



PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	UWE
Teaching Institution	UWE
Delivery Location	UWE Frenchay
Study abroad / Exchange / Credit recognition	
Faculty responsible for programme	Faculty of Arts, Creative Industries and Education
Department responsible for programme	Arts and Cultural Industries
Professional Statutory or Regulatory Body Links	
Highest Award Title	BA(Hons) Creative and Professional Writing
Default Award Title	N/A
Interim Award Titles	BA Creative and Professional Writing Diploma in Higher Education Creative and Professional Writing Certificate in Higher Education Creative and Professional Writing
UWE Progression Route	.
Mode of Delivery	<i>with Foundation Year</i> - FT/PT
ISIS code/s	ISIS2: W810 W81F (SW), W81F13 (FT)
For implementation from	September 2017

Part 2: Educational Aims of the Programme

Broad Aims of the Creative and Professional Writing undergraduate modular scheme:

- to provide an opportunity to develop a writing practice within the writing industries and related areas;
- to provide an experience of higher education in writing, and its related areas, that offers students choice and independence in determining their abilities and ambitions;
- to equip students with the intellectual, practical, critical and creative skills necessary to locate themselves and their practice within professional, social, historical and cultural contexts;
- to deliver key transferable and professional practice skills as an integrated part of the curriculum;
- to respond to the demands of a specified industry; namely writing and its related areas;
- to equip students with the necessary understanding of research techniques and appropriate methodologies;
- to sustain an environment in which individual students may realise their full potential.

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Part 2: Educational Aims of the Programme

Specific Aims of the Creative and Professional Writing undergraduate modular scheme.

The Creative and Professional Writing programme aims to enable students to:

- Develop knowledge and understanding of writing through practical and contextual research and exploration;
- Generate and test creative ideas, concepts, proposals, solutions and arguments in response to set briefs and / or as self-initiated activity;
- Develop the capacity to be experimental and innovative in their approach to their work through a thorough understanding of research and practice;
- Demonstrate an understanding of the interrelationship between the demands of industry and the development of creative work appropriate to that industry;
- Implement a process of critical reflection, analysis and evaluation in the development of practice;
- Implement an individual response to the subject area through considered intellectual, practical and creative development;
- Develop the intellectual, critical, technical, practical and key/transferable skills appropriate to the discipline;
- Gain the transferable skills necessary to be able to work effectively and creatively as a professional writer and in associated creative and cultural industries;
- Demonstrate an understanding of the relationship between writing in a Higher Education context and writing in an industry context;
- Develop opportunities to gain industry/work related experience as part of the curriculum.

Level 0 consists of four year-long 30 credit modules in which the main focus is on the acquisition both of appropriate academic skills and of an awareness of the relevance to their future pathway in English, English with Writing, English and History, English and English Language, History, English Language and Linguistics, Creative and Professional Writing, Media and Cultural Production, Film Studies, Film Studies and Literature, Liberal Arts, Journalism, Journalism and Public Relations, or Media and Journalism. **Academic Skills in Arts and Humanities (UPCNA7-30-0)** will act as a “spine” to the year, supporting the other three modules through a variety of assessment methods, including a reflective journal. Students will be encouraged to develop as reflective learners and to understand the importance of the UWE graduate attributes. The teaching methods are designed to engage students and develop their core skills and confidence.

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

An interdisciplinary programme that gives students the skills to be effective, confident and creative communicators across a range of traditional and new writing outlets, as well as independent project managers and innovative problem-solvers. The course develops students’ artistic flair and technical sophistication, and enables them to reflect critically and constructively on their own creative practice, as well as on the literary and cultural contexts of their writing. Benefiting from the involvement of industry professionals, students gain realistic expectations of the world of work, including specialist knowledge and an understanding of the transferability of their skills.

Regulations

Approved to [University Regulations and Procedures](#)

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Part 3: Learning Outcomes of the Programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:

NB: The acquisition of the knowledge, techniques and professional and intellectual skills involved in Creative and Professional Writing is an incremental process, in which practice and repetition is fundamental. When areas of knowledge and specific skills feature in the learning outcomes of modules at more than one level as the course progresses, an increasingly sophisticated, nuanced, wide-ranging and mature grasp of these knowledge areas and skills will be required.

Learning Outcomes:	UPNN6C-30-1	UPNN6E-30-1	UPNN6F-30-1	UPNN6D-30-1	UPNN6H-30-2	UPNN6G-30-2	UPNN6K-30-2	UPNN6J-30-2	UPNN6N-30-3	UPNN6L-30-3	UPNN6P-30-3	UPNN6M-30-3
A) Knowledge and understanding of:												
Theory of techniques for writing and editing in a range of genres, media and formats, including in-depth knowledge of the rules and conventions of written and spoken language, and an understanding of the possibilities for experimentation.	X	X	X	X	X	X	X					
The value of reflection, analysis and critique in relation both to the process of composition and to identified aims and outcomes.					X	X	X	X	X			
Historical and contemporary contexts, including current theories, debates and critical perspectives, and a contextual understanding of their own work within the writing traditions that precede and surround them.		X	X	X	X	X	X					
The wider impact of writing as communication, with understanding of audience, destination and purpose, and the impact of different priorities and skills applied in different contexts.					X	X	X	X	X	X	X	X
Professional standards and expectations, the range of professional contexts within which students may work, and the issues which impact on the development of work in those contexts.					X	X	X		X	X	X	X
(B) Intellectual Skills												
The ability to analyse and respond critically and clearly to published work – both contemporary and canonical – in a range of genres and formats.		X	X	X	X	X	X					
The ability to analyse contextually and critically the development of their own and others' work, and take a constructive and creative approach to problem solving.					X	X	X	X	X			
The ability to evaluate and synthesize a variety of types of information gathered in the research process, and use it to inspire and inform their own creative work.	X	X		X				X	X			
The ability to select, test and make appropriate use of media and processes in the exploration of ideas and the realization of concepts.					X	X	X	X	X			
The ability to evaluate the wider impact of their practice, and locate it within the broader contexts of the arts and cultural industries.									X	X	X	X

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Part 3: Learning Outcomes of the Programme												
<i>Learning Outcomes:</i>	UPNN6C-30-1	UPNN6E-30-1	UPNN6F-30-1	UPNN6D-30-1	UPNN6H-30-2	UPNN6G-30-2	UPNN6K-30-2	UPNN6J-30-2	UPNN6N-30-3	UPNN6L-30-3	UPNN6P-30-3	UPNN6M-30-3
(C) Subject/Professional/Practical Skills												
A firm grasp of practical techniques for writing and editing in a range of genres, media and formats, and the ability to select and apply the technical and creative skills appropriate to a specific task.		X	X	X	X	X	X					
An independent, disciplined and self-motivated commitment to their own writing and its development, and the ability to make constructive use of editorial feedback.	X				X	X	X	X	X			
The ability to work effectively and creatively within the specific constraints of a brief, and within the wider framework of professional expectations and requirements									X	X	X	X
The ability to employ both broad and subject-specific modes of research and analysis in the processes of investigation, experimentation and realization, including sourcing, selecting, retrieving, analyzing, evaluating and critiquing information from a variety of sources.	X	X		X	X			X	X			
The ability to use creative approaches to the generation and development of new ideas, and to show intellectual and creative curiosity in their response both to set briefs and to self-initiated activity, with awareness of issues such as audience, wider impact and commercial development.									X	X	X	X
(D) Transferable skills and other attributes												
The ability to communicate effectively, confidently and creatively across a range of formats, showing a discriminating engagement with the expressive and imaginative powers of language.	X	X	X	X								
The ability to generate original creative work - including concepts, proposals, solutions and arguments – both independently and collaboratively, and show flexibility and adaptability in meeting the challenges implicit within set tasks and independent projects.								X	X	X	X	X
The ability to engage skilfully in groups and one-to-one in order to further the development of their own and others' work, including recognising their own strengths and identifying areas for continued development.					X	X	X	X	X			
Demonstrate resourceful and entrepreneurial qualities in developing and applying their skills in learning and professional contexts, with a good understanding of the transferability of their skills.									X	X	X	X
The ability to project-manage their own work efficiently, showing initiative, independence and organizational skill, and accessing and utilizing an appropriate range of skills and resources.								X	X	X	X	X

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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			
Level 0	Compulsory Modules	Optional Modules	Interim Awards
	UPCNA7-30-0 Academic Skills for Arts and Humanities		
	UPCNA8-30-0 Bristol, Arts and Culture		
	UPCNA9-30-0 Thoughts, ideas and myths: past, present and future		
	UPCNAE-30-0 Extended Project		
Level 1	Compulsory Modules	Optional Modules	Interim Awards
	UPNN6C-30-1 Creative Practice and Writing Mechanics	None	Certificate of Higher Education Creative and Professional Writing Credit requirements 120 credits at level 1 or above
	UPNN6D-30-1 Essential Scriptwriting Skills and Techniques		
	UPNN6E-30-1 Narrative Non-fiction & Copywriting		
	UPNN6F-30-1 Writing Fiction: Contemporary Practice in Context		
Level 2	Compulsory Modules	Optional Modules	Interim Awards
	UPNN6G-30-2 Ideation, Platforms and Commercial Writing	None	Diploma of Higher Education Creative and Professional Writing Credit Requirements 240 credits at level 2
	UPNN6H-30-2 The Novelist's Workshop – Genre, Form and Editorial Techniques		
	UPNN6J-30-2 Professional Portfolio Development 1		
	UPNN6K-30-2 Writing for Stage, Screen, Radio and Digital Media		

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Placement Year

Students on the sandwich route (SW) must undertake and pass a work placement.

During this time students must complete the 30 credit level 3 module, Professional Development on Placement UPNNA5-30-3

This module assesses the student's personal development, from the experience of placement and their ability to identify issues relevant to their Placement's organisational context and to then frame, scale and position a critical work-based enquiry relevant to the specialism of the degree.

This provides a rich process in which student can make links between theory and practice, reassess themselves and confront the challenges of carrying out a role in a new organisation whilst knowing that they will have the opportunity to be supported if there is a problem and that they will be returning to the programme for a further period of reflection and learning after the placement is completed.

To be eligible for Placement students would normally be expected to have passed a minimum of 210 credits

	Compulsory Modules	Optional Modules	Interim Awards
Level 3	UPNN6N-30-3 Professional Portfolio Development 2	<p>90 credits to be chosen.</p> <p><i>Students who have completed a Placement (and passed the relevant modules) are required to select two options up to a maximum credit value of 60 credits.</i></p> <p>UPNN6L-30-3 A Career in Fiction – Publishing, Self-publishing and Promotion</p> <p>UPNN6M-30-3 Copywriting – The Professional Nexus</p> <p>UPNN6P-30-3 The Working Scriptwriter – Commissions, Briefs and Audiences</p>	BA Creative and Professional Writing Credit requirements 300

GRADUATION

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Part time:

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

ENTRY	Compulsory Modules	Optional Modules	Interim Awards
Year 1 and 2	UPCNA7-30-0 Academic Skills for Arts and Humanities 1.1 UPCNA8-30-0 Bristol, Arts and Culture 1.1 UPCNA9-30-0 Thoughts, ideas and myths: past, present and future 1.2 UPCNAE-30-0 Extended Project 1.2		
Year 3 and 4	UPNN6C-30-1 Creative Practice and Writing Mechanics 1.1	<i>Any 1 of the following in 1.1, and any 2 of the following in 1.2:</i> UPNN6F-30-1 Writing Fiction: Contemporary Practice in Context UPNN6E-30-1 Narrative Non-fiction and Copywriting UPNN6D-30-1 Essential Scriptwriting Skills and Techniques	Certificate HE Creative and Professional Writing (120 credits)
Year 5 and 6		<i>Any 2 of the following in 2.1, and any 2 of the following in 2.2:</i> UPNN6H-30-2 The Novelist's Workshop – Genre, Form and Editorial Techniques UPNN6K-30-2 Writing for Stage, Screen, Radio and Digital Media UPNN6G-30-2 Ideation, Platforms and Commercial Writing UPNN6J-30-2 Professional Portfolio Development 1	Diploma HE Creative and Professional Writing (240 credits)

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		Compulsory Modules	Optional Modules	Interim Awards
	Year 7 and 8		<p>Any 2 of the following in 3.1, and any 2 of the following in 3.2:</p> <p>UPNN6L-30-3 A Career in Fiction – Publishing, Self-publishing and Promotion</p> <p>UPNN6P-30-3 The Working Scriptwriter – Commissions, Briefs and Audiences</p> <p>UPNN6M-30-3 Copywriting – The Professional Nexus</p> <p>UPNN6N-30-3 Professional Portfolio Development 2</p>	BA Creative and Professional Writing (300 credits)
GRADUATION				

Part 7: Entry Requirements

The University's Standard Entry Requirements apply.

We are willing to consider applications from students who cannot meet the typical offer but who can demonstrate a high level of creative ability. We also welcome applications from mature students and those with non-standard qualifications.

English Language Requirements:

All students will normally have a recognised English Language qualification of at least GCSE grade C or equivalent standard. If English is not the first language test results such as IELTS 6.0, TOEFL 570 (230 if computer text), NEAB or Cambridge Proficiency grade C will be acceptable.

Tariff points as appropriate for the year of entry - up to date requirements are available through the [courses database](#).

Part 8: Reference Points and Benchmarks

This programme has been developed in relation to the following reference points:

- [QAA UK Quality Code for HE](#)
- -Framework for higher education qualifications (FHEQ)
- QAA Draft Benchmark Statement for Creative Writing (2015)
- Qualification characteristics for [Foundation degrees](#)
- [Strategy 2020](#)
- [University policies](#)
- Feedback from alumni
- Feedback from industry professionals
- Student Feedback SRSF meetings
- Staff Feedback via programme reports, module specs, formal & informal meetings
- EE comments/reports
- Diversity and Disability profiles (sector-wide and department specific)
- Prospective students through Open Day consultation 2014/15

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Part 8: Reference Points and Benchmarks

Staff are actively involved in their own practice and knowledge exchange activities with partnerships across a range of commercial and non-commercial organisations within the writing industries and other creative industries, and this 'in-house' expertise has informed the development of the programme.

The programme structure, curriculum content, professional skills and industry engagements have been successfully scrutinised by a professionally engaged external examiner and HE Teaching, Learning and Assessment in Creative and Professional Writing specialist. This scrutiny has been enhanced by the regular professional engagement of industry practitioners. The Creative and Professional Writing programme - along with other programmes in the Department of Arts and Cultural Industries - continually reassesses its professional currency via outward engagement, live commissions and industry events.

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First CAP Approval Date	21 March 2017	link to RIA	
Revision CAP Approval Date		Version 2	<i>Link to RIA</i>
Next Periodic Curriculum Review due date	September 2022		
Date of last Periodic Curriculum Review			