



Module Specification

Creative Professional Contexts

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Part 1: Information

Module title: Creative Professional Contexts

Module code: UPCB68-15-M

Level: Level 7

For implementation from: 2025-26

UWE credit rating: 15

ECTS credit rating: 7.5

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: None

Field: CULTURAL INDUSTRIES

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module introduces students to the character and conventions of the creative economy. This is a dialogic space for students to refine their own professional skills, experience, and identity in preparation to succeed in a complex cultural landscape.

Features: Not applicable

Educational aims: This module prioritises the School of Arts postgraduate attributes of Ambition and Agency. It has been designed to deliver the following educational aims:

Diversify and concentrate students' understanding of enterprise in the creative industries; with consideration of dynamic social and cultural perspectives.

Support students to refine a professional identity through the examination of personal priorities and attributes and where relevant, experience in professional settings.

Develop students' capacity to navigate creative professional contexts, and identify ambitious career trajectories.

Outline syllabus: The curriculum content of this module is designed to allow students opportunity to accurately position entrepreneurship and professionalism in their disciplinary contexts.

The curriculum will facilitate students' review of skills and attributes required for success in the creative industries, and feature industry workshops and real-world case studies to illustrate pathways to success. Research in employment prospects and priorities will guide students' own career trajectory planning.

Ideas and exemplar materials will be shared, and workshops will be delivered, to enable students to refine disciplinary-appropriate promotional publications and public profiles.

Where accreditation requires it, students will undertake disciplinary-appropriate work placements.

Part 3: Teaching and learning methods

Teaching and learning methods: This module is designed such that students can productively track and develop their professional aspirations. Teaching and learning methods are intended to develop agency and ambition, enabling students, on completion, to successfully translate disciplinary practice into a professional context. Learning types typically important to progress against the module learning outcomes include Acquisition and Investigation, alongside reflective Discussion.

Tutorials with appropriate module and/or programme staff, professional services, and partner institutions, are designed to coach students through a personalised process of professional development and preparation. To inform this development, lectures (including guest speakers from a range of professions and industries) and seminars, as/when they occur in the module curriculum showcase contemporary industry practices, case studies and theoretical work in enterprise studies. Seminars and/or workshops explore both generic and disciplinary professional requirements and practices in the creative industries. Students will be directed to readings and other resources relevant to their developing professional requirements and interests.

Geographically, students benefit from learning in the centre of the South West's creative and cultural industries. Some, dependent on programme of study, may be attached to sources of expertise from within Bristol's local and regional creative industry, for example mentors, advisors, or partners.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate an informed personal position on the conventions, disciplinary habits and professional standards that characterise the creative industries relevant to the discipline of the student's degree title.

MO2 Articulate a professional identity, and an understanding of appropriate opportunities available within the creative economy.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/3E34A21E-534E-45CE-CCD9-86360D2A89C0.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/3E34A21E-534E-45CE-CCD9-86360D2A89C0.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: Formative assessment during the delivery of this module is available primarily in the format of one-to-one tutorials. These tutorials may include colleagues from careers services; academics; peers; industry professionals; and supervisors.

Summative assessment has been designed to map to the Module Learning Outcomes, with criterion and benchmark descriptors drawn from these directly. In the Portfolio, students evidence their engagement with relevant professional standards and activities, and articulate their own developing professional identity. The Portfolio format includes disciplinary-appropriate elements, as specified in assessment briefs. These elements accurately represent professional practice documents native to the subject discipline of students' programme of study; for example, among other elements: MA Journalism students will evidence a minimum of ten days experience in a professional media context; MA Fine Art students might choose to complete a draft bid application from an arts fund; MA Design Communication students might include a professional website design to promote their business. All students will demonstrate definitive plans for their practice beyond the conclusion of their studies, setting objectives and way-markers to structure and sharpen their ongoing aspirations.

The personal and professional character of the assessment task mitigates against students' capacity for intentional or unintentional assessment offence, including plagiarism.

Assessment tasks:

Portfolio (First Sit)

Description: Portfolio

Weighting: 0 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Portfolio (Resit)

Description: Portfolio

Weighting: 0 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Animation [Bower] MA 2025-26

Design Communication: Fashion Photography [Arnolfini] MA 2025-26

Design Communication: Graphic Design [Arnolfini] MA 2025-26

Design Communication: Illustration [Arnolfini] MA 2025-26

Designer / Maker [Bower] MA 2025-26

Fine Art [Arnolfini] MA 2025-26

Fine Art: Curating [Arnolfini] MA 2025-26

Fine Art: Printmaking [Arnolfini] MA 2025-26

Fine Art: Photography MA 2025-26

Journalism [Bower] MA 2025-26

Filmmaking [Bower] MA 2025-26

Filmmaking: Immersive Arts MA 2025-26

Wildlife Filmmaking [Bower] MA 2025-26