



## **Module Specification**

### **Creative Industries and Cultural Value**

Version: 2022-23, v2.0, 21 Jul 2022

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## Part 1: Information

**Module title:** Creative Industries and Cultural Value

**Module code:** UABB4S-30-2

**Level:** Level 5

**For implementation from:** 2022-23

**UWE credit rating:** 30

**ECTS credit rating:** 15

**Faculty:** Faculty of Arts Creative Industries & Education

**Department:** ACE Dept of Creative & Cultural Industries

**Partner institutions:** None

**Delivery locations:** Bower Ashton Campus

**Field:** Broadcast and Journalism

**Module type:** Standard

**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 will develop students' understanding of the landscape of the cultural and media industries. It will address how commercial imperatives, funding agendas and policy frameworks at all levels influence the development of the creative industries and the factors which drive new kinds of relationships between those who contribute to the production, consumption and distribution of media and cultural artefacts.

The module will also explore how media businesses intersect with other cultural industries, such as music, fashion, design and retail, in urban cultural clusters? And how has social media become an important factor in communicating between venues, producers and publics.

Additionally, we will examine those forms of media innovation which serve social purposes, exploring how co-creative practices working with organisations or communities in Bristol and beyond can allow different voices to emerge in dialogue with media producers.

Input from researchers and media makers ensures that students are given a 'live' view of industry dynamics, career options and creative interventions. Guest sessions offer invaluable insights into industry processes and employability pathways.

**Features:** Not applicable

**Educational aims:** See Learning Outcomes.

**Outline syllabus:** This module is designed to foster the understanding and conceptual frameworks to enable students to shape and situate their work as creative professionals now and in the future, and help them develop the research skills to embark on these pathways. Indicative themes include Media Ecologies and Urban Change; Creative Enterprise; Creative Cities and Creative Clusters; Place, Creativity and Resilience; Cultural Value, Creative Citizenship, Data and Everyday Life.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** Input from researchers and media makers ensures that students are given a 'live' view of industry dynamics, career options and creative interventions. Guest sessions offer near live briefs and an understanding of industry processes and employability pathways with follow up workshops on researching aspects of the cultural and creative industries landscape to prepare students for their individually designed research project.

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

**MO1** Assess the productivity of different methodologies for investigating different aspects of the creative economy and its relationship to citizens, communities, cities and public culture.

**MO2** Be able to navigate and analyse the UK creative industries and assess cultural value in a variety of ways

**MO3** Provide a rationale for choosing between different methods and approaches in the preparation of an entrepreneurial or creatively driven project or venture

**MO4** Argue coherently, drawing on appropriate evidence and theoretical approaches.

**MO5** Undertake sustained, innovative, creative independent scholarship and research.

**MO6** Employ a rigorous, critical and creative approach to cultural analysis.

**Hours to be allocated:** 300

**Contact hours:**

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

**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:** During the course of this module, students will devise and execute their own investigations into the creative and cultural industries. Students will therefore develop an advanced competency in reading academic materials and industry reports, enabling them to engage confidently with current theories, debates

and issues relevant to the way media and culture shape modern experience.

**Indicative Assessment:**

**Presentation** - students will produce a 5-10min presentation exploring the 'entrepreneurial ecosystem' of Bristol as it relates to a particular sub-sector of the creative industries.

**Portfolio** - students will make a series of explainer videos (and/or audio podcasts) analysing particular debates within the creative industries and how they relate to the concept of cultural value - e.g. creative cities and the creative class, hubs and clusters, sustainability, policy and regulation etc. Students will also put together an enterprise proposal, researching the viability and business case for a creative enterprise of their choice.

**Assessment components:**

**Presentation - Component A (First Sit)**

Description: Presentation 5-10 mins

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

**Portfolio - Component B (First Sit)**

Description: Portfolio to include a series of video/audio podcast explainers exploring topics covered over the course of the module. This also includes a creative enterprise proposal for a new creative industries project.

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5, MO6

**Presentation - Component A (Resit)**

Description: Presentation 5-10 mins

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

### **Portfolio - Component B (Resit)**

Description: Portfolio to include a series of video/audio podcast explainers exploring topics covered over the course of the module. This also include a creative enterprise proposal for a new creative industries project.

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5, MO6

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Media Production (Creative Content) [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2021-22

Media Production [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2021-22

Media Production [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2021-22

Media Production (Creative Content) [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2021-22

Media Production [Sep][PT][Bower Ashton][6yrs] BA (Hons) 2020-21

Media Production {Foundation}[Sep][FT][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production (Creative Content) {Foundation}[Sep][FT][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production {Foundation}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2020-21

Media Production (Creative Content){Foundation}[Sep][SW][Bower Ashton][5yrs] BA  
(Hons) 2020-21

Media Production (Creative Content) [Sep][PT][Bower Ashton][6yrs] BA (Hons)  
2020-21