Programme Specification

Creative and Professional Writing [Frenchay]

Version: 2025-26, v2.0, Validated

Contents

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Creative and Professional Writing [Frenchay]

Highest award: BA (Hons) Creative and Professional Writing

Interim award: BA Creative and Professional Writing

Interim award: DipHE Creative and Professional Writing

Interim award: CertHE Creative and Professional Writing

Awarding institution: UWE Bristol

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: Yes

Credit recognition: No

School responsible for the programme: CATE School of Arts, College of Arts, Technology and Environment

Professional, statutory or regulatory bodies: Not applicable

Modes of delivery: Full-time, Part-time, Sandwich

Entry requirements: For the current entry requirements see the UWE public website.

For implementation from: 01 September 2025

Programme code: W81000

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: Today all industries are creative industries.

Creative and Professional Writing at UWE Bristol is taught by a team of industry professionals. Our multi-disciplinary programme helps students develop the critical and creative skills to freelance, develop a corporate career, research and/or portfolio through their writing.

Curiosity

We inspire independent thinking to explore creative ideas with curiosity, resilience and confidence.

Imagination

We nurture the imaginative and artistic skills to bring creativity to life on the page, stage and screen.

Criticality

Through our research, teaching and practice, we equip students with a critical understanding of craft, process and creativity.

Initiative

We make opportunities for students to write for real: from copywriting for clients or crafting a novel to shaping a script and working with immersive technologies. Our industry partners offer expertise and professional connections so students can flourish in their careers.

Features of the programme: UWE's Creative and Professional Writing Degree recognises its significance as a new and dynamic discipline attuned to the demands of our creative era.

A key aspect of our teaching at UWE stems from the interdisciplinarity of our subject. The Creative and Professional Writing programme at UWE embraces this sense of interdisciplinarity to enrich our students' experience of the subject.

The Quality Assurance Agency's Subject Benchmark Statement (2024) is very important to our branding and identity: 'In its focus on imagination, initiative, curiosity and the transformative power of language, Creative Writing as an academic subject develops skills, disciplines and cognitive abilities now recognised as fundamental both to civic well-being and economic vitality. The study of Creative Writing has grown alongside the expansion of the creative industries which continue to develop at a faster rate than the rest of the UK economy. A Creative Writing degree equips graduates to contribute to six key creative sectors: publishing; film, television, video and audio; museums, galleries and libraries; music, theatre and performing arts; video game design; and marketing, advertising and verbal design. Creative Writing graduates are also employed in a wide range of activities beyond these industries, including enterprise, education and other areas of the knowledge economy. Creative Writing develops artistic and intellectual confidence, independent thinking and skills based on attention to detail, nuance and effect, and, as such, supports graduates in shaping their contribution as writers, thinkers and makers within an intensely competitive economic environment.'

Educational Aims: We actively seek to provide personalised experiences for all learners, grounding student learning in approaches that recognise the value of a practice-led and research-informed Arts education. Teaching approaches demonstrate that co-operation and collaboration are at the heart of creativity.

We provide a creative and intellectually stimulating learning environment for students to produce new writing, supporting students to develop written, verbal and non-verbal, expressive, poetic work along with commercially orientated writing for screen, print media, online and commercial settings, emphasising the linguistic and narrative interconnections between these modes.

We develop students' confidence in their own creative processes, with an emphasis

on the principle that process can be as important as product since both generate knowledge.

We inspire enthusiasm and encourage understanding of the social, cultural, aesthetic, political and economic context creative work in general, and written work in particular, occurs in. We embrace new technology and enhance understanding of traditions, crafts, disciplines and behaviours that creative writing is predicated upon by researching and developing the linkages between them.

We develop creative confidence through inclusive, supportive, workshop-based, observational, critical, technical and creative understandings of the subject and of our students' own creative processes.

We enhance confidence and resilience, enabling students to understand and deploy creative management structures, so that they bring the best out of themselves and the teams they work with.

We prepare students for work in the creative industries, further academic research and to achieve their own, personal, goals. We emphasise the transferable skills and flexible approaches an understanding of creativity, creative process, narrative structures, story building and writing students offer in a rapidly changing environment. We encourage our students to embrace change, to foster new approaches to creative work, based on the firm foundations an understanding of writing, creativity, publication, literary awareness and criticality emplace.

Programme Learning Outcomes:

On successful completion of this programme graduates will achieve the following learning outcomes.

Programme Learning Outcomes

PO1.   Creative Generation and Development: Generate creative work, developing it through editing and revision and (where appropriate and relevant) learning and practicing how to tailor these processes to creative industrial settings.

PO2.   Craft and Technique: Demonstrate awareness and application of craft and narrative techniques in creative writing as discipline and as an incubator for creative industrial applications.

PO3.   Language Proficiency: Understand and utilise the rules, conventions, and possibilities of language in various forms, genres, and media.

PO4.   Critical Analysis: Evaluate and analyse creative writing, including one's own work and the work of others.

PO5.   Contextual Awareness: Appreciate the creative and cultural contexts for the production and consumption of creative writing.

PO6.   Research and Exploration: Engage with creative interests and influences, exploring a range of literary contexts and their relationships with the marketplace.

PO7.   Collaboration and Feedback: Participate effectively in workshops and peer review, providing and receiving constructive feedback.

PO8.   Professional Preparation: Develop skills relevant to the work of professional writers.

PO9.   Reflective and reflexive praxis: Reflect on one's own work and creative process, using relevant models, industry benchmarks and behaviours and relevant critical and cultural theory.

Assessment strategy: Portfolio assessment is the preferred method across many of the modules in this course, informed by the programme team's knowledge of the range of skills needed to be shown by a graduate from this subject area. It allows flexibility when it comes to the types of brief being set and places importance on the student-led curation of a body of work). Moreover, it allows staff to be responsive to the needs of a particular cohort – important for enhancing attainment and building student resilience.

Presentations also feature – the nature of these vary depending on the professional requirements. For instance, students are expected to deliver a corporate training session, pitch a sitcom treatment developed in a team and an individual networking-style presentation/interview. These presentations are supported by specialist training, careers advice and opportunities from external agencies such as the BBC.

Assessment is not solely based on students' creative work, but also their ability to critique, analyse and reflect on existing published work. This allows them to develop their skills in academic writing. It also gives them the opportunity to demonstrate having met the programme learning outcomes related to analysis, critique and context-sensitivity.

Students also write reflectively on their own and other learners' practice. This is guided by workshopping, as well as working in writing teams (replicating industry practices) and one-to-one tutorials. These opportunities also mean students have experience of the relationship between collaboration and independent work.

As students progress through their learning journey, the assessments they are given develop in two ways: in industry-facing subjects like copy-writing, briefs become more demanding and are in the end 'live' - they will be used by 'clients'; alternatively, in the area of creative practice and research, through our dissertation or 'creative project' students develop their own research projects based on their own creative ideas, in association with a supervisor.

Student support: Student support for overarching academic and professional concerns is provided by Programme Leaders. All issues relating to the content, delivery and assessment of modules is provided by Module Leaders.

The Academic Personal Tutor (APT), is an academic member of staff who will have access to information on the performance and profile of the student, allowing them to effectively support students' personal and academic development. This embedded relational approach to student support enables wellbeing to be addressed through the curriculum, and students direct academic personal support at the individual and group level. As well as negotiating academic aspects of teaching the APT can provide valuable assistance as students familiarise themselves with the Visual Learning Environment (VLE) - although this role is particularly important in Level 4, it remains significant as students individual learning and research methods develop.

All students (and staff) are supported by a dedicated subject librarian who takes part

in teaching, offers one to one assistance to students and acts as a mediator between students the array of support UWE offers them. Similarly, staff students in Creative and Professional Writing have strong relationships with UWE's enterprise and careers teams, which are used both in relation to individual projects and are embedded in our teaching programmes.

Part B: Programme Structure

Year 1
Part time students must take 60 credits from the modules in Year 1.
Full time and sandwich students must take 120 credits from the modules in Year 1.

Year 1 Compulsory Modules (Full-time and Sandwich)
Full-time and sandwich students must take 120 credits from the modules in Compulsory Modules (Full-time and Sandwich)

Module Code	Module Title	Credit
UPNB6W-30-1	The Fundamentals of Writing Scripts 2025-26	30
UPNB6V-30-1	The Fundamentals of Non-fiction and Copy 2025-26	30
UA1B6R-30-1	Human Stories 2025-26	30
UPNB6U-30-1	The Fundamentals of Writing Fiction 2025-26	30

Year 1 Compulsory Modules (Part-time)
Part-time students must take 60 credits from the Compulsory modules in Year 1

Module Code	Module Title	Credit
UPNB6W-30-1	The Fundamentals of Writing Scripts 2025-26	30
UA1B6R-30-1	Human Stories 2025-26	30

Year 2

Part time students must take 60 credits from the modules in Year 2.
Full time and sandwich students must take 60 credits from the modules in Year 2.

Year 2 Compulsory Modules (Full-time and Sandwich)

Full-time and sandwich students must take 90 credits from the modules in
Compulsory Modules (Full-time and Sandwich)

Module Code	Module Title	Credit
UPNB6Y-30-2	Writing for Stage, Screen, Audio and Digital Media 2026-27	30
UPNB6X-30-2	The Novelist's Workshop: Genre, Form and Editorial Techniques 2026-27	30
UA1B6S-30-2	Human Futures 2026-27	30

Year 2 Optional Modules (Full-time and Sandwich)

Full-time and Sandwich students must take 30 credits from Optional Modules (Full-time and Sandwich)

Module Code	Module Title	Credit
UPNB73-30-2	Poets and Cultural Commentators 2026-27	30
UPNB74-30-2	Ideation, Platforms and Commercial Writing 2026-27	30

Year 2 Compulsory Modules (Part-time)

Part-time students must take 60 credits from the modules in Compulsory Modules

Module Code	Module Title	Credit
UPNB6U-30-1	The Fundamentals of Writing Fiction 2026-27	30
UPNB6V-30-1	The Fundamentals of Non-fiction and Copy 2026-27	30

Year 3

Part time students must take 60 credits from the modules in Year 3.

Full time students must take 120 credits from the modules in Year 3.

Sandwich students must take 30 credits from the modules in Year 3.

Year 3 Optional Modules (Full-time)

Full-time students must take 60 credits from the modules in Optional Modules (Full-time)

Module Code	Module Title	Credit
UPNB79-30-3	The Working Scriptwriter 2027-28	30
UPNB77-30-3	Publishing from Commission to Print 2027-28	30
UPNB76-30-3	Text, Image, Other: Creative Writing and the Self 2027-28	30
UPNB78-30-3	The Professional Copywriter 2027-28	30

Year 3 Compulsory Modules (Full-time)

Full-time students must take 60 credits from the modules in Compulsory Modules (Full-time)

Module Code	Module Title	Credit
UPNB75-30-3	A Career in Fiction 2027-28	30
UA1B6T-30-3	Humanities Research Project 2027-28	30

Year 3 Compulsory Modules (Part-time)

Part-time students must take 60 credits from Compulsory Modules in Year 3

Module Code	Module Title	Credit
UA1B6S-30-2	Human Futures 2027-28	30
UPNB6Y-30-2	Writing for Stage, Screen, Audio and Digital Media 2027-28	30

Year 3 Compulsory Modules (Sandwich)

Sandwich students must take 30 credits from the modules in Compulsory Modules (Sandwich)

Module Code	Module Title	Credit
UPGNA5-30-3	Professional Development on Placement 2027-28	30

Year 4

Part time students must take 60 credits from the modules in Year 4.
Sandwich students must take 90 credits from the modules in Year 4.

Year 4 Compulsory Modules (Part-time)

Part-time students must take 30 credits from Compulsory Modules in Year 4

Module Code	Module Title	Credit
UPNB6X-30-2	The Novelist's Workshop: Genre, Form and Editorial Techniques 2028-29	30

Year 4 Compulsory Modules (Sandwich)

Sandwich students must take 60 credits from the modules in Compulsory Modules (Sandwich)

Module Code	Module Title	Credit
UA1B6T-30-3	Humanities Research Project 2028-29	30
UPNB75-30-3	A Career in Fiction 2028-29	30

Year 4 Optional Modules (Sandwich)

Students must take 30 credits from the modules in Optional Modules (Sandwich)

Module Code	Module Title	Credit
UPNB76-30-3	Text, Image, Other: Creative Writing and the Self 2028-29	30
UPNB77-30-3	Publishing from Commission to Print 2028-29	30

| UPNB78-30-3 | The Professional Copywriter 2028-29 | 30 |
| UPNB79-30-3 | The Working Scriptwriter 2028-29 | 30 |

Year 4 Optional Modules (Part-time)
Part-time students must take 30 credits from Optional Modules in Year 4

Module Code	Module Title	Credit
UPNB73-30-2	Poets and Cultural Commentators 2028-29	30
UPNB74-30-2	Ideation, Platforms and Commercial Writing 2028-29	30

Year 5
Part time students must take 60 credits from the modules in Year 5.

Year 5 Compulsory Modules (Part-time)
Part-time students must take 30 credits from the Compulsory Modules in Year 5

Module Code	Module Title	Credit
UPNB75-30-3	A Career in Fiction 2029-30	30

Year 5 Optional Modules (Part-time)
Part-time students must take 30 credits from the Optional Modules in Year 5

Module Code	Module Title	Credit
UPNB79-30-3	The Working Scriptwriter 2029-30	30
UPNB78-30-3	The Professional Copywriter 2029-30	30
UPNB77-30-3	Publishing from Commission to Print 2029-30	30
UPNB76-30-3	Text, Image, Other: Creative Writing and the Self 2029-30	30

Year 6
Part time students must take 60 credits from the modules in Year 6.

Year 6 Compulsory Modules (Part-time)
Part-time students must take 30 credits from the Compulsory Modules in Year 6

Module Code	Module Title	Credit
UA1B6T-30-3	Humanities Research Project 2030-31	30

Year 6 Optional Modules (Part-time)
Part-time students must take 30 credits from the Optional Modules in Year 6

Module Code	Module Title	Credit
UPNB78-30-3	The Professional Copywriter 2030-31	30
UPNB77-30-3	Publishing from Commission to Print 2030-31	30
UPNB76-30-3	Text, Image, Other: Creative Writing and the Self 2030-31	30
UPNB79-30-3	The Working Scriptwriter 2030-31	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

The Quality Assurance Agency's Subject Benchmark Statement (2024) underpins our strategy. We have institutional membership of the European Association of

Creative Writing Programmes (EACWP) and collaborate frequently with this forum, along with the National Association of Writers in Education (NAWE). Staff are actively involved in their own practice, research 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

Approved to University Regulations and Procedures.