

# Prifysgol Wreccsam Wrexham University

## Module specification

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Module Code	CMT709
Module Title	Research Methods for the Creative Industries
Level	7
Credit value	30
Faculty	FACE
HECoS Code	100443
Cost Code	GACT
Pre-requisite module	N/A

### Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MA Film Making	Core
MA Creative Media Production (Music)	Core
MA Creative Media Production (Sound)	Core
MA Creative Media Production (Screen)	Core

### Breakdown of module hours

Learning and teaching hours	30 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>	<b>30hrs</b>
Placement hours	0 hrs
Guided independent study hours	270 hrs
<b>Module duration (Total hours)</b>	<b>300 hrs</b>

### Module aims

This Module explores a variety of research methodologies that could be utilised in a number of different creative media content production contexts. These include but are not limited to sound content production, music content production, and film making.

Students will learn to identify and/or generate data, evaluate data sources, and also demonstrate a range of research methods with an awareness of academic protocols to an advanced level. Methodologies explored in the Module will include Qualitative, Quantitative, and Mixed Method. Methodologies such as Practice as Research and other related



frameworks will also be explored. Students will plan, execute and reflect upon a short research project that could be utilised to inform any larger practical projects within their course pathway.

### Module Learning Outcomes

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

1	Identify appropriate research philosophies and methodologies to suit a broad range of research aims and objectives
2	Develop a relevant and critical literature review
3	Manage a research project and associated data collection that align with a formulated set of research aims and objectives and consider ethical and philosophical aspects of research
4	Reflect upon a completed research project

### Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1: Students will present a research project proposal outlining their research aims and objectives which will have been informed by a recent literature review and consideration of the ethical aspects of research. (15 minutes)

Assessment 2: Students will produce an artefact that best outlines their research project findings including its limitations. This might be in written form as an essay, or as a short piece of media with short written commentary. The format will include reference to a completed and cleared ethics application. Durations will be negotiated with the Module Leader and subject to complexity of ideas.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1 & 2	Presentation	15 mins	30%	N/A
2	3 & 4	Portfolio	Negotiated e.g. 3500 word essay, or 5 minute media artefact with short commentary	70%	N/A

## Derogations

None

## 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.

The module will be delivered to engage with ALF. The ALF model will be used to deliver asynchronous and synchronous lectures and content. The module will be delivered using an appropriate range of teaching and learning strategies, including a series of lectures linked to practical sessions with the associated software and equipment. Tutorial support for independent learning will also be offered.

## Welsh Elements

In collaboration with the University's Welsh Language Team, tutorial support and also assessment submission will be available through the Welsh Language should students elect to do so.

## Indicative Syllabus Outline

Understanding Research Methodologies to an advanced level

Applying appropriate Research Methodologies

Writing a literature review

Collecting information and data

Understanding Ethics in the context of research

Articulating research

Reflecting upon research

## Indicative Bibliography:

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

## Essential Reads

Creswell, J.W. and Creswell, J. (2018), *Research design : qualitative, quantitative, and mixed method approaches*. 5<sup>th</sup> ed (International Student edition). Los Angeles : SAGE.

## Other indicative reading

Barrett, E., & Bolt, B. eds. (2010), *Practice as Research: Approaches to Creative Arts Enquiry*. London: I B Tauris & Co Ltd.

McCormick, K. (2015), *SPSS Statistics for Dummies*. John Wiley & Sons Inc

Turabian, K.L. and Booth, W.C. (2013), *A manual for writers of research papers, theses, and dissertations*. University of Chicago Press.

### Administrative Information

<b>For office use only</b>	
Initial approval date	11 June 2025
With effect from date	September 2025
Date and details of revision	Module validated 06/08/2025 for MA Filmmaking
Version number	2