This Version is No Longer Current
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MODULE DESCRIPTOR

Module Title

Creative Industries Theory And Practice

Reference	BS3926	Version	4
Created	April 2017	SCQF Level	SCQF 9
Approved	June 2018	SCQF Points	30
Amended	June 2017	ECTS Points	15

Aims of Module

To provide the student with the ability to evaluate issues that are affecting, or are likely to affect the Creative Industries including Media, Communication, Journalism and Fashion. To develop an understanding of the processes of academic research and writing and competence in appropriate skills and techniques.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

1	Demonstrate the ability to source information from a variety of resources and reference appropriately.
2	Explain the significance and implications of a particular issue which currently impinges on the Creative Industries.
3	Assess the political, cultural and/or technological aspects of the chosen issue as it pertains to the industry, relating it to current developments and trends.
4	Review the academic literature on a specific topic and evaluate relevant theories and approaches.
5	Develop an appropriate research methodology to investigate the chosen topic in depth, analyse the findings and present the results in a structured coherent academic report.

Indicative Module Content

Creative Industries, Fashion, Media, Communication, Journalism: content; management; the professions; regulation; ethics; genres; trends and developments; Literature searching and reviewing; exploring theory; evaluating materials on relevant issues and topics; Research methodologies and approaches in the Creative Industries, Fashion, Media, Communication and Journalism; Academic Writing; Formal Report conventions; Referencing.

Module Delivery

Lectures (and guest lectures). Workshops incorporating skills development, discussion, labs, student presentations,individual directed guidance for negotiation and agreement of research topic.

Indicative Student Workload	Full Time	Part Time
Contact Hours	48	48
Non-Contact Hours	252	252
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	300
Actual Placement hours for professional, statutory or regulatory body		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4, 5

Description:	An academic report on a current theme, relevant to the Creative Industries, Fashion, Media, Communication or Journalism.

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	70% or above
B	60% - 69%
C	50% - 59%
D	40% - 49%
E	35% - 39%
F	0% - 34%
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

1. BAUER, M.W. and GASKELL, G., 2000. *Qualitative researching with text, image and sound: a practical handbook.* London. Sage.

2. BELL,J. 2010. *Doing your research project: a guide for first-time researchers in education, health and social science.* 5th ed. Maidenhead: McGraw-Hill Open University Press. *ebook*

3. BERGER, A., 2000. *Media and communication research methods.* London: Sage.

4. CREME, P. and LEA, M.R., 2008. *Writing at university: a guide for students.* 3rd ed. Maidenhead: McGrawHill Open University Press. *ebook*

5. DEACON, D., 2007. *Researching communications: a practical guide to methods in media and cultural analysis.* 2nd ed. London: Hodder Arnold.

6. LEVIN, P., 2011. *Excellent dissertations!* 2nd ed. Maidenhead: McGrawHill Open University Press.

7. PINK, S., 2001. *Doing visual ethnography: images, media and representation in research.* London: Sage.

8. STOTT, R. and AVERY, S., 2001. *Writing with style.* London: Longman.