

# Prifysgol Wreccsam Wrexham University

## Module specification

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Module Code	ARD406
Module Title	Creative Futures
Level	4
Credit value	20
Faculty	FACE
HECoS Code	100443 media production
Cost Code	GA CT
Pre-requisite module	N/A

### Programmes in which module to be offered

Programme title	Core/Optional/Standalone
BA (Hons) Music and Sound Production	Core
BA (Hons) Filmmaking	Core
BA (Hons) Media production	Core

### Breakdown of module hours

Learning and teaching hours	36 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
<b>Active learning and teaching hours total</b>	36 hrs
Placement hours	0 hrs
Guided independent study hours	0 hrs
<b>Module duration (Total hours)</b>	164 hrs

### Module aims

- To provide opportunities for the development of transferable skills which are appropriate and beneficial for student's subsequent academic, personal and vocational progress.
- To provide an introduction into the professional life of media professional and to create an awareness of career opportunities.
- To examine contemporary practitioners and their working philosophies and to assess their influence in the specialist field through guest talks and media professional lectures.



- To inform the student of the importance of communication, working relationships and the demands and expectations of the workplace.
- To Introduce students to personal development planning.

## Module Learning Outcomes

At the end of this module, students will be able to:

1	Demonstrate key transferable skills, interpersonal and communication skills, research and IT skills and personal professional development skills.
2	Consider and evaluate their own work in a reflective manner, with reference to academic and /or professional issues, debates and conventions.
3	Research and record the current work of artists, designers or directors and media professionals.
4	Identify contemporary issues within professional practices.
5	Extract information from their reflective journals by which they can recognise and evaluate their achievement and contribution to their personal development plans.

## Assessment

Assessment 1: The student will be assessed on the body of knowledge they have assembled in their reflective journals/professional development planning or online personal blog, with attention given to annotations and reflections on the material they have gathered.

The student will evidence written notes from lectures, visits to conferences, festivals, exhibitions and their experience of any contact with the art design and media industries.

These notes should be both descriptive and reflective in nature.

Assessment will consider the documentation as a record and investigation into contemporary art design and media industry professional practice, and the students' sense of their place within this.

This module will also act as a focal point for the assessment of the student's personal development planning. Students will explore key questions in respect of their media knowledge and practice using information extracted from their reflective journals.

In assessing the learning outcomes, a variety of factors will be taken into account, these include:

- Application of a variety of research methods.
- Investigation of media professionals and practice.
- Participation in lectures
- Evidence of engagement with media industries personnel and professional development planning.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	L1-5	Portfolio	Equivalent 2500 words	100%	N/A

### Derogations

N/A

### Learning and Teaching Strategies

The Active Learning framework (ALF) embraces accessible, engaging and flexible approaches to learning, teaching and assessment in order that students are afforded the very best opportunities to engage actively with their learning.

Flexible, innovative, relevant and accessible assessment and feedback practices that optimise student engagement and achievement within a healthy learning environment.

An approach to research informed-teaching that champions active and engaged inquiry and curiosity through useful, active, applied research and scholarship.

### Welsh Elements

In collaboration with the Welsh Language Team at Wrexham University, it is planned that key terms in the degree programme and certain topic areas will be available in Welsh – whether through workshop sessions, or audio and video material, with potential expansion of such capacity.

### Indicative Syllabus Outline

Students will be required to assemble a body of research, collecting and recording material relevant to business, professional practice and practitioners within their chosen area of study.

This will include information gathered from a creative futures week, visits to industry, conferences, seminars, exhibitions, or art and design festivals or from visiting media professionals and industry lecturers.

This module will also introduce the student to the importance of keeping reflective journals that is integral throughout their studies and the extraction of information from these that will contribute to their personal development plans.

### Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

Cottrell, S. (2015). Skills for Success: Personal Development and Employability (3rd ed.)

### Other indicative reading:

Bridgstock, R. (2011). Skills for creative industries graduate success – Education + Training, 53(1), 9–26. DOI: 10.1108/00400911111102333

Kolb, D. A. (1984). Experiential Learning: Experience as the Source of Learning and Development

Moon, J. A. (1999). Reflection in Learning and Professional Development: Theory and Practice

Moon, J. (2006). Learning Journals: A Handbook for Reflective Practice and Professional Development

### Websites

Creative Industries Policy & Evidence Centre (PEC) - <https://pec.ac.uk>

Prospects: Creative Arts and Design Career Guide - <https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/creative-arts-and-design>

ScreenSkills - <https://www.screenskills.com>

### Administrative Information

For office use only	
Initial approval date	September 2021
With effect from date	September 2026
Date and details of revision	Re-validated 06/08/2025, updated template
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