



UNIVERSITY OF  
PORTSMOUTH

## COURSE SPECIFICATION

### *BA (Hons) Creative and Media Writing*

**Academic Standards, Quality and Partnerships  
Department of Student and Academic Administration**

**March 2018**

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# COURSE SPECIFICATION

Please refer to the [Course Specification Guidance Notes](#) for guidance on completing this document.

<b>Course Title</b>	<b><i>BA (Hons) Creative and Media Writing</i></b>
Final Award	<i>BA (Hons)</i>
Exit Awards	<i>CertHE, DipHE, BA</i>
Course Code / UCAS code (if applicable)	<i>C2195S</i>
Mode of study	<i>Full time</i>
Mode of delivery	<i>Campus</i>
Normal length of course	<i>3 years, 4 years with placement</i>
Cohort(s) to which this course specification applies	<i>September 2019 intake onwards</i>
Awarding Body	<i>University of Portsmouth</i>
Teaching Institution	<i>University of Portsmouth</i>
Faculty	<i>Creative and Cultural Industries</i>
School/Department/Subject Group	<i>Film, Media and Communication</i>
School/Department/Subject Group webpage	<a href="http://www.port.ac.uk/school-of-film-media-and-communication/">http://www.port.ac.uk/school-of-film-media-and-communication/</a>
Course webpage including entry criteria	
Professional and/or Statutory Regulatory Body accreditations	<i>None</i>
<a href="#">Quality Assurance Agency Framework for Higher Education Qualifications (FHEQ) Level</a>	<i>Level 6</i>

This course specification provides a summary of the main features of the course, identifies the aims and learning outcomes of the course, the teaching, learning and assessment methods used by teaching staff, and the reference points used to inform the curriculum.

This information is therefore useful to potential students to help them choose the right course of study, to current students on the course and to staff teaching and administering the course.

Further detailed information on the individual modules within the course may be found in the relevant module descriptors and the Course Handbook provided to students on enrolment.

Please refer to the [Module Web Search](#) for further information on the course structure and modules.

## Educational aims of the course

The Creative Writing degree aims to deliver a packed programme of tips, tricks and techniques in lively workshops with published authors in magazine, novel writing, fan fiction and publicity campaigns among many other forms:

- To support, through a stimulating programme of study, the development of writing skills in a range of creative, critical and professional forms;
- To introduce students to speculative and reflective approaches to writing and reading, inspiring enthusiasm for the subject and an appreciation of its continuing social, cultural, political and economic importance.
- To provide an opportunity of studying a range of literary, performance and media texts, from a variety of historical periods, world cultures and arts- and media-based institutions, developing students' ability to contextualise their own work within the writing traditions that precede and surround them;
- To enable students to develop a high standard of literacy, communication skills, and aptitudes for critical argument and persuasion;
- To encourage students to recognise the skills and insights they develop through the programme and help them identify career opportunities to use them, in a global context.

## Course Learning Outcomes and Learning, Teaching and Assessment Strategies

The [Quality Assurance Agency for Higher Education \(QAA\)](#) sets out a national framework of qualification levels, and the associated standards of achievement are found in their [Framework for Higher Education Qualifications](#) document.

The Course Learning Outcomes for this course are outlined in the tables below.

### A. Knowledge and understanding of:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
A.1	The processes by which original and adapted texts are created, realised and managed, such as the processes of drafting, writing, editing and others as appropriate in the production of written texts in a range of genres (DDP), and the power of imagination in literary creation (E)	<i>Annotated drafts, tutor-led writing workshops, peer review, formative feedback</i>	<i>Annotated drafts, creative artefacts, oral presentations or 'pitches', critical/reflective/evaluative essays, formative and summative feedback</i>
A.2	Writing in publishing and performance contexts, opportunities and audiences in the wider world, and the historical and cultural development of such contexts [CW]	<i>Lectures and seminars, creative writing workshops with prompts and in-class tasks</i>	<i>Short fiction and non-fiction, poetry portfolios, scripts for stage and screen</i>
A.3	The principal literary genres of prose, poetry, and drama; this includes writing for various media such as film, radio and stage, but also evolving media such as writing for digital and new media [CW]	<i>Lecturer input of inspiring prompts, tutor and peer group formative feedback</i>	<i>Marking scheme gauges 'originality, significance, rigour' at incremental levels</i>
A.4	Critical awareness of the context in which writing is produced and how individual	<i>Daily/weekly workshop tasks</i>	<i>Creative and critical artefacts, often interlinked.</i>

	practice relates to that of predecessors and contemporaries, peers and established practitioners [CW]	<i>with 'homework' in a range of forms and styles, including research methods</i>	<i>Citation and referencing skills</i>
A.5	The development of new writing strategies drawn from critical reflection upon their writing practice; and conscious, controlled interplay between practice, criticism and theory within their chosen form(s) [CW]	<i>Daily/weekly workshop tasks with 'homework' in a range of forms and styles, including research methods</i>	<i>Creative and critical artefacts, often interlinked. Citation and referencing skills</i>

#### B. Cognitive (Intellectual or Thinking) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
B.1	Describe, analyse and critically examine the processes by which new work is created, realised or managed, such as the processes of drafting, devising, editing, production and the use of new technologies as appropriate (DDP)	<i>Lectures with historical, cultural, critical input</i>	<i>Essays (critical and reflective); portfolios of creative writing</i>
B.2	Initiate, develop and realise distinctive and creative work within various forms of writing or other media (CMFCS)	<i>Seminars with writing prompts and discussion tasks Creative workshops with opportunity for peer review and tutor feedback</i>	<i>Oral presentation/pitches; in-class tests and written examinations  Blogs and other professional writing artefacts</i>
B.3	Produce clear, accurate, artistically coherent and technically sophisticated written work, which articulates a combination of research and creative ideas [CW]	<i>Seminars with writing prompts and discussion tasks Creative workshops with opportunity for peer review and tutor feedback</i>	<i>Oral presentation/pitches; in-class tests and written examinations  Blogs and other professional writing artefacts</i>
B.4	Communicate orally and through the written word concrete ideas and abstract concepts [CW]	<i>Seminars with writing prompts and discussion tasks Creative workshops with opportunity for</i>	<i>Oral presentation/pitches; in-class tests and written examinations</i>

		<i>peer review and tutor feedback</i>	<i>Blogs and other professional writing artefacts</i>
B.5	Employ an imaginative and divergent mode of thinking which is integral to identifying and solving problems, to the making of critical and reflective judgements, to the generation of alternatives and new ideas, and to engaging with broader issues of value [CW]	<i>Lectures with historical, cultural, critical input</i>	<i>Essays (critical and reflective); portfolios of creative writing</i>

### C. Practical (Professional or Subject) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
C.1	Initiate, research and complete original work in creative writing across a range of genres and in a variety of contexts, whether individually or collaboratively; to command a broad range of vocabulary and structural styles in the production of original texts and artefacts	<i>Specialist training in script and magazine layout, with the potential to use industry software</i>	<i>Creative and critical artefacts; including in script and poetry formats</i>
C.2	Be aware of (simulated) timescales, budgets and editorial requirements for writing project work (SS)	<i>Mock-submission briefs to real life journals</i>	
C.3	Demonstrate an active engagement with the craft of writing in the use of journals and other reflective practices		
C.4	Work with other writers on their projects, assisting them in developing their ideas and reaching their best potential (SS)	<i>Referencing and citation skills</i>	<i>Group presentations and peer review exercises</i>
C.5	Use bibliographical skills appropriate to the discipline, including accurate and consistent use of scholarly conventions of presentation (E)		<i>Proof reading and copy editing activities</i>

### D. Transferrable (Graduate and Employability) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
D.1	Produce original and adapted written work of a high standard, suitable for presentation, exhibition, performance or publication within the University or local / national / international contexts	<i>Lectures, seminars, writing workshop, drop-in sessions, one-to-one or small group tutorials</i>	<i>Creative and critical artefacts; including in script and poetry formats</i>  <i>Proof reading and copy editing activities</i>

			<i>Opportunities for formative as well as summative feedback</i>
D.2	Demonstrate advanced communication skills, both oral and written, including the ability to present a rhetorically effective, coherent, well supported and sustained argument; demonstrating time-management, organisational and administrative skills, including the ability to plan and work to clear goals and objectives	<i>Encouragement to submit to in-house publications</i>	<i>Group presentations and peer review exercises</i>
D.3	Demonstrate research skills, including scholarly information retrieval skills, involving the ability to gather, sift and organise material independently and critically, and evaluate its significance (E)		
D.4	Demonstrate word-processing and other IT skills and familiarity with electronic search tools		
D.5	Initiate and take responsibility for their own work, identifying strengths and needs, in reflecting on personal development; showing considerable personal qualities, including an enthusiasm for enquiry and the motivation to sustain it; and working flexibly, both independently and collaboratively [CW]		<i>CV and covering letter drafts</i>

## Academic Regulations

The current University of Portsmouth [Academic Regulations](#) will apply to this course.

## Support for Student Learning

The University of Portsmouth provides a comprehensive range of support services for students throughout their course, details of which are available at the [MyPort](#) student portal.

In addition to these University support services this course also provides access to:

CCI Creative Careers: Support to add degree-related and relevant work experience for CV building including a work placement year, summer or short internships and part-time work.

CCI Creative Skills: One to one support sessions and group tutorials in creative software and skills relevant to CCI courses and future careers.

CCI Academic Skills: Access to resources to support learning strategies and techniques through one to one tutorials or group workshops.

CCI Student Support Advisor: Help to find appropriate academic, pastoral or practical support.

## Evaluation and Enhancement of Standards and Quality in Learning and Teaching

The University of Portsmouth undertakes comprehensive monitoring, review and evaluation of courses within clearly assigned staff responsibilities. Student feedback is a key feature in these evaluations, as

represented in our [Policy for Listening to and Responding to the Student Voice](#) where you can also find further information.

## Reference Points

The course and outcomes have been developed taking account of:

- [University of Portsmouth Curriculum Framework Specification](#)
- [University of Portsmouth Education Strategy 2016 - 2020](#)
- [University of Portsmouth Code of Practice for Work-based and Placement Learning](#)
- [Quality Assurance Agency UK Quality Code for Higher Education](#)
- [Quality Assurance Agency Qualification Characteristic Statements](#)
- [Quality Assurance Agency Subject Benchmark Statement](#) for
  - English 2015 [E]
  - Communication, Media, Film and Cultural Studies 2016 [CMFC]
  - Dance, Drama and Performance 2016 [DDP]
  - Creative Writing 2016 [CW]
- [Quality Assurance Agency Framework for Higher Education Qualifications](#)
- Vocational and professional experience, scholarship and research expertise of the University of Portsmouth's academic members of staff
- National Occupational Standards

## Disclaimer

The University of Portsmouth has checked the information provided in this Course Specification and will endeavour to deliver this course in keeping with this Course Specification. However, changes to the course may sometimes be required arising from annual monitoring, student feedback, and the review and update of modules and courses.

Where this activity leads to significant changes to modules and courses there will be prior consultation with students and others, wherever possible, and the University of Portsmouth will take all reasonable steps to minimise disruption to students.

It is also possible that the University of Portsmouth may not be able to offer a module or course for reasons outside of its control, for example, due to the absence of a member of staff or low student registration numbers. Where this is the case, the University of Portsmouth will endeavour to inform applicants and students as soon as possible, and where appropriate, will facilitate the transfer of affected students to another suitable course.

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