learning and teaching is organised in a variety of ways across different modules, the course emphasises independent learning through exploration and enquiry and cross-media collaborative projects mirroring industry practice. There are flexible blended modes of delivery including intensive workshops and masterclasses, with authentic assessment and work-related learning allowing students the opportunity to continue developing their professional practice while studying. In keeping with the university's wider policies on internationalization there is also a strong emphasis on maintaining a global perspective and opening up opportunities to engage with and learn from international exchange, case studies and creative contexts.

Your learning and teaching in the division of Arts & Media aligns to principles set out in the UWS Curriculum Framework. Module and programme design is therefore guided by a flexible, student-centred approach. We design module assessments to be authentic both in terms of

their academic rigour and relevance to the creative industries. The journey through your chosen programme of study is designed to be simple and coherent, developing a full range of academic, creative and conceptual skills required to develop exciting and sustainable careers in the creative industries. Your voice is important in helping us shape learning and teaching that is inclusive and contemporary, so we encourage you to engage with opportunities to feedback on your experiences.

The programme provides a diverse and detailed set of modules a highly focused and individualized programme of professional development in a range of relevant areas within the module 'Creative Industries: Professional Practice'.

The Masters Creative Project, provides the opportunity to complete a sustained piece of professional creative work such as a feature-length screenplay or documentary, a piece of creative writing, a multiplatform production or podcast project, an art or photography exhibition or a performance or play.

Core modules provide broad and detailed awareness and understanding of the Creative Industries, with embedded creativity and exposure to developing cultures of media convergence. Within the core modules and options students can select specific creative areas such as screenwriting, creative writing, motion graphics and digital filmmaking, audio and radio production. Throughout the programme, students select which aspects and areas of their creative identities and skill sets they wish to develop.

Core Content includes:

- researching and developing creative projects;
- the critical and commercial realities of the creative process;
- writing and developing screen and broadcast and creative projects from proposals treatments and grant applications to screenplays and final projects
- a strong critical perspective on current creative thinking and cross-media developments

Students select practice areas most relevant to them and can also tailor the research, development and project work in these and in related modules to reflect their interests and requirements.

Programme Strengths:

- regular input from creative practitioners and industry experts.
- "live" projects encouraged allowing students to develop their professional careers alongside their studies
- Students build a strong creative portfolio and develop Masters Creative Projects of a professional standard which engage with external audiences and industry and provide a career enhancing springboard.

The programme has a strong track record of preparing students for further post-graduate study especially in practice-based research with several students gaining PhD Studentships and MFA programmes.

The programme sits at the heart of a wider framework of masters programmes with some modules serving cohorts from MA Music. This intersection of cohorts greatly enhances and enriches the student experience and allows students to broaden their creative horizons and establish a broad and effective peer network of creative and professional collaborators.

Typical Delivery Method
On campus delivery is the norm with workshops, lectures, seminars, tutorials and guest lectures and masterclasses

Any additional costs
Books and other printed materials (optional) c £100. Most books are available through the library but some students may want to purchase certain relevant books and materials.

Art & drawing materials c.£100-£200. (optional) Where students are focused on developing art work they may have additional costs.

Laptop - c.800-£100 (optional) Students are advised to have a personal laptop – though laptops are available to borrow from the library and computers are available in labs for creative work

Sustenance costs - (optional) c. £100 For production work students may be on location and require sustenance

Travel costs (optional) £200-£500 For some projects including the final Masters Projects some students may require to travel to fulfil the work on the topic of their choice.

Photocopying (Mandatory) £20 - For some assessments students are required to print posters etc.

Graduate Attributes, Employability & Personal Development Planning
The programme is fully aligned with institutional priorities around the development of graduate attributes and with the institutional policy on personal development planning. The mapping of programme and module learning outcomes and employability-integrated assessment ensures the visibility of graduate attributes, employability and citizenship competencies. Personal development is embedded and explicitly signposted in the curriculum, with students provided with regular opportunities to capture and evaluate progression and development, stimulating reflection, self-regulation and a more constructive engagement with employability. It is recognised that personal development planning is an essential component of lifelong learning and continuing and professional development. To support this activity, all students are provided with access to personal development planning tools and enabled to develop a personal e-portfolio across the programme.

The programme is fully aligned with institutional priorities around the development of graduate attributes focused on being "Universal, Work-ready and Successful "and with the institutional policy on personal development planning. The mapping of programme and module learning outcomes and employability-integrated assessment ensures the visibility of graduate attributes, employability and citizenship competencies. Personal development is embedded and explicitly signposted in the curriculum, with students provided with regular opportunities to capture and evaluate progression and development, stimulating reflection, self-regulation and a more constructive engagement with employability. It is recognised that personal development planning is an essential component of lifelong learning and continuing and professional development. To support this activity, all students are provided with access to personal development planning tools and enabled to develop a personal e-portfolio across the programme. The programme (and wider framework) is designed to maximise student employability at a high level and modules such as Creative Industries: Professional Practice focus on this, while the final Masters Creative Project demands that students engage with

audience at a professional level and students are able conduct live professional projects as their final submission. The focus on Personal Development Planning (with a congruent impact on employability) also extends to the development of distinctive individual creative identity, creative voice and artistic style where relevant and a developed awareness of contemporary developments in the creative industries, arts and media and the expectations of and demands placed upon those working within these areas are forefronted. Skills in networking and presentation, career planning and entrepreneurialism will be emphasised in order to maximise the potential platform provided by the professional contacts and colleagues made by students during the course of their studies.

Work Based Learning/Placement Details

The master programmes feature the Creative Industries: Professional Practice module as a core module at level 11 which features a significant component of employability focused CPD though intensive workshops and also offers the potential of additional Work
Based Learning via placement, existing employment or professional practice projects. The module takes into account the University policy on Work-Based Learning and the QAA Quality Code Advice and Guidance: Work Based Learning, 2018
All students on the Masters will undertake work related learning through the module Creative Industries: Professional Practice This can either take the form of a placement in the creative industries and/or work on a professional creative project.
This credit-bearing module offers the student several ways to achieve credit for the additional assessed portfolio element:
Industry based work (external)
The student works in an environment that is relevant to their study. This will be organised by the student and or school in co-operation with partner institutions and organisations. Employment based work (external)
If the student is working part time in a relevant Creative Industries area they have the potential to gain credit for that experience through Creative Industries Practice Supervised Special Project Work (internal &external)
The students apply to complete a University based or organised creative project either for an internal client or with an external agency. The supervision in this instance is normally shared between a member of School staff and the internal University client/ external agency.

Negotiated Professional practice project – students design their own programme of creative activity tailored to the development of their creative identity and professional development.

Students will be encouraged to provide evidence of their experience in the course of the module reflect on this in a presentation/report.

Attendance and Engagement
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 programme, academic engagement equates to the following:

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.

Programme structures and requirements, SCQF level, term, module name and code, credits and awards (Chapter 1, Regulatory Framework)

Learning Outcomes

SCQF LEVEL 11 - Postgraduate Certificate (PgCert) Learning Outcomes	
Knowledge and Understanding	
A1	Demonstrate and/or work with: Knowledge that covers and integrates most if not all of the principal areas, features, boundaries, terminology and conventions of creative media practice.
A2	A critical understanding of the principal theories, concepts and principles associated with creative media practice.
A3	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
A4	
A5	
Practice - Applied Knowledge and Understanding	
B1	Use a significant range of the principal skills, techniques, practices and/or materials which are associate with creative media practice.
B2	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.
B3	Apply a range of standard and specialised research or equivalent instruments and techniques of enquiry.
B4	Demonstrate originality or creativity in the application of knowledge, understanding and/or practice.
B5	Practise in a wide and often unpredictable variety of professional level contexts
Communication, ICT and Numeracy Skills	
C1	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/experience.
C2	Communicate with peers, more senior colleagues and specialists.
C3	Use a wide range of software to support and enhance work at this level
C4	
C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Apply critical analysis, evaluation and synthesis to issues which are at the forefront or informed by developments at the forefront of Creative Media Practice.

D2	Develop original and creative response to problems and issues.
D3	
D4	
D5	
Autonomy, Accountability and Working with Others	
E1	Exercise substantial autonomy and initiative in professional and equivalent activities.
E2	Take responsibility for own work and/or significant responsibility for work of others.
E3	Take responsibility for a significant range of resources.
E4	Demonstrate leadership and/or initiative and make an identifiable contribution to change and development.
E5	Practice in ways which draw on critical reflection on own and others' roles and responsibilities.

Postgraduate Certificate (PgCert) Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Core Modules There are no core modules for the Postgraduate Certificate. 60 credits to be taken from any of the modules from the programme							

Postgraduate Certificate (PgCert) Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	
				☐	☐	☐	

Footnotes for Option Modules

There are no core modules for the Postgraduate Certificate. 60 credits to be taken from any of the modules from the programme

Level 11- Postgraduate Certificate (PgCert)
Criteria for Award
Please refer to UWS Regulatory Framework for related regulations

There is no progression within stages at SCQF Level 11.

In line with the Regulatory Framework, for the award of Postgraduate Certificate (PgC) Creative Media Practice at least 60 credit points must be achieved of which a minimum of 40 are at SCQF Level 11 and none less than SCQF Level 10.

No Distinction is awarded at PgCert level (Regulation 3.25).

SCQF LEVEL 11 - Postgraduate Diploma (PgDip) Learning Outcomes	
Knowledge and Understanding	
A1	Demonstrate and/or work with: Knowledge that covers and integrates most if not all of the principal areas, features, boundaries, terminology and conventions of Creative Media Practice and practice.
A2	A critical understanding of the principal theories, concepts and principles underpinning contemporary screen and broadcast practice and production.
A3	A critical understanding of a range of specialized theories, principles and concepts applying to Creative Media Practice.
A4	Extensive, detailed and critical knowledge and understanding in one or more specialisms related to Creative Media Practice, much of which is at or informed by developments at the forefront.
A5	
Practice - Applied Knowledge and Understanding	
B1	Use a significant range of the principal skills, techniques, practices and/or materials which are associated with creative media practice.
B2	Use a range of specialized skills, techniques, practices and/or materials which are at the forefront or informed by forefront developments associated with creative media practice
B3	Apply a range of standard and specialized research or equivalent instruments and techniques of enquiry.
B4	Demonstrate originality or creativity in the application of knowledge, understanding and/or practices.
B5	Practise in a wide and often unpredictable variety of professional level contexts.
Communication, ICT and Numeracy Skills	
C1	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
C2	- use a wide range of software to support and enhance work at this level
C3	
C4	
C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Apply critical analysis, evaluation and synthesis to issues which are at the forefront or informed by developments at the forefront of creative media practice.
D2	Develop original and creative responses to problems and issues relating to Creative Media Practice.

D3	Deal with complex issues and make informed judgements in situations in the absence of complete or consistent data/information.
D4	Offer professional level insights, interpretations and solutions to problems and issues.
D5	
Autonomy, Accountability and Working with Others	
E1	Exercise substantial autonomy and initiative in professional and equivalent activities.
E2	Take responsibility for own work and/or significant responsibility for the work of others.
E3	Take responsibility for a significant range of resources.
E4	Demonstrate leadership and/or initiative and make an identifiable contribution to change and development.
E5	Practise in ways which draw on critical reflection on own and others' roles and responsibilities.

Postgraduate Diploma (PgDip) Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
11	CMPG11013	Creative Portfolio	20	☒	☐	☐	
11	CMPG11004	Applied Creative Contexts	20	☒	☐	☐	
11	CMPG11005	Research: Critical Development	20	☐	☒	☐	
11	CMPG11002	Creative Industries: Professional Practice	20	☐	☒	☐	
				☐	☐	☐	
				☐	☐	☐	
Footnotes for Core Modules							

Postgraduate Diploma (PgDip) Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
10	BROA10005	Wildlife Media	20	☐	☒	☐	
11	CMPG11003	Collaborative Multiplatform Project	20	☒	☐	☐	
11	MUSC11023	Soundscapes	20	☒	☐	☐	
11	CMPG11006	Creative Media Practice	20	☐	☒	☐	
				☐	☐	☐	
10	BROA10XXXX	Livestreaming Production & Storytelling	20	☐	☒	☐	

	CMPG11012	Creative Lives	20	☐	☒	☐	
				☐	☐	☐	

Footnotes for Option Modules

* Soundscapes is core for MA Music: Sound Production and only available as option to students with pre-existing knowledge of DAW software ad advanced level .

Students can take only one level 10 module

Level 11- Postgraduate Diploma (PgDip)
Criteria for Award
Please refer to UWS Regulatory Framework for related regulations

There is no progression within stages at SCQF Level 11.

In line with the Regulatory Framework, for the award of Postgraduate Diploma (PgD) Creative Media Practice , at least 120 credit points must be achieved (including all core modules) of which a minimum of 90 are at SCQF Level 11 and none less than SCQF Level 10.

Distinction will be awarded in line with University Regulations and no imported credit can be used. (Regulations 3.35 & 3.26)

SCQF LEVEL 11 – Masters Learning Outcomes (Maximum of 5 per heading)	
Knowledge and Understanding	
A1	Demonstrate and/or work with: Knowledge that covers and integrates most if not all of the principal areas, features, boundaries, terminology and conventions of creative media practice.
A2	A critical understanding of the principal theories, concepts and principles underpinning contemporary creative media practice.
A3	A critical understanding of a range of specialized theories, principles and concepts applying to creative media practice.
A4	Extensive, detailed and critical knowledge and understanding in one or more specialisms related to creative media practice, much of which is at or informed by developments at the forefront.
A5	
Practice - Applied Knowledge and Understanding	
B1	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
B2	Apply a range of standard and specialised research or equivalent instruments and techniques of enquiry.
B3	Plan and execute a significant project of research, investigation or development.
B4	Demonstrate originality or creativity in the application of knowledge, understanding and/or practices.
B5	Practise in a wide and often unpredictable variety of professional level contexts.
Communication, ICT and Numeracy Skills	
C1	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.
C2	Communicate with peers, more senior colleagues and specialists.
C3	Use a wide range of software to support and enhance work at this level.
C4	Undertake critical evaluations of a wide range of numerical and graphical data
C5	
Generic Cognitive Skills - Problem Solving, Analysis, Evaluation	
D1	Apply critical analysis, evaluation and synthesis to issues which are at the forefront or informed by developments at the forefront of creative media practice.
D2	Identify, conceptualise and define new and abstract problems and issues.
D3	Develop original and creative responses to problems and issues.
D4	Critically review, consolidate and extend knowledge skills practices and thinking in a subject/discipline.
D5	Deal with complex issues and make informed judgements in situations in the absence of complete or consistent. data/information
Autonomy, Accountability and Working with Others	

E1	Exercise substantial autonomy and initiative in professional and equivalent activities.
E2	Take responsibility for own work and/or significant responsibility for the work of others.
E3	Take responsibility for a significant range of resources.
E4	Demonstrate leadership and/or initiative and make an identifiable contribution to change and development.
E5	Practise in ways which draw on critical reflection on own and others' roles and responsibilities.

Masters Modules

CORE

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
11	CMPG11002	Creative Industries: Professional Practice	20	☐	☒	☐	
11	CMPG11013	Creative Portfolio	20	☐	☒	☐	
11	CMPG11007	Masters Creative Project	60	☒	☒	☒	
11	CMPG11005	Research: Critcal Development	20	☐	☒	☐	
11	CMPG11004	Applied Creative Contexts	20	☒	☐	☐	
				☐	☐	☐	

Footnotes for Core Modules

. The Masters Creative Project will be a significant piece of practice-led research comprising of a major creative practice output in a specific creative area chosen by the student and building on their previous skills and experience and development and research carried out in earlier modules, in particular the core option Research: Critical Development. The project proposal will be developed in negotiation with the programme team and following approval an appropriate supervisory team will be designated.

The Masters Creative Project provides students with the opportunity to develop an industry, or production-orientated focus over a concerted period of time where they will undertake a substantial piece of professional practice/practice led research on their own, (for example a feature length screenplay) based on both substantial creative output and the production of a 5,000 word written contextualisation. Under the guidance of an allocated supervisor from the programme team, students are given the freedom to pursue their creative practice interest in some depth; consolidating the wide range of learning and practice to which they have been exposed in previous years.

The design and implementation of the project serves to allow students to demonstrate to examiners, to peers and to potential employers, their command of their chosen creative practice and associated critical theory, as well as their analytical skills and an awareness of both the principles and practice of research more generally.

Masters Modules

OPTION

SCQF Level	Module Code	Module Title	Credit	Term			Footnotes
				1	2	3	
11	CMPG11003	Collaborative Multiplatform Project	20	☒	☐	☐	
11	CMPG11012	Creative Lives	20	☐	☒	☐	
11	CMPG11006	Creative Media Practice	20	☐	☒	☐	
11	MUSC11023	Soundscapes	20	☒	☐	☐	
10	BROA10005	Wildlife Media	20	☒	☐	☐	
10	BROA10XXX	Livestreaming Production & Storytelling	20	☐	☒	☐	

Footnotes for Option Modules

Only one level 10 module can be taken. Students wishing to take Soundscapes as an option need to satisfy the module coordinator that they have relevant experience of working with DAWs.

Level 11- Masters
Criteria for Award
Please refer to UWS Regulatory Framework for related regulations

In line with the Regulatory Framework, for the award of Masters Creative Media Practice , at least 180 credit points must be achieved (including 5 core modules) of which a minimum of 150 are at SCQF Level 11 and none less than SCQF Level 10.

Distinction will be awarded in line with University Regulations and no imported credit can be used. (Regulations 3.35 & 3.26)

Regulations of Assessment

Candidates will be bound by the general assessment regulations of the University as specified in the University Regulatory Framework.

An overview of the assessment details is provided in the Student Handbook and the assessment criteria for each module is provided in the module descriptor which forms part of the module pack issued to students. For further details on assessment please refer to Chapter 3 of the Regulatory Framework.

To qualify for an award of the University, students must complete all the programme requirements and must meet the credit minima detailed in Chapter 1 of the Regulatory Framework.

Combined Studies
There may be instances where a student has been unsuccessful in meeting the award criteria for the named award and for other more generic named awards existing within the School. Provided that they have met the credit requirements in line with the SCQF credit minima (please see Regulation 1.21), they will be eligible for a Combined Studies award (please see Regulation 1.61). For students studying at Level 11, they will normally be eligible for an exit award of PgCert / PgDip / Masters in Combined Studies.

Version no: 1

Change/Version Control

What	**When**	**Who**
New options added - Livestreaming Production & Storytelling	30 May 2025	Tony Grace