

BA (Hons)

# Creative Writing



ARTS UNIVERSITY BOURNEMOUTH

This Programme Specification is designed for prospective students, current students, graduates, academic staff and potential employers. It provides a summary of the main features of the programme and the intended 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.

Whilst every endeavour has been made to provide the course described in the Programme Specification, the University reserves the right to make such changes as may be appropriate for reasons of operational efficiency or due to circumstances beyond its control. Any changes are made in accordance with the University's academic standards and quality procedures.

This document is available in alternative formats on request.

## ARTS UNIVERSITY BOURNEMOUTH

### 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, which is available on your course blog.

<b><u>Key Course Information</u></b>	
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:	Media and Performance
<i>Contact details:</i> Telephone number	01202 363138
Email	<a href="mailto:somp@aub.ac.uk">somp@aub.ac.uk</a>
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:	Joe Stretch Manchester Metropolitan 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 2016

## **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-centered 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

AUB Creative Learning Plan

AUB Strategic Plan

AUB Employability Framework

### **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.<sup>3</sup>

### **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 Unit Information, which is on your course blog.

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 using two different algorithms, which are detailed in the HE Student Regulations. If the two algorithms produce different results, you will be awarded the higher class of degree.

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.

## **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 centered 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**

<b>Unit Code</b>	<b>Unit Title</b>	<b>Credit Weighting</b>
<b>Level 4</b>		
CRW456	The Writing Life 1: A Writer's Toolkit	40
CRW452	Fundamentals: Fiction	20
CRW453	Fundamentals: Scriptwriting	20
CRW454	Fundamentals: Poetry	20
CRW455	Fundamentals: Creative Non-Fiction	20
<b>Level 5</b>		
CRW551	The Writing Life 2: Writing without Boundaries	40
CRW552	Narrative (Option 1)	40
	<b>OR</b>	
CRW553	Developments in Screenwriting (Option 2)	
CRW554	Crafting with Writers	40
<b>Level 6</b>		
CRW651	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	
Autumn Term										Spring Term										Summer Term											
Induction week	<b>CRW456 The Writing Life 1: A Writer's Toolkit</b> (weeks 1-10) (40 credits)										<b>CRW452 Fundamentals: Fiction</b> (weeks 11-20) (20 credits)										<b>CRW454 Fundamentals: Poetry</b> (weeks 21-30) (20 credits)										
											<b>CRW453 Fundamentals: Scriptwriting</b> (weeks 11-20) (20 credits)										<b>CRW455 Fundamentals: Creative Non-Fiction</b> (weeks 21-30) (20 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											
	<b>(Option 1) CRW552 Narrative</b> (weeks 1-10) (40 credits)										<b>CRW551 The Writing Life 2: Writing without Boundaries</b> (weeks 11-20) (40 credits)										<b>CRW554 Crafting with Writers</b> (weeks 21-30) (40 credits)										
	<b>OR</b> <b>(Option 2) CRW553 Developments in Screenwriting</b> (weeks 1-10) (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								
<b>CRW651 Writing in the Community</b> (weeks 1-20) (40 credits)																														
<b>CRW652 The Writing Life 3: Making an Income as a Writer</b> (weeks 1-10) (20 credits)											<b>CRW653 Final Major Project</b> (weeks 11-30) (60 credits)																			



