

BA (Hons)

Creative Writing



ARTS UNIVERSITY BOURNEMOUTH

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PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Creative Writing** course and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if they pass the course.

Further detailed information on the learning outcomes, content and teaching and learning methods of each unit may be found within this Handbook and the online Unit Information.

<u>Key Course Information</u>	
Final Award	BA (Hons)
Course Title	Creative Writing
Award Title	BA (Hons) Creative Writing
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Offered in the School of:	Bournemouth Film School
Professional accreditation	None
Length of course / mode of study	3 years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement	Creative Writing
UCAS code	W800
Language of study	English
External Examiner for course:	Dr Amina Alyal Leeds Trinity University
<i>Please note that it is not appropriate for students to contact external examiners directly.</i>	
Date of Validation	2016
Date of most recent review	N/A
Date programme specification written/revised	September 2022

Course Description

Language and stories are at the heart of how we, as a species, communicate and interact - the ways by which we try and understand and experience the world - and the BA (Hons) Creative Writing course is designed to inspire a new generation of story-tellers. An integral part of social and cultural capital, stories are also the life-blood of many media and entertainment industries and, increasingly, business and enterprise. Whether you are interested in telling your stories through the medium of poetry, script-writing, prose or creative non-fiction, you will leave this course having had practical experience of a variety of writing skills for different effects. The course team believes that exposing students to a wide range of writing-related

industries, will equip you with the creative and critical tools for continuing your writing beyond the course into a professional context, whether in industry or further study and research.

The course will celebrate its exciting location within a specialist arts institution that promotes a strong maker/creator culture. It will actively engage with contemporary conversations surrounding Creative Writing as an academic and creative arts discipline through foregrounding research-led learning and teaching methodologies; dynamic curricula that embrace a diversity of thought, practices and backgrounds; and a collaborative, student-centred approach. Through introducing you to the main forms of writing and providing opportunities to pursue individual projects of personal interest, this course aims to provide a well-rounded and inspiring start to your career.

The landscape of traditional publishing industries is shifting, due to ongoing developments in technologies and changes in the way stories are received, read and shared. The writer is no longer seen as someone who sits alone, working away in their ivory tower - this course will equip you with an understanding of a writer as proactive, connected, self-reflective, and experienced in writing for different audiences. With practical experiences, including visits by published writers and industry professionals, you will leave the course with a solid working knowledge of career destinations and options. Our aim is that you will graduate as an excellent communicator and collaborator, with a greater understanding of how you can express yourself through words as well as the ability to read, analyse and interpret a diverse range of literature. Furthermore, you will leave having developed key academic and research skills to underpin and reflect upon your writing practice.

In line with the value the institution places in being a 'connected' university Creative Writing is well-placed to engage with many of the existing courses currently taught at the AUB, including Film Production, Illustration, and Animation Production. Collaborative opportunities will inspire you to push the boundaries of your work and develop transferable skills to take with you into industry and future careers.

At the heart of this course is the aim to inspire, capture and celebrate your voice through all kinds of writing and to help you develop and hone your craft; to find your place in the historical, cultural and social contexts in which you are working.

Course Aims

The BA (Hons) Creative Writing at AUB aims to:

1. Enable you to develop a unique voice through projects that demonstrate the ability to write for different audiences and in different registers, styles, formats, and media.
2. Give you opportunities to gain practical knowledge and a critical understanding of Creative Writing in its broadest sense (including poetry, fiction, scriptwriting and creative non-fiction) underpinned by theoretical context and correct academic protocols.
3. Support you in developing the ability to contextualise your own writing within the traditions that precede and surround them, to enable you to apply this understanding to future practice or study.

4. Enable you to become a sophisticated and experienced reader of both existing texts and your own work through engagement with a culturally diverse and historically broad range of writing, including new and developing digital technologies.
5. Support you in becoming a confident, well-rounded and employable practitioner, by providing you with opportunities to develop a deep awareness of the creative processes involved in writing, including reading, research, thinking and editing.
6. Expose you to strategies for self-expression and critical self-reflection which will allow you to hone your craft and practice.
7. Provide you with experiences and opportunities for collaborative learning and production, both with existing courses and external industry partners.

Course Outcomes

By the end of this course you will be able to:

1. Relate the specialist knowledge and skills that you have developed to contemporary practice.
2. Write coherently across a broad range of forms, genre and media integrating observation, analysis, interpretation and speculation.
3. Develop and refine arguments through a continuing engagement with cultural, social, environmental, theoretical and historical contexts.
4. Provide reasoned solutions, recognising the uncertainty and limits of knowledge and use research skills with an understanding of relevant protocols.
5. Critically evaluate discourses and practices, making informed judgments using an appropriate range of sources from both within and beyond the field of Creative Writing.
6. Apply transferable skills, exercise initiative and personal responsibility.
7. Extend your academic learning as an independent, self-reflective and creative practitioner, prepared for professional environments or postgraduate study.

Reference Points

UK Quality Code for higher education, including:

- Subject Benchmark Statement: *Creative Writing*
- Framework for Higher Education Qualifications (FHEQ)

AUB Regulatory Framework and Undergraduate Assessment Regulations

Learning and Teaching Strategies

The course has been designed to offer you experiences in a diverse mix of learning and teaching methods to ensure your time at the university is both stimulating and

enriching. Teaching will largely be delivered through lectures, seminars and workshops, supplemented by individual and group tutorials, presentations, and critiques. In consultation with the Course Leader, the teaching team is responsible for co-ordinating individual units of study, and for selecting appropriate methods of delivery according to subject matter and student experience. Level 4 provides you with an introduction to key writing and academic skills through the 'Fundamentals' series whilst Levels 5 and 6 see a progression towards more independent learning and greater autonomy over projects and areas of interest.

The Writing Workshop

At the core of the course experience will be writing workshops that provide safe environments for you to read your work in front of your lecturers and peers, to gain invaluable constructive feedback. This is an essential part of the writing process and you will be encouraged to translate the feedback into your practice through editing and redrafting, whilst also offering generous and critical feedback to others. The course aims to foster critically reflective writers and the workshop is an excellent space in which to develop these skills.

There may also be occasions where digital delivery is appropriate. Where this is the case, this might include on-line lectures, seminars, presentations, and one to one tutorials. It is important that you engage with on-line course delivery in the same way that you would if you were on campus.

Crafting with Writers

The Level 5 experience offers an exciting opportunity to follow your independent interests and develop projects whilst guided and mentored by professional writers and/or editors. The aim here is to let you explore, experiment, and hone your craft, nurtured by experts in your chosen field of study.

Learning Environments

Throughout all levels, your learning will be enhanced by opportunities to leave the campus and write on location, responding to different environments and geographies. Possible venues include the New Forest, the Jurassic Coast, the Earthhouse at Cranborne, and Thomas Hardy's Cottage, amongst others.

Collaboration with the film industry

By reflecting the collaborative nature of the film industry, where different disciplines come together to create amazing work, we have created an environment where students produce award-winning films and go on to become some of the industry's biggest names.

Many film schools can offer the opportunity to specialise and form production teams, but at AUB we forge collaborations like no other. Our productions do not just contain the work of Film Production, Visual Effects and Animation students. With Costume and Performance Design, Make-Up for Media and Performance, and Acting, a full complement of the creative industries makes for a truly unique filmmaking experience. Screenwriting sits at the heart of these productions and there will be collaborative opportunities with Film Production, Animation Production and Visual Effects throughout the course.³

Assessment

Each unit is assessed separately, and the assessment forms part of the unit. Assessment both provides a measure of your achievement, and also gives you regular feedback on how your learning is developing.

For every unit of your course, we will inform you of what you are expected to learn; what you have to submit; how your work will be assessed; and the deadline for presenting your work for assessment. This is made available through the online Unit Information.

A minimum of one unit at Level 4 will be assessed on a pass/fail basis, with written feedback but no numerical grade. Details of this will be clearly expressed on the Unit Information Sheet. All other units will be given a percentage mark.

The final mark for each unit will be recorded on your formal record of achievement (transcript). With the exception of the pass/fail unit, each component of assessment is graded using a notched marking scale, whereby only certain marks are used within each grade. The only marks available within any ten-point band are *2, *5 and *8 (e.g. 62, 65, 68). These marks correspond to a low, mid, and high level of achievement within each grade band.

All learning outcomes must be passed to successfully complete the unit.

On successful completion of your Honours degree course, you will be awarded a degree classification based on your unit marks. The final classification is determined using all unit marks at Levels 5 and 6.

If you have joined Level 6 through either the Recognition of Prior Learning (RPL) route or having completed a Foundation Degree (FdA), the final classification is determined using only your unit marks at Level 6.

For further information on assessment, progression, awards and classifications, please visit <https://aub.ac.uk/regulations>

Course Structure

All students are registered for the award of BA (Hons); however, exit awards are available if you leave the course early, having successfully completed one or two levels. If you successfully complete a level of the course, you will automatically be entitled to progress to the next level.

For the award of a Certificate of Higher Education (CertHE), you must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if you leave the University following successful completion of the first year of your course.

For the award of a Diploma of Higher Education (DipHE), you must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification may be awarded if you leave the University following successful completion of the second year of your course.

For the award of a BA (Hons) you must have achieved a minimum of 360 credits of

which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of your course.

A BA without Honours may be awarded if you have achieved 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

Core Values and Skills

In developing courses, the University wanted to create a curriculum that reflected its values and ethos. It should prepare you for the future not only in enabling you to have a successful career, but we also want to empower you with the knowledge, skills and passion to have a positive impact on the world and be an agent for change. We have drawn from the United Nations Sustainable Development Goals (SDGs) (<https://sdgs.un.org/goals>) which have informed our values of Equality, Diversity and Inclusion as well as our Graduate Attributes.

Equalities Diversity and Inclusion (EDI)

“We are better for our diversity. We are enriched by the depth of respect we have for each other and the strength of our relationships with our people, our places and the planet. Through our commitment to working with those who are different to us, or challenge us, we grow stronger together, creating new synergies, global connections and sustainable futures.” (AUB Strategy 2030)

As an organisation we have moral, social and legal obligations to fulfil in terms of EDI, and in doing so our commitment is to put EDI at the heart of every area of activity. It is not covered as a separate, stand-alone section, rather it forms an integral part of the curriculum, throughout your study here.

Graduate Attributes (GA)

Over recent years, there has been an increasing pace of change, technological, social, environmental. This has been further impacted by the world-wide pandemic effecting significant change in the global economy and the employment market.

In this context, the University has recognised the importance of developing AUB graduates who have the attributes to be able to build their career, adapting to different circumstances and embracing changes. A suite of attributes have been defined that we feel are particularly appropriate to the creative courses that we deliver and to AUB’s core values; during your course, both curricular and extra-curricular activities will give you the opportunity to prepare for your working career.

Course Content

The structure of the course is designed to offer clear progression through each level. Level 4 is an introductory phase where you are given the opportunity to experience different areas of Creative Writing, providing you with a toolkit of fundamental creative and academic skills that will underpin your studies and practice beyond the course. At Level 5, you will deepen your knowledge of Creative Writing, putting your skills into practice by experimenting with writing for different audiences and effects. The student journey at Level 5 is centred around developing collaborative skills through working closely with other courses, as well as professional writers, to pursue your own individual interests and hone your craft. Level 6 offers opportunities to

work on extended independent projects, develop your transferable skills, and consolidate your knowledge of writing as an industry through professional experiences and connections.

Level 4: Toolkits

You will begin Level 4 developing a toolkit of fundamental writing skills that will be essential for any career in writing, including keeping a writer's journal and ideas-generation techniques, alongside transferrable research and study skills, including essay writing, referencing and bibliographies. You will be given the tools to help shape and craft your work at both thematic and linguistic levels, looking at grammar, syntax and stylistics. Through attending writing workshops, you will be encouraged to build confidence in sharing your work with your peers and develop strategies for giving and receiving constructive feedback.

In the second and third terms, the Level 4 journey provides opportunities for putting this toolkit into practice through introducing you to a broad range of Creative Writing forms (Fiction, Scriptwriting, Poetry, and Creative Non-Fiction). A dynamic series of workshops, lectures and seminars, facilitated by staff and visiting industry professionals, are designed to build your competency in employing the four forms whilst developing an ability to reflect on and evaluate your own written work. At all times practice is underpinned by research, through a sustained engagement with historical, social and cultural contexts, amongst others, developing a broad understanding of literary and narrative devices and their related theories. Having been encouraged to read widely as writers throughout this level, you will move towards your continuing studies with a solid knowledge of other authors and their work, and an understanding of how this research can impact on your own practice.

Level 5: Looking Outwards

Level 5 opens up the toolkit acquired the previous year, allowing you to look outwards by applying your skills to identify and write for a variety of audiences, and through undertaking interdisciplinary, collaborative projects. This level begins by equipping you with strategies for pushing boundaries, taking risks and experimenting with responsive writing on location in both urban and rural landscapes.

Reflecting professional work in the creative industries, Level 5 is scaffolded by opportunities for you to develop highly valuable interdisciplinary and collaborative skills. Through close links and shared teaching with Illustration and Film Production, alongside other courses, Level 5 will demonstrate how writers can work with others to produce new and exciting creative work but also gain an understanding of how writing and writers can influence the practice of others.

Towards the end of Level 5, the *Crafting with Writers* unit is an innovative project that will allow you to work on your individual areas of interest through mentorship and guidance from professional writers and/or editors. For example, you might wish to write a short radio play or explore options for children's and Young Adult fiction, supported by academic staff, practicing writers and industry professionals. Through these tailored projects, you will develop a more nuanced understanding of form, genre, and style whilst gaining firsthand experience of the different roles of a writer in today's world. The year will be underpinned by research and critical self-reflexivity at

a deeper level. The professional and collaborative connections you build will stand you in good stead for entering Level 6.

Level 6: Living as a Writer

You will enter this level looking to strengthen existing industry links and networks introduced at Level 5 through further practical engagement and experiences. You will be encouraged to start looking beyond the course, to develop an awareness and understanding of publishing options, literary agencies, and other creative arts and literature-based organisations, through research and industry visits. You will actively explore the mechanics of being a contemporary writer, through developing knowledge in the areas of self-promotion, marketing, managing finances and other essential practical considerations. It will be framed by an honest, open and practical approach as to how writers can make an income through their practice.

These skills are supplemented by real-world applications where you will undertake practical community- or industry-based live projects that reflect your interests. You could choose to work in different capacities with a variety of community groups including but not limited to schools, charities, youth groups and care homes for the elderly. You will develop a nuanced, sensitive and critically- reflective understanding of how writing and writers engage with the world beyond the university.

At this level, you will work more independently, requiring effective time-management and organisational skills to evaluate concepts, make judgements and take your craft to new levels. The last part of the year involves you working on an extended project in your chosen area of interest, demonstrating a comprehensive awareness of the critical and creative debates with which you are engaged and an ability to critically reflect on your own practice.

Upon graduating, you will be able to evidence a systematic understanding of Creative Writing skills and contexts, some of which will be at the forefront of the discipline, and you will have developed strategies for taking these skill- and knowledge-bases into your lives beyond the course.

Course Units

Unit Code	Unit Title	Credit Weighting
Level 4		
CRW487	The Writing Life: A Writer's Toolkit	40
CRW488	Fundamentals 1: Prose Fiction and Script	40
CRW489	Fundamentals 2: Poetry and Creative Non-Fiction	40
Level 5		
CRW551	The Writing Life 2: Writing without Boundaries	40
CRW552	Narrative (Option 1)	40
	OR	
CRW553	Developments in Screenwriting (Option 2)	
CRW554	Crafting with Writers	40
Level 6		
CRW654	Writing in the Community	40
CRW652	The Writing Life 3: Making an Income as a Writer	20
CRW653	Final Major Project	60

Course Diagram

This diagram shows the proposed start/end dates for each unit and shows teaching weeks only; holiday periods are not included.

Level 4																														
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Induction week	Autumn Term										Spring Term										Summer Term									
	CRW487 The Writing Life: A Writer's Toolkit Weeks 1-10 (40 credits)										CRW488 Fundamentals 1: Prose Fiction and Script Weeks 11-20 (40 credits)										CRW489 Fundamentals 2: Poetry and Creative Non-Fiction Weeks 21-30 (40 credits)									

Level 5																														
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
	Autumn Term										Spring Term										Summer Term									
	CRW551 The Writing Life 2: Writing without Boundaries (weeks 1-10) (40 credits)										(Option 1) CRW552 Narrative (weeks 11-20) (40 credits) OR (Option 2) CRW553 Developments in Screenwriting (weeks 11-20) (40 credits)										CRW554 Crafting with Writers (weeks 21-30) (40 credits)									

Level 6																														
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Autumn Term										Spring Term												Summer Term								
CRW654 Writing in the Community (weeks 1-20) (40 credits)																														
CRW652 The Writing Life 3: Making an Income as a Writer (weeks 1-10) (20 credits)										CRW653 Final Major Project (weeks 11-30) (60 credits)																				

Reference Materials

The list below comprises a range of Core and Recommended reading to support your research at all levels. This list is intended to give you an overview of some of the theoretical and conceptual frameworks that relate to Creative Writing, but it is not exhaustive, and you are encouraged to research your individual projects independently. The Unit handbooks will have a more detailed list of reading, relevant to each unit. It will be your responsibility to work with your Tutor and/or Subject Librarian to identify the resources that are essential to your particular research and writing interests.

These titles are indicative and updated lists will be provided during the delivery of the course.

Core:

Rice, P. and Waugh, P. (2001). *Modern literary theory: a reader*. 4th ed. London: Bloomsbury Academic.

Earnshaw, S. (2014). *The handbook of creative writing*, 2nd ed. Edinburgh: Edinburgh University Press.

Recommended:

Fiction

Cox, A. (2016). *Writing shorts stories: a Routledge writer's guide*. 2nd ed. Abingdon: Routledge.

Mullan, J. (2008). *How novels work*. Oxford: Oxford University Press.

Scriptwriting

Ayckbourn, A. (2004). *The crafty art of playmaking*. London: Faber & Faber.

McKee, R. (1997). *Story: substance, structure, style, and the principles of screenwriting*. London: Methuen Publishing.

Poetry

Williams R. (2013). *Poetry toolkit: the essential guide to studying poetry*. 2nd ed. London: Bloomsbury Academic.

Chisholm, A. (2016). *Crafting poetry*. Revised ed. Lulu.com: Caleta Publishing.

Creative Non-Fiction

Gutkind, L. (1997). *The art of creative nonfiction: writing and selling the literature of reality*. Hoboken: John Wiley & Sons.

Journals:

Creative Nonfiction (2017) *Creative Nonfiction: True Stories, Well Told*. Available in print in the Library and online. Available from <https://www.creativenonfiction.org>

Granta (2017) *Granta: The Magazine of New Writing*. [online]. Available from

<https://reader.exacteditions.com/magazines/22484/issues/>

The log in for this is confusing so please see the accessing databases short video

<https://aub-uk.libguides.com/contactus/help-videos>

New Writing: The International Journal for the Practice and Theory of Creative Writing (2004-) [online] Available from:

<http://search.ebscohost.com/login.aspx?direct=true&db=edspub&AN=edp148614&site=efi-live>

The Paris Review. (2019). Available in print in the library.

TEXT: The Journal of Writing and Writing Courses (1996-) [online] Available from:

<http://www.textjournal.com.au/back.htm>

Writing in Practice: The Journal of Creative Writing Research (2015-) [online]

Available from: <https://www.nawe.co.uk/writing-in-education/writing-at-university/writing-in-practice/previous-issues.html>

Useful Websites:

Poets.org (2017) *Poets.org: Academy of American Poets*. [online] Available from: <https://www.poets.org>

Playwriting 101 (2017) *Playwriting 101: How to Write a Play*. [online] Available from: <https://www.playwriting101.com>

