


Programme specification

1. Awarding Institution 	2. Teaching Institution North Kent College	3. Faculty/Department University of Greenwich: Faculty of Humanities NK College: Arts & Creative Industries	4. UCAS Code: 1V92
5. Final Award Foundation Degree	6. Programme Title Foundation degree Professional Writing		7. Accredited by: University of Greenwich
8. Quality Assurance Agency (QAA) Benchmarking Group(s) English			
9. Entry Requirements <p>Minimum requirements (students <21 years old):</p> <ul style="list-style-type: none"> • 180 UCAS Points • GCSE grade C in English and maths <p>Desirable requirements (students <21 years old):</p> <ul style="list-style-type: none"> • 240+ UCAS Points • GCSE grade C in science <p>Mature student requirements (students >21 years old):</p> <ul style="list-style-type: none"> • If you don't have the UCAS point requirements, but have appropriate experience, specific knowledge or industry-based qualifications, then your application is welcomed 			

10. Educational Aims of the Programme and Potential Career Destinations of Graduates [Maximum 150 words]:

Educational Aims of the Programme: [Maximum Of 150 words]

1. To produce Foundation Degree (FDA) graduates at intermediate level capable of:
 - a) employment in freelance or full-time capacity within creative areas of the media.
 - b) progression to third year BA (Hons) Creative Writing or BA (Hons) Media and Communication
2. To develop a working knowledge of the varied uses of professional writing and the practical application of professional writing in workshops and other contexts employing creative therapy for personal development and/or therapy.
3. To develop within the students intellectual, practical and transferable skills as explained in the course documentation.
4. To work closely with elements of the working world (both private and public) in the development of projects employing creative writing and creative thinking for personal development of students and benefit of outside organisations.

Most students progress into year 3 of a BA (Hons) Creative Writing at the University of Greenwich, or into an alternative university. Some students also progress to BA (Hons) Media and Communication at the University of Greenwich. Students may also opt to leave education after the Foundation Degree and go directly to work.

Career options since the first graduates include work in advertising, scriptwriting, marketing, event management and careers like teaching. A notable pattern in this regard involves some students taking regular employment in areas like teaching and continuing their creative careers in writing as a side-line. Similarly, a notable pattern for mature students at the end of their careers involves charity work or similar activities. A number of former students now work in community, charity or personal advocacy posts.

11. Summary of Skills Development for Students within the Programme [Maximum 150 words]:

- Knowledge and understanding of: Working practices with specific regard to the use of professional writing in a range of vocational and voluntary settings.
- Intellectual skills: Critical thinking, analytical skills, collating and evaluating information, awareness of key concepts and theories in Cultural and Media Studies.
- Subject Practical skills: Developing writing to meet specific briefs, and social needs. Observing conventions in forms of writing. Liaising with outside agencies to identify and develop projects based around professional writing.

- Transferable/ key skills: Self-management skills, IT skills, research skills, exhibition design, marketing, communication skills, numeracy and literacy.

<p>The programme provides opportunities for students to achieve the following outcomes:</p> <p><i>These are related to the benchmarking statements for the subject you are studying, described under 8 above.</i></p>	<p>The following teaching, learning and assessment methods are used to enable students to achieve and demonstrate these outcomes:</p>
<p>A. Knowledge and understanding of: →</p>	<p>A. Teaching and learning methods:</p>
<ol style="list-style-type: none"> 1. The academic concepts underpinning the study of English Literature and professional writing. 2. The opportunities available to professional creative with regard to developing and selling ideas. 3. Ongoing changes in professional practice and the development of communication technology as applied to the creative industries. 4. The methods of research most commonly employed by academics in the Humanities 5. Critical awareness of issues relating to personal and career development for professional creatives. 	<p>Lectures, seminars, tutorials, workshops, practical based training and guided student centred learning are given that are appropriate to the outcomes specified in the taught course specifications. Audio-visual materials and computer mediated learning are incorporated, and skills are reinforced through work-based practice.</p>
	<p>A. Assessment methods:</p> <p>The assessment methods associated with each course are given in the course specifications. Various combinations of coursework, practical performance analysis sessions, case studies, oral presentations and formal examinations assess each course. The nature of the assessment is appropriate to the subject area and learning outcomes outlined in the course specification forms.</p>

B. Intellectual skills:	B. Teaching and learning methods:
<ol style="list-style-type: none"> 1. Research and assess subject specific facts, theories, paradigms, principles and concepts. 2. Critical assessments and evaluation of evidence derived from a variety of sources. 3. The application of knowledge to the solution of familiar and unfamiliar situations specific to personal professional development and the creative industries. 4. Developing reasoned arguments and challenging assumptions. 5. Taking responsibility for personal learning and continuing professional development. 	<p>Intellectual skills are taught through workshops, tutorials and coursework assignments. Students will be exposed to different learning situations such as personal assessment and case study approaches to develop their reflective practice. Both teaching staff and work-based learning mentors will supervise such sessions to facilitate learning in a safe and encouraging environment.</p>
	B. Assessment methods:
	<p>A variety of assessment methods are used that include formal examinations, practical observation, essay coursework, numerical and situational problem solving coursework, and presentations. Student centred learning involving library based work, video and computer based analysis will be encouraged.</p>

C. Subject practical skills:	C. Teaching and learning methods:
<ol style="list-style-type: none"> 1. Plan, design, execute and communicate actions designed to compile a portfolio of professional creative work. 2. Apply appropriate practical techniques to the solution of creative and media problems. 3. Demonstrate a range of techniques in creative problem solving. 	<p>Subject-specific practical skills are developed through a range of activities led by tutors and students within normal classroom sessions and also specialist tutoring (such as work carried out in radio studios). Evidence is also gathered from the work-place. Skills are enhanced through video, computer and student led creative project sessions.</p>
	C. Assessment methods:
<ol style="list-style-type: none"> 4. Critically evaluate and interpret the results of creative workshops held in course sessions, where appropriate with the application of underlying theory. 5. Develop and test critical hypotheses with regard to the understanding of the works of the creative industries. 6. Apply a range of general and occupational specific skills within the working environment, including placements within the industry and student-managed creative projects. 7. Recognise and respond to moral, ethical and safety issues, articulating and evidencing individual decisions in the context of workplace performance, including relevant legislation and professional codes of conduct. 	<p>A variety of assessment methods are used to assess the practical skills. These include observations of practical skills and reflective analysis within portfolios and presentations.</p>

D. Transferable/key skills:	D. Teaching and learning methods:
<ol style="list-style-type: none"> 1. Communication and presentation skills. 2. Independent study skills. 3. Team work and interpersonal skills. 4. Competency in numeracy, IT skills and problem solving skills. 5. Autonomous and reflective approach to lifelong learning. 6. Developing the skills necessary for self-managed and lifelong learning (e.g., working independently, time management and organisation skills). 	<p>Computing, IT skills, problem-solving, teamwork, reflective practice, presentation and communication skills are developed in a contextualised manner throughout the programme. These skills are enhanced in practical sessions, tutorials, workshops and coursework assignments. Student-centred computer and information retrieval exercises are incorporated at all levels.</p>
<ol style="list-style-type: none"> 7. Identifying and working towards targets for personal, academic and career development. 8. Developing an adaptable, flexible, and effective approach to study and work. 9. Understand the need for CPD. 	D. Assessment methods: <p>A variety of assessments are used to assess transferable skills. These include performance analysis, individual oral presentations, meeting assignment deadlines, problem based coursework and through portfolios consisting of reflective, evidence based competence.</p>

E. Greenwich Graduate Attributes:	E. Teaching and learning methods:
<p>1. Scholarship and autonomy: Understanding of knowledge, demonstrate strong oral communication skills and have sophisticated writing skills.</p> <p>2. Creativity and Enterprise: To become co-creators of knowledge, be innovative, utilising a range of media. Gaining high level marketable skills for graduate level careers.</p> <p>3. Cross-cultural and International Awareness: Respond intelligently and ethically with a diverse group of people. Able to communicate across a broad spectrum of cultural, social and political environments.</p>	<p>The graduate attributes are developed throughout the programme within the various courses, group and individual tutorials, and work-based learning sessions.</p> <p>E. Assessment methods:</p> <p>The assessments used to assess these skills include portfolios in practical courses, individual oral presentations within workshops and seminars, and having access to student centres and university staff.</p>

12. Programme Structure: Levels, Courses and Credits		<i>Awards, Credits and Progression of Learning Outcomes</i>
Level 4	Compulsory Courses Creative Nonfiction (30 credits) Individual Exercise and Group Criticism (15 credits) Research for Writers (15 credits) Process and Production –Building a Portfolio 1 (30 credits) Forms of Writing 1.1 (15 credits) Forms of Writing 1.2 (15 credits) <i>Optional Courses</i> N/A	Certificate in Higher Education (Cert. HE)
Level 5	Compulsory Courses The Art of the Novel (30 credits) Process and Production – Building a Portfolio 2 (30 credits) Popular Memory Project (15 credits) Electronic Applications (15 credits) Forms of Writing 2 (15 credits) <i>Optional Courses</i> N/A	Foundation degree