

## Nottingham Trent University

### Module Specification

Basic module information		
1	Module Title:	Communications and Creativity Toolkit
2	Module Code:	SOCT20212
3	Credit Points:	20
4	Duration:	Second Half Year
5	School:	School of Arts and Humanities
6	Campus:	Clifton
7	Date this version first approved to run:	September 2013

#### 8 Pre, post and co-requisites:

These are modules that you must have studied previously in order to take this module, or modules that you must study simultaneously or in a subsequent academic session

<u>Pre, Co, Post</u>	<u>Module Code</u>	<u>Module Title</u>
Pre	SOCT10211	Introducing Media Communications

#### 9 Courses containing the module

<u>Level</u>	<u>Core/Option</u>	<u>Mode</u>	<u>Code</u>	<u>Course Title</u>
		FT	HUMA001	BA (H) Communication & Society and Global Studies
		FT	HUMA002	BA (H) Communication & Society and English
		FT	HUMA003	BA (H) Communication & Society and Film & TV
		FT	HUMA004	BA (H) Communication & Society and History
		FT	HUMA005	BA (H) Communication & Society and International Relations
		FT	HUMA006	BA (H) Communication & Society and Linguistics
		FT	HUMA007	BA (H) Communication & Society and Media
		FT	HUMA008	BA (H) Communication & Society and Philosophy
		SW	MODL002	BA (H) French and Communication & Society
		FT	EURX002	European Exchange (Half Year)

FT	EURX003	European Exchange (Full Year)
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FT	INTX002	International Exchange (Half Year)
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FT	INTX003	International Exchange (Full Year)
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## 10 Overview and aims

On this module you will learn new skills and discover new ways of expanding your understanding of communications and creative industries. You will combine insights from a range of disciplines and creative practices to generate a 'toolkit' for both the intellectual understanding of communications and creativity, and the practical development of creative practices in various forms. You will combine theoretical approaches to the creative and communications sectors with practically orientated perspectives on the world of business, and you will be introduced to entrepreneurial practices and processes from both 'critical-intellectual' and 'how to' perspectives. In particular, you will focus on the development of creative business ideas and the writing skills that are central to creative production. You will be introduced to various styles of writing, including journalistic writing, commercial copy writing, writing for the web and so on. Your practical writing and production exercises will be started during scheduled workshop sessions but completed in your independent and directed learning time. The end result should be an improved ability to write in a variety of different styles and to deliver accurate and balanced copy to strict deadlines. You will also expand your creative and research capabilities and begin to develop the various interpersonal skills needed to work effectively in the creative industries. Where possible the module will include contributions from creative industry practitioners.

The central aims of this module are:

- To introduce you to theoretical and practical perspectives on work in the communications sector and in the creative industries.
- To develop your writing skills in a variety of genres.
- To develop your skills in identifying, producing and analysing vibrant content.

To support and develop your entrepreneurial skills.

## 11 Module content

The precise content of this module will vary from year-to-year depending on the availability of the various members of the teaching team and creative industry practitioners, but will normally consist of the following elements: social sciences, journalism, business, and 'experience reports' from creative industry practitioners.

1. Social Science: these sessions generally cover topics such as intellectual property, peer production, innovation, social capital, networks and networking, collaboration, to name a few.
2. Writing Development: these sessions will focus on the development of your writing skills. You will undertake a range of practical exercises to improve your writing.
3. Business Skills: these sessions offer a general grounding, where possible inflected in

the direction of the creative sector, on topics such as: business plans, marketing, entrepreneurship, finance and strategy.

4. Experience Reports: the module will where possible incorporate elements delivered by practitioners from creative industries, who will report on their experiences in trying to set up successful enterprises in the creative sector, and offer advice to students.

## 12 Indicative reading

Barrow, C., Barrow, P., & Brown, R. (2005) *The Business Plan Workbook*. 5<sup>th</sup> edn. London: Kogan Page.

Fleming, C. et al. (2005) *An Introduction to Journalism*. London, Sage.

Rae, D., (2006). *Entrepreneurship: From Opportunity to Action*. Basingstoke: Palgrave Macmillan

Rudin, R & Ibbotson, T (2002) *Introduction to Journalism: Essential techniques and background knowledge*. Focal Press.

Shorthose, Jim (2007) *Fish, Horses and Other Animals: Professional and Business Development in the Creative Ecology*, Nottingham: Nottingham Creative Network

West, C., & Southon M., (2005). *The Beermat Entrepreneur: turn your good idea into a great business*. Rev. 2<sup>nd</sup> edn. Harlow: FT Prentice Hall.

## 13 Learning outcomes

Learning outcomes describe what you should know and be able to do by the end of the module

Knowledge and understanding. After studying this module you should be able to:

- To understand and critically evaluate work in the creative industries
- To understand complex transformations of media
- To understand the critical role of digital technologies
- To recognise the different aspects of creative writing practices
- To understand the conventions of selected genres of writing

To understand entrepreneurial practices such as marketing, branding, developing a product etc.

Skills, qualities and attributes. After studying this module you should be able to:

- Demonstrate an ability to formulate logical and coherent arguments
- Demonstrate confidence in doing critical creative industries analysis
- Demonstrate an improved level of written communication skills

commensurate with level two studies

- Demonstrate competent IT skills appropriate to the module and second level studies
- Demonstrate resourcefulness, self-motivation and time-management
- Demonstrate a basic ability to put together a business plan and proposal
- Demonstrate a basic understanding of both theoretical and 'real world' issues in the creative sector
- Demonstrate an ability to work in groups and to assess the process of working in groups

#### 14 **Teaching and learning**

##### *Range of modes of direct contact*

This indicates the range of direct contact teaching and learning methods used on this module, e.g. lectures, seminars

The module will be taught interactively, incorporating elements of lecture, seminar, workshop, tutorial, and smaller group/individual discussion as appropriate to group size and teaching personnel.

Total contact hours:

36 Hours

##### *Range of other learning methods*

This indicates the range of other teaching and learning methods used on this module, e.g. directed reading, research

This module emphasizes the importance of independent research and group work. You are expected to work independently, both individually and in small groups. Learning will be supported by direct reading (some provided by the module team).

Total non-contact hours:

164 Hours

#### 15 **Assessment methods**

This indicates the type and weighting of assessment elements in the module

<u>Element number</u>	<u>Weighting</u>	<u>Type</u>	<u>Description</u>
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1	100%	Group Presentation	Dragons Den style pitch of a Business Idea
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**Diagnostic/formative assessment**

This indicates if there are any assessments that do not contribute directly to the final module mark

**Further information on assessment**

This section provides further information on the module's assessment where appropriate

**Document management**

16	Module Title:	Communications and Creativity Toolkit
17	Module Code:	SOCT20212
18	Subject (JACS) Code	
19	Cost Centre	
20	School:	
21	Academic Team	
22	Campus	
23	Other institutions providing teaching	<i>Please complete in box 23 a-d - if applicable</i>
		Institution   %
23a	Other UK Higher Education or Further Education Institution- Please name Percentage not taught by NTU	
23b	Other public organisation in the UK- Percentage not taught by NTU	
23c	Other private organisation in the UK - Percentage not taught by NTU	
23d	Any other Non-UK organisation - Percentage not taught by NTU	
24	Date this version was formally approved by SASQC/DAG:	