

COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

Academic School/Department:	Communications, Art and Social Sciences
Programme:	BA Contemporary Literature & Creative Writing
FHEQ Level:	6
Course Title:	Working in the Creative Industries
Course Code:	CRW 6205
Course Leader:	Sam Brooker
Student Engagement Hours:	120
Lectures:	
Seminar / Tutorials:	45
Independent / Guided Learning:	75
Semester:	Fall, Spring
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This practice-oriented course offers students a broad practical and academic appreciation of what it takes to work in 21st-century creative industries. Students work together as a group to develop a body of work for a client outside the University, engaging in current discourse related to a variety of writing and publishing practices, management skills, and industry policies. Students benefit from the pedagogic, social and regenerative potential of working within the creative industries and developing their interpersonal communication skills.

Prerequisites: CRW 4200 Writing London or LIT 5200 Literary Influences on Contemporary Writing

Aims and Objectives:

This course aims to equip students with the practical skills and a level of professional experience necessary for working in the creative industries. The course challenges

students to operate effectively in an environment as near as possible to 'real world' employment including self-presentation, flexibility and a productive relationship with peers and client. Students must produce some type of finished product in a form agreed with their tutor and present their work to the University community.

Programme Outcomes:

6A(ii); 6A(iii); 6B(iii); 6C(i); 6C(ii); 6D (i); 6D (ii); 6D(iii)

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at: <http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

Learning Outcomes:

By the end of this course, successful students should be able to:

- Demonstrate a sophisticated understanding of the application of ideas to contemporary professional writing and production processes in the creative and cultural industries
- Demonstrate the ability to organise and deploy complex and abstract ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or other forms
- Demonstrate the ability to manage a supervised, self-directed project, and present it at a professional level to a wide audience
- Demonstrate the ability to act with minimal direction or supervision, to engage in self-reflection, use feedback to analyse own capabilities, appraise alternatives, and plan and implement actions
- Demonstrate personal responsibility and professional codes of conduct, while taking responsibility for their own work, learning and development, and effectiveness in professional and interpersonal communication
- Demonstrate flexible skills that translate directly into the workplace, including the ability to plan and manage for changing contexts, audiences and levels of complexity, and advanced group or team work capacities, for example listening, contributing, leading, negotiating and proactively managing conflict as is appropriate

Indicative Content:

- Key terms and approaches to project work
- Successful team building
- Submission of personal profile presentations by clients
- Planning team strategy
- Researching and developing ideas using a range of different methodologies
- Implementing ideas

- Project and time management
- Group report to lecturer
- Presentation to client and to wider audience

Assessment:

This course conforms to the Richmond University Special Programme Assessment Norms for COM and JRN approved at Learning and Teaching Policy Committee found at: <http://www.richmond.ac.uk/content/academic-affairs/academic-standing.aspx>

Teaching Methodology:

The faculty member acts as a mentor and consultant and serves as another resource for the group to call upon. The class runs as a workshop and deadlines will be set for each step of the process.

Bibliography:

See syllabus for complete reading list

Indicative Text(s):

- Davies, Rosamund and Gaudi Sigthorsson. *Introducing the Creative Industries: From Theory to Practice*. Sage, 2013.
- Cottrell, Stella. *Skills for Success: The Personal Development Planning Handbook*. Palgrave Macmillan, 2010.
- Moeran, Brian & Jesper Strandgaard Pedersen, eds. *Negotiating Values in the Creative Industries: Fairs, Festivals and Competitive Events*. Cambridge University Press, 2012.

Additional recommendations will be made on the basis of the nature of the project. Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry