



Module Specification

Understanding the Creative Industries

Version: 2026-27, v2.0, Approved

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	6

Part 1: Information

Module title: Understanding the Creative Industries

Module code: UPCNEX-30-1

Level: Level 4

For implementation from: 2026-27

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: This 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: To develop students understanding of the roles, production pipelines, and economic structures that underpin the creative industries.

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: Teaching and learning are delivered through a combination of research, lecturers and discussions aimed at developing understanding of industry structures, pipelines, trends and practices, while also reflecting on career pathways and positioning their own work within the wider creative landscape.

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

MO1 Research the structure and economic frameworks within the creative industries.

MO2 Explain legal, ethical, and regulatory considerations linked to the creative industries.

MO3 Explain professional roles and production pipelines within creative industry contexts.

MO4 Analyse personal career pathways within the creative industries.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Staff-guided 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 one task:

Creative Industries Report - 5000 words or equivalent

Students will produce a structured written report that demonstrates their understanding of the creative industries, with specific reference to their chosen

career specialism.

The report requires students to explain the structural organisation and economic frameworks that underpin the creative industries, demonstrating awareness of how different sectors operate within wider national and global contexts. It also requires discussion of the legal, ethical, and regulatory considerations that shape professional practice, including how such factors influence creative production and business operations.

Students will further examine professional roles and production pipelines relevant to their selected specialism, outlining how interdisciplinary teams collaborate to develop and deliver creative projects from concept to completion.

The report will conclude with an analysis of the student's intended career pathway, identifying entry routes, required skills, portfolio expectations, professional standards, and potential progression opportunities within the industry.

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

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

Description: Creative Industries Report (5000 words or equivalent)

Weighting: 0 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Report (Resit)

Description: Creative Industries Report (5000 words or equivalent)

Weighting: 0 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Games and Animation Production [UCW] BA (Hons) 2026-27

Games and Animation Production [UCW] BA (Hons) 2026-27

Games and Animation Production [UCW] BA (Hons) 2026-27

Games and Animation Production [UCW] BA (Hons) 2026-27