UWE Bristol | University of the West of England

PROGRAMME SPECIFICATION

Part 1: Basic Data	
Awarding Institution	University of the West of England, Bristol
Teaching Institution	Not Applicable
Delivery Location	University of the West of England, Bristol. Frenchay Campus
Study abroad / Exchange / Credit recognition	No
Faculty responsible for programme	Faculty of Arts, Creative Industries and Education
Department responsible for programme	Arts and Cultural Industries
Modular Scheme Title	
Professional Statutory or Regulatory Body Links	
Highest Award Title	BA(Hons) Creative and Professional Writing
Default Award Title	
Fall-back Award Title	
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	Not Applicable
Mode(s) of Delivery	FT/PT
Codes	**UCAS: W810** **JACS:** **ISIS2: W810** **HESA:** W81A (SW), W810 (FT)
Relevant QAA Subject Benchmark Statements	Creative Writing: Draft for consultation (October 2015)

First CAP Approval Date	22/03/2016	Valid from	September 2016
Revision CAP Approval Date	15 November 2016	Revised with effect from	September 2017
Revision ASQC Approval Date	30 May 2018		September 2018
Version	3		
Review Date	September 2022		

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;

Part 2: Educational Aims of the Programme

- 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.

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.

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

Creative and Professional Writing at UWE is 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.

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

Part 3: Learning Outcomes of the Programme

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
(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

Part 4: Student Learning and Student Support

Teaching and learning strategies to enable learning outcomes to be achieved and demonstrated

Students will experience a wide range of teaching and learning methods designed both to establish understanding of the subject and to stimulate evaluation and critique of practices within it. These evaluative and critical skills will also be applied to students' own professional development and achievements. These approaches are based upon the view that evaluative skills are crucial to individual success as a practitioner after graduation.

Methods used include:
- a range of project briefs/assignments
- opportunities for inter-active group activities in seminars and workshops
- the assessment of engagement with reflective learning through evaluative outcomes
- collaborative learning exercises that build team-working skills
- analysis and critique of case studies and examples
- direct contact with the profession through industry-standard projects, field work, visiting practitioners and optional work experience
- engaging with professional practice at all levels of the course.

At UWE, Bristol there is a policy for a minimum average requirement of 12 hours/week contact time over the course of the full undergraduate programme. This contact time encompasses a range of face-to-face activities as described below. In addition a range of other learning activities will be embedded within the programme which, together with the contact time, will enable learning outcomes to be achieved and demonstrated.

On the BA Hons Creative and Professional Writing programme, teaching will be a mix of scheduled, independent, collaborative, online and optional placement learning.

Scheduled learning: includes workshops, seminars, tutorials, project critique and professional/industry engagement.
Independent learning: includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc.
Collaborative learning: includes group tasks and activities. These will vary in scale dependent upon the required outcomes within a given module.
Placement Year (taken between years 2 and 3) For students on the sandwich route. – a significant period of paid employment or self-employment. A typical placement lasts for 26 weeks or more.
Online Learning: Students will be required to participate in online learning via Blackboard and the MyUwe portal.

Student support for learning also includes:

The info point services: This comprehensive student support service includes: advice on academic regulations and procedures, extenuating circumstances, module choices, student records including enrollment, and accessing students' records and what to do if unforeseen circumstances affect their studies.

Induction: All students will be introduced to the faculty and its resource centres via a series of Health and Safety and introductory sessions. All teaching is sequential and students will be fully supported in acquiring and applying the necessary learning skills.

Library Services: The library offers a wide range of study support, including online tutorials and advice on using the library, research skills, group work, presentations, evaluating information, referencing, IT skills, time management and exams. The library also provides access to the skills4study website and Lynda.com. At each level, selected modules will also host specially tailored skills development sessions by library staff.

Part 4: Student Learning and Student Support

Academic Personal Tutors: Each student will have an academic personal tutor, with whom they are invited to meet at least once per semester to discuss their academic progress and development. This includes helping students with disabilities or additional needs access appropriate support. APTs also help students reflect on their career plans, introducing students to the UWE Bristol Futures Award, InfoHub careers resources and encouraging them to see Careers Advisers.

Peer Assisted Learning: PAL Leaders provide additional Peer Assisted Learning support. Students also have the opportunity to train as PAL Leaders as part of their professional development (contributing to the UWE Bristol Futures Award).

Description of the teaching resources provided for students
All students on BA Hons Creative and Professional Writing will have access to the technical resources of the Faculty. These include, but are not limited to: IT suite and flexible learning zones, library, creative production suites (publishing software/web design etc.). Where relevant, workshops will be embedded into the teaching and learning process, and students will have the opportunity to diversify their practice further throughout the programme

Description of any Distinctive Features

Creative and Professional Writing is a creative interdisciplinary programme which balances experimental approaches to thinking and writing with industry preparedness. Students will have the opportunity to undertake extended creative writing projects, aimed at developing their creative and technical writing skills, their communication skills, and the entrepreneurial and project management skills that are vital to freelance careers in the creative industries. Throughout the course, independent learning and creative development is balanced with collaboration and teamwork. Engagement with industry is central to the ethos of the programme

Part 5: Assessment

Approved to [University Regulations and Procedures](#)

Assessment Strategy
Assessment strategy to enable the learning outcomes to be achieved and demonstrated:

The programme uses a flexible range of assessment types, enabling students to develop critical, creative and practical skills. This includes traditional academic forms (such as essays and oral presentations), as well as creative and cultural forms (such as creative writing and publicity materials). In the first year, assignments introduce key skills required for these various forms; from the second year onwards, assignments allow increasing specialisation, so that students can focus on the knowledge and skills central to their interests and potential career goals. This combination of flexibility and specialism aims to ensure students with disabilities are not disadvantaged by the mode of assessment; further reasonable adjustments will be made where needed.

Assessments are designed to ensure students receive appropriate support and feedback in developing their work. Study skills are embedded as part of some assignments, enabling students to enhance their presentation, editorial and research skills. Some assignments allow students to draw on work-related experience, where relevant.

Part 5: Assessment

Assessment Map

The programme encompasses a range of assessment methods which may include submission of a portfolio of practical work, library assessment, exams, workbooks, and presentations. These are detailed in the following assessment map:

Assessment Map for B.A. (Hons) Creative and Professional Writing

Instructions: Add the Component (A or B) to the appropriate column for each Module Number If group work please add a 'G' in the box i.e. A(G) Add further columns as necessary*		Type of Assessment*									
		Unseen Written Exam	Open Book Written Exam	In-class Written Test	Library Assessment	Critical Engagement	Oral assessment and/or presentation	Written Assignment	Workbook	Creative Writing Assignment	Portfolio
Compulsory Modules Level 1	Module No. UPNN6C-30-1	A (30)									B (70)
	Module No. UPNN6D-30-1										A (100)
	Module No. UPNN6E-30-1										A (100)
	Module No. UPNN6F-30-1				A (10)						A (90)
Compulsory Modules Level 2	Module No. UPNN6G-30-2										A (100)
	Module No. UPNN6H-30-2										A (100)
	Module No. UPNN6J-30-2										A (100)
	Module No. UPNN6K-30-2						A (40)				B (60)
Compulsory Modules Level 3	Module No. UPNN6N-30-3										A (100)
Option Modules Level 3 Students not taking a placement will be required to take all three modules	Module No. UPNN6L-30-3										
	Module No. UPNN6M-30-3						A (30)				A (70)
	Module No. UPNN6P-30-3						A (30)				B (70)

*Assessment should be shown in terms of either Written Exams, Practical exams, or Coursework as indicated by the colour coding above.

Part 6: 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

Year 1

Compulsory Modules	Optional Modules	Interim Awards
UPNN6C-30-1 Creative Practice and Writing Mechanics

UPNN6D-30-1 Essential Scriptwriting Skills and Techniques

UPNN6E-30-1 Narrative Non-fiction & Copywriting

UPNN6F-30-1 Writing Fiction: Contemporary Practice in Context | None | Certificate of Higher Education Creative and Professional Writing

Credit requirements 120 credits at level 1 or above |

Year 2

Compulsory Modules	Optional Modules	Interim Awards
UPNN6G-30-2 Ideation, Platforms and Commercial Writing

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 | None | Diploma of Higher Education Creative and Professional Writing

Credit Requirements 240 credits at level 2 |

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
Year 3		UPNN6N-30-3 Professional Portfolio Development 2	90 credits to be chosen. *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.* UPNN6L-30-3 A Career in Fiction – Publishing, Self-publishing and Promotion UPNN6M-30-3 Copywriting – The Professional Nexus UPNN6P-30-3 The Working Scriptwriter – Commissions, Briefs and Audiences	BA Creative and Professional Writing Credit requirements 300

GRADUATION

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	UPNN6C-30-1 Creative Practice and Writing Mechanics 1.1	**Any 1 of the following in 1.1, and any 2 of the following in 1.2:** 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 in Creative and Professional Writing (120 credits)

	Compulsory Modules	Optional Modules	Interim Awards
Year 3 and 4		**Any 2 of the following in 2.1, and any 2 of the following in 2.2:** 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 in Creative and Professional Writing (240 credits)

	Compulsory Modules	Optional Modules	Interim Awards
Year 5 and 6		**Any 2 of the following in 3.1, and any 2 of the following in 3.2:** UPNN6L-30-3 A Career in Fiction – Publishing, Self-publishing and Promotion UPNN6P-30-3 The Working Scriptwriter – Commissions, Briefs and Audiences UPNN6M-30-3 Copywriting – The Professional Nexus UPNN6N-30-3 Professional Portfolio Development 2	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.

Part 7: Entry Requirements

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 Draft Benchmark Statement for Creative Writing (2015)
- SEEC Credit Level descriptors for HE
- QAA National Qualifications Framework
- UWE Vision, Mission and Strategy
- UWE Learning and Teaching Strategy
- UWE Assessment Policy
- Feedback from alumni
- Feedback from industry professionals
- UWE QMEF requirements (15/45 credit structure)
- 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

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.