



Approved August 2018 for English and Creative Writing reapproval

PROGRAMME SPECIFICATION

1. General information

Awarding body / institution	Leeds Trinity University
Teaching institution	Leeds Trinity University
'Parent' School (<i>ICE / SAC / SSHS</i>)	SAC
Academic Group (<i>or Cluster if clearer</i>)	English and Creative Writing
Professional accreditation body (<i>if applicable</i>)	N/A
Final award (<i>eg. BA Hons</i>)	BA Hons
Title of programme(s)	Creative and Professional Writing
Subsidiary award(s) (<i>if any</i>)	Certificate of Higher Education Diploma of Higher Education Ordinary Degree
Honours type (<i>Single / Joint / Combined</i>)	Single
Duration and mode(s) of study	3 years full-time
Month/year of approval of programme	May 2018
Start date (<i>this version</i>) (<i>month and year</i>)	September 2018
Periodic review next due (<i>academic year</i>)	2022/23
JACS and HECoS subject code(s) (<i>Level 3</i>) (Please refer to HESA listing on AQO website)	P390 (30%) HECOS: 100444 P490 (30%) HECOS: 100925 W890 (40%) HECOS: 100046
UCAS course code & route code (available from Admissions)	3T6B
SITS codes (<i>Course / Pathway / Route</i>) (available from Student Administration)	UCRPFWSH
Delivery venue(s)	Leeds Trinity University

MFC6564 Transmedia Production added to Level 6 structure for 2018/19 (omission from review/reapproval) – AG Chair approval 24.9.18

Addition and deletion of modules, as well as title changes – AG 25.1.19

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2. Aims of the programme

Rationale and general aims, including what is special about this programme (from the student's and a marketing perspective)

The programme develops students' familiarity with various forms and modes of professional writing: from creative writing in prose and poetry, to screenwriting, journalism and interactive digital formats. There are opportunities to specialise and develop a portfolio of professional work during the degree. Through team writing and collaborative writing projects, students will learn to critique constructively and appraise their own writing, and that of others, and to tailor it to varied contexts and audiences. They will also explore the nature of the creative industries and the commercial potential for skilled writers.

The distinctive aspects of this programme are its strong emphasis on learning through practical work and its inter-disciplinary structure. With a central focus on making and producing through words, the programme aligns the disciplines of Creative Writing, Film Production, Journalism and Digital Media, and draws on modules taught by staff from these different disciplines. The programme prepares students for collaborative ventures across these distinct disciplines and to explore new emerging forms of writing that blend them.

3. Student learning outcomes of the programme

Learning outcomes in terms of:

- **knowledge and understanding (K)**
- **intellectual / cognitive / 'thinking' skills (I)**
- **practical skills specific to the subject (P)**
- **employability skills (E)**

The 'K1', etc codes are used in section 7b) and module descriptors to refer to each of these learning outcomes.

On successful completion of the programme students will have *demonstrated*

Knowledge and Understanding

- K1 Knowledge of diverse forms and techniques of writing:** practical understanding of a diverse range of techniques, formats and conventions adopted for specific contexts of professional writing;
- K2 Knowledge of practical creative methodologies:** an in-depth knowledge of diverse production practices, individual, group and interactive, required to ensure professional standards of writing for specific professional contexts;
- K3 Knowledge of appraisal and editing methods:** an ability to recognise appropriate approaches to appraising, reviewing, collating, re-drafting and editing work, both one's own and that of others;
- K4 Knowledge of the professional writing industries:** a detailed knowledge of the range of professional avenues for creative and professional writing.

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Intellectual/Cognitive/'Thinking' Skills

- I1 **Critical understanding of processes, purposes and impacts of writing:** an ability to reflect upon the relation between the required aims and effects envisaged and the available or possible formats and generic conventions for writing;
- I2 **Critical understanding of writing's place within other media:** an understanding of concepts such as intermedia translation, adaptation, transmedia, multimedia and other hybrid forms;
- I3 **Testing hypotheses:** rigour in the formulation and testing of hypotheses, selecting research strategies and discriminating between what is relevant and what is irrelevant to the task in hand, in order to solve problems;
- I4 **Project management:** a capacity to engage in self-directed project management: to collect and collate information, sift, select, organise and synthesise large quantities of data and evaluate and interpret evidence;
- I5 **Ethical Intelligence:** a capacity to assess the relevance for the work at hand of various ethical aspects both of a professional nature (participation consent, integrity and beneficence) and of a wider social nature (equality, diversity and justice).

Employability skills

- E1 **Self-management** – the ability to plan and manage time; readiness to accept responsibility and improve your own performance based on feedback/reflective learning; the ability to take initiative and be proactive, flexible and resilient;
- E2 **Teamworking** – the ability to co-operate with others on a shared task and to recognise and take on appropriate team roles; leading, contributing to discussions and negotiating; contributing to discussions; awareness of interdependence with others;
- E3 **Business and sector awareness** – an understanding of the key drivers for business success, including the importance of customer/client satisfaction and innovation; understanding of the market/sector in which an organisation operates; the ability to recognise the external context and pressures on an organisation, including concepts such as value for money, profitability and sustainability;
- E4 **Problem-solving** – a capacity for critical reasoning, analysis and synthesis; a capacity for applying knowledge in practice; an ability to retrieve, analyse and evaluate information from different sources;
- E5 **Communication** – the ability to present information clearly and appropriately, both orally and in writing, and to tailor messages to specific audiences and purposes;
- E6 **Application of numeracy** – a general awareness of mathematics and its application in practical contexts; the ability to carry out arithmetic operations and understand data, to read and interpret graphs and tables and to manage a budget;
- E7 **Application of information technology** – the ability to identify the appropriate IT package for a given task; familiarity with word-processing, spreadsheets and file management; the ability to use the internet and email effectively;

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- E8 **Entrepreneurship/enterprise** – the ability to demonstrate an innovative approach and creativity, to generate ideas and to identify and take opportunities;
- E9 **Social, cultural & civic awareness** – embracement of an ethos of community and civic responsibility; an appreciation of diversity and ethical issues; an understanding of cultures and customs in the wider community.

See also the generic learning outcomes for subsidiary awards set out in section 4 below.

3a External benchmarks

Statement of congruence with the relevant published subject benchmark statements

(including appropriate references to any PSRB, employer or legislative requirements)

The programme is fully compliant with the the most recent subject benchmark statements:

- QAA [Quality Assurance Agency] – benchmark statement for English (2015);
- QAA [Quality Assurance Agency] – benchmark statement for Communication, Media, Film and Cultural Studies (2008);
- NAWA [National Association of Writers in Education] - Creative Writing Research document (2008).

The lecturing staff includes past and present members of NAWA (HE) and Fellows of the HEA. Members of the team also act as external examiners at other HE institutions. This has also facilitated subject externality.

4. Learning outcomes for subsidiary awards

Guidance	
<p>The assessment strategy is designed so that each of these outcomes is addressed by more than one module at Level 4.</p>	<p>Generic Learning outcomes for the award of <u>Certificate of Higher Education</u>:</p> <p>On successful completion of 120 credits at Level 4, students will have demonstrated an ability to:</p> <ul style="list-style-type: none"> i) discuss and evaluate writing in a range of different genres; ii) apply principles of composition from a range of different writing professions in their own writing; iii) discuss and evaluate their own and others' writing in a workshop context iv) communicate the results of their work coherently; <p>and will have had specific opportunities to display transferable skills relevant to employment related to the discipline.</p>

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<p>The assessment strategy is designed so that each of these outcomes is addressed by more than one module over Levels 4 & 5.</p> <p>The assessment strategy is designed so that each of these outcomes is addressed by more than one module over Levels 4, 5 & 6.</p>	<p>Generic Learning outcomes for the award of <u>Diploma of Higher Education</u>:</p> <p>On successful completion of 240 credits, including 120 at Level 5, students will have demonstrated, in addition to the outcomes for a Certificate:</p> <ul style="list-style-type: none"> i) critical understanding of issues in media production, creative writing and journalism; ii) creative response to a range of problems and tasks; iii) ability to work collaboratively on writing projects; iv) proficient communication of the results of their work; <p>and will have had the opportunity to develop transferable skills relevant to employment related to the discipline including successful completion of at least one professional placement or equivalent project.</p> <p>Generic Learning outcomes for the award of an <u>Ordinary Degree</u>:</p> <p>On successful completion of 300 credits, including 60 at Level 6, students will have demonstrated, in addition to the outcomes for a Diploma:</p> <ul style="list-style-type: none"> i) an ability to work autonomously on an extended writing project; ii) critical evaluation of approaches to solving problems in writing, editing and production; iii) effective communication of the results of their work in a variety of forms; <p>and will have had the opportunity to develop transferable skills relevant to employment related to the discipline including successful completion of two professional placements or equivalent projects.</p>
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5. Content

<p>Summary of content by theme (providing a 'vertical' view through the programme)</p> <p>The Creative & Professional Writing programme enables students to develop discipline specific skills and professional experience in five key professional subject areas: creative writing (prose and poetry), film production, magazine journalism, digital media and professional development. The programme is designed to deliver these skills through vertical strands, though there are also options within each module to develop interdisciplinary and collaborative work. The main strands are as follows:</p> <p style="text-align: center;">Creative Writing strand</p>

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- L4 – ENG4742 *Finding and Freeing Your Voices: Creative Writing 1*
- L4 – ENG4842 *Writing, Performance and Persuasion*
- L5 – ENG5842 *Life Writing: Writing the Self, Writing Others*
- L5 – ENG5742 *Childhood, Loss, Love and Myth: Creative Writing 2*
- L6 – ENG6742 *Breaking the Rules: Creative Writing 3*

Film Production strand

- L4 – MFC4352 *Introduction to Script Writing*
- L5 – MFC5042 *Script to Screen*
- L6 – MFC6402 *Advanced Short Film Production*

Journalism strand

- L5 – JOU5152 *Magazine and Feature Writing*
- L6 – JOU6942 *Specialist Magazine Journalism*

Media and Digital Platforms strand

- L4 – MFC4362 *Online Storytelling*
- L5 – MFC5572 *Digital Narratives*
- L6 - MFC6564 *Transmedia Production*

Professional Practice strand

- L4 – ENG4992 *Ethics, Society and Employability*
- L5 – ENG5012 *Professional Development and Placement*

As described in section 6 of this document (below), the content of the programme is further structured in progressive stages (by level) to ensure that the teaching and learning is cumulative and progressive.

6. Structure

BA (Hons) Creative and Professional Writing

Duration: 3 years full-time
Total credit rating: 360 (ECTS: 180)

Level 4 - with effect from September 2019

Core:	Students are required to take:		
ENG4742	Finding and Freeing Your Voices: Creative Writing 1	Sem 1 & 2	20 credits
ENG4992	Ethics, Society and Employability	Sem 1 & 2	20 credits
MFC4352	Introduction to Scriptwriting	Sem 1 & 2	20 credits
ENG4842	Writing, Performance and Persuasion	Sem 2	20 credits
ENG4882	Vampires and Detectives: Reading Popular Genres	Sem 1 & 2	20 credits
MFC4362	Online Storytelling	Sem 2	20 credits

Level 5 – 2018/19 only

Core: Students are required to take:

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ENG5742	Creative Writing Workshop 2	Sem 1 & 2	20 credits
ENG5842	Life Writing: Writing the Self, Writing Others	Sem 1 & 2	20 credits
JOU5152	Magazine and Feature Writing	Sem 1 & 2	20 credits
MFC5042	Script to Screen	Sem 1 & 2	20 credits
MFC5572	Digital Narratives	Sem 1 & 2	20 credits
Option:	Students are required to choose 20 credits from:		
ENG5102	Professional Writing 1	Sem 1 & 2	20 credits
ENG5012	Professional Development and Placement	Sem 1 & 2	20 credits
<u>Level 5</u> – with effect from September 2019			
Core:	Students are required to take:		
ENG5742	Childhood, Loss, Love and Myth: Creative Writing 2	Sem 1 & 2	20 credits
ENG5842	Life Writing: Writing the Self, Writing Others	Sem 1 & 2	20 credits
JOU5152	Magazine and Feature Writing	Sem 1 & 2	20 credits
ENG5012	Professional Development and Placement	Sem 1 & 2	20 credits
Option:	Students are required to choose 40 credits from:		
MFC5042	Script to Screen	Sem 1 & 2	20 credits
MFC5202	Documentary: Theory and Practice	Sem 1 & 2	20 credits
MFC5572	Digital Narratives	Sem 1 & 2	20 credits
ENG5152	Writing America	Sem 2	20 credits
<u>Level 6</u> – 2018/19 only			
Core:	Students are required to take:		
ENG6174	Professional Portfolio	Sem 1 & 2	40 credits
Option:	Students are required to choose 60 credits from:		
MFC6202	Contemporary Cult Television	Sem 1	20 credits
ENG6742	Creative Writing Workshop 3	Sem 1 & 2	20 credits
MFC6162	Film and Television Adaptation	Sem 1 & 2	20 credits
MFC6182	Science Fiction	Sem 1 & 2	20 credits
MFC6404	Advanced Short Film Production*	Sem 1 & 2	40 credits
MFC6564	Transmedia Production*	Sem 1 & 2	40 credits
JOU6942	Specialist Magazine Writing	Sem 1 & 2	20 credits
<u>Level 6</u> – with effect from September 2019			
Core:	Students are required to take:		
ENG6174	Professional Portfolio	Sem 1 & 2	40 credits
Option:	Students are required to choose 80 credits from:		
MFC6202	Contemporary Cult Television	Sem 1	20 credits
ENG6742	Breaking the Rules: Creative Writing 3	Sem 1 & 2	20 credits
MFC6162	Film and Television Adaptation	Sem 1 & 2	20 credits
MFC6182	Science Fiction	Sem 1 & 2	20 credits
MFC6404	Advanced Short Film Production*	Sem 1 & 2	40 credits
JOU6942	Specialist Magazine Writing	Sem 1 & 2	20 credits

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MFC6044	Advanced Documentary Production *	Sem 1 & 2	40 credits
MFC6564	Transmedia Production*	Sem 1 & 2	40 credits
ENG6772	Down the Rabbit Hole: Reading Children's Literature	Sem 2	20 credits
HUM6002	Sexuality and Ethics	Sem 1	20 credits

* There is a prerequisite for enrolment on this module – see section 10.

7. Learning, teaching and assessment

7a) Statement of the strategy for learning, teaching and assessment for the programme

The learning and teaching provision on the Creative and Professional Writing programme is aligned with the University's Learning, Teaching and Assessment Strategy 2015-2019, supporting the principle that students are co-creators of their own learning and providing the skills and understanding required to manage that learning.

The programme's modules offer small class sizes, student choice about the materials and issues used to complete the assessments and teaching methods that enable active student participation in learning (both as individuals and in groups), with regular provision of formative feedback on those activities.

The programme is designed to produce writers, who have gained experience writing individually and collectively in a range of styles (script writing, fiction, poetry, social media writing, arts journalism and magazine writing) and who have an established portfolio of work in these areas and an understanding of the market potential of their writing. The teaching will be mainly student-led and practice-based. As noted in section 5 above, the content is divided into 5 main strands. Cutting across these are the three levels, which are used as three main stages of development within the learning and teaching. A description, by level, is as follows:

Level 4: to understand the nature of the disciplines of creative writing, magazine journalism, screenwriting, online content and the opportunities offered by digital and collaborative platforms;

Level 5: to practise those disciplines;

Level 6: to gain enough expertise in those disciplines to propose creative blends or hybrid innovations, in line with commercial, industry or market requirements.

Level 6 provides scope for individual self-directed project work, preparing students for graduate-level employment or further professional study. This includes a 40-credit module (ENG6174 *Professional Portfolio*), which is the creative/production-based equivalent of an academic dissertation.

Assessment methods will vary according to the module level and its specific discipline, though assessment through practice will be foremost, with critical reflection aspects expected to be integrated with and manifest through practical work.

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At Level 4, students will be required to engage with Integrated Assessment at the end of the year by doing a programme specific project, details of which will be provided by the programme team.

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8. Entry requirements

Honours degree programmes

Applicants should normally have achieved the following prior to registration for the programme:

5 academic qualifications, of which at least 2 should be level 3 qualifications equivalent to A2 and must also include GCSE grade C or 4 or above in English Language (or equivalent qualification). However, in some cases there may be additional special requirements, for example for ITT programmes or when the entry criteria are specified by an accrediting body. All required GCSEs will be listed by programme on the University website.

Some equivalent qualifications and the current typical offer conditions in terms of UCAS Tariff points are detailed in the undergraduate prospectus. For students whose first language is not English, a pass in an approved test in English is needed, e.g. the International English Language Testing Service (IELTS), with a minimum of 6.0 and with no component below 5.5, or accepted equivalent test. Full details of entry requirements are published by course on the Leeds Trinity website.

Applications are welcome from those with few or no formal qualifications. Any previous relevant work experience and learning will be assessed and, where appropriate, accredited as part of the application process. Please see Leeds Trinity's Principles and Guidelines for the Recognition of Prior Learning.

9. Progression, classification and award requirements

Details of requirements for student progression between levels and receipt of the award(s)

(A certain level of attainment which must be achieved in a specific module; any modules exempted from condonement, any deviation from the standard institutional stipulations for award classification, e.g. exclusion of Level 4 module marks from Foundation Degree classification)

Undergraduate Taught Course Academic Regulations apply. The Employability/Professional Development and Placement modules ENG4992 and ENG5112/ENG5012 are exempt from condoned failure and must be passed for progression.

10. Prerequisites

Details of modules which must be passed before enrolment on a module at a higher level

MFC5572 *Digital Narratives* is a prerequisite for enrolment on MFC 6564 *Transmedia Production*: the Level 5 module provides key creative and practical skills and knowledge without which students will be at a disadvantage at Level 6.

MFC5042 *Script to Screen* (or evidence of equivalent competence) is a prerequisite for MFC 6404 *Advanced Short Film Production*.

MFC5202 *Documentary: Theory and Practice* is a prerequisite for MFC6044 *Advanced Documentary Production*

11. Additional support needs

Arrangements made to accommodate students with additional support needs and any unavoidable restrictions on their participation in the programme/scheme

Students with disabilities or other support needs are welcome and are expected to be able to participate fully in this programme. Arrangements will be made, via the normal University support systems, to accommodate students with additional support needs wherever possible, with reasonable adjustments made to accommodate individual needs.