



Module Specification

Understanding the Creative Industries

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Part 1: Information

Module title: Understanding the Creative Industries

Module code: UPCNEX-30-1

Level: Level 4

For implementation from: 2025-26

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: University Centre Weston

Field: Cultural Studies

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: The Understanding the Creative Industries module introduces students to the structure, scope, and significance of the creative industries. Through a combination of lectures and research, students will explore key sectors, contemporary issues, and career pathways, providing a foundation for understanding how their creativity and ambition intersects with culture, business, and technology.

Features: Module Entry requirements: Not offered as a standalone. Programme entry requirements apply

Educational aims: See learning outcomes.

Outline syllabus: This module introduces students to the creative industries, encouraging them to explore and reflect upon potential career paths within them. Emphasis is placed on self-evaluation, critical reflection, and the development of a clear professional identity, helping students to begin answering the question: “Who do I want to be in my career?”

An understanding of the structure, culture, and ethical considerations of the Games and Animation industries is essential when defining a career direction. This module provides purposeful insight into the roles, workflows, and key skills required to succeed within professional production pipelines.

Students will be encouraged to critically analyse their own skills and knowledge through structured reflection and debate, fostering an awareness of their strengths and areas for growth. This ability to self-assess and engage in critical thinking is a vital attribute for those intending to manage their own creative and professional development over time.

Part 3: Teaching and learning methods

Teaching and learning methods: See assessment strategy.

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

MO1 Demonstrate an understanding of professional standards.

MO2 Demonstrate relevant skills, creative work, and understanding of industry roles through a portfolio of work.

MO3 Undertake relevant research into the Games & Animation industries.

MO4 Explain insightful knowledge of industry roles, structures, pipelines and terminology.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: Assessment criteria on this module are aligned to the Intended Module Outcomes. There will be both formative and summative assessment throughout. This reflects an 'assessment for learning' approach which is integral to the Learning and Teaching Strategies of UWE, Bristol and University Centre Weston (UCW).

Assessment takes an inclusive approach to meet the diverse needs of students and ensures that academic standards are maintained. Assessment approaches and contexts provide controlled conditions to ensure fair practice.

This module is assessed through two complementary tasks:

Portfolio 50%

Students will prepare a professional portfolio that showcases their creative abilities, technical skills, and personal direction. This portfolio will serve as the foundation for an evolving body of work that reflects their career aspirations and readiness for industry engagement.

This assessment task enables students to demonstrate progress against relevant module outcomes, while maintaining industry focused outcomes and intentions.

Creative Industries Report - 2500 words - 50%

Students will produce a written report that reflects their understanding of the creative industries, with a tailored focus toward their chosen career specialism.

This assessment task enables students to demonstrate progress against relevant module outcomes while also encouraging the development of critical thinking, independent research, and analytical skills.

Assessment tasks:**Portfolio (First Sit)**

Description: Portfolio

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Report (First Sit)

Description: Creative Industries Report (2500 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4

Portfolio (Resit)

Description: Portfolio

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2

Report (Resit)

Description: Creative Industries Report (2500 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Games and Animation Production [UCW] BA (Hons) 2025-26

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