

PROGRAMME SPECIFICATION

Bachelor of Arts with Honours in Creative Writing and Film Studies

Awarding institution	Liverpool John Moores University
Teaching institution	LJMU
UCAS Code	WW86
JACS Code	W600, W800
Programme Duration	Full-Time: 3 Years
Language of Programme	All LJMU programmes are delivered and assessed in English
Subject benchmark statement	Communication, Media, Film and Cultural Studies (2008) Creative Writing (2015)
Programme accredited by	
Description of accreditation	
Validated target and alternative exit awards	Bachelor of Arts with Honours in Creative Writing and Film Studies Diploma of Higher Education in Creative Writing and Film Studies Certificate of Higher Education in Creative Writing and Film Studies
Programme Leader	Sarah Maclennan

Educational aims of the programme

To provide a context in which to explore Creative Writing and Film as media of communication for the individual and the group, paying due regard to audiences, institutions and the marketplace

To familiarise students with the skills and conventions of professional practice, whether producing audio-visual artefacts or prose fiction, poetry, scriptwriting and other forms of creative writing, and the values that accompany them

To guide students towards a critical and historical understanding of film, television and writing and publishing cultures

To foster students creative enthusiasm for Creative Writing and Film and develop the capacity to respond creatively to a broad range of stimuli

To facilitate opportunities for students to develop the technical skills and the artistic and cognitive insights necessary to engage effectively in the study and practice of Creative Writing and Film.

To promote the development of graduates who are critical independent thinkers possessing a range of transferable skills, particularly the development of initiative, self-motivation, team, organisational and communication skills.

To enrich teaching and learning by supporting staff development and research which engages theoretical, practical, commercial and artistic investigation and furthers academic and artistic discourse both within and beyond the institution.

To encourage students to reflect on and develop their employability skills and to complete a Self-awareness Statement.

Alternative Exit/ Interim Award Learning Outcomes - Certificate of Higher Education

A student who is eligible for this award will be able to:

Recall the processes and good practice required of the practitioner in creating original work.

Describe rudimentary techniques demonstrated by published, filmed and performed practitioners in the canon.

Discuss their own original work and the original work of peers.

Respond to a range of stimuli and originate work, both in ensemble and individual contexts, as a creative practitioner specialising in poetry, prose and script.

Work co-operatively and effectively as a member of a team.

Communicate effectively orally, in writing and in a group context.

Begin to explore the history of film and television as both aesthetic and institutional objects.

Alternative Exit/ Interim Award Learning Outcomes - Diploma of Higher Education

A student who is eligible for this award will be able to:

Compare and contrast published and filmed texts from a range of critical and theoretical perspectives.

Differentiate the approach of key current and historical practitioners, theorists and associated methodologies.

Conceive, amend and select original ideas for scripts and formulate a plan for completing a script.

Distinguish and select the technical skills contingent to reaching audience and/or market.

Appraise and criticise their own original work and the original work of peers, and judge the criticism their own original work receives.

Develop a plan for redrafting original scripts, demonstrating an awareness of the requirements of the audience.

Describe their original writing in relation to cultural milieu.

Produce original filmed work as part of a group

Target award Learning Outcomes - Bachelor of Arts with Honours

A student successfully completing the programme of study will have acquired the following subject knowledge and understanding as well as skills and other attributes.

A student who is eligible for this award will be able to:

1. Demonstrate the cultural and industrial contexts in which film and literary texts are produced, disseminated and received
2. Understand the impact of past traditions and the canon on contemporary practice in the areas of film and creative writing
3. Replicate the techniques and practices involved in the production of creative writing and audio visual artefacts
4. Analyse traditional and contemporary critical perspectives on film production and of relative concepts, issues and debates pertinent to the disciplines
5. Discuss the relationships between practice and theory, and market practice and technique
6. Evaluate the Processes by which digital production and publication is made in the creation of new work
7. Analyse: describe and interpret artistic and cultural representations with an understanding of their generic, stylistic and institutional properties
8. Historicise: comprehend the operation of moving image and texts within history and the canon. Identify the features of historical contexts that facilitate particular cultural expressions and inform the construction of particular identities and subject positions
9. Conceptualise: abstract from the specific conditions of a context in order to formulate key issues
10. Synthesise: information, ideas, critical perspectives and text and media production practices
11. Evaluate: exercise independent judgement in the selection of material for critical and creative activities; in the assessment of critical and creative contexts; and in the articulation of informed and reasoned arguments (expressed in oral, written or audio-visual forms)
12. Engage in the production of original film or written material based on an acquisition and understanding of appropriate performance and production vocabularies skills structures techniques and working methods with an emphasis on audience and markets
13. Make new work both in ensemble and individual contexts as a creative practitioner specialising in poetry prose or script and/or digital film production
14. Communicate competently with an audience through the application of the practical production skills associated with publishing and digital filmmaking. Dependent on choice joint and single honours students may acquire the technical craft skills associated with the art and craft of the short story teller novelist poet and screenwriter and of the filmmaker
15. Use individual digital filmmaking writing and workshop techniques associated with key cultural forms or practitioners

16. Engage in independent and group research as part of the process of creating new creative works
17. Demonstrate appropriate skills in securing work within the industry through an understanding of the professional field
18. Locate select and retrieve relevant material for independent or tutor guided assignments (theoretical and or practical)
19. Research plan and expedite original written or audio visual texts or artefacts
20. Apply key methods and concepts for the purpose of analysing screen media or published texts
21. Undertake critical research: formulating a topic or a hypothesis, reviewing debates and existing literature, assessing differing perspectives and constructing an argument.
22. Approach tasks independently, creatively and in a disciplined manner.
23. Take responsibility for personal work, responding to criticism and practicing self-evaluation.
24. Encounter situations in a spirit of enquiry, formulating and asking incisive questions.
25. Appreciate the values of open-mindedness and sensitivity to difference.
26. Exercise critical judgment
27. Think and learn independently and reflectively, prioritising workloads and re-setting objectives where necessary
28. Produce written material in a variety of forms, genres and registers
29. Plan and implement long term projects

Teaching, Learning and Assessment

The methods used to enable outcomes to be achieved and demonstrated are as follows:

Knowledge and understanding is acquired through lectures, seminars, tutorials, screenings, group work, practical workshops, independent study and work-based learning. Furthermore knowledge and understanding is also effected by demonstrations/workshops (short expositions to demonstrate skills and techniques and to establish the parameters of professional practice); master classes (expert workshops by visiting practitioners to familiarise students with current industrial practice); work-related learning projects (work-based or simulated); and showcases (opportunities taken to audience with discussion of finished work and works in progress).

Knowledge and understanding is assessed by coursework, examinations, class contribution and group productions of audio-visual artefacts. Coursework includes: essays of various length; reviews; original writing; individual and group presentations; individual and group critical self-evaluation; blogs and websites; logbooks; self-reflective group portfolios; research exercises; individual work-based learning reports; dissertations; commentaries. Examinations include: class-tests and unseen exams. Group productions of audio-visual artefacts include: photo-storyboard, factual and fictional video productions.

Intellectual skills are promoted through lectures and applied by students in seminars, group work, tutorials, independent study and the production of assessments. Some or all of these skills may also be developed through reflection on work-based learning and production of written texts and of films

Intellectual skills are assessed through the range of forms of assessment used on the Film Studies and Creative Writing programmes. The forms of assessment are structured over the three years of the degree to allow students to develop the ability to think independently, to formulate and research their own topics, and to build on their knowledge and interests. Specifically, critical and evaluative coursework essays, oral presentations and viva are employed to assess learning outcomes. At Level 6, students write a dissertation or compile a portfolio which addresses key thinking skills. A limited number of formal (unseen) examinations at all levels provide students with the opportunity to organise information and structure a reasoned argument under limited time conditions.

Professional practical skills are acquired through lectures, seminars, tutorials, group work, the production of assessments and particularly through independent study and practice. Skills based practical classes and applied production projects are the basic means of teaching and learning practical skills. Self, group and tutor evaluation and feedback inform the learning process particularly at Levels 4 and 5. At Level 6, students have a significant element of independence to experiment and test practical skills but meet regularly with staff and peers to discuss methodologies and progress of the practical work. Some of the skills are taught and assessed in non-practice based modules. All students receive initial guidance on how to use film/creative writing related information resources located in the Learning Resource Centres and/or on-line.

Assessment of practical skills is via coursework, blogs, websites, workshop and editing/publication projects. Assessment can involve the staff team monitoring and marking both process and editing/film production against agreed and written criteria. Assessment of process learning is supported either by commentaries or individual logs or self-evaluative essays or viva voce. Furthermore there are more traditional modes of assessment involved; for example both oral and written coursework, and examinations, throughout the curriculum.

Transferable skills are developed through seminars, group work, tutorials, independent study, work-based

learning. Sustained independent learning is supported by individual or group tutorials, individual or group supervision, and the formulation of learning agreements. Independence both artistically and in terms of scholarship increases incrementally with the levels. Students are encouraged to access IT support and use IT skills throughout all levels. Canvas is used to support students learning on the majority of modules. The ethic of group work is established at Level 4 and developed throughout the Programme. Communication and creative skills and endeavour are central to the programme and inform all practical and production work at all levels.

Assessment of transferable skills is through coursework at all levels. The forms of assessment are structured over the three years of the degree to allow students to develop certain transferable skills, such as those of presentation (oral or written) and communication, collaboration, self-reflection and the skills involved in learning independently.

Programme structure - programme rules and modules

At Level 4 all modules are core. Students take 60 credits Film Studies modules and 60 credits Creative Writing modules.

At Level 5 all modules are optional.

At Level 6 all modules are optional. However, the following pre-requisites apply:

- In order to take Final Film Pre-Production & Film Production at Level 6, students must have taken Experimental AND Short Filmmaking at Level 5.
- In order to take Mixed Media Research Project, students must take at least one of the following: Experimental Filmmaking or Short Filmmaking
- Students can take Mixed Media Research Project OR Dissertation. Both these modules are Year-long.
- Students can choose 6031FILM Final Film Production (20 credits) OR 6038FILM Professional Writing for Film (10 credits) but cannot take both of these modules
- In Creative Writing, a related module in Poetry, Prose and Script at Level 5 is a pre-requisite for continuing with the form at Level 6. Similarly, students wishing to study a Semester 2 module at Level 6 would have to take the related Semester 1 module.

Students will be offered the opportunity of study abroad at Level 5.

Option A: replacement of 60 credits of Level 5 with appropriate study abroad

The programme will offer the opportunity of 60 credits of study at Level 5. Students will be enrolled on a 360 credit honours with study abroad programme. A 60 credits Level 5 study abroad module 5030CWFS will normally

replace the semester 2 modules on the standard programme. This study abroad should cover the same learning outcomes as the modules being replaced. The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 120 credits at Level 5. and/or:

Option B: additional study year abroad following Level 5

The programme will offer the opportunity of an additional study year abroad following Level 5. Students will be enrolled on a 480 credit honours with study abroad programme. Of those 480 credits, 120 will be taken via a Level 5 study abroad module 5031CWFS. The modules to be studied in the host institution must be agreed in advance. The Level 5 mean for the final award mark will be calculated based upon the 240 credits at Level 5.

Currently we are partnered with a university in Copenhagen, where student can spend a semester at level 5.

From 2016-17 we have a new partnership with San Pablo University in Madrid, Spain. We are also in discussion with the University of Connecticut.

There are other opportunities to gain work experience in Malta and China. Both the ERASMUS exchange and the work placements are highly competitive.

Level 6	Potential Awards on completion	Bachelor of Arts with Honours
Core	Option	Award Requirements
	6030CRWRI PROSE PORTFOLIO 1 (20 credits) 6030FILM World Cinema (20 credits) 6031CRWRI PROSE PORTFOLIO 2	0 core credits at level 6 120 option credits at level 6

	(20 credits) 6031FILM Writing for Film (20 credits) 6032CRWRI INDEPENDENT STUDY IN CREATIVE WRITING (20 credits) 6032FILM Final Film Pre-Production (10 credits) 6033CRWRI THE WRITER AT WORK (20 credits) 6033FILM Final Film Production (20 credits) 6034CRWRI THE WRITER AT WORK: THE PROJECT (20 credits) 6034FILM Interpretation in Film (20 credits) 6035CRWRI POETRY WRITING WORKSHOP : ADVANCED POETRY 1 (20 credits) 6035FILM Dissertation (30 credits) 6036CRWRI POETRY WRITING WORKSHOP:ADVANCED POETRY 2 (20 credits) 6036FILM Mixed Media Research Project (30 credits) 6037FILM Work Based Learning (20 credits) 6038FILM Professional Writing for Film (10 credits) 6039CRWRI Digital Writing (20 credits) 6040CRWRI Advanced Scriptwriting (20 credits) 6041CRWRI Script Portfolio (20 credits)	
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Level 5	Potential Awards on completion	
Core	Option	Award Requirements
	5020FILM American Cinema (20 credits) 5021FILM Film Adaptation (20 credits) 5022FILM Experimental Filmmaking (20 credits) 5023FILM Short Filmmaking (20 credits) 5024FILM European Cinema (20 credits) 5025FILM Working in Film (20 credits) 5026FILM Audiovisual Essay (20 credits) 5030CRWRI SCREEN 1 (20 credits) 5031CRWRI TREATMENT & SCREENPLAY (20 credits) 5032CRWRI THE FANTASTIC (20 credits) 5033CRWRI APPROACHING YOUR NOVEL (20 credits) 5034CRWRI SHORT PROSE (20 credits) 5035CRWRI POETRY WRITING WORKSHOP:FORM AND SUBSTANCE (20 credits) 5036CRWRI SHORT STORY ONE (20 credits) 5037CRWRI DRAMATIC WRITING FOR RADIO AND STAGE (20 credits)	0 core credits at level 5 120 option credits at level 5

Level 4	Potential Awards on completion	
Core	Option	Award Requirements
4020FILM Film Language (20 credits) 4022FILM Introduction to Filmmaking A (20 credits) 4024FILM Film Criticism (20 credits) 4030CRWRI Introduction to Poetry (20 credits) 4031CRWRI INTRODUCTION TO SCRIPTWRITING (20 credits) 4032CRWRI INTRODUCTION TO PROSE (20 credits)		120 core credits at level 4 0 option credits at level 4

Information about assessment regulations

All programmes leading to LJMU awards operate within the University's Academic Framework.
<https://www.ljmu.ac.uk/about-us/public-information/academic-quality-and-regulations/academic-framework>

Opportunities for work-related learning (location and nature of activities)

Opportunities for work-related learning and work-based learning on the Creative Writing and Film Studies programme are offered by modules at Levels 4, 5 and 6:

In Level 4 students are offered early glimpses of experience of the world of work with CareerSmart: Explore. Students have the opportunity to produce fiction and non-fiction films working to a professional standard. All practical filmmaking modules in the programme provide ample space for other forms of work-related learning such as role plays, simulations and on and off-campus activities.

At Level 5 students experience with the world of work increases when students are required to produce filmed pieces of work of increased scope, size and the duration of production is much larger than at Level 4. Students often have to work with professional actors and in the process come even closer to the work and conditions of professional production while the whole production process is designed as a simulation of a professional production process.

In the Work Based Learning: Film Studies (Option Module) students are asked to secure an 80 hour long placement with a media company or organisation and report on their experience and on the company's structure in detail.

To further develop and enhance our students employability, and drawing on the existing research and industry expertise we have on the Writing programme (permanent staff include: published poets, novelists, short story writers; broadcast playwrights; performed theatre and screen writers; publishers; literary editors; and community arts project managers), we have a Level 6 work related learning module called The Writer At Work.

Freelance/Self-employment models will be encouraged as this is absolutely representative of the way in which subject skills are best represented in the employment world. Existing industry links will be used to finesse and deliver and assess the module.

Group work is encouraged, facilitating a more rounded view, with individuals within a group adopting different roles within the simulated world of work. The module will be delivered in the form of lectures, workshops, private study, tutorials, case-studies, field visits and industry-sourced masterclasses. Specifically, students will be taught how to prepare a Learning Agreement and how to produce a portfolio which includes an awareness of personal development in its reflective element.

Students will be assigned industry-specialist supervisors wherever possible and will be taught how to manage all aspects of their project, in terms of funding, resources, production and marketing.

Writing as a professional skill is embedded in all Creative Writing modules throughout the course. The transferable skills which the student acquires in modules at all levels, cultivate the personal skills required of a freelance writer: self-starting, project management, teamwork, a dynamic model of objective management, self-criticism, meeting deadlines, industry-standard presentation, and audience/market awareness.

Further information about CareerSmart: Explore can be found at: <https://www2.ljmu.ac.uk/careers/124203.htm>

Criteria for admission

A/AS Level

104 UCAS points from a minimum of 2 A Levels. Maximum of 20 AS points accepted.

BTEC National Diploma

104 UCAS Tariff points

Irish Leaving Certificate

104 UCAS Tariff points. Maximum of 20 UCAS tariff points at Ordinary Level

Scottish Higher

104 UCAS points to include 2 Advanced Higher

International Baccalaureate

24 IB points

Access

At least 9 Distinctions and 36 Merits or any other combination that equates to 104 tariff points in a relevant subject

Other

Prior to starting the programme applicants must have obtained grade 4 or grade C or above in English

Language and Mathematics GCSE or an approved alternative qualification:

- Key Skills Level 2 in English/ Maths
- NVQ Level 2 Functional skills in Maths and English Writing and or Reading
- Skills for Life Level 2 in Numeracy/English
- Higher Diploma in Maths/ English
- Functional skills Level 2 in Maths/ English
- Northern Ireland Essential Skills Level 2 in communication or Application of Number
- Wales Essential Skills Level 2 in Communication or Application of Number

Mature entry

Applications are welcomed from mature and non-standard applicants who will be considered on an individual basis. These applicants may be required to submit an essay and/or attend an interview, and should demonstrate potential and motivation and/or have relevant experience.

Overseas qualifications

International applications will be considered in line with UK qualifications.

Any applicant whose first language is not English will be required to have IELTS 6.5 (minimum 6.0 in each component) or acceptable equivalent.

External Quality Benchmarks

All programmes leading to LJMU awards have been designed and approved in accordance with the UK Quality Code for Higher Education, including the Framework for Higher Education Qualifications in the UK (FHEQ) and subject benchmark statements where applicable.

The University is subject to periodic review of its quality and standards by the Quality Assurance Agency (QAA). Published review reports are available on the QAA website at www.qaa.ac.uk

Programmes which are professionally accredited are reviewed by professional, statutory and regulatory bodies (PSRBs) and such programmes must meet the competencies/standards of those PSRBs.

Support for students and their learning

The University aims to provide students with access to appropriate and timely information, support and guidance to ensure that they are able to benefit fully from their time at LJMU. All students are assigned a Personal Tutor to provide academic support and when necessary signpost students to the appropriate University support services.

Students are able to access a range of professional services including:

- Advice on practical aspects of study and how to use these opportunities to support and enhance their personal and academic development. This includes support for placements and careers guidance.
- Student Advice and Wellbeing Services provide students with advice, support and information, particularly in the areas of: student funding and financial matters, disability, advice and support to international students, study support, accommodation, health, wellbeing and counselling.
- Students studying for an LJMU award at a partner organisation will have access to local support services

Methods for evaluating and improving the quality and standards of

teaching and learning

Student Feedback and Evaluation

The University uses the results of student feedback from internal and external student surveys (such as module evaluations, the NSS and PTES), module evaluation questionnaires and meetings with student representatives to improve the quality of programmes.

Staff development

The quality of teaching is assured through staff review and staff development in learning, teaching and assessment.

Internal Review

All programmes are reviewed annually and periodically, informed by a range of data and feedback, to ensure quality and standards of programmes and to make improvements to programmes.

External Examining

External examiners are appointed to programmes to assess whether:

- the University is maintaining the threshold academic standards set for awards in accordance with the FHEQ and applicable subject benchmark statements
- the assessment process measures student achievement rigorously and fairly against the intended outcomes of the programme(s) and is conducted in line with University policies and regulations
- the academic standards are comparable with those in other UK higher education institutions of which external examiners have experience
- the achievement of students are comparable with those in other UK higher education institutions of which the external examiners have experience

and to provide informative comment and recommendations on:

- good practice and innovation relating to learning, teaching and assessment observed by external examiners
- opportunities to enhance the quality of the learning opportunities provided to students

Please note:

This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content, teaching, learning and assessment methods of each module can be found in module and programme guides.