ARTS
UNIVERSITY
PLYMOUTH

BA (Hons) : Content Creation

Unit Specification Forms (USFs)

ARTS UNIVERSITY PLYMOUTH

Unit Specification Form

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:	1.2 UNIT CODE:
METHODS & MATERIALS	401

1.3 COURSE:
BA (Hons) Content Creation

1.4 UNIT FHEQ ALIGNMENT:			
LEVEL	CREDITS	ECTS	STUDY HOURS
4	30	15	300

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
SEMESTER 1	SEMESTER 2	SEMESTER 3
X		

SECTION 3: UNIT CONTENT.

3.1 UNIT DESCRIPTION:

This unit provides you with the opportunity to develop and extend your existing knowledge of processes and technologies associated with your field of study, through the exploration of associated methods and materials. You will be introduced to a range of practical methodologies, processes and techniques appropriate to your subject, and encouraged to develop your capacity as a critical maker.

This unit is designed to support and accelerate your individual development as an independent learner which is an essential part of undergraduate study. As a result, this unit is designed to support the successful transition into the 3 year degree by developing skills in self-organisation and critical reflection.

Learning in this unit will comprise a range of approaches including practical, technical and theoretical components appropriate to the subject field. You will develop ways for generating creative ideas in response to a brief, with a primary focus on the acquisition of appropriate methods/knowledge/materials within the subject field.

You are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

This unit is made up of two subject-specific projects. Conceptually, this learning will support the development of your practice through technical and academic exploration and integration of

learning through studio and/or writing projects.

3.2 INDICATIVE OUTLINE CONTENT & DELIVERY:

This unit will introduce a range of methodologies through a combination of studio and/or workshop based activity, developing technical skills, competencies and applied methods**.** In support of developing practice, the unit will provide opportunities to develop skills of communication through writing, critique and reflection.

The unit will be comprised of the following indicative content and delivery mode:

- Two subject-specific projects;
- Lecture (delivered cross-University, within course or cognate groups)
    1. Knowing, Being, Doing - the principles of creative practice;
    2. Introduction to creative research approaches, paradigms and their application;
    3. Historical, cultural and contextual considerations in relation to a named practice and/or cognate disciplines
- Seminar (subject specific):
    1. Examining methods/knowledge/materials;
    2. Textual analysis (thematic analysis of context, content and terminology);
    3. Best practice in reading, interpreting and responding to a brief;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Technical Development (subject specific): technical skills and their application to a named practice;
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique (subject specific/course cognate): Group and/or individual critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, you will have the opportunity to engage with a range of enrichment & enhancement activities throughout the year. Additional support is available to all students via Academic skills to support practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. Personal and professional development support to develop employability skills is provided by the careers & enterprise team.

3.3 UNIT SPECIFIC DESCRIPTION:

This unit introduces foundational approaches to content creation through digital photography and short-form video. It develops core technical skills alongside creative and conceptual thinking, examining how visual content communicates meaning within contemporary creative and media contexts. You will build confidence in producing content for a range of purposes and audiences, with consideration of differing platform and user needs.

The unit is structured around two practical projects. Through studio-based workshops and practical projects, you will develop skills in photographic production, including principles of composition, colour, lighting, and visual design. You will gain experience working in both studio and location settings, capturing content using industry-standard cameras and mobile devices. The unit also introduces image editing workflows using professional software, supporting your progression from concept development to final output.

The unit further introduces short-form video production for digital platforms, with a focus on concise moving-image storytelling. You will explore filming and editing techniques appropriate to short-form

formats, considering narrative structure, pacing, and visual impact. Across two projects, you will engage with contemporary content creation practices, developing reflective and critical skills in relation to audience, narrative, and creative decision-making. By the end of the unit, you will produce a portfolio of exploratory work and establish a foundation in photography, short-form video, and digital production processes.

3.4 READING LIST:
Key texts for this unit will be included in the Unit Brief for the current academic year.

SECTION 4: UNIT LEARNING OUTCOMES.

4.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Identify appropriate methods and materials in the production of new creative practice 2. Investigate methods of concept visualisation in response to a creative brief
COGNITIVE SKILLS	3. Evidence research-informed judgements through the development of a creative output 4. Recognise how different modes of practice can be used to inform the development of creative practice
PRACTICAL & PROFESSIONAL ATTRIBUTES	

SECTION 5: UNIT ASSESSMENT.

5.1 ASSESSMENT INFORMATION:

ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
1. A body of creative practice	1, 2, 3, 4	100%	40%	You are required to submit and evaluate your work from both projects

5.2 ADDITIONAL ASSESSMENT NOTES:
Formative feedback at the midpoint of Unit delivery

SECTION 6: ATTRIBUTES & SKILLS.

6.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING GRADUATE ATTRIBUTES:

Creative Practice
GA1 Curious and purposeful creative thinkers and practitioners who demonstrate research and enquiry in the arts and creative practice.
GA2 Critical thinkers who use evidence and research to inform their decisions.
GA3 Enterprising creatives who can explore what creativity can mean when faced with challenging and complex circumstances.

Professional Agency
GA8 Innovators who explore new ways of working using a flexible and inclusive approach.

Ethos & Values
GA10 Resilient and adaptable, who respond positively to challenge and critique as part of being a life-long learner.

6.2 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING DIGITAL CAPABILITIES, as defined in the JISC Digital Capabilities framework

Digital proficiency and productivity
DC1: Digital proficiency

Information, data and media literacies
DC8: Information literacy
DC9: Data literacy

Digital communication, collaboration and participation
DC11: Digital communication
DC12: Digital collaboration
DC13: Digital participation

Digital identity and wellbeing
DC15: Digital wellbeing

6.3 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING EMPLOYABILITY SKILLS:

Personal Effectiveness
EA1: Emotional intelligence & consideration of others
EA2: Self-awareness, adaptability & resilience

Communication Skills
EA3:Effective Communication

Collaboration
EA5: Working with others

Thinking Skills
EA7: Critical thinking
EA8: Creativity & problem solving

ARTS UNIVERSITY PLYMOUTH

Unit Specification Form

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:	1.2 UNIT CODE:
ENCOUNTERING PLACE	402

1.3 COURSE:
BA (Hons) Content Creation

1.4 UNIT FHEQ ALIGNMENT:			
LEVEL	CREDITS	ECTS	STUDY HOURS
4	30	15	300

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
SEMESTER 1	SEMESTER 2	SEMESTER 3
X		

SECTION 3: UNIT CONTENT.

3.1 UNIT DESCRIPTION:

This unit is place-based and focuses on the geographical offerings and potential of a site specific location and its surroundings to orientate practice through situational grounding. Conceptually, this place-based learning will support you to engage in projects linked to subject specialism through a consideration of place-oriented ideas and its relation to notions of production, materials and/or narratives. In particular it will utilise the potential of site-specificity and its immediate geographies to consider the relationship of the local to the global. Unit delivery will comprise a range of approaches to developing your learning, comprising practical, technical and theoretical components.

You will develop ways for generating creative ideas in response to a brief, with a primary focus on creative problem solving and methods and materials in relation to notions of place, within the context of the subject field.

You are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

This unit is made up of two subject-specific projects. Conceptually, this learning will support the development of your practice through technical and academic exploration and integration of learning through studio and/or writing projects.

3.2 INDICATIVE OUTLINE CONTENT & DELIVERY:

You will be encouraged to develop your learning through the introduction of theoretical and practical approaches to problem solving, with an emphasis on the production of artefact (appropriate to subject enquiry). In addition, this unit will develop critical engagement with the concept of place, providing opportunities to develop skills of communication through writing, image/artefact and verbal presentation.

The unit will be comprised of the following indicative content and delivery mode:

- Two subject-specific projects;
- Lecture (delivered cross-University, within course or cognate groups)
    1. Notions of place (narratives, identity and manufacture);
    2. The local and the global;
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines;
- Seminar (subject specific):
    1. Critical thinking/critical making;
    2. Developing approaches to solution-based learning;
    3. Presentation and communication skills (written & visual);
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Technical Development (subject specific): technical skills and their application to a named practice;
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique (subject specific/course cognate): Group and/or individual critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, you will have the opportunity to engage with a range of enrichment & enhancement activities throughout the year. Additional support is available to all students via Academic skills to support practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. Personal and professional development support to develop employability skills is provided by the careers & enterprise team.

3.3 UNIT SPECIFIC DESCRIPTION:
This unit investigates contemporary practices in content creation across still and moving image, with a focus on editorial formats and long-form video storytelling. It examines how visual content is conceptualised, produced, and disseminated within professional and cultural contexts, with particular attention to narrative structure, purpose, and audience engagement. Through critical and contextual research, you will analyse how visual media communicates cultural themes and values and can foster community engagement. The unit is structured around two practical projects. The first introduces approaches to editorial content production, integrating photography and video to document and interpret different forms of real-world activity. You will respond to a project brief set by an industry partner or client, exploring place-based storytelling and developing creative outcomes for presentation. The second project focuses on narrative-driven production processes, including scriptwriting, interviewing, presenting, and the production of long-form video. This project is supported by the development of core technical competencies in camera operation, sound recording, and post-production editing. Assessment comprises two related components. You will deliver a ten-minute presentation that synthesises research findings and creative development into a professional pitch addressing the live brief. This presentation will be supported by a 1000-word critical and historical essay that situates contemporary content creation practices within a broader cultural and theoretical framework, drawing on relevant case studies. Through this unit, students develop skills in research-led creative practice, narrative construction, and professional communication. The unit also provides experience working within live production contexts, strengthening your understanding of how audience awareness, context, and purpose inform creative and editorial decision-making.

3.4 READING LIST:
Key texts for this unit will be included in the Unit Brief for the current academic year.

SECTION 4: UNIT LEARNING OUTCOMES.

4.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Demonstrate contextual knowledge and associated creative approaches in response to project themes 2. Explore ideas, concepts, proposals, solutions in response to a creative brief 3. Identify appropriate ethical considerations in relation to the delivery of a named project brief
COGNITIVE SKILLS	
PRACTICAL & PROFESSIONAL ATTRIBUTES	4. Communicate effectively the outcomes of a project brief to a named audience

SECTION 5: UNIT ASSESSMENT.

5.1 ASSESSMENT INFORMATION:

ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
1. Critical & historical essay (1000 words)	1	100%	40%	Your essay should be informed by your place-based research and support the content of your presentation
2. A 10 minute presentation to a small group (assessed on content)	2, 3, 4	100%	40%	You are required to present your work. You will be assessed on both content and presentation skills

5.2 ADDITIONAL ASSESSMENT NOTES:

Formative feedback at the midpoint of Unit delivery.

Presentation format: to be determined in course.
Word count is a maximum.

SECTION 6: ATTRIBUTES & SKILLS.

6.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING GRADUATE ATTRIBUTES:

Creative Practice
GA1 Curious and purposeful creative thinkers and practitioners who demonstrate research and enquiry in the arts and creative practice.
GA2 Critical thinkers who use evidence and research to inform their decisions.
GA3 Enterprising creatives who can explore what creativity can mean when faced with challenging and complex circumstances.

Professional Agency
GA6 Advocates for sustainability, respect and responsibility as seen through their creative and professional practice
GA7 Digitally literate, with confidence to work across multiple digital environments and platforms
GA8 Innovators who explore new ways of working using a flexible and inclusive approach.

Ethos & Values
GA12 Empathetic, kind and respectful, recognising the opportunities for enacting change that exists when encountering a diversity of people, interests and aspirations.

Collaboration

GA14 Active contributors who can consider and effectively use different approaches to communicating to promote authentic dialogue

6.2 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING DIGITAL LITERACY SKILLS:

Digital proficiency and productivity
DC2: Digital productivity

Digital creation, problem-solving and innovation
DC3: Digital creation
DC5: Digital innovation

Information, data and media literacies
DC8: Information literacy
DC9: Data literacy
DC10: Media literacy

Digital communication, collaboration and participation
DC11: Digital communication
DC13: Digital participation

6.3 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING EMPLOYABILITY SKILLS:

Personal Effectiveness
EA1: Emotional intelligence & consideration of others
EA2: Self-awareness, adaptability & resilience

Communication Skills
EA3:Effective Communication

Thinking Skills
EA7: Critical thinking
EA8: Creativity & problem solving

ARTS UNIVERSITY PLYMOUTH

Unit Specification Form

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:	1.2 UNIT CODE:
EXPLORING SUBJECT	403

1.3 COURSE:
BA (Hons) Content Creation

1.4 UNIT FHEQ ALIGNMENT:			
LEVEL	CREDITS	ECTS	STUDY HOURS
4	30	15	300

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
SEMESTER 1	SEMESTER 2	SEMESTER 3
	X	

SECTION 3: UNIT CONTENT.

3.1 UNIT DESCRIPTION:

This unit comprises a space of learning centred on your subject specialism within art, design or critical-cultural disciplines. It will support your engagement with subject-specific ideas and applications, encouraging critical reflection on your individual creative practice and subject within the larger creative arts domain. You will be supported to undertake an imaginative approach to your subject that challenges historical and cultural assumptions.

This unit will provide a framework to support your continuing engagement with concepts and contexts associated with your subject. You will develop ways for generating creative ideas in response to a brief, with a primary focus on developing personal interests and capacity as an individual practitioner within your chosen subject. The unit will foreground subject specific enquiry as a place of knowledge acquisition that generates practice-based and/or written outcomes. As such the unit is designed to encourage and develop approaches for independent learning, practice-based study, critical writing and reflection. As the unit progresses, You will be able to apply the knowledge and skills that you have acquired through a process of experimentation and critical analysis.

You are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

This unit is made up of two subject-specific projects. Conceptually, this learning will support the development of your practice through academic and /or technical exploration and integration of learning through studio and/or writing projects.

3.2 INDICATIVE OUTLINE CONTENT & DELIVERY:

Learning in this unit will focus on a deeper exploration of individual student interests, supported by subject-specific teaching. With an emphasis on the production of artefact (appropriate to subject enquiry), you will be encouraged to utilise a range of methodologies and problem-solving through a combination of studio and/or workshop based activity, technical application and approaches for gathering research. In support of producing new work, the unit will provide opportunities to develop skills of communication through writing and image/artefact.

The unit will be comprised of the following indicative content and delivery mode:

- Two subject-specific projects;
- Lecture (delivered cross-University, within course or cognate groups):
    1. Introducing practice-based methodologies;
    2. Developing a critical path for practical enquiry;
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines.
- Seminar (subject specific):
    1. Exploring contemporary practices;
    2. Identifying personal themes;
    3. Approaches to contextual writing;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Technical Development (subject specific): technical skills and their application to a named practice;
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique (subject specific/course cognate): Group and/or individual critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, you will have the opportunity to engage with a range of enrichment & enhancement activities throughout the year. Additional support is available to all students via Academic skills to support practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. Personal and professional development support to develop employability skills is provided by the careers & enterprise team.

3.3 UNIT SPECIFIC DESCRIPTION:

This unit examines creator-led branding and social media marketing within contemporary digital culture. It introduces how personal brand development, audience growth, and content strategy intersect, and how creators and brands communicate value through authentic and engaging content. You will develop an awareness of how creative practice is informed by marketing fundamentals, platform specific considerations, and audience insight through two interconnected projects.

The first project focuses on creator development, introducing approaches to personal branding and audience engagement within particular sectors such as lifestyle and food. Delivered through specialist industry-led sessions facilitated by an industry partner, you will examine how creative identity is established, communicated, maintained and protected across digital platforms, with particular emphasis on social media platforms.

The second project applies this learning to a live brief, requiring you to develop a creative response informed by social media and marketing principles, including platform behaviour, trends, and audience analysis. Projects may involve independent and collaborative modes of work, supporting

the development of professional communication and teamwork skills.

Alongside your creative projects, you will complete a 1000-word contextual essay that situates your work within contemporary content creation and marketing practice. The essay articulates your creative concept in response to the live brief, drawing on relevant theory and case studies to evaluate how and why the proposed content is positioned to succeed for a defined brand and audience.

Across both projects, the unit develops skills in content creation, audience engagement, and professional communication. It supports your ability to integrate creative experimentation with marketing insight, while demonstrating awareness of current and emerging practices in creator-led branding.

3.4 READING LIST:
Key texts for this unit will be included in the Unit Brief for the current academic year.

SECTION 4: UNIT LEARNING OUTCOMES.

4.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Demonstrate an awareness of audience in relation to the production of a creative practice output
COGNITIVE SKILLS	2. Select appropriate practical and contextual approaches in the development of individual practice outcomes. 3. Apply critical reflection in support of a creative position 4. Explore the relationship between the conception and production of practical work
PRACTICAL & PROFESSIONAL ATTRIBUTES	

SECTION 5: UNIT ASSESSMENT.

5.1 ASSESSMENT INFORMATION:

ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
1. A creative response to a project brief (submit samples from both projects)	2, 3, 4	100%	40%	You are required to submit work from both projects

2. Contextual essay (1000 words)	1	100%	40%	Your essay should be informed by awareness of subject, audience and context

5.2 ADDITIONAL ASSESSMENT NOTES:

Formative feedback at the midpoint of Unit delivery.

Word count is a maximum.

SECTION 6: ATTRIBUTES & SKILLS.

6.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING GRADUATE ATTRIBUTES:

Creative Practice
GA1 Curious and purposeful creative thinkers and practitioners who demonstrate research and enquiry in the arts and creative practice.
GA2 Critical thinkers who use evidence and research to inform their decisions.
GA3 Enterprising creatives who can explore what creativity can mean when faced with challenging and complex circumstances.
GA4 Reflective practitioners who learn from authentic experiences and recognise the personal fulfilment gained from the expansion of views, knowledge and creative practice.

Professional Agency
GA6 Advocates for sustainability, respect and responsibility as seen through their creative and professional practice
GA7 Digitally literate, with confidence to work across multiple digital environments and platforms
GA8 Innovators who explore new ways of working using a flexible and inclusive approach.

Ethos & Values
GA9 Ethical practitioners who work with an informed awareness of respect and responsibility for how their actions impact others
GA10 Resilient and adaptable, who respond positively to challenge and critique as part of being a life-long learner.
GA11 Self-aware and actively engage in managing their physical and mental wellbeing
GA12 Empathetic, kind and respectful, recognising the opportunities for enacting change that exists when encountering a diversity of people, interests and aspirations.

Collaboration
GA14 Active contributors who can consider and effectively use different approaches to communicating to promote authentic dialogue

6.2 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING DIGITAL CAPABILITIES, as defined in the JISC Digital Capabilities framework

Information, data and media literacies
DC8: Information literacy
DC9: Data literacy

Digital communication, collaboration and participation
DC11: Digital communication
DC12: Digital collaboration

6.3 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING EMPLOYABILITY SKILLS:
Personal Effectiveness EA1: Emotional intelligence & consideration of others EA2: Self-awareness, adaptability & resilience **Thinking Skills** EA8: Creativity & problem solving **Professional Development** EA9: Professional & management skills

ARTS UNIVERSITY PLYMOUTH

Unit Specification Form

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:	1.2 UNIT CODE:
PLATFORMS OF EXCHANGE	404

1.3 COURSE:
Common core unit

1.4 UNIT FHEQ ALIGNMENT:			
LEVEL	CREDITS	ECTS	STUDY HOURS
4	30	15	300

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
SEMESTER 1	SEMESTER 2	SEMESTER 3
	X	

SECTION 3: UNIT CONTENT.

3.1 UNIT DESCRIPTION:

This unit focuses on collaboration as a practice, way of working and an experience. This will support your engagement in teams, including with staff, to unite around projects that afford the creative development of methodologies for working on production cycles from concept to exhibition and/or display.

The unit serves as a platform for the exchange of critical thinking and practical exploration, and as such is designed to extend the possibilities for interdisciplinary discourse and approaches to practice. You will be encouraged to share your creative attributes in pursuit of creative problem solving, and to develop your capability through group mutual interests and cooperative approaches.

Through the introduction of issue-based learning and methodologies for team working & group work, you will engage in interdisciplinary approaches to thematic inquiry, providing opportunities for collaboration, emergent thinking and cross-pollination to establish mutual objectives. The project will respond to a contemporary theme or real world issue, devised in advance by the unit team.

You are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

The unit will provide opportunities to engage with the wider creative community, bringing together students from across courses to consider their agency in providing solutions to real world issues. Comprising of one interdisciplinary project, this learning will support the development of your

practice through collaborative exploration and integration of thematic group learning through studio and/or writing projects. .

3.2 INDICATIVE OUTLINE CONTENT & DELIVERY:

Unit delivery will comprise a range of approaches to developing student learning, including practical and theoretical components. You will broaden your subject focus through integration with the wider creative community, to produce creative solutions to a university-wide thematic project with a primary focus on social justice.

The unit will combine critical thinking and practical application with group-working at the centre of learning through the production of a project artefact (real or virtual). In support of producing new work, the unit will provide opportunities to develop skills of communication through team working, critical reflection, image/artefact and spoken word. The focus of this unit centres on the critical and applied knowledge gained through team working, evidenced through critical reflection upon collaborative working and the impact of individual contribution in determining creative project outcomes.

The unit will be comprised of the following indicative content and delivery mode:

- Thematic Project (cognate or project specific groups)
- Lecture (delivered cross-University, within course or cognate groups):
    1. Social justice and the creative arts;
    2. Community engagement, communication strategies & forms of critical reflection;
    3. Historical, cultural and ethical considerations in relation to interdisciplinary issues and ideas.
- Seminar (cognate or project specific groups):
    1. Social justice themes;
    2. Team working & group work theory/practice;
    3. Interdisciplinary approaches;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Technical Development (subject specific): technical skills and their application to a named practice;
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique (subject specific/course cognate): Group and/or individual critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, you will have the opportunity to engage with a range of enrichment & enhancement activities throughout the year. Additional support is available to all students via Academic skills to support practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. Personal and professional development support to develop employability skills is provided by the careers & enterprise team.

3.3 UNIT SPECIFIC DESCRIPTION:

There are no specific additions required for this unit.

3.4 READING LIST:

Key texts for this unit will be included in the Unit Brief for the current academic year.

SECTION 4: UNIT LEARNING OUTCOMES.

4.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	
COGNITIVE SKILLS	1. Demonstrate the application of practice in the development and production of an interdisciplinary group project
PRACTICAL & PROFESSIONAL ATTRIBUTES	2. Evidence the application of appropriate interpersonal, social and negotiation skills when working as part of a team 3. Articulate strategies to support the delivery of a project brief to a deadline 4. Explore the knowledge and practice of effective team working to inform personal development

SECTION 5: UNIT ASSESSMENT.

5.1 ASSESSMENT INFORMATION:

ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
1. An interdisciplinary creative project	1, 2	100%	40%	Creation of work in response to a project brief
2. Project evaluation - exploring teamwork and the delivery of the project (1000 words)	3, 4	100%	40%	Your evaluation should explore personal development, informed by team experience and critical reflection

5.2 ADDITIONAL ASSESSMENT NOTES:

Formative feedback required at two points of Unit delivery.

Word count is a maximum.

SECTION 6: ATTRIBUTES & SKILLS.

6.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING GRADUATE ATTRIBUTES:

Creative Practice
GA1 Curious and purposeful creative thinkers and practitioners who demonstrate research and enquiry in the arts and creative practice
GA3 Enterprising creatives who can explore what creativity can mean when faced with challenging and complex circumstances.
GA4 Reflective practitioners who learn from authentic experiences and recognise the personal fulfilment gained from the expansion of views, knowledge and creative practice.

Professional Agency
GA6 Advocates for sustainability, respect and responsibility as seen through their creative and professional practice
GA7 Digitally literate, with confidence to work across multiple digital environments and platforms
GA8 Innovators who explore new ways of working using a flexible and inclusive approach.

Ethos & Values
GA9 Ethical practitioners who work with an informed awareness of respect and responsibility for how their actions impact others
GA10 Resilient and adaptable, who respond positively to challenge and critique as part of being a life-long learner.
GA12 Empathetic, kind and respectful, recognising the opportunities for enacting change that exists when encountering a diversity of people, interests and aspirations.

Collaboration
GA13 Confident working in teams and recognise the value of partnerships, collaboration and networking.
GA14 Active contributors who can consider and effectively use different approaches to communicating to promote authentic dialogue
GA15 Inspiring Life-long learners who value collaboration to enrich and enhance their work and the work of others

6.2 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING DIGITAL CAPABILITIES, as defined in the JISC Digital Capabilities framework

Information, data and media literacies
DC8: Information literacy
DC9: Data literacy

Digital communication, collaboration and participation
DC11: Digital communication
DC12: Digital collaboration
DC13: Digital participation

Digital identity and wellbeing
DC14: Digital identity management

6.3 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING EMPLOYABILITY SKILLS:

Personal Effectiveness
EA1: Emotional intelligence & consideration of others
EA2: Self-awareness, adaptability & resilience

Communication Skills
EA3:Effective Communication
EA4: Audience & Engagement

Collaboration
EA5: Working with others
EA6: Collaborative tasks & Projects

Thinking Skills
EA7: Critical thinking
EA8: Creativity & problem solving

Professional Development
EA9: Professional & management skills

ARTS UNIVERSITY PLYMOUTH

Unit Specification Form

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:	1.2 UNIT CODE:
SPECULATIVE STRATEGIES	501

1.3 COURSE:
BA (Hons) Content Creation

1.4 UNIT FHEQ ALIGNMENT:			
LEVEL	CREDITS	ECTS	STUDY HOURS
5	30	15	300

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
SEMESTER 1	SEMESTER 2	SEMESTER 3
X		

SECTION 3: UNIT CONTENT.

3.1 UNIT DESCRIPTION:

This unit builds on the development of individual and collective subject knowledge and understanding achieved through level 4, enhancing your awareness of research-informed practice, the role of speculation, risk and failure, and the development and/or adoption of new or unfamiliar methodologies in developing creative practice.

The unit focuses on the development of individual and/or group creative practice, in response to a subject-specific brief. In determining outcomes, you will be expected to investigate and develop new approaches to augment and extend your learning within your discipline. The focus of investigation lies in the exploratory nature of creative research. As such the unit places emphasis on the critical and practical processes used for the realisation of ideas generation, propositional and/or hypothetical creative outputs, rather than a focus on finished and final outcomes.

It will support you to engage in a multi-faceted consideration of creative problem solving, providing a range of possible solutions that fuel critical ongoing evaluation and critique. You will be supported to undertake an investigative approach to your specialist area of study that challenges historical, cultural assumptions in order to question subject and discipline orthodoxies.

You are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

This unit comprises one subject-specific project. Conceptually, this learning will support the

development of your practice through academic and /or technical exploration and integration of learning through studio and/or writing projects.

3.2 INDICATIVE OUTLINE CONTENT & DELIVERY:

You will be encouraged to conceptualise your learning through the consideration of speculative theoretical and practical approaches to creative practice. With an emphasis on the production of artefact (appropriate to subject enquiry), you will be encouraged to utilise a range of unfamiliar or new methodologies through a combination of studio and/or workshop based activity, technical application and methods for gathering research. The unit places an emphasis on the development of critical and practical understanding through associated 'works in progress' (such as drafts, concepts, proposals, demos, maquettes, trials, mock-ups, or other investigative forms of visualisation) that demonstrate propositional thinking and evidence the range of considerations and choices made in determining an outcome. In support of producing new work, the unit will provide opportunities to develop skills of communication through writing an evaluation of individual creative skills and attributes.

The unit will be comprised of the following indicative content and delivery mode:

- One subject-specific project;
- Lecture (delivered cross-University, within course or cognate groups):
    1. Developing a research-informed approach to creative practice;
    2. Speculation, risk and failure;
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines;
- Seminar (subject-specific):
    1. Speculative strategies for practice;
    2. Visualising research;
    3. Project evaluation: auditing creative skills and attributes;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Technical Development (subject specific): technical skills and their application to a named practice;
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique (subject specific/course cognate): Group and/or individual critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, you will have the opportunity to engage with a range of enrichment & enhancement activities throughout the year. Additional support is available to all students via Academic skills to support practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. Personal and professional development support to develop employability skills is provided by the careers & enterprise team.

3.3 UNIT SPECIFIC DESCRIPTION:

This unit marks a transition toward a more independent and speculative creative practice, supporting the development of new ideas through research, experimentation, and strategic thinking. You will explore emerging technologies, cultural trends, and evolving marketing approaches, considering how these might shape future-oriented content creation and creative strategy within broader professional and societal contexts.

Through a live or simulated client brief, you will develop a research-informed body of work that responds to a real-world creative challenge. The unit emphasises ideation, creative

experimentation, and the testing of marketing strategies, alongside the development of skills in audience analytics and data-informed decision-making. You will also engage with relevant contemporary debates, including ethical, cultural, and professional considerations associated with content creation, situating your creative responses within wider social and industry frameworks.

The unit supports the development of a cohesive creative outcome through sustained inquiry and exploration, encouraging reflection on how personal interests align with industry expectations. You will explore new and emerging tools and technologies such as generative AI and immersive media, developing adaptable approaches to concept generation and content development.

Overall, the unit foregrounds experimentation, critical thinking, and professional growth. The resulting body of work reflects an evolving creative identity, demonstrating your ability to engage with complex ideas and translate them into speculative yet purposeful creative outcomes, while building confidence in managing client-led projects and articulating innovative concepts.

3.4 READING LIST:
Key texts for this unit will be included in the Unit Brief for the current academic year.

SECTION 4: UNIT LEARNING OUTCOMES.

4.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Critically engage with new approaches and methodologies to inform creative practice 2. Produce new work in progress as a result of research-informed visual investigation 3. Synthesise a body of work evidencing the underpinning strategies and considerations for its development
COGNITIVE SKILLS	
PRACTICAL & PROFESSIONAL ATTRIBUTES	4. Evaluate the appropriateness of different approaches to solving problems related to a named creative project

SECTION 5: UNIT ASSESSMENT.

5.1 ASSESSMENT INFORMATION:

ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
1. A research-informed body of work	1, 2, 3, 4	100%	40%	You are required to submit and evaluate your research-informed body of work

5.2 ADDITIONAL ASSESSMENT NOTES:

Formative feedback required at two points of Unit delivery.

SECTION 6: ATTRIBUTES & SKILLS.

6.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING GRADUATE ATTRIBUTES:

Creative Practice
GA1 Curious and purposeful creative thinkers and practitioners who demonstrate research and enquiry in the arts and creative practice.
GA2 Critical thinkers who use evidence and research to inform their decisions.
GA3 Enterprising creatives who can explore what creativity can mean when faced with challenging and complex circumstances.
GA4 Reflective practitioners who learn from authentic experiences and recognise the personal fulfilment gained from the expansion of views, knowledge and creative practice.

Professional Agency
GA8 Innovators who explore new ways of working using a flexible and inclusive approach.

Ethos & Values
GA10 Resilient and adaptable, who respond positively to challenge and critique as part of being a life-long learner.

6.2 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING DIGITAL CAPABILITIES, as defined in the JISC Digital Capabilities framework

Digital proficiency and productivity
DC2: Digital productivity

Digital creation, problem-solving and innovation
DC3: Digital creation

Information, data and media literacies
DC8: Information literacy
DC9: Data literacy

Digital communication, collaboration and participation
DC11: Digital communication
DC13: Digital participation

6.3 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING EMPLOYABILITY SKILLS:

Personal Effectiveness
EA2: Self-awareness, adaptability & resilience

Thinking Skills
EA7: Critical thinking
EA8: Creativity & problem solving

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Unit Specification Form

Professional Development
EA9: Professional & management skills

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Unit Specification Form

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:	1.2 UNIT CODE:
GLOBAL CHALLENGES	502

1.3 COURSE:
Common core unit

1.4 UNIT FHEQ ALIGNMENT:			
LEVEL	CREDITS	ECTS	STUDY HOURS
5	30	15	300

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
SEMESTER 1	SEMESTER 2	SEMESTER 3
X		

SECTION 3: UNIT CONTENT.

3.1 UNIT DESCRIPTION:

This unit will support your creative development through the application of your specialist skills and knowledge, and encourage deeper thinking about how creative solutions might help solve real world challenges. As a creative practitioner, you belong to a global network of like minded individuals and groups for whom citizenship, social justice and the opportunities posed by creative learning and new technologies provide a rich seam for solution-based enquiry.

This unit will provide you with the opportunity to engage with global challenges through thematic enquiry, enabling the utilisation and expansion of the specialist knowledge and skills developed in year 1 through focused experimentation and application. The unit will encourage you to explore and adopt new and unfamiliar methodologies and approaches, affording a broader perspective on alternative propositions for creative problem solving.

You will have the opportunity to explore a global challenge through the lens of your discipline, providing a range of possible solutions that fuel further ideas and knowledge exchange. You will be encouraged to undertake an investigative approach to project work, bringing your specialist area of study to bear on group strategies for creative outcomes within your course of study. Study will combine practical, theoretical and contextual components, with outcomes articulated in a summative project report/essay.

The unit will support the continued development of your analytical and academic writing skills, through independent research in the form of a fully illustrated and referenced project report. Understanding and exploring methods of developing and presenting these outcomes of

investigation form a key part of this unit.

You are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

This unit comprises one thematic project delivered to a cognate or subject-specific group. Conceptually, this learning will support the development of your practice through academic integration of learning through writing projects.

3.2 INDICATIVE OUTLINE CONTENT & DELIVERY:

You will be encouraged to conceptualise your learning through the consideration of solution-based responses to the global challenges of the 21st century. The unit will place an emphasis on the production of creative solutions as an outcome of issue based group enquiry, encouraging the adoption of new and/or unfamiliar methodologies or approaches. Central to your learning will be the development of a group creative campaign (appropriate to a project brief or academic theme) to broadcast a response to the identified global challenge in the public domain (live or simulated). Campaign outcomes might take a variety of forms such as a published text, an installation, live event, or simulated online campaign. Group project work will include developing ideas through a combination of studio and/or workshop based activity, technical application, methods for ideas generation/gathering research, and report writing.

The unit will be comprised of the following indicative content and delivery modes:

- Thematic project (cognate or subject specific group);
- Lecture (delivered cross-University, within course or cognate groups):
    1. Thematic 'Global challenge' lecture;
    2. Citizenship and social justice;
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines;
- Seminar (cognate or project - specific group):
    1. Project design and management;
    2. Creative agency and campaigns;
    3. Project reporting including data, project ethics and engagement considerations, skills for effective team working;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Technical Development (subject specific): technical skills and their application to a named practice;
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique (subject specific/course cognate): Group and/or individual critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, you will have the opportunity to engage with a range of enrichment & enhancement activities throughout the year. Additional support is available to all students via Academic skills to support practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. Personal and professional development support to develop employability skills is provided by the careers & enterprise team.

3.3 UNIT SPECIFIC DESCRIPTION:

There are no specific additions required for this unit. Description as 3.1.

3.4 READING LIST:
Key texts for this unit will be included in the Unit Brief for the current academic year.

SECTION 4: UNIT LEARNING OUTCOMES.

4.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Explore ethical concerns relating to solution -based enquiry
COGNITIVE SKILLS	2. Evaluate the response to a global challenge drawing from multiple sources of information and data 3. Apply necessary research and information to evaluate the success of a creative investigation
PRACTICAL & PROFESSIONAL ATTRIBUTES	4. Reflect on the application of relevant project management techniques used to support the delivery of a creative investigation

SECTION 5: UNIT ASSESSMENT.

5.1 ASSESSMENT INFORMATION:

ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
1, A creative response to a global challenge	1	100%	40%	Creation of work following solution -based enquiry
2. Project report or essay responding to a global challenge (3,000 words)	2, 3, 4	100%	40%	Project report or essay (Illustrated and referenced) responding to a global challenge

5.2 ADDITIONAL ASSESSMENT NOTES:
Formative feedback required at two points of Unit delivery. Word count is a maximum. Written submission to be Harvard referenced and illustrated.

Students are required to CHOOSE between either a report OR an essay

SECTION 6: ATTRIBUTES & SKILLS.

6.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING GRADUATE ATTRIBUTES:

Creative Practice
GA2 Critical thinkers who use evidence and research to inform their decisions.
GA3 Enterprising creatives who can explore what creativity can mean when faced with challenging and complex circumstances.

Professional Agency
GA6 Advocates for sustainability, respect and responsibility as seen through their creative and professional practice
GA7 Digitally literate, with confidence to work across multiple digital environments and platforms

Ethos & Values
GA9 Ethical practitioners who work with an informed awareness of respect and responsibility for how their actions impact others
GA10 Resilient and adaptable, who respond positively to challenge and critique as part of being a life-long learner.

Collaboration
GA14 Active contributors who can consider and effectively use different approaches to communicating to promote authentic dialogue
GA15 Inspiring Life-long learners who value collaboration to enrich and enhance their work and the work of others
GA16 Enterprising and entrepreneurial, who can identify issues and solutions and respond creatively to uncertain and challenging situations.

6.2 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING DIGITAL CAPABILITIES, as defined in the JISC Digital Capabilities framework

Digital creation, problem-solving and innovation
DC3: Digital creation

Digital learning and development
DC6: Digital learning

Information, data and media literacies
DC8: Information literacy
DC9: Data literacy
DC10: Media literacy

Digital communication, collaboration and participation
DC11: Digital communication
DC12: Digital collaboration
DC13: Digital participation

6.3 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING EMPLOYABILITY SKILLS:

Personal Effectiveness
EA1: Emotional intelligence & consideration of others
EA2: Self-awareness, adaptability & resilience

Communication Skills
EA3:Effective Communication
EA4: Audience & Engagement

Collaboration
EA5: Working with others
EA6: Collaborative tasks & Projects

Thinking Skills
EA7: Critical thinking
EA8: Creativity & problem solving

Professional Development
EA9: Professional & management skills

ARTS UNIVERSITY PLYMOUTH

Unit Specification Form

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:	1.2 UNIT CODE:
IDEAS & AUDIENCE	503

1.3 COURSE:
BA (Hons) Content Creation

1.4 UNIT FHEQ ALIGNMENT:			
LEVEL	CREDITS	ECTS	STUDY HOURS
5	30	15	300

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
SEMESTER 1	SEMESTER 2	SEMESTER 3
	X	

SECTION 3: UNIT CONTENT.

3.1 UNIT DESCRIPTION:

This unit will provide you with the opportunity to extend the reach of your work by considering the relationship between ideas, outcomes, and the potential audience as receiver of the work within a given context. Through the use of real world scenarios (live or simulated), you will be encouraged to use the methods, knowledge and understanding gained in previous study to locate your work in relevant professional and creative contexts in order to facilitate knowledge transfer into the public domain.

The unit will promote engagement with external-facing activities, and where appropriate, to interact with a variety of audiences beyond the University, using appropriate forms of participation, dissemination and communication. Learning will centre on the production of new work for a specified audience, and focus on the delivery of professional outcomes through a client-oriented or public realm scenario. Study will place emphasis on the consideration of the audience in relation to the production of artefact (appropriate to subject enquiry).

You are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

As appropriate to your subject area, the unit provides a framework for a range of approaches to emerge such as individual, collaborative or interdisciplinary practices, team working, and/or project management.

This unit comprises one subject-specific project. The unit will facilitate learning through student-initiated projects and/or client/live briefs as determined by subject area. Conceptually, this learning will support the development of your practice through academic and /or technical exploration and integration of learning through studio, live or simulated project(s) in the public domain.

3.2 INDICATIVE OUTLINE CONTENT & DELIVERY:

Unit delivery will comprise a range of approaches to developing student learning, including practical, technical and theoretical components appropriate to the subject field. You will develop ways for generating creative ideas in response to a brief, with a primary focus on exploring the relationship between ideas and audience within their chosen subject. The unit will consider the appropriate contexts for the dissemination of creative content within the subject area, and will utilise real world scenarios (live or simulated) to facilitate knowledge transfer into the public domain.

You will be encouraged to conceptualise your learning through the consideration of mutual theoretical and practical approaches to problem solving. With an emphasis on the consideration of the audience in relation to the production of artefact (appropriate to subject enquiry), you will be encouraged to utilise a range of methodologies through a combination of studio and/or workshop based activity, technical application and methods for gathering research.

The unit will be comprised of the following indicative content and delivery mode:

- One subject-specific project;
- Lecture (delivered cross-University, within course or cognate groups):
    1. Ideas and audience;
    2. Content and context;
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines;
- Seminar (subject specific):
    1. Working with a live or simulated brief;
    2. Working in the public domain;
    3. Professional development and lifelong learning;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Technical Development (subject specific): technical skills and their application to a named practice;
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique (subject specific/course cognate): Group and/or individual critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, you will have the opportunity to engage with a range of enrichment & enhancement activities throughout the year. Additional support is available to all students via Academic skills to support practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. Personal and professional development support to develop employability skills is provided by the careers & enterprise team.

3.3 UNIT SPECIFIC DESCRIPTION:

This unit focuses on the public presentation of creative work through live events and professional showcases, emphasising the relationship between audience understanding and effective communication. You will work in teams to produce a multi-media presentation for external audiences, demonstrating creative practice, innovation, and professional engagement within a live event context.

Assessment comprises two components. The first is the public presentation of your creative work, showcasing professional communication, creativity, and the ability to engage an external audience. The second is a 1000-word critical reflection, analysing strategic and creative decisions, evaluating audience engagement, and considering professional growth in relation to industry expectations.

You will continue to develop skills in multi-media presentation, digital and physical promotion, and collaborative delivery, while exploring how creative outputs communicate effectively and resonate with diverse audiences. Working to the needs of a client, you will contribute to amplifying, promoting, and sharing the event across digital platforms. Typical activities may include creating content at a live event to be used publicly online, creating content for a business to roll out like an email campaign, or taking part in a live streaming event.

The unit supports the development of practical and professional skills in presentation, promotion, and working under time constraints. It encourages reflective practice, strategic thinking, and collaborative problem-solving, strengthening your ability to deliver work effectively in real-world contexts and deepening your understanding of audience engagement within professional settings. Adaptability and performing under pressure are key professional skills that this unit continues to cultivate.

3.4 READING LIST:

Key texts for this unit will be included in the Unit Brief for the current academic year.

SECTION 4: UNIT LEARNING OUTCOMES.

4.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Demonstrate critical awareness of the relationship between public exposition of practice and audience
COGNITIVE SKILLS	2. Evidence critical judgement in the selection and determination of a creative outcome
PRACTICAL & PROFESSIONAL ATTRIBUTES	3. Deliver a (theoretical or practical) public exposition as part of the development of a creative practitioner 4. Investigate problems and their associated solution when designing and delivering a public exposition of creative practice

SECTION 5: UNIT ASSESSMENT.

5.1 ASSESSMENT INFORMATION:

ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
1. Public exposition of creative practice	1, 2, 3	100%	40%	This assessment element can be theoretical or practical
2. Critical Reflection (1000 words)	4	100%	40%	Critical reflection linked to the development of creative and professional skills

5.2 ADDITIONAL ASSESSMENT NOTES:

Formative feedback required at two points of Unit delivery.

Word count is a maximum.

SECTION 6: ATTRIBUTES & SKILLS.

6.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING GRADUATE ATTRIBUTES:

Creative Practice
GA1 Curious and purposeful creative thinkers and practitioners who demonstrate research and enquiry in the arts and creative practice.
GA3 Enterprising creatives who can explore what creativity can mean when faced with challenging and complex circumstances.

Professional Agency
GA5 Advocates for creativity as a catalyst for fulfilling personal, professional and cultural transformations.
GA6 Advocates for sustainability, respect and responsibility as seen through their creative and professional practice
GA7 Digitally literate, with confidence to work across multiple digital environments and platforms

Ethos & Values
GA9 Ethical practitioners who work with an informed awareness of respect and responsibility for how their actions impact others
GA10 Resilient and adaptable, who respond positively to challenge and critique as part of being a life-long learner.

Collaboration
GA14 Active contributors who can consider and effectively use different approaches to communicating to promote authentic dialogue
GA16 Enterprising and entrepreneurial, who can identify issues and solutions and respond creatively to uncertain and challenging situations.

6.2 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING DIGITAL CAPABILITIES, as defined in the JISC Digital Capabilities framework

Digital proficiency and productivity
DC1: Digital proficiency

Digital creation, problem-solving and innovation
DC3: Digital creation

Information, data and media literacies
DC8: Information literacy
DC9: Data literacy
DC10: Media literacy

Digital communication, collaboration and participation
DC11: Digital communication
DC12: Digital collaboration
DC13: Digital participation

Digital identity and wellbeing
DC14: Digital identity management

6.3 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING EMPLOYABILITY SKILLS:

Personal Effectiveness
EA2: Self-awareness, adaptability & resilience

Communication Skills
EA3:Effective Communication
EA4: Audience & Engagement

Thinking Skills
EA8: Creativity & problem solving

Professional Development
EA9: Professional & management skills
EA10: Business awareness & enterprise thinking

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Unit Specification Form

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:	1.2 UNIT CODE:
EMERGENT PRACTICE	504

1.3 COURSE:
BA (Hons) Content Creation

1.4 UNIT FHEQ ALIGNMENT:			
LEVEL	CREDITS	ECTS	STUDY HOURS
5	30	15	300

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
SEMESTER 1	SEMESTER 2	SEMESTER 3
	X	

SECTION 3: UNIT CONTENT.

3.1 UNIT DESCRIPTION:

This unit is designed to encourage you to develop individual authorship in your creative practice, and ownership of their learning through a self-initiated project. The unit will foreground your individual research interests as a starting point for a period of self-negotiated study. You will be encouraged to conceptualise your learning through the consideration of appropriate theoretical and practical approaches to enhancing your creative practice.

At the start of the unit, you will be introduced to methods for managing and producing an independent creative project, developing skills in project articulation and management to include consideration for project scope, time and resources management. The unit will begin with your project proposal outlining the creative intentions for the project and the anticipated methods that will inform the period of study. Individual project work may be self-initiated, or made in response to an industry or live brief approved by the University (appropriate to the subject area and where available).

Students on this unit are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

Throughout the unit, you will be encouraged to develop your capacity as independent learners, and to utilise appropriate resources in the pursuit of project aims and ambitions. The unit places an emphasis on the development of creative outcomes that support the development of your individual knowledge and professional understanding (appropriate to the subject area), giving particular focus

on the development of personal voice and creative authorship of new practical outcomes. In support of producing new work, the unit will provide opportunities to develop your skills of communication through project planning and management.

3.2 INDICATIVE OUTLINE CONTENT & DELIVERY:

Unit delivery will comprise a range of approaches to developing your learning, including practical and theoretical components. Emphasis is placed on the development of your independence in the realisation of a creative project, from initial project proposal to output delivery. You will be encouraged to deepen their perspective on the possibilities for your individual creative practice and develop confidence in your authorship, foregrounding your individual research interests as a starting point for a period of self-negotiated study.

At the start of the unit, you will develop your project proposal through a statement of intent and project timeline, outlining your creative intentions and the methods you anticipate will inform the period of study. The statement is non-binding but serves as a catalyst for initial peer group discussions and individual project development. Independent project work may be self-initiated, or made in response to an industry or live brief provided by the University (where appropriate/ available). You will be encouraged to develop your capacity as an independent learner, and to utilise appropriate resources in the pursuit of project aims and ambitions. In support of producing new work, the unit will provide opportunities to develop skills of communication, project planning and management, and critical evaluation.

The unit will be comprised of the following indicative content and delivery mode:

- One subject-specific project;
- Lecture (delivered cross-University, within course or cognate groups):
    1. Authorship and personal voice;
    2. Creative ideas: approaches and methodologies
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines;
- Seminar (subject specific):
    1. Independent project management skills: formulating a statement of intent and project timeline;
    2. Critical reading;
    3. Peer-led seminar;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Technical Development (subject specific): technical skills and their application to a named practice;
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique (subject specific/course cognate): Group and/or individual critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, you will have the opportunity to engage with a range of enrichment & enhancement activities throughout the year. Additional support is available to all students via Academic skills to support practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. Personal and professional development support to develop employability skills is provided by the careers & enterprise team.

3.3 UNIT SPECIFIC DESCRIPTION:

This unit supports the development of a self-negotiated project that reflects your individual interests, creative strengths, and professional aspirations. You will define and manage a project brief outlining your chosen focus, intended audience, objectives, and production approach, taking full responsibility for the direction and execution of your work while integrating creative, practical, strategic, and reflective skills.

You will explore a specific content sector or thematic area, producing a cohesive body of work aligned with your chosen specialism. This may include visual, audio, written, or mixed-media content, providing opportunities to demonstrate both creative and technical proficiency.

Throughout the unit, you will engage in research, planning, experimentation, and self-directed critical evaluation, developing skills in creative problem-solving, adaptability, and strategic thinking. Consideration of audience response, personal branding, and professional context will inform your creative decisions and support the development of an authentic creative identity.

Where appropriate, you will be encouraged to engage with real-world contexts, industry environments, or external opportunities to enhance the relevance and ambition of your work. Critical reflection will underpin the project, enabling you to evaluate your creative process and outcomes.

By the end of the unit, you will have produced a substantial and coherent body of work that demonstrates your creative development, conceptual understanding, and readiness for progression into Level 6 study.

3.4 READING LIST:

Key texts for this unit will be included in the Unit Brief for the current academic year.

SECTION 4: UNIT LEARNING OUTCOMES.

4.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Demonstrate critically informed choices in the selection and use of appropriate media and contexts 2. Produce a self-initiated project as a catalyst for creative self-authored practice
COGNITIVE SKILLS	3. Justify decisions made between the relationship to content, context and production 4. Critically reflect upon a range of approaches and methodologies used in the formulation of creative ideas
PRACTICAL & PROFESSIONAL ATTRIBUTES	

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Unit Specification Form

SECTION 5: UNIT ASSESSMENT.

5.1 ASSESSMENT INFORMATION:

ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
1. Self-negotiated creative project	1, 2, 3, 4	100%	40%	Students required to develop work through a self-negotiated project, including project proposal and reflection

5.2 ADDITIONAL ASSESSMENT NOTES:

Formative feedback required at two points of Unit delivery.

SECTION 6: ATTRIBUTES & SKILLS.

6.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING GRADUATE ATTRIBUTES:

Creative Practice
GA1 Curious and purposeful creative thinkers and practitioners who demonstrate research and enquiry in the arts and creative practice.
GA2 Critical thinkers who use evidence and research to inform their decisions.
GA3 Enterprising creatives who can explore what creativity can mean when faced with challenging and complex circumstances.
GA4 Reflective practitioners who learn from authentic experiences and recognise the personal fulfilment gained from the expansion of views, knowledge and creative practice.

Professional Agency
GA8 Innovators who explore new ways of working using a flexible and inclusive approach.

Ethos & Values
GA10 Resilient and adaptable, who respond positively to challenge and critique as part of being a life-long learner.
GA11 Self-aware and actively engage in managing their physical and mental wellbeing

Collaboration.
GA14 Active contributors who can consider and effectively use different approaches to communicating to promote authentic dialogue
GA16 Enterprising and entrepreneurial, who can identify issues and solutions and respond creatively to uncertain and challenging situations.

6.2 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING DIGITAL CAPABILITIES, as defined in the JISC Digital Capabilities framework

Digital creation, problem-solving and innovation
DC3: Digital creation

Information, data and media literacies
DC8: Information literacy
DC9: Data literacy

Digital communication, collaboration and participation
DC11: Digital communication
DC13: Digital participation

6.3 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING EMPLOYABILITY SKILLS:

Personal Effectiveness
EA2: Self-awareness, adaptability & resilience

Thinking Skills
EA7: Critical thinking
EA8: Creativity & problem solving

Professional Development
EA9: Professional & management skills

ARTS UNIVERSITY PLYMOUTH

Unit Specification Form

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:	1.2 UNIT CODE:
SANDWICH YEAR (OPTION)	510

1.3 COURSE:
University Wide

1.4 UNIT FHEQ ALIGNMENT:			
LEVEL	CREDITS	ECTS	STUDY HOURS
-	-	-	-

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
SEMESTER 1	SEMESTER 2	SEMESTER 3
X	X	X

SECTION 3: UNIT CONTENT.

3.1 UNIT DESCRIPTION:

A sandwich year is designed to provide an extended opportunity for independent learning via a period of time spent working away from academic studies. This will usually be taken in the form of a self-negotiated placement or internship, and is subject to agreement and approval by the university. 1 full academic year (Sandwich year), to be taken upon successful completion of Level 5 and commencement of Level 6.

3.2 INDICATIVE OUTLINE CONTENT & DELIVERY:

1 full academic year (Sandwich year), to be taken upon successful completion of Level 5 and commencement of Level 6. Prerequisites: successful completion of all Level 4 and 5 units.

To compliment learning in the unit, additional support for writing is available to all students via the Academic skills online portal. Academic skills support written practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. These are usually available as 1-1 or group sessions bookable via the online booking system.

3.3 UNIT SPECIFIC DESCRIPTION:
This is a university-wide unit and no specific course information is required.

3.4 READING LIST:
Key texts for this unit will be included in the Unit Brief for the current academic year.

SECTION 4: UNIT LEARNING OUTCOMES.

4.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Demonstrate relevant industry knowledge and practice related to a pre-identified work placement
COGNITIVE SKILLS	2. Analyse information in response to placement or experience
PRACTICAL & PROFESSIONAL ATTRIBUTES	3. Exhibit characteristics of a professional practitioner as evidenced through workplace learning 4. Reflect on skills, knowledge, attributes and literacies related to a career in the creative arts and identify future professional development

SECTION 5: UNIT ASSESSMENT.

5.1 ASSESSMENT INFORMATION:

ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
Placement reflection and response to employer feedback	1,2,3,4	100%	40%	2,000 words

5.2 ADDITIONAL ASSESSMENT NOTES:
Written submission to be Harvard referenced and illustrated. Word count is a maximum.

ARTS UNIVERSITY PLYMOUTH

Unit Specification Form

SECTION 6: ATTRIBUTES & SKILLS.

6.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING GRADUATE ATTRIBUTES:
• **Learning and experiences are personalised to the student and therefore not possible to map to the above framework.**

6.2 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING DIGITAL LITERACY SKILLS:
• **Learning and experiences are personalised to the student and therefore not possible to map to the above framework.**

6.3 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING EMPLOYABILITY SKILLS:
• **Learning and experiences are personalised to the student and therefore not possible to map to the above framework.**

ARTS UNIVERSITY PLYMOUTH

Unit Specification Form

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:	1.2 UNIT CODE:
RESEARCH AND DEVELOPMENT	601

1.3 COURSE:
Common core unit

1.4 UNIT FHEQ ALIGNMENT:

LEVEL	CREDITS	ECTS	STUDY HOURS
6	30	15	300

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN

SEMESTER 1	SEMESTER 2	SEMESTER 3
X		

SECTION 3: UNIT CONTENT.

3.1 UNIT DESCRIPTION:

This unit provides you with the opportunity to focus on the development of individual practice-based study appropriate for level 6 study, further developing the skills of research and development essential to maintaining a sustainable creative practice. The unit builds upon the knowledge and skills attained at Levels 4 and 5 of the course to develop an approach that is informed by appropriate research and experiential learning.

Learning in this unit will define the overarching direction and outline research methodologies that will inform your Final Major Project as the culmination of creative undergraduate studies. You will be encouraged to exercise increased autonomy and responsibility over your learning, developing ideas for a Final Major Project through research-informed visual and contextual approaches. The unit will encourage you to reflect upon creative practice to date and to build upon existing practice-based research methodologies.

You will be encouraged to further refine your aims and ambitions for your final year of study through the development of self-initiated study that accelerates your potential as critical makers. The research and development of practice-based work in the unit will provide a robust basis from which to undertake the Final Major project (603), presenting a range of approaches and choices in the determination of new ideas.

You are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

In this unit, you will embark on a period of self-initiated research and development that demonstrates creative knowledge, expertise and critical understanding. At the culmination of the learning in this unit, you will present your research and development (key concepts, methods and references) behind your Final Major Project, demonstrating a sound awareness of appropriate professional contexts.

3.2 INDICATIVE OUTLINE CONTENT & DELIVERY:

In this unit, you will develop agency as creative practitioners through the scoping and development of Final Major Project ideas for Unit 603. You will be encouraged to critically reflect on previous learning and encouraged to adopt appropriate methodologies and approaches in support of a proposed final project. Supported by lectures and seminars, you will be expected to demonstrate a range of creative ideas and solutions in the formulation of future project objectives.

Utilising knowledge gained in previous units including project management, time management and an awareness of appropriate health and safety requirements, you will be required to formulate your ideas for the Final Major Project through research-informed idea development, indicative of an in-depth understanding of your subject specialism. This will involve utilising a range of practical and theoretical methods suited to the investigation and subject area, such as sketchbooks, workbooks, developmental work in progress, edits, design sheets, contextual research, proposals and prototypes.

At the culmination of the learning in this unit, you will present your research, summarising the key concepts, methods and references behind your Final Major Project and demonstrating a sound awareness of appropriate professional contexts. These should include reference to appropriate historical, contemporary and/or environmental issues, ethical perspectives and/or health and safety obligations.

The unit will be comprised of the following indicative content and delivery mode:

- One subject-specific project;
- Lecture (delivered cross-University, within course or cognate groups):
    1. Research-informed methods for creative practice;
    2. Communicating your research;
    3. Historical, cultural and ethical considerations in relation to a named practice and/or cognate disciplines;
- Seminar (subject specific):
    1. Critical framing of practical enquiry;
    2. Formulating a research question;
    3. Peer-led seminar;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Technical Development (subject specific): technical skills and their application to a named practice;
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique (subject specific/course cognate): Group and/or individual critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, you will have the opportunity to engage with a range of enrichment & enhancement activities throughout the year. Additional support is available to all students via Academic skills to support practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. Personal and professional development support to develop employability skills is provided by the careers & enterprise team.

3.3 UNIT SPECIFIC DESCRIPTION:
This is a university-wide unit and no specific course information is required.

3.4 READING LIST:
Key texts for this unit will be included in the Unit Brief for the current academic year.

SECTION 4: UNIT LEARNING OUTCOMES.

4.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Critically explore the relationship between the practitioner, audience, culture and contemporary practice
COGNITIVE SKILLS	2. Critically engage in research to inform judgements as part of a creative approach 3. Critically engage with feedback to defend a creative position within personal practice. 4. Analyse the dissemination of work and how it can be influenced by the relationship between intention, process and context
PRACTICAL & PROFESSIONAL ATTRIBUTES	

SECTION 5: UNIT ASSESSMENT.

5.1 ASSESSMENT INFORMATION:

ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
1. Presentation of Research	1, 2, 4	100%	40%	You will be assessed on the content of your presented research and development work
2. Assessment of presentation skills used in element 1 (above)	3	100%	40%	You will be assessed on your live presentation skills as part of the presentation of your research (above).

5.2 ADDITIONAL ASSESSMENT NOTES:
Formative feedback required at two points of Unit delivery. Presentation format to be determined in course, for example research poster, film, installation, publication etc.

SECTION 6: ATTRIBUTES & SKILLS.

6.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING GRADUATE ATTRIBUTES:
Creative Practice GA1 Curious and purposeful creative thinkers and practitioners who demonstrate research and enquiry in the arts and creative practice. GA2 Critical thinkers who use evidence and research to inform their decisions. GA3 Enterprising creatives who can explore what creativity can mean when faced with challenging and complex circumstances. **Professional Agency** GA7 Digitally literate, with confidence to work across multiple digital environments and platforms GA8 Innovators who explore new ways of working using a flexible and inclusive approach. **Ethos & Values** GA9 Ethical practitioners who work with an informed awareness of respect and responsibility for how their actions impact others GA10 Resilient and adaptable, who respond positively to challenge and critique as part of being a life-long learner. **Collaboration** GA14 Active contributors who can consider and effectively use different approaches to communicating to promote authentic dialogue

6.2 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING DIGITAL CAPABILITIES, as defined in the JISC Digital Capabilities framework

Digital proficiency and productivity
DC2: Digital productivity

Digital creation, problem-solving and innovation
DC3: Digital creation
DC5: Digital innovation

Digital learning and development
DC6: Digital learning

Information, data and media literacies
DC8: Information literacy
DC9: Data literacy
DC10: Media literacy

Digital communication, collaboration and participation
DC11: Digital communication
DC13: Digital participation

6.3 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING EMPLOYABILITY SKILLS:

Personal Effectiveness
EA2: Self-awareness, adaptability & resilience

Communication Skills
EA3:Effective Communication
EA4: Audience & Engagement

Thinking Skills
EA7: Critical thinking
EA8: Creativity & problem solving

Professional Development
EA9: Professional & management skills

ARTS UNIVERSITY PLYMOUTH

Unit Specification Form

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:	1.2 UNIT CODE:
PUBLICATION	**602**

1.3 COURSE:
Common core unit

1.4 UNIT FHEQ ALIGNMENT:

LEVEL	CREDITS	ECTS	STUDY HOURS
6	**30**	**15**	**300**

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN

SEMESTER 1	SEMESTER 2	SEMESTER 3
X		

SECTION 3: UNIT CONTENT.

3.1 UNIT DESCRIPTION:

This unit provides you with the opportunity to produce a research-informed critical text that contextualises your research interests and that demonstrates sustained critical engagement with subject level and/or interdisciplinary contexts. You will be encouraged to position your own creative practice and/or associated subject enquiry, within a research-informed critical or industrial context.

The unit will provide you with opportunities to choose between types of critical writing and associated texts appropriate to your discipline, to include either a research-informed essay or an original publication (text/image) and accompanying research-informed essay. Through negotiation with an assigned supervisor, you will be supported in your choice of outcome, with opportunities for group discussion and individual appraisal. Supervision will draw upon cognate disciplinary expertise to support and develop your emerging critical engagement with wider research contexts and methods.

You are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

Throughout the unit, you will develop your conceptual and critical thinking in relation to your own subject specialism or individual practice, and exercise critical judgement in making informed research choices. In particular, the unit provides the opportunity to hone the skills in secondary research, critical analysis and critical writing you will have developed in level 4 and 5, and to synthesise, communicate and articulate your ideas in an appropriate format.

3.2 INDICATIVE OUTLINE CONTENT & DELIVERY:

At the start of the unit, you will begin to indicate a research theme and in discussion with your unit supervisor, you will develop a research question. Group seminars and discussions will address emerging research themes, reinforce research methodologies and develop a timeline for completion.

The delivery of the unit is largely through individual or group supervision, and self-directed study, with you undertaking a consistent and rigorous independent written research project. You will receive the academic support and guidance of your supervisor, who will work with you to guide and focus the research process.

Unit delivery will comprise a range of approaches to developing your learning, including opportunities to expand theoretical arguments through either 1.Research-informed essay, referenced and illustrated (5,000 words) Or 2. Research-informed essay + Publication (5000 words - 2500 words each). The unit will provide opportunities to further develop and hone the skills of communication through an extended piece of critical writing or through a combination of publication and critical appraisal.

The unit will be comprised of the following indicative content and delivery mode:

- One subject-specific project;
- Seminar:
    1. 'Writing a sustained argument';
    2. 'Research-informed essay';
    3. 'Self-authored original publication';
- Seminars (supervisory groups): regular group discussion on themes, progress and shared best practice;
- Research & referencing support (Library); writing support (Academic Skills)
- Directed study: independent work in support of unit outcomes;
- Tutorial (supervisory groups): Group and/or individual tutorial.

To complement learning in the unit, you will have the opportunity to engage with a range of enrichment & enhancement activities throughout the year. Additional support is available to all students via Academic skills to support practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. Personal and professional development support to develop employability skills is provided by the careers & enterprise team.

3.3 UNIT SPECIFIC DESCRIPTION:

This is a university-wide unit and no specific course information is required.

3.4 READING LIST:

Key texts for this unit will be included in the Unit Brief for the current academic year.

SECTION 4: UNIT LEARNING OUTCOMES.

4.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Critically engage with contextual knowledge to inform the synthesis of a creative proposition 2. Analyse information to formulate reasoned arguments in response to a named research enquiry 3. Through written synthesis, evidence convergent and divergent thinking to inform future practice
COGNITIVE SKILLS	
PRACTICAL & PROFESSIONAL ATTRIBUTES	4. Critically explore a pre-identified topic relating to creative practice through the construction of an evidence-informed textual response

SECTION 5: UNIT ASSESSMENT.

5.1 ASSESSMENT INFORMATION:

ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
OPTION (1) Research-Informed Essay	1, 2, 3, 4	100%	40%	Written submission, Harvard referenced and illustrated (5,000 words)
OPTION (2) Research-Informed Essay + Publication	1, 2, 3, 4	100%	40%	Research-informed essay + Publication (5000 words in total) comprising: original self-authored content (2500 words image/text equivalence) AND Research-informed essay, Harvard referenced and illustrated (2500 words)

5.2 ADDITIONAL ASSESSMENT NOTES:

Formative feedback required at two points of Unit delivery.

Word count is a maximum.

Written submission to be Harvard referenced and illustrated.

Students are required to CHOOSE ONE element (OPTION 1 or 2) for the completion of this unit.

SECTION 6: ATTRIBUTES & SKILLS.

6.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING GRADUATE ATTRIBUTES:

Creative Practice
GA2 Critical thinkers who use evidence and research to inform their decisions..

Professional Agency
GA7 Digitally literate, with confidence to work across multiple digital environments and platforms

Ethos & Values
GA10 Resilient and adaptable, who respond positively to challenge and critique as part of being a life-long learner.
GA11 Self-aware and actively engage in managing their physical and mental wellbeing

Collaboration
GA14 Active contributors who can consider and effectively use different approaches to communicating to promote authentic dialogue

6.2 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING DIGITAL CAPABILITIES, as defined in the JISC Digital Capabilities framework

Digital creation, problem-solving and innovation
DC3: Digital creation

Information, data and media literacies
DC8: Information literacy
DC9: Data literacy

Digital communication, collaboration and participation
DC11: Digital communication
DC13: Digital participation

6.3 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING EMPLOYABILITY SKILLS:

Personal Effectiveness
EA2: Self-awareness, adaptability & resilience

Communication Skills
EA3:Effective Communication
EA4: Audience & Engagement

Thinking Skills
EA7: Critical thinking
EA8: Creativity & problem solving

ARTS UNIVERSITY PLYMOUTH

Unit Specification Form

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:	1.2 UNIT CODE:
FINAL MAJOR PROJECT	603

1.3 COURSE:
Common core unit

1.4 UNIT FHEQ ALIGNMENT:			
LEVEL	CREDITS	ECTS	STUDY HOURS
6	30	15	300

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
SEMESTER 1	SEMESTER 2	SEMESTER 3
	X	

SECTION 3: UNIT CONTENT.

3.1 UNIT DESCRIPTION:

This unit forms the culmination of your undergraduate study providing a focussed period of consolidation and creativity. Drawing upon the knowledge and experience you will have gained in Levels 4 and 5, this unit provides you with the opportunity to realise a final major project to a high degree of resolution. The quality of outcome(s) should be commensurate with the professional standards required at the end of level 6 study, within the context of a specialist creative practice.

This unit is dedicated to creative practice and provides you with the opportunity to produce a substantive creative output, through supported and independent working within the framework of an individual creative project.

You will assume a heightened level of project ownership and direction, embarking on an ambitious and in-depth final outcome. You will utilise the critical thinking and research direction articulated in the Research and Development unit, to produce final outcomes that have critical agency and subject currency. The final major project will demonstrate high levels of practical application, critical judgement, awareness of audience and a sound understanding of its associated context within historical, contemporary and/or ethical frameworks within the subject domain.

You are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

At the end of the unit, you will present the final major project within the context of a Graduate Show

or Exposition, utilising appropriate strategies (according to subject area and specialism) for the display and dissemination of your work to an audience.

3.2 INDICATIVE OUTLINE CONTENT & DELIVERY:

Unit delivery will comprise a range of approaches to developing student learning, focusing on the practical application of creative skills in the development of a final major project. You will be given the opportunity to focus exclusively on the production of a substantive creative output relevant to your subject area, through a synthesis of intellectual and practical application.

At the start of the unit, you will produce a Statement of Intent that outlines the project aims, demonstrates the rationale for the project, and includes a clear schedule for the delivery of a final major project. Utilising knowledge gained in previous units including project management, time management and health and safety planning, you will embark on a self-negotiated creative project that demonstrates creative knowledge, expertise and critical understanding.

The unit places a focus on the development of a final creative output, achieved to a high professional standard and at a level expected for the culmination of level 6 study (appropriate to the subject area). This nature of the final project will be determined in negotiation with the unit leader and/or a member of the unit teaching staff. You will be encouraged to utilise the resources available to you within the university, to include open access resources.

The unit will be comprised of the following indicative content and delivery mode:

- One subject-specific project;
- Seminar (subject specific):
    1. Research into production;
    2. Professional standards for creative outputs;
    3. Presenting practice in the public domain;
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Technical Development (subject specific): technical skills and their application to a named practice;
- Directed study (subject specific): independent work in support of unit outcomes;
- Critique (subject specific/course cognate): Group and/or individual critique;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, you will have the opportunity to engage with a range of enrichment & enhancement activities throughout the year. Additional support is available to all students via Academic skills to support practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. Personal and professional development support to develop employability skills is provided by the careers & enterprise team. .

3.3 UNIT SPECIFIC DESCRIPTION:

This is a university-wide unit and no specific course information is required.

3.4 READING LIST:

Key texts for this unit will be included in the Unit Brief for the current academic year.

SECTION 4: UNIT LEARNING OUTCOMES.

4.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	1. Evidence research-informed application of material, process and context in response to a named creative brief 2. Demonstrate conceptual thinking and/or visualisation through investigation and enquiry 3. Deliver a critically-engaged creative outcome in response to a self-initiated proposition
COGNITIVE SKILLS	
PRACTICAL & PROFESSIONAL ATTRIBUTES	4. Synthesise a creative project demonstrating the necessary attributes of a critical and reflective practitioner.

SECTION 5: UNIT ASSESSMENT.

5.1 ASSESSMENT INFORMATION:

ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
Creative Final Project demonstrating resolved final outcome(s)	1, 2, 3, 4	100%	40%	You are required to develop final creative work to a high level of resolution through a self-negotiated project, including project proposal and reflection

5.2 ADDITIONAL ASSESSMENT NOTES:

Formative feedback required at two points of Unit delivery.

SECTION 6: ATTRIBUTES & SKILLS.

6.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING GRADUATE ATTRIBUTES:

Creative Practice
GA1 Curious and purposeful creative thinkers and practitioners who demonstrate research and enquiry in the arts and creative practice.
GA2 Critical thinkers who use evidence and research to inform their decisions.
GA3 Enterprising creatives who can explore what creativity can mean when faced with challenging

and complex circumstances.
GA4 Reflective practitioners who learn from authentic experiences and recognise the personal fulfilment gained from the expansion of views, knowledge and creative practice.

Professional Agency
GA5 Advocates for creativity as a catalyst for fulfilling personal, professional and cultural transformations.
GA6 Advocates for sustainability, respect and responsibility as seen through their creative and professional practice
GA8 Innovators who explore new ways of working using a flexible and inclusive approach.

Ethos & Values
GA9 Ethical practitioners who work with an informed awareness of respect and responsibility for how their actions impact others
GA10 Resilient and adaptable, who respond positively to challenge and critique as part of being a life-long learner.
GA11 Self-aware and actively engage in managing their physical and mental wellbeing
GA12 Empathetic, kind and respectful, recognising the opportunities for enacting change that exists when encountering a diversity of people, interests and aspirations.

Collaboration
GA14 Active contributors who can consider and effectively use different approaches to communicating to promote authentic dialogue
GA16 Enterprising and entrepreneurial, who can identify issues and solutions and respond creatively to uncertain and challenging situations.

6.2 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING DIGITAL CAPABILITIES, as defined in the JISC Digital Capabilities framework

Information, data and media literacies
DC8: Information literacy
DC9: Data literacy
DC10: Media literacy

Digital communication, collaboration and participation
DC11: Digital communication
DC12: Digital collaboration
DC13: Digital participation

Digital identity and wellbeing
DC14: Digital identity management

6.3 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING EMPLOYABILITY SKILLS:

Personal Effectiveness
EA2: Self-awareness, adaptability & resilience

Communication Skills
EA3:Effective Communication

Thinking Skills
EA7: Critical thinking
EA8: Creativity & problem solving

Professional Development
EA9: Professional & management skills

ARTS UNIVERSITY PLYMOUTH

Unit Specification Form

ARTS UNIVERSITY PLYMOUTH

Unit Specification Form

SECTION 1: UNIT INFORMATION.

1.1 UNIT TITLE:	1.2 UNIT CODE:
POSITIONING PRACTICE	604

1.3 COURSE:
Common core unit

1.4 UNIT FHEQ ALIGNMENT:			
LEVEL	CREDITS	ECTS	STUDY HOURS
6	30	15	300

SECTION 2: UNIT DELIVERY.

2.1 DELIVERY PATTERN		
SEMESTER 1	SEMESTER 2	SEMESTER 3
	X	

SECTION 3: UNIT CONTENT.

3.1 UNIT DESCRIPTION:

This unit is designed to support and inform the development of an individually appropriate strategy for progression into employment, professional practice or continued education. Unit delivery will develop the necessary knowledge and professional skills to aid your successful entry into professional practice at the end of the final year of study. You will have the opportunity to develop a range of tools and approaches designed to support your creative position as an independent practitioner, alongside your knowledge and critical awareness of a range of professional contexts, relational industry networks and opportunities, and digital communication strategies.

This unit will extend your understanding and consideration of appropriate audiences, end-users and markets and raise your awareness of industry relevant technologies, techniques and innovations. Learning will support the articulation of your personal career ambitions, informed by an awareness of professional contexts and opportunities for creative practice. You will be encouraged to reflect on industry and/or workplace experiences and to consider the synergy between these and future professional practice aspirations.

You are expected to undertake 300 hours of activity which is split across teaching, research and practice. The assessment elements are usually expected to take 100 hours of work drawing from, and informed by the other 200 hours of activity for this unit.

During the unit, you will develop appropriate digital strategies for the professional presentation of your work and contextualise your creative position in relation to both your subject and wider professional practice.

3.2 INDICATIVE OUTLINE CONTENT & DELIVERY:

Unit delivery will comprise a range of approaches to developing your learning, focusing on the practical development of professional practice skills and applications in support of level 6 outcomes.

During this unit, you will develop an online presence (for example, website, social media presence, professional profile etc), to include creative practice, and a position statement. Lectures and seminars will introduce appropriate strategies for developing professional practice and promote independent research of related areas such as individual professional networks, funding and entrepreneurial opportunities, postgraduate study, and strategies post graduation. You will develop appropriate digital strategies for the presentation of your creative work, through the production of a website or similar online presence that showcases your professional practice.

In support of this unit, the production of a 'position statement' (up to 500 words) will provide an opportunity for you to develop the skills required to write a research statement about creative practice, articulating project aims, outcomes and contexts. Full time students will produce their position statement as a summative text on the final major project aims, its intended outcomes and associated contextual underpinning. For part-time students, this statement will be completed prior to the commencement of the final project and will therefore be based on work produced up to the date of submission. Both statements however will provide a structured framework from which to develop associated textual information required for the graduate show.

The unit will be comprised of the following indicative content and delivery mode:

- One subject-specific project;
- Lecture (delivered cross-University, within course or cognate groups):
    1. Intellectual Property Rights in the Creative Industries
    2. Digital communication *& Professional Networking* - strategies for creative practitioners.
    3. Employability - strategies beyond *University*
- Seminar: specific to cognate or project group.
    1. Networks and opportunities;
    2. Pricing and selling your work;
    3. Professional next steps.
- Studio Practice (subject specific): Tutor supported development of practical work in the studio/baseroom/online environment;
- Directed study: independent work in support of unit outcomes;
- Tutorial: Group and/or individual tutorial.

To complement learning in the unit, you will have the opportunity to engage with a range of enrichment & enhancement activities throughout the year. Additional support is available to all students via Academic skills to support practice such as essential study skills, academic writing, reflective and critical thinking, research support, writing essays, reading and research, academic honesty and referencing. Personal and professional development support to develop employability skills is provided by the careers & enterprise team.

3.3 UNIT SPECIFIC DESCRIPTION:
This is a university-wide unit and no specific course information is required.

3.4 READING LIST:
Key texts for this unit will be included in the Unit Brief for the current academic year.

SECTION 4: UNIT LEARNING OUTCOMES.

4.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO BE ABLE TO:	
KNOWLEDGE & COMPREHENSION	
COGNITIVE SKILLS	1. Critically apply effective digital tools and techniques by making evidence-informed and appropriate judgements
PRACTICAL & PROFESSIONAL ATTRIBUTES	2. Deliver an evidence-based communication strategy to support the engagement of multiple named audiences 3. Apply best practice for protection, sharing and use of intellectual property 4. Design a public-facing portfolio of practice which through critical application recognises the elements required for success as a creative practitioner

SECTION 5: UNIT ASSESSMENT.

5.1 ASSESSMENT INFORMATION:

ELEMENT(S)	RELATED LEARNING OUTCOMES	WEIGHTING	PASS MARK (%)	SPECIFIC INFORMATION - DURATION, FREQUENCY & OTHER
1.Illustrated journal/report	1, 2, 3, 4	100%	40%	Content including: online presence; position statement (up to 500 words); consideration of IP; career research and professional strategy

5.2 ADDITIONAL ASSESSMENT NOTES:
Formative feedback required at two points of Unit delivery.

SECTION 6: ATTRIBUTES & SKILLS.

6.1 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING GRADUATE ATTRIBUTES:

Creative Practice
GA2 Critical thinkers who use evidence and research to inform their decisions.
GA3 Enterprising creatives who can explore what creativity can mean when faced with challenging and complex circumstances.
GA4 Reflective practitioners who learn from authentic experiences and recognise the personal fulfilment gained from the expansion of views, knowledge and creative practice.

Professional Agency
GA5 Advocates for creativity as a catalyst for fulfilling personal, professional and cultural transformations.
GA7 Digitally literate, with confidence to work across multiple digital environments and platforms
GA8 Innovators who explore new ways of working using a flexible and inclusive approach.

Ethos & Values
GA9 Ethical practitioners who work with an informed awareness of respect and responsibility for how their actions impact others
GA11 Self-aware and actively engage in managing their physical and mental wellbeing

Collaboration
GA14 Active contributors who can consider and effectively use different approaches to communicating to promote authentic dialogue
GA15 Inspiring Life-long learners who value collaboration to enrich and enhance their work and the work of others
GA16 Enterprising and entrepreneurial, who can identify issues and solutions and respond creatively to uncertain and challenging situations.

6.2 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING DIGITAL CAPABILITIES, as defined in the JISC Digital Capabilities framework

Digital proficiency and productivity
DC2: Digital productivity

Digital creation, problem-solving and innovation
DC3: Digital creation
DC5: Digital innovation

Digital learning and development
DC6: Digital learning

Information, data and media literacies
DC9: Data literacy
DC10: Media literacy

Digital communication, collaboration and participation
DC11: Digital communication
DC13: Digital participation

Digital identity and wellbeing
DC14: Digital identity management
DC15: Digital wellbeing

6.3 AT THE END OF THIS UNIT, A LEARNER IS EXPECTED TO DEMONSTRATE THE FOLLOWING EMPLOYABILITY SKILLS:

Communication Skills
EA3:Effective Communication
EA4: Audience & Engagement

Thinking Skills
EA7: Critical thinking
EA8: Creativity & problem solving

Professional Development
EA9: Professional & management skills
EA10: Business awareness & enterprise thinking