University of the
West of England
BRISTOL

PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	UWE, Bristol
Teaching Institution	UWE, Bristol
Delivery Location	Pervasive Media Studio Watershed & Arnolfini
Study abroad / Exchange / Credit recognition	None
Faculty responsible for programme	Arts, Cultural Industries and Education
Department responsible for programme	Arts and Cultural Industries
Professional Statutory or Regulatory Body Links	None
Highest Award Title	MA / MFA Creative Producing
Default Award Title	N/A
Interim Award Titles	PG Cert Creative Producing PG Dip Creative Producing
UWE Progression Route	N/A
Mode of Delivery	FT / PT
ISIS code/s	P3101
For implementation from	September 2017

Part 2: Description

This programme broadly aims to :-

- offer the opportunity for students to develop the dispositions and skills to become creative producers

- offer students the opportunity to develop expertise in producing cross disciplinary teams

- offer students the opportunity to develop an advanced understanding of the field of creative experience design across a range of platforms with particular reference to the active role of the audience in their work.

- Offer students the opportunity to develop an understanding of the role that cultural production may have in placemaking, community, development and sustainability.

- equip graduates to work in the changing creative industry landscape of emergent innovation

- offer students the opportunity to learn through taking creative risks, developing resilience and leadership qualities.

- offer students the opportunity to develop and articulate their own curatorial judgement

- deliver a learning experience that is based in the local, regional and national cultural industry and creative economy networks

- deliver a practice led programme led by experienced producers.

This programme is practical and production based with a strong element of personal development. It is designed and delivered with Watershed, drawing on their expertise, methodololgies and networks. Students will work with partners to develop a range of skills through working on live projects as well leading on creative projects. The MA pathway would be the standard practice led route with the MFA available as a more theoretically inflected final dissertation project which will appeal to students from overseas where an MFA may be a terminal degree required for those wanting to teach in this field at HE level. The MFA route will also support students wishing to undertake further research in the field.

NB The MA/MFA distinction is in the choice of final project module where the MA pathway splits 60% practice 40% written (6000 words) and the MFA 40% practice and 60% written (10000 words). This follows current Faculty practice where the precedent is for a Masters of Fine Art degree to be the *more* 'academic' or research oriented qualification.
This pathway election would be made by students and tutors in the middle of Semester 2.

MA

Element 1 20%
Project Plan to include portfolio design and outline for analysis and evaluation report.

Element 2 .40 % Portfolio consisting in:-
- documentation of the project itself,
- design, pitch, project management documentation.
- project evaluation results
- Reflexive self-evaluation against negotiated developmental criteria

Element 3 40% Analysis & evaluation of project (5-6000 words)

Part 2: Description

MFA
Element 1 20%
Project Plan to include portfolio design and outline for analysis and evaluation report.

Element 2 20%
Portfolio consisting in:-
 - documentation of the project itself,
 - design, pitch, project management documentation.
- project evaluation results
- Reflexive self-evaluation against negotiated developmental criteria
- next 12 months personal development plan

Element 3 60%
Analysis & evaluation of project (8 – 10,000 words)

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Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

Graduates are qualified to work as producers in the changing creative industry landscapes of technological convergence, transmediality and experience design. Graduates are able to work across design, software, media and performance in order to produce the new products and services demanded by the creative economy. Graduates also have an awareness of the role that cultural production may have in placemaking, community, development and sustainability.

Regulations

A: Approved to University Regulations and Procedures

Part 3: Learning Outcomes of the Programme

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Learning Outcomes:	Module No: UPCN6Q-30-M Role of the Producer	Module No: UPCN6R-30-M Being a Producer 1	Module No: UPCN6S-30-M Cultural Value Networks	Module No: UPCN6T-30-M Being a Producer 2	Module No: UPCN6U-30-M Dissertation Project MA	Dissertation Project MFA
A) Knowledge and understanding of:						
- an advanced understanding of the process of initiating, managing and completing innovative creative projects	x	x		x	x	x
- an advanced understanding of the process of iteration and evaluation of innovative creative projects		x		x	x	x
- an advanced understanding of the funding and investment landscape for innovative creative projects	x	x	x	x		
- an advanced understanding of appropriate business models for the creative economy			x	x	x	x
- an advanced understanding of appropriate IP structures for the creative economy	x		x	x	x	x
- processes of co creation		x	x	x	x	x
- an advanced understanding of understanding of the roles of networks in the creative economy.			x			x
- experience design for the cultural industries		x	x		x	x
- understanding of the role that cultural production may have in placemaking,			x			x

Part 3: Learning Outcomes of the Programme						
community, development and sustainability.						
(B) Intellectual Skills						
- critical thinking in regard to cultural policy contexts for innovative creative projects	x		x			x
- critical reflexivity with regard to the students position in the field and the work.		x		x	x	x
- creative problem solving	x	x	x	x	x	x
- critical analysis of innovative creative projects		x		x		x
- synthesise different kinds of data for evaluative purposes			x	x	x	x
(C) Subject/Professional/Practical Skills						
-creative leadership		x			x	x
- developing and writing appropriate project proposals		x		x	x	x
- presentation of creative ideas in collaborative development contexts		x		x	x	x
- advocacy for ideas and projects	x	x	x	x	x	x
- pitching projects		x		x	x	x
- project management and production planning		x	x	x	x	x
- marketing PR and publicity for innovative creative projects		x		x	x	x
- talent development and management		x		x	x	x
(D) Transferable skills and other attributes						
- the ability to use iterative methods to rapidly develop ideas, prototypes and innovative projects.		x		x	x	x

Part 3: Learning Outcomes of the Programme						
- the ability to collaborate within multidisciplinary teams.	x	x	x	x	x	x
- the ability to understand one's own resilience,	x	x	x	x	x	x
- the ability to learn from failure.		x		x	x	x
- the ability to assess and take creative risks	x	x	x	x	x	x
- the ability to understand and articulate their own curatorial judgement	x	x		x	x	x
- the ability to be adaptable and flexible	x	X	X	X	X	x
- the ability to prioritise conflicting demands	X	X	X	X	X	x
- the ability to make customer care a central part of their practice.		X		X	X	x

Part 4: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time student**, including:
level and credit requirements
interim award requirements
module diet, including compulsory and optional modules

ENTRY		Compulsory Modules	Optional Modules	Awards
	Year 1	UPCN6Q-30-M The Role of the Producer UPCN6R-30-M Being a Producer 1		
		UPCN6S-30-M Cultural Value Networks UPCN6T-30-M Being a Producer 2		
		UPCN6U-60-M Dissertation Project: MA Creative Producer UPCNAQ-60-M Dissertation Project: MFA Creative Producer		

The following structure diagram demonstrates the student journey from Entry through to Graduation for a typical **part time student.**

Part time:				
Year 1		UPCN6R-30-M Being a Producer 1		
		UPCN6S-30-M Cultural Value Networks		Exit PG Cert Creative Producing (60 Credits)
Year 2		UPCN6Q-30-M The Role of the Producer		
		UPCN6T-30-M Being a Producer 2		Exit PG Dip Creative Producing (120 Credits)

| | Project | UPCN6U-60-M Dissertation Project: MA Creative Producer | UPCNAQ-60-M Dissertation Project: MFA Creative Producer | MA Creative Producer (180 Credits)

MFA Creative Producing (180 Credits) | |

Part 5: Entry Requirements

The University's Standard Entry Requirements apply with the following additions:

A first degree or equivalent experience in any subject with a demonstrable record of commitment and experience of making work in the creative economy or cultural industries. Entry will be by interview to include presentation of documentation of previous experience.

Part 6: Reference Points and Benchmarks

There are no national benchmarks for this subject area. However the programme does incorporate some of the goals of the QAA ESA (http://www.qaa.ac.uk/en/Publications/Documents/ESD-guidance-consultation.pdf). See for instance its inclusion (in the *Cultural Value Networks* module of placemaking, sustainability and development through reference (eg) to the UNESCO 2103 Creative Economy Report and the 2015 UK Warwick Commision report into the Future of Cultural Value with its emphasis on inclusion. The emergent framework of Cultural Ecology underpins the programme. Its learning outcomes such as 'appropriate business models for the creative economy', emphasis in critical thinking, and development of resilience, flexibility and multidisciplinary team working are all aspects of the programme supporting broad ESD aims.

The programme is designed to support the University and Faculty's strategic aim of partnership with key regional organisations in order to maximize student outcomes and impact.

This development is squarely in line with the University's 2020 Vision eg.

"Professionally recognised and practice-oriented programmes, which contribute to an outstanding learning experience and generate excellent graduate employment opportunities and outcomes for all students.
Connecting and working with our local and regional economy, businesses and communities and international partners to advance knowledge, and to advance the health, sustainability and prosperity of our locality and region.

Part 6: Reference Points and Benchmarks
Being digitally advanced, agile and responsive in the way we work, embracing and leading change to create new sustainable opportunities. Being inclusive and global in outlook and approach. "

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First CAP Approval Date	March 2017			
Revision CAP Approval Date *Update this row each time a change goes to CAP*		Version	1	Link to MIA 10584
Next Periodic Curriculum Review due date	Academic Year 2022/23			
Date of last Periodic Curriculum Review				