

Creative and Professional Writing

Final award	BA Honours
Intermediate awards available	Cert HE, Dip HE
UCAS code	W800 - Level 1 entry (3 Year full time route)
Details of professional body accreditation	N/A
Relevant QAA Benchmark statements	Creative Writing (pending QAA approval), English Studies
Date specification last up-dated	June 2013

Profile

The summary - UCAS programme profile

BANNER BOX:

Develop your creative, critical and professional potential as a writer, in an innovative and supportive environment.

ENTRY REQUIREMENTS

The minimum requirements for entry for Level 1 entry is 240 UCAS tariff points from: A/AS level (Including 2 A2 passes), GNVQ, AVCE, Scottish Highers, International Baccalaureate. European Baccalaureate, BTEC / SCOTEC Diploma, Relevant Access Course or successful completion of the Level 0. Other qualifications, including overseas, may be considered.

Applicant are expected to have an A2 level in English Literature or Language, or the equivalent, and/or they may be asked to provide a sample of written work, which will be assessed by the programme team.

We also welcome applicants from mature students who do not have formal qualifications but may have relevant experience. Students applying to this programme will be expected to demonstrate a specific interest in this area of study and should have a commitment to engaging with the subject. Applicants may be invited for interview.

If you have the potential, commitment and enthusiasm to study for a degree but are unable to meet the entry requirements for your chosen degree programme you can apply for the Extended Degree programme route. An Extended Degree includes a Level 0 year, making the period of study 4 years or 5 years if the Extended Degree programme is taken on a part-time basis. The programme provides a supportive learning space for students to experience academic studies at university and helps develop confidence and academic skills in preparation for Levels 1-3. The programme is also highly rated by students who successfully complete the programme. Successful completion of the programme guarantees entry to a range of Single Honours programmes or a Combined Programme of study within the School of Arts and Digital Industries.

More details of the Extended Degree programme can be found [here](#)

Overseas Qualifications

The number of overseas qualifications which are accepted for entry are too numerous to list, but you can get advice from the British Council or our admissions unit on 020 8223 2835. You must be able to understand and express yourself in both written and spoken English and some evidence e.g. For level 1 entry a TOEFL score of 550 or an IELTS score of 6.0 (no skill level below 5).

ABOUT THE PROGRAMME

What is Creative Writing?

Writing is a fundamental factor in our lives and work, and in how many of us choose to express our ideas creatively. For some it is important to have a formal structure within which to explore and develop creative ideas and commit them to the page. The Creative and Professional Writing programme is offered as a response to this need.

The programme offers a general introduction to a wide range of writing practices, while simultaneously allowing for specialisation. The core modules in the programme explore where ideas come from, examine different contexts of writing, and analyse different forms and structures of writing. Students will also address how to find and utilise source materials, how to write effectively in different genres, the importance of giving and receiving constructive feedback, and how to critically reflect on the process and products of their own writing.

In addition to offering a sound basis in imaginative processes and creative thinking, the programme will also allow students to explore professional avenues for their writing, including specific writing for journalism, media, film, music, and creative writing for its own sake.

Creative Writing at UEL

One of the distinctions of the UEL framework and approach is its multi-disciplinary, modular offerings. The Creative and Professional Writing Programme works within that framework by trying to break down the barriers between traditional ways of looking at "genre" for writing and allowing students to experiment with multi-media approaches to their writing. The programme stresses the importance of experimenting with verse/fiction/drama and different media to allow new forms and new representations of contemporary culture. In addition, a wide exposure to various types of writing across disciplines, including an optional Journalism Practice strand will help to prepare students for employment in a variety of professional writing environments.

Programme structure

The programme is available to both full- and part-time students. The full-time programme runs over three years. Students take a mixture of compulsory and optional modules throughout their degree.

Learning environment

A wide range of different forms of teaching and assessment are used on this programme, including formal lectures, small group workshops, research exercises, group projects and presentations, development of individual portfolios, and extended pieces of written work. Students also have the opportunity to engage in digital production and presentation of textual material in MediaLab. Guest lecturers and interaction with community literary projects are also key aspects of the learning environment.

Assessment

Each module is assessed at the end of the semester; a range of different modes of assessment are employed, including workbooks or portfolios, short and extended creative writing assignments, essays, and presentations.

Work experience/placement opportunities

Students will have the opportunity to gain experience in producing a literary e-zine for the programme, allowing them to gain further skills in editorial coordination and practice. In addition, students will be encouraged to participate in an annual literary reading event, and many second year students become involved with external projects and events as part of their professional development module.

Project work

In a number of modules students will have the opportunity to produce and present their work in groups with other students. Such collaborative work may take the form of researching specific topics, developing their own ideas, or producing writing which has been produced and edited by a group.

In their final year, students will do a thesis project, which will allow them to develop an extended piece of creative writing based on their own area of interest and research.

Added value

Many of the skills students will acquire during their degree programme will be highly valued in the workplace: clarity of expression and accuracy in written work, for example, and the ability to critically examine, analyse and reflect. In addition, during the course of your degree you will develop skills that are essential to any profession: self management, organisation and planning, the ability to work collaboratively, and to attend to both the smaller details and the larger picture.

IS THIS THE PROGRAMME FOR ME?

If you are interested in...

- Developing your potential as a writer
- Exploring the imaginative possibilities of language
- Analysing and understanding different forms and structures of writing

If you enjoy...

- A challenge!
- Experimenting with different styles of writing
- Encountering new ways of reading and producing texts
- Being self motivated
- Working in groups

If you want...

- A degree programme that offers the opportunity to expand and develop your interest in writing and to apply it to professional contexts.

Your future career

The creative writing element of the programme is, in itself, a valuable degree option, providing students with the opportunity to experiment, develop and contextualise their work and to create work of a publishable/performance standard. However, for many other students, the opportunity to develop their writing skills will also be highly valued in the workplace: clarity of expression and accuracy in written work, for example, and the ability to examine, analyse and reflect. You will be able to apply your creative skills to discover avenues for your writing in journalism, film, arts and media, business, as well as in teaching, administration, marketing and publishing.

NEW FOR 2011/12: we are adding a Copywriting module as a third year option, which will develop students' skills in this area and support their professional development across the creative industries.

How we support you

- Support from Personal Tutor
- Individual tutorials from module leaders and seminar tutors
- Study skills development, including IT and learning resources
- University-wide support network, including residential, student finance advice and careers advice

Bonus factors

- Guest lectures from professional writers, publishers and booksellers
- Tutors are practising professionals in their field
- Small student cohort; individual attention
- Location: exciting new campus in East London

Outcomes

Programme aims and learning outcomes

What is this programme designed to achieve?

This programme is designed to give you the opportunity to

- provide an active, supported and stimulating environment in which students can confidently experiment with and develop different writing forms and styles, including the study of language, genre, and criticism
- empower students to develop creative and critical skills, to become independent learners and researchers
- encourage students to develop writing in a variety of different forms and contexts
- explore and critically analyse the processes of creative production
- develop self reflection and critical analysis, and to develop confidence in sharing and producing writing
- introduce and explore key critical perspectives and debates surrounding writing;
- provide opportunities for specialising in writing for new media, journalism, cultural and creative industries, including film and television.

What will you learn?

Knowledge

- Ability to critically appraise writing in different genres, in terms of both formal and structural aspects
- Experiential knowledge of a range of approaches to the practise of creative writing
- Experiential knowledge of the imaginative possibilities of language
- Substantial knowledge of a wide range of texts;
- Experiential knowledge of forms and techniques;
- Experience in collaborative work;

Thinking skills

- Critical analysis of texts and of the process, production and effects of writing
- Contextualisation, both historical and generic
- Critical reflection on own work in relation to more general aesthetic, cultural and interdisciplinary issues;
- Use an informed, critical vocabulary

Subject-Based Practical skills

- Use of appropriate styles and forms for different literary conventions
- Write for a variety of audiences and media
- Develop effective and reflective writing skills
- Integrate theory and practice in an approach to a creative project
- Use of resources of the LRC;
- Work to deadlines and to required conventions;
- Research texts and topics;
- Work in a group and negotiate collaborative projects

Skills for life and work (general skills)

- How to write effectively and with clarity
- An ability to write to a prescribed format;
- Collaborative group work
- How to work independently and be self-motivated

- How to offer and receive constructive feedback
- Time-management and organisation

Structure

The programme structure

Introduction

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 0 - equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme
- 1 - equivalent in standard to the first year of a full-time undergraduate degree programme
- 2 - equivalent in standard to the second year of a full-time undergraduate degree programme
- 3 - equivalent in standard to the third year of a full-time undergraduate degree programme
- M - equivalent in standard to a Masters degree

Credit rating

The overall credit-rating of this programme is 360 credits.

Typical duration

The expected duration of this programme is three years when attended in full-time mode or five years in part-time mode. It is possible to move from a full-time mode of study to a part-time mode of study and vice-versa, to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

How the teaching year is divided

The teaching year begins in September and ends in June. Full-time students register for 6 modules in one year (3 modules in each Semester) and part-time students register for up to 4 modules in one year (2 modules in each Semester).

What you will study when

This programme is part of a modular degree scheme. A student registered in a full-time attendance mode will take six 20 credit modules per year. An honours degree student will complete six modules at level one, six at level 2 and six at level 3.

It is possible to bring together modules from one field with modules from another to produce a combined programme. Subjects are offered in a variety of combinations:

- Single - 120 credits at levels one, two and three
- Major - 80 credits at levels one, two and three
- Joint - 60 credits at levels one, two and three
- Minor - 40 credits at levels one, two and three

Modules are defined as:

- Core - Must be taken
- Option - Select from a range of identified modules within the field
- University wide option - Select from a wide range of modules across the University

The following are the core and optional requirements for the single and major routes for this programme

Level 1 entry

LEVEL	TITLE	Skills Module	CREDITS	STATUS SINGLE	STATUS MAJOR	STATUS JOINT	STATUS MINOR
1	CC1101 The Creative Imagination		20	Core	Core	Core	Core
1	CC1100 Critical Approaches to Creative Writing	Yes	20	Core	Core	Option	
1	CC1102 The Writer's Voice		20	Core	Core	Core	Core
1	CC1704 MediaLab		20	Core	Core	Option	
1	CC1403 Making the Modern Self		20	Option			
1	MS1200 Introduction to Film Studies		20	Option			
1	CC1201 Introduction to Visual Cultures and Narrative Form		20	Option			
1	CC1301 Forms and Texts		20	Option			
1	CC1302 Ways of Reading		20	Option			
1	CC1303 Popular Fiction		20	Option			

1	MS1302 Web Design		20	Option				
1	MS1304 Introduction to New Media		20	Option				
1	MS1401 Media Past and Present		20	Option				
1	MS1406 Film Analysis		20	Option				
1	CC1501 Introduction to Journalism		20	Option				
1	CC1504 Journalism Writing		20	Option				
2	CC2105 Story & Myth		20	Core	Core	Core	Core	
2	CC2103 News Reporting & Creative Non-Fiction		20	Option	Option	Option	Option	
2	CC2000 The Writer's World	Yes	20	Core	Core	Option		
2	CC2104 Lyric Rhythm & Sound		20	Option	Option	Option		
2	CC2102 Exploring Fiction		20	Option	Option	Option	Option	
2	CC2202 Realism, Fantasy & Utopia		20	Option				
2	CC2507 Journalism Portfolio 1		20	Option	-			
2	PA2404 Theatre for Young Audiences		20	Option				
2	MS2201 Screenwriting		20	Option	Option	Option		
3	CC3303 Life Writing		20	Option	Core	Core	Core	
3	CC3000 Field Dissertation	Yes	40	Core	Core	Option		
3	PA3403 Off the Page		20	Option		Option		
3	CC3101 Imagining the Novel		20	Option	Option	Option	Option	
3	CC3103 On the Screen		20	Option	Option	Option	Option	
3	CC3104 Copywriting in the Creative Industries		20	Option	Option	Option	Option	

3	University wide option (SEM A ONLY)		Option
3	CC3505 Journalism Portfolio 2	20	Option

Requirements for gaining an award

In order to gain an honours degree you will need to obtain 360 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 120 credits at level three or higher

In order to gain an ordinary degree you will need to obtain a minimum of 300 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 60 credits at level three or higher

In order to gain a Diploma of Higher Education you will need to obtain at least 240 credits including a minimum of 120 credits at level one or higher and 120 credits at level two or higher

In order to gain a Certificate of Higher Education you will need to obtain 120 credits at level one or higher.

In order to gain a Foundation Degree you will need to obtain a minimum of 240 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher

(A foundation degree is linked to a named Honours degree onto which a student may progress after successful completion of the Foundation degree.)

Degree Classification

Where a student is eligible for an Honours degree, and has gained a minimum of 240 UEL credits at level 2 or level 3 on the programme, including a minimum of 120 UEL credits at level 3, the award classification is determined by calculating:

$$\frac{\text{The arithmetic mean of the best 100 credits at level 3}}{\times 2/3} + \frac{\text{The arithmetic mean of the next best 100 credits at levels 2 and/or 3}}{\times 1/3}$$

and applying the mark obtained as a percentage, with all decimal points rounded up to the nearest whole number, to the following classification

70% - 100% First Class Honours
60% - 69% Second Class Honours, First Division
50% - 59% Second Class Honours, Second Division
40% - 49% Third Class Honours
0% - 39% Not passed

Assessment

Teaching, learning and assessment

Teaching and learning

Knowledge is developed through

- Exploring creative possibilities through writing
- Learning about different modes and forms of writing
- Engaging with the conventions and styles of different genres
- Developing a critical literary vocabulary

Thinking skills are developed through

- Drafting and editing processes
- Reflecting on and evaluating one's own work
- Analysing and commenting on a wide variety of texts, including poetry and prose
- Exploring the imaginative possibilities of language

Practical skills are developed through

- Improved literacy skills
- Independent research, reading and writing
- Drafting and editing processes
- Production work (DTP)
- Collaborative research and communication skills

Skills for life and work (general skills) are developed through

- Research into creative and professional writing industries
- Learning to structure time and plan ahead for seminars and assignments
- Being self-motivated and working independently
- Working in groups, discussing and carrying out projects with others

Assessment

Knowledge is assessed by

- Essays, commentaries and critical reflections
- Textual analysis
- Presentations

Thinking skills are assessed by

- Essays, commentaries and critical reflections
- Creative writing
- Presentations
- Textual analysis

Practical skills are assessed by

- Creative and critical writing
- Production work
- Presentations
- Group work

Skills for life and work (general skills) are assessed by

- Group work
- Presentations
- Written work

Quality

How we assure the quality of this programme

Before this programme started

Before the programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;
- the programme met any professional/statutory body requirements;
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

How we monitor the quality of this programme

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);
- student feedback.

Drawing on this and other information, programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the University's Quality Standing Committee.

Once every six years an in-depth review of the whole field is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

The role of the programme committee

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the University's quality assurance procedures.

The role of external examiners

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme
- To ensure that justice is done to individual students

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments
- Attending assessment boards
- Reviewing samples of student work and moderating marks
- Ensuring that regulations are followed
- Providing feedback through an annual report that enables us to make improvements for the future

Listening to the views of students

The following methods for gaining student feedback are used on this programme:

- Module evaluations
- Student representation on programme committees (meeting 2 times a year)
- Student/Staff consultative committee (meeting 2 times a year)

Students are notified of the action taken through:

- circulating the minutes of the programme committee
- providing details on the programme notice board

Listening to the views of others

The following methods are used for gaining the views of other interested parties:

- Annual student satisfaction questionnaire
- Regular staff meetings at programme level
- Regular meetings at Field level

Further Information

Where you can find further information

Further information about this programme is available from:

- The UEL web site
- The student handbook
- Module study guides
- UEL Manual of Regulations <http://www.uel.ac.uk/qa/>
- UEL Quality Manual <http://www.uel.ac.uk/qa/>
- Regulations for the Academic Framework <http://www.uel.ac.uk/academicframework/>
- Guide to Single & Combined Honours Programmes
- *Departmental web pages* <http://www.uel.ac.uk/adi/>
- Visit our gallery of student work
here: <http://www.uel.ac.uk/adi/showcase/studentwork/>