Programme Specification (PG)

Awarding body / institution:	Queen Mary University of London
Teaching institution:	Queen Mary University of London
Name of final award and title:	Master of Arts (MA) Creative Arts and Media
Name of interim award(s):	
Duration of study / period of registration:	1 year
Queen Mary programme code(s):	PMAF-QMARTS1, PSCRM
QAA Benchmark Group:	Communication, Media, Film and Cultural Studies; Dance, Drama and ⊞
FHEQ Level of Award:	Level 7
Programme accredited by:	N/A
Date Programme Specification approved:	16 Dec 2024
Responsible School / Institute:	Other (please specify by typing in box)

Schools / Institutes which will also be involved in teaching part of the programme:

School of the Arts

Collaborative institution(s) / organisation(s) involved in delivering the programme:

N/A

Programme outline

Our exciting practice-based Masters degree will equip you with the tools to explore and create new art forms and media. Based in the East End of London, at the thriving heart of the UK's creative industries, this programme is taught by world-leading academics and practitioners in film, theatre, creative-writing and media. Over the course of your programme, you will take modules that will develop your skills in content creation, writing for creative production, and performance making. You will also have an opportunity to apply your learning to creative industries contexts.

Aims of the programme

This programme aims to:
- Offer a multidisciplinary postgraduate education that builds upon the School of the Arts' track-record for internationally excellent practice-led research and teaching
- Embed opportunities for engagement with creative industries and cultural practice within the masters degree curriculum

- Place an emphasis on practice-led, project-based teaching and learning, supported by critical and analytic rigour to meet the needs of a key economic sector
- Support students in the development of new ideas and practices with applications in the Creative Industries
- Produce multi-disciplinary graduates with creative, critical and professional skills, able to adapt to a fast-paced economic and cultural environment in the UK and internationally.

What will you be expected to achieve?

The below draws from the QAA Subject Benchmark Statements for 1) Communication, Media, Film and Cultural Studies, and 2) Dance, Drama and Performance:
This degree will help you to develop imaginative insight and creativity across a variety of creative arts and media practices and competences. It will provide you with practical skills - technical and creative - alongside critical know-how, that can be applied across the cultural sector and creative industries. You will be supported in the production and evaluation of creative work across film, performance and digital media and be able to demonstrate how these can have real-world professional applications. You will learn how to design, implement and organise creative projects both individually and with others, and to consider and evaluate your own work in a reflexive manner in relation to both professional and academic standards. In doing so you will also develop entrepreneurial and enterprise skills necessary to thrive in creative careers, enabling you to navigate these dynamic and changing landscapes.

Academic Content:	
A 1	Design, development and implementation of multidisciplinary arts projects
A 2	Content creation in writing, performance, film and other media for creative industries
A 3	Theories, concepts and approaches to and for contemporary creative arts practices
A 4	Creative producing: how projects are pitched, funded and financed, including issues of contracts, intellectual property, marketing, ethics, accessibility and inclusion

Disciplinary Skills - able to:	
B 1	Demonstrate an exceptional standard of creative expression and flair through practice
B 2	Creatively and critically synthesise new knowledge and understanding in arts and media practice, and reflect critically on your own learning experiences and performance
B 3	Able to lead and participate in group practice and make clear, authoritative and valuable contributions to collaborative projects, and to strategically enhance your own and/or others learning
B 4	Evaluate appropriate methodologies and to demonstrate self-direction and originality in dealing with complex problems in creative practice and/or research

Attributes:	
C 1	Work independently, set goals and manage workloads; and acquire new learning in a range of approaches, both individually and collaboratively

C 2	Work across both planned and improvisatory approaches with curiosity and an openness to change; able to anticipate and accommodate change, ambiguity, creative risk-taking, uncertainty, difficulty and unfamiliarity
C 3	Identify personal strengths and needs, and reflect on personal development and opportunities for life-long learning
C 4	Articulate ideas and communicate information in visual, practical, oral and textual forms
C 5	Use and strengthen project management skills involving the ability to investigate, organise, curate and realise events and creative activities

How will you learn?

Teaching, learning and assessment are predicated upon the School of the Arts' belief that theory and practice are mutually enriching forms of enquiry. While the MA Creative Arts and Media is premised upon the significance of project-based, practice-led learning, this is approached alongside and informed by critically rigorous enquiry

You will learn through practical and discussion-led methods, in workshops, projects, master-classes, seminars, fieldwork and professionally-led projects and commissions. The taught component of the programme includes a mix of seminar and practice modules. The final live-brief project will be developed with external professional support. Members of staff from across the School of the Arts with skills in teaching creative arts will take responsibility for advising you during your time on the programme, and will supervise your final project.

This breadth of commitment ensures that you will be taught to create and investigate creative arts practices from a broad range of cultural, aesthetic and professional perspectives. Moreover, the School of the Arts has considerable strength amongst its staff in relevant disciplinary areas in both written and practice-based research, as well as long-standing connections with professional partners in the creative industries. Accordingly, the MA Creative Arts and Media offers you a research-driven programme that engages with the latest developments and debates in the study and creation of creative arts practice. To capitalise on London's vibrant cultural sector, visiting artists, designers, producers, critics and scholars will be brought in, where possible, to offer master classes and lead specialist activities, and you will attend London performances, screenings, exhibitions, and other relevant events.

Your learning experience will draw on the School of the Arts' significant range of creative industry partnerships with production studios, creative producers, advocacy and programming organisations, arts venues and festivals, including: People's Palace Projects, Fuel Theatre, ArtsAdmin, The Barbican, BFI, London Film Festival, London International Festival of Theatre, Tate Modern, Graeae Theatre Company, The National Theatre, Whitechapel Art Gallery, and Battersea Arts Centre.

Practice-led learning and events will be held in the School of the Arts well-equipped production and rehearsal spaces including the Film and Drama Studio, edit and production suites and the BLOC arts research facility. You will be able to book independent production and rehearsal time in our studio and production spaces. In undertaking practical work, you will have access to a range of technical and audio-visual resources. All practical work is supported by the School of the Arts technical staff team, who will also introduce you to the school's technical resources.

How will you be assessed?

Depending on the modules you select (including electives), your work will be assessed through:
- creative projects
- presentations
- essays
- project plans
- portfolios of documentation
- the final Content Creation for Creative Industries project

Each element of assessment will be graded as Fail, Pass, Merit, or Distinction. The taught modules count for 67% (120 credits) and the final Content Creation for Creative Industries Project 33% (60 credits) of the overall assessment.

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How is the programme structured?

Please specify the structure of the programme diets for all variants of the programme (e.g. full-time, part-time - if applicable). The description should be sufficiently detailed to fully define the structure of the diet.

Students will be taught across four assessed modules (including guided electives), two in both semesters 1 and 2, and will complete a final project in conclusion of their studies.

Semester 1
STA7XXX Making Media 30cu

FLM7010 Creative Producing 30 cu

Semester 2
either both
ESH7110 Collaborative Practices, 30cu
and
STA7XXX Writing for Production 30cu

Or one of the above, with
Guided elective from within School of the Arts 30cu

Semester 3
STA7XXX Content Creation for Creative Industries Project, 60cu

Academic Year of Study   FT - Year 1

Module Title	Module Code	Credits	Level	Module Selection Status	Academic Year of Study	Semester
Making Media	STA7005	30	7	Compulsory	1	Semester 1 or 2
Creative Producing	FLM7224	30	7	Compulsory	1	Semester 1 or 2
ESH7110	ESH7110	30	7	Elective	1	Semester 1 or 2
Writing for Production	STA7004	30	7	Elective	1	Semester 1 or 2
Level 7 Modules from School of the Arts	STA7***	30	7	Elective	1	Semester 1 or 2
Content Creation for Creative Industries Project	STA7006	60	7	Core	1	Semester 3

What are the entry requirements?

2:1 or above (or international equivalent) at undergraduate level. Promising applicants who do not meet the formal academic criteria but who possess relevant credentials and who can demonstrate their potential to produce written work at Masters level will also be considered. As part of the admissions process, we may call for examples of written and artistic work and/or interview candidates.

Queen Mary
University of London

For non-native English speakers, university IELTS or equivalent evidence of proficiency in English is required. For IELTS we require a minimum score of 7.0 overall with a score of least 6.0 in each component.

Further details of the School and University's requirements and support for non-native English speakers can be found here: https://www.qmul.ac.uk/international-students/englishlanguagerequirements/

How will the quality of the programme be managed and enhanced? How do we listen to and act on your feedback?

The Student Voice Committee provides a formal means of communication and discussion between the School of the Arts and its students. The committee consists of student representatives from each year in the School together with appropriate representation from staff. It is designed to respond to the needs of students, as well as act as a forum for discussing programme and module developments, and meets regularly throughout the year.

It reports in turn to the School of the Arts Education Committee (including the Director of Education), which advises the School Board on all matters relating to the delivery of taught programmes at School level including monitoring the application of relevant QM policies and reviewing all proposals for module and programme approval and amendment before submission to the university's Taught Programmes Board. Student views are incorporated in this Committee's work in a number of ways, such as through student membership, or consideration of student surveys.

The School of the Arts operates regular Programme Reviews of taught undergraduate and postgraduate provision according to University policies. The process is normally organised at a School-level basis with the Director of Education, or equivalent, responsible for the completion of the School's Programme Reviews. Students' views are considered in this process through analysis of the Postgraduate Taught Experience Survey and module evaluations.

What academic support is available?

All students beginning study on the programme will participate in a series of Welcome Week activities, including introductions to the programme, inductions in the use of the online learning environment and the use of the School's practical spaces and technical facilities. These events also include opportunities for social interaction and scheduled small group and individual meetings with personal advisers.

Each student's academic progress and personal welfare is monitored by an advisor, with whom regular meetings are scheduled. All teaching staff will hold regular drop-in hours in which students are actively encouraged to discuss their work and their progress.

The School's Director of Student Support is a designated member of staff with whom students can also raise issues and problems, and from whom they can seek advice and guidance.

Both the Director of Student Support and all advisors are able to refer students, where appropriate, to relevant professional service departments in the College, including Disability and Dyslexia, Welfare, and Counselling.

Programme-specific rules and facts

n/a

How inclusive is the programme for all students, including those with disabilities?

The programme aims to place accessibility and inclusion at the forefront of its approach to teaching and learning. Practical teaching takes place in the School of the Arts' own creative and production facilities, and following the development of BLOC, the school has led the way in the remodelling of ArtsOne to offer fully accessible spaces for disabled students, including

wheelchair users.

Queen Mary has a central Disability and Dyslexia Service (DDS) that offers support for all students with disabilities, specific learning difficulties, and mental health issues. The DDS supports all Queen Mary students: full-time, part-time, undergraduate, postgraduate, UK, and international at all campuses and all sites. Students can access advice, guidance and support in the following areas:
- Finding out if you have a specific learning difficulty like dyslexia
- Applying for funding through the Disabled Students' Allowance (DSA)
- Arranging DSA assessments of need
- Special arrangements in examinations
- Accessing loaned equipment (e.g. digital recorders)
- Specialist one-to-one "study skills" tuition
- Ensuring access to course materials in alternative formats (e.g. Braille)
- Providing educational support workers (e.g. note-takers, readers, library assistants)
- Mentoring support for students with mental health issues and conditions on the autistic spectrum.

Links with employers, placement opportunities and transferable skills

The MA Creative Arts and Media will enable students to capitalise on London's position as a global cultural capital, with outstanding artistic and creative industries resources and opportunities. This is reflected in the School of the Arts' longstanding links and work with a variety of organisations including Artangel, Fuel Theatre, ArtsAdmin, The Barbican, BFI, London International Film Festival, London International Festival of Theatre, Tate Modern, Graeae Theatre Company, The National Theatre, Wasafiri, Whitechapel Art Gallery, Battersea Arts Centre and more.

The final Content Creation for Creative Industries project offers students an opportunity to develop imaginative and entrepreneurial approaches to a 'real-world' creative industries challenge in response to a 'live brief' from a professional partner. This will require students to draw on technical, creative and producing skills to design and implement approaches to a cultural challenge that meets the needs of audiences, communities or other end-users.

The programme aims to provide a range of career prospects for its graduates across the Creative Industries from artistic creation and design, to production, management and education. It will also enable sustained reflection and practical development for established practitioners; and enhance professional development in teaching, arts administration and a wide range of other creative careers.

Programme Specification Approval

Person completing Programme Specification:	Martin Welton
Person responsible for management of programme:	Lara Fothergill
Date Programme Specification produced / amended by School / Institute Education Committee:	4th December 2024
Date Programme Specification approved by Taught Programmes Board:	16 Dec 2024

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