



SECTION 1: KEY PROGRAMME DETAILS

This section provides students with key details about their programme.

PROGRAMME INFORMATION	
Final Award Title	BA (Hons.) Creative and Professional Writing BA (Hons.) Creative and Professional Writing (Fiction) BA (Hons.) Creative and Professional Writing (Scriptwriting) BA (Hons.) Creative and Professional Writing (Publishing)
Default Award Title (Exit Award)	
Interim Award Titles (Exit Awards)	BA Creative and Professional Writing Diploma in Higher Education Creative and Professional Writing Certificate in Higher Education Creative and Professional Writing
Awarding Institution	UWE Bristol
Teaching Institutions	<i>UWE Bristol</i>
Partner Institutions	<i>N/A</i>
Delivery Locations	<i>Frenchay</i>
Study Abroad / Exchange / Credit Recognition	<i>N/A</i>
Faculty Responsible For Programme	<i>ACE</i>
Department Responsible For Programme	<i>ACI</i>
Professional Statutory or Regulatory Body (PSRB) Links	<i>N/A</i>
Apprenticeship	<i>N/A</i>
Mode of Delivery	<i>With Foundation Year FT (Attendance) /Sandwich</i>
Entry Requirements	The University's Standard Entry Requirements apply with the following additions/exceptions*: Tariff points as appropriate for the year of entry - up to date requirements are available through the courses database .

PROGRAMME INFORMATION	
For Implementation From	<i>From September 2020 for level 0 and level (FHEQ 3 and 4 only)</i>
Programme Codes	BA(Hons) Creative and Professional Writing (WFY) FT/PT ISIS2: W810 W81F (SW), W81F13 (FT) BA(Hons) Creative and Professional Writing (Fiction) WFY (FT) W81H13 BA(Hons) Creative and Professional Writing (Fiction) WFY (SW) W81H BA(Hons) Creative and Professional Writing (Scriptwriting) WFY (FT) W81K13 BA(Hons) Creative and Professional Writing (Scriptwriting) WFY (SW) W81K BA(Hons) Creative and Professional Writing (Publishing) WFY (FT) W81M13 BA(Hons) Creative and Professional Writing (Publishing) WFY (SW) W81M

PART B: FOR STUDENT AND ACADEMIC SERVICES COMPLETION ONLY	
First UVP Approval Date	<i>Date of first UVP approval</i>
Date of Last Revalidation (through Programme Enhancement Review)	<i>Dates of subsequent PERs and revalidations</i>
Next Programme Enhancement Review Date	<i>Academic year in which next Programme Enhancement Review due (6 years from initial approval or last PER)</i>

SECTION 2: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

This section provides students with an overview of the programme, its aims and its learning outcomes. It sets out what prospective and registered students can expect to know, understand and be able to do on successful completion of the programme.

Please write this section in the first person, addressing your prospective students.

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

1. (Programme) Overview (c. 400 words)

- This interdisciplinary programme gives students the skills to to be effective, confident and creative communicators across a range of traditional and new writing outlets, focusing principally on the different techniques required by fiction, non-fiction, scriptwriting for stage and screen, copywriting and content marketing.
- Through this programme, students develop sophisticated skills in: engaging critically with current theoretical and creative texts across a wide ranges of genres, and analysing their impact in cultural and business contexts; developing their own writing skills to meet a range of professional and creative demands; identifying and communicating effectively with different audiences; working creatively within briefs across a range of industry contexts; and understanding how both innovative and traditional research pathways inform practice.
- The programme develops students' skills in originating ideas that will be commercially viable, and in marketing and promoting those ideas with understanding of specific industry standards relevant to a variety of media.
- The programme also develops students' interpersonal skills, enabling them to thrive in creative and business contexts where collaboration with clients, commissioning organisations, funding bodies and teams of fellow creatives (e.g. designers, directors or producers) is key.
- Continuous programme enhancement is driven by the fact that programme staff are actively involved in their own practice and knowledge exchange partnerships across a range of commercial and non-commercial organisations within the writing industries and other creative industries.
- The key industry-informed concept foundational to this course is that 21st-century writers must offer a wide range of technical and artistic competencies – able, for example, to script a corporate promotional video as well as a feature film, or write advertising copy as well as fiction.
- Copywriting and commercial writing embedded at all three levels is a USP of the course, supported by our knowledge exchange partnerships across a range of commercial and non-commercial organisations. We are therefore more strongly placed than competitors to produce graduates who are able to establish a range of income streams across both the business and creative sectors.

2. Educational Aims (c. 4-6 aims)

- 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;

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 Literature, English Literature with Writing, English and History, English Language and Literature, History, English Language and Linguistics, Creative and Professional Writing, Media and Cultural Production, Media Culture and Communication, Film Studies, Film Studies and Literature, Liberal Arts, Broadcast

PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

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. 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.

3. Programme Learning Outcomes (c. 6-8 outcomes)**Programme (Learning) Outcomes (POs)**

No.	PO Text
PO1	The ability to analyse and respond critically and clearly to published work – both contemporary and canonical – in a range of genres and formats.
PO2	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.
PO3	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.
PO4	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.
PO5	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.
PO6	The ability to work effectively and creatively within the specific constraints of a brief, and within the wider framework of professional expectations and requirements
PO7	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.

4. Programme (Learning) Outcomes (POs) Mapping																								
<i>Programme Outcomes:</i>	Module No: UPNN6C-30-1	Module No: UPNN6D-30-1	Module No: UPNN6E-30-1	Module No: UPNN6F-30-1	Module No: UPNN6H-30-2	Module No: UPNNHH-15-2	Module No: UPNNHJ-15-2	Module No: UPNNEB-15-2	Module No: UPNNEC-15-2	Module No: UPNNED-15-2	Module No: UPNNEE-15-2	Module No: UPNNHL-15-2	Module No: UPNNHM-15-2	Module No: UPNN6L-30-3	Module No: UPNN6M-30-3	Module No: UPNN6N-30-3	Module No: UPNN6P-30-3	Module No: UPNNHN-30-3	Module No: UPNQ9V-30-3	Module No:	Module No:	Module No:	Module No:	Module No:
	PO1:		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X				
PO2:	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					
PO3:					X	X	X	X		X		X		X	X	X	X	X						
PO4:					X	X	X		X					X			X		X					
PO5:														X	X	X	X	X						
PO6:										X		X		X	X	X	X	X						
PO7:					X	X	X	X	X	X	X	X	X	X	X	X	X	X	X					
PO8:																								

PART B: PROGRAMME STRUCTURE**1. Structure (Full-time)**

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 titles
- compulsory and optional modules

Year 0

Applies to Creative and Professional Writing; Creative and Professional Writing (Fiction); Creative and Professional Writing (Scriptwriting) and Creative and Professional Writing (Publishing)

All modules need to be successfully completed to allow progression to Level 1.

Compulsory modules

Module Code	Module Title	Level	Credit
UPCNA7-30-0	Academic Skills for Arts and Humanities	0	30
UPCNA8-30-0	Bristol, Arts and Culture	0	30
UPCNA9-30-0	Thoughts, Ideas and Myths: Past, Present and Future	0	30
UPCNC9-30-0	The Power of Words	0	30

Year 1

Applies to Creative and Professional Writing; Creative and Professional Writing (Fiction); Creative and Professional Writing (Scriptwriting) and Creative and Professional Writing (Publishing)

Interim award: *CerHe Creative and Professional Writing* requires *120 credits* at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UPNN6C-30-1	Creative Practice and Writing Mechanics	1	30
UPNN6D-30-1	Fundamentals of Writing: Script	1	30
UPNN6E-30-1	Fundamentals of Writing: Non-Fiction & Copy	1	30
UPNN6F-30-1	Fundamentals of Writing: Fiction	1	30

Year 2

For 2020/21 students will follow:

Year 2	Compulsory Modules	Interim Awards
	UPNN6H-30-2 The Novelist's Workshop – Genre, Form and Editorial Techniques	Diploma of Higher Education Creative and Professional Writing
	UPNN6K-30-2 Writing for Stage, Screen, Radio and Digital Media	
	UPNNEB-15-2 Writer as Cultural Commentator	
	UPNNEC-15-2 Poetry and Public Engagement	
	UPNNED-15-2 Commercial Writing	
	UPNNEE-15-2 Ideation and Narrative Nonfiction	Credit Requirements 240 credits at level 2

From 2021/22 students will follow:

Year 2**Applies to Creative and Professional Writing**

Interim award: *DipHe Creative and Professional Writing* requires 120 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UPNN6H-30-2	Reading for Writing: Developing a Novel	2	30
UPNNHH-15-2	Writing for Stage	2	15
UPNNHL-15-2	Writing for Screen	2	15
UPNNED-15-2	Commercial Writing and Content Marketing	2	15

Optional modules

Students pick THREE of the following modules

Module Code	Module title	Level	Credit
UPNNEB-15-2	Writer as Cultural Commentator	2	15
UPNNEC-15-2	Poetry and Public Engagement	2	15
UPNNHJ-15-2	Genre Fiction: Writing for the Market	2	15
UPNNHM-15-2	Scriptwriting for Gaming	2	15
UPNNEE-15-2	Narrative Non-Fiction	2	15

Year 2**Applies to Creative and Professional Writing (Fiction)**

Interim award: *DipHe Creative and Professional Writing* requires 120 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules			
Module Code	Module Title	Level	Credit
UPNN6H-30-2	Reading for Writing: Developing a Novel	2	30
UPNNHH-15-2	Writing for Stage	2	15
UPNNHL-15-2	Writing for Screen	2	15
UPNNED-15-2	Commercial Writing and Content Marketing	2	15
UPNNHJ-15-2	Genre Fiction: Writing for the Market	2	15
Optional modules Students pick TWO of the following modules			
Module Code	Module title	Level	Credit
UPNNEB-15-2	Writer as Cultural Commentator	2	15
UPNNEC-15-2	Poetry and Public Engagement	2	15
UPNNHM-15-2	Scriptwriting for Gaming	2	15
UPNNEE-15-2	Narrative Non-Fiction	2	15

Year 2			
Applies to Creative and Professional Writing (Scriptwriting)			
Interim award: <i>DipHe Creative and Professional Writing</i> requires 120 credits at the appropriate level. Please refer to UWE Academic Regulations for details.			
Compulsory modules			
Module Code	Module Title	Level	Credit
UPNN6H-30-2	Reading for Writing: Developing a Novel	2	30
UPNNHH-15-2	Writing for Stage	2	15
UPNNHL-15-2	Writing for Screen	2	15
UPNNED-15-2	Commercial Writing and Content Marketing	2	15
UPNNHM-15-2	Scriptwriting for Gaming	2	15
Optional modules <i>Students pick TWO of the following modules</i>			
Module Code	Module title	Level	Credit
UPNNEB-15-2	Writer as Cultural Commentator	2	15
UPNNEC-15-2	Poetry and Public Engagement	2	15
UPNNHJ-15-2	Genre Fiction: Writing for the Market	2	15
UPNNEE-15-2	Narrative Non-Fiction	2	15

Year 2			
Applies to Creative and Professional Writing (Publishing)			
Interim award: <i>DipHe Creative and Professional Writing</i> requires 120 credits at the appropriate level. Please refer to UWE Academic Regulations for details.			
Compulsory modules			
Module Code	Module Title	Level	Credit
UPNN6H-30-2	Reading for Writing: Developing a Novel	2	30

UPNNHH-15-2	Writing for Stage	2	15
UPNNHL-15-2	Writing for Screen	2	15
UPNNED-15-2	Commercial Writing and Content Marketing	2	15
UPNNEB-15-2	Writer as Cultural Commentator	2	15
Optional modules <i>Students pick TWO of the following modules</i>			
Module Code	Module title	Level	Credit
UPNNHM-15-2	Scriptwriting for Gaming	2	15
UPNNEC-15-2	Poetry and Public Engagement	2	15
UPNNHJ-15-2	Genre Fiction: Writing for the Market	2	15
UPNNEE-15-2	Narrative Non-Fiction	2	15

Placement Year**Applies to Creative and Professional Writing;****and from 2022/23 also:****Creative and Professional Writing (Fiction); Creative and Professional Writing (Scriptwriting) and Creative and Professional Writing (Publishing)****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

Module Code	Module Title	Level	Credit
UPNNA5-30-3	Professional Development on Placement	3	30

Year 3

For 2020/21 and 2021/22 students will follow:

	Compulsory Modules	Optional Modules	Interim Awards
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Year 3	UPNN6N-30-3 Professional Portfolio Development	90 credits to be chosen. <i>Students who are on the Sandwich delivery and 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>	BA Creative and Professional Writing Credit requirements 300
	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		
	2021/22: UPNQ9V-30-3 Creative Writing and the Self		

From 2022/23 students will follow:

Year 3

Applies to Creative and Professional Writing

Interim award: *BA Creative and Professional Writing* requires 100 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

None

Optional modules

Students pick FOUR of the following optional modules (except where students have been on placement year and passed UPNNA5-30-3, in which case they select THREE of the following modules)

Module Code	Module title	Level	Credit
UPNN6L-30-3	A Career in Fiction	3	30
UPNN6M-30-3	The Professional Copywriter	3	30
UPNN6N-30-3	Creative Project	3	30
UPNN6P-30-3	The Working Scriptwriter	3	30
UPNNHN-30-3	Publishing: From Commission to Print	3	30
UPNQ9V-30-3	Creative Writing and the Self	3	30

Year 3

Applies to Creative and Professional Writing (Fiction)

Interim award: *BA Creative and Professional Writing* requires 100 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UPNN6L-30-3	A Career in Fiction	3	30

Optional modules

Students pick THREE of the following optional modules (except where students have been on placement year and passed UPNNA5-30-3, in which case they select TWO of the following modules)

Module Code	Module title	Level	Credit
UPNN6M-30-3	The Professional Copywriter	3	30
UPNN6N-30-3	Creative Project	3	30
UPNN6P-30-3	The Working Scriptwriter	3	30
UPNNHN-30-3	Publishing: From Commission to Print	3	30
UPNQ9V-30-3	Creative Writing and the Self	3	30

Year 3**Applies to Creative and Professional Writing (Scriptwriting)**

Interim award: *BA Creative and Professional Writing* requires 100 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UPNN6P-30-3	The Working Scriptwriter	3	30

Optional modules

Students pick THREE of the following optional modules (except where students have been on placement year and passed UPNNA5-30-3, in which case they select TWO of the following modules)

Module Code	Module title	Level	Credit
UPNN6M-30-3	The Professional Copywriter	3	30
UPNN6N-30-3	Creative Project	3	30
UPNN6L-30-3	A Career in Fiction	3	30
UPNNHN-30-3	Publishing: From Commission to Print	3	30
UPNQ9V-30-3	Creative Writing and the Self	3	30

Year 3**Applies to Creative and Professional Writing (Publishing)**

Interim award: *BA Creative and Professional Writing* requires 100 credits at the appropriate level. Please refer to UWE Academic Regulations for details.

Compulsory modules

Module Code	Module Title	Level	Credit
UPNNHN-	Publishing: From Commission to Print	3	30

Optional modules

Students pick THREE of the following optional modules (except where students have been on placement year and passed UPNNA5-30-3, in which case they select TWO of the following modules)

Module Code	Module title	Level	Credit
UPNN6M-30-3	The Professional Copywriter	3	30
UPNN6N-30-3	Creative Project	3	30
UPNN6P-30-3	The Working Scriptwriter	3	30
UPNN6L-30-3	A Career in Fiction	3	30
UPNQ9V-30-3	Creative Writing and the Self	3	30

PART C: HIGHER EDUCATION ACHIEVEMENT RECORD (HEAR) SYNOPSIS

This 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 D: EXTERNAL REFERENCE POINTS AND BENCHMARKS

There is no PSRB involvement. In relation to external benchmarks, the QAA produced a draft benchmark statement for Creative Writing in 2015 (note that the Professional Writing aspect does not have any external benchmarking). 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.

PART E: REGULATIONS

A: Approved to [University Regulations and Procedures](#)

It is the Award Board's responsibility to determine whether the student's attainment at FHEQ Level 3 is sufficient to progress to Level 4.