

MA CREATIVE PRACTICE

Institute of Education, Arts and Society

Academic Level:	7	Credits:	180
UCAS Code:	Not Applicable		
Awarding Body:	University of Cumbria		
Delivery Site:	Brampton Road Campus		
Programme Length:	Full-time: 1 Year (standard), 5 Years (maximum)		
Mode of Delivery:	Face-to-Face		
Pattern of Delivery:	Full time		
	Total weeks of study:	36 weeks	
	Delivery pattern:	3 x 12-week semesters	
	Standard semester dates:	Yes	
Programme Webpage:	https://www.cumbria.ac.uk/study/courses/postgraduate/creative-practice/		

Entry Criteria

The University's standard criteria for admissions apply. Please refer to the [Applicant Information](#) pages of the University website for more information. For [APL](#), please refer to the University website. Advanced standing on the programme will be considered in line with the University of Cumbria's APL Regulations and Procedures.

Further information for admission to this programme can be found on the webpage above.

PROGRAMME AIMS AND OUTCOMES

Programme Aims

By the end of this programme learners will be able to:

1. Advance their creative practice, in which they have prior knowledge or experience through previous study or employment.
2. Work with innovation, artistry, and versatility to develop knowledge of new disciplines and/or work across subject boundaries.
3. Foster strategic and systematic research-based methodologies in order to investigate, test-out, analyse, reflect upon, and communicate concepts at an advanced level.
4. Examine the dynamic interrelationship between theory and practice; to situate their creative process as a cultural and intellectual activity.
5. Develop personal drive, autonomous learning, inter-personal skills, and entrepreneurship through project planning and implementing creative briefs at a professional level.
6. Envisage themselves as part of a broader community of practitioners; to advance insights in respect to building a career working within creative industry contexts.
7. Apply academic research and writing skills appropriate to post-graduate level study.

Programme Outcomes – Knowledge and Understanding

The programme provides opportunities for you to develop and demonstrate the following:

After 60 credits of study (PGCert) you will be able to demonstrate:

K1. Experimentation: the interrogation, conceptualisation and application of materials, techniques, processes, and concepts appropriate to your creative arts discipline and emergent practice.

K2. Contextual framing: applied knowledge and understanding of theoretical, cultural, and historical contexts in respect to your own and broader aspects of contemporary creative practice.

K3. Synthesis and review: cultivated powers of critical reasoning in respect to the analysis of academic and visual texts; evidenced via formal written communication and verbal presentation.

K4. Professional development: consideration and formulation of a career orientated strategy that aligns to your future ambitions within the creative industries.

K5. Reflective and systematic journaling: a sophisticated approach to the selection, sequencing, analysis, and presentation of information and data from a range of relevant sources.

After 120 credits of study (PGDip) you will be able to demonstrate:

K6. Project development: an enhanced understanding and insight regarding the formulation and implementation of effective creative briefs.

K7. Conceptual knowledge and underpinning: an enhanced understanding of the dynamic between theory and practice, with practice being guided by theoretical and/or philosophical considerations.

K8. Strategic approaches to research: the management of your own learning; identification and application of relevant methodologies and sources of information.

K9. Curation and presentation of research materials; via written and verbal means, geared towards the preparation and implementation of advanced creative projects.

K10. Enterprise; via engagement with public bodies, agencies and/or clients in the formulation of a live brief.

After 180 credits of study (MA) you will be able to demonstrate:

K11. Advanced project management skills: self-direction, planning and organisation, the ability to operate autonomously with initiative and professionalism, in order to address a self-initiated brief.

K12. Originality, mastery and versatility in the selection and deployment of materials and processes to elicit innovative responses to creative briefs.

K13: The capacity to deal with complex conceptual and practical issues systematically and creatively; to make sound judgements in the absence of complete data and resolve creative briefs.

K14: Professional levels of curation, presentation, and dissemination of creative works to specialist and non-specialist audiences.

K15. The ability to document, analyse and reflect meaningfully on your own practice-based research, whilst identifying opportunities for continued professional development.

Programme Outcomes – Skills and other Attributes

The programme provides opportunities for you to develop and demonstrate the following:

After 60 credits of study (PGCert) you will be able to demonstrate:

S1. An awareness of the competencies needed for current and future roles, the potential of changing and emergent technologies and processes, and their application in the workplace.

S2. Interpersonal skills: emotional intelligence and integrity, drive and motivation, effective listening and communication, reliability, negotiation, teamwork and collaboration.

S3. High level professional skills and IT literacy: technical dexterity, flexibility, and efficiency to access and process relevant data and present information appropriately.

After 120 credits of study (PGDip) you will be able to demonstrate:

S4. Initiative, autonomy, and personal responsibility regarding your own learning, time management, and organisation of resources; essential for continued professional development.

S5. Advanced communication skills: the ability to sequence and articulate ideas and arguments clearly; understanding the requirements and needs (e.g., technical, and non-technical) of different audiences; making effective use of technologies, body language and presentational style.

S6. Entrepreneurial skills: a willingness to nurture and/or launch a new venture, an understanding of where to access support for an enterprise activity, awareness of funding mechanisms and how to approach outside bodies, public agencies, community organisations, or clients.

After 180 credits of study (MA) you will be able to demonstrate:

S7. Advanced project planning and monitoring skills: preparing and implementing briefs, documentation, co-ordination and resource management, contingencies response and lateral thinking.

S8. Professional standards of presentation and promotion: organisation and design regarding the public dissemination, exhibition, publication, and marketing of creative media materials.

PROGRAMME FEATURES

Programme Overview

MA Creative Practice is a best-practice, forward-thinking Master's programme, designed for creatives progressing from undergraduate arts studies and mid-career professionals wishing to advance or diversify their creative practice. The programme will provide you with the practical, technical, theoretical, and applied knowledge suited to flexible skills development needed within a dynamic and transitional cultural economy.

Reflecting the distinctive yet convergent conditions of contemporary creative industries, this programme instigates and encourages discipline-led and cross-disciplinary approaches to creative processes, supported by a wealth of academic and technical expertise drawn from the following areas: Fine Art, Digital Art & Games Design, Film & Television Production, Graphic Design, Illustration, Photography, Applied Crafts, and Wildlife & Adventure Media.

You can opt to specialise chiefly in one area and/or develop projects vertically and laterally across and between traditional subject boundaries. You may also choose to work individually or collaboratively on self-initiated or live project briefs. As a Master's student you will have full access to the Audio-Visual technical team and industry standard facilities at the Brampton Road campus.

The full-time programme is taught over one full calendar year (3 semesters). The programme starts in September with three distinctive stages leading to the following postgraduate exit awards:

The **Postgraduate Certificate (60 credits)** stage serves as an introduction to postgraduate study focusing on practical, conceptual, and professional spheres of creative activity; fostering exploratory and lateral approaches to projects, an appreciation of theoretical contexts and relevant research methodologies, and the development of a career orientated portfolio.

The **Postgraduate Diploma (120 credits)** stage reviews, strengthens and advances inquiry and innovation in creative processes furthering practice-led and theoretical concerns, whilst at the same time fostering individual autonomy and professional entrepreneurship – a trajectory that looks ahead to the Masters stage of the programme.

The **Master's (180 credits)** stage expands the development of practice culminating in a substantial and well-presented body of creative work, accompanied by a reflective deconstruction of both process and outcome; contextualised within appropriate discipline-based, theoretical, or professional frameworks.

The development of transferable skills and specialist knowledge geared towards your future career as a creative practitioner is embedded into each stage of the programme. We actively encourage you to embrace an outward facing and professionally orientated approach, providing points within the programme structure for portfolio growth, work-based learning, collaborative enterprise, live briefs, and the promotion and dissemination of creative works.

Resources and Facilities

The MA Creative Practice will offer you a unique arts campus experience, enhanced with the provision of a designated post-graduate base. Taught and practical elements currently take place at the Brampton Road site, which has a distinguished history as a centre of excellence for creative arts education. The campus is a vibrant arts environment which has an up-to-date arts library and industry standard facilities, including well-equipped Mac and PC computer studios carrying the latest design and multimedia software and high-specification hardware, digital video production and editing suites, motion capture technology, sculpture, and printmaking workshops. You will work and study in close proximity to others in the arts community, affording opportunities for cross-discipline exchange, collaboration, and further media training. To facilitate and support projects you will have full access to the Audio Visual (AV) team and workshop technicians.

Learning and Teaching

At Level 7 you have approximately 6 contact hours per week, typically consisting of:

- 3 hours of lectures
- 2 hours of seminars
- 1 hour of personal tutoring

Independent Learning

When not attending scheduled weekly learning activities you will be expected to work independently on module briefs and assessments, via the campus facilities, studio spaces and workshop areas (with technician guidance if and when required), or through self-study.

Teaching Staff

Teaching on the programme is drawn from a diverse mix of Art, Media and Design practitioners and academics who are actively involved in research at a national or international level. Research specialisms within the team include ecocriticism, new-media technologies, graphic novel adaptations, gender and fairy-tales, and exhibition and event management. Hence, you will encounter a range of practical and conceptual approaches to creative practice and experience a broad spectrum of materials and processes. As a post-graduate student at the University of Cumbria, you are part of an inclusive learning community that recognises diversity. You will have opportunities to learn by interacting with others in a collegiate and dynamic learning environment. Teaching, assessment, and student support will allow equal and equitable opportunities for you to optimise your potential and develop autonomy.

The programme is structured to provide practitioners from a range of discipline backgrounds with a stepped and progressively more challenging learning experience via each of the 3 outlined post-graduate stages; to cultivate the practical, conceptual, theoretical, and professional expertise needed to become reflective and responsive practitioners.

The synthesis of theory and creative practice is integral to the programme design. Hence, cultural, and visual discourse is a taught component throughout the programme. You will be encouraged to engage fully in these processes, to develop self-awareness and embed skills, which will contribute to your professional progression and life-long learning. As part of the meta-cognitive

cycle, you will be required to create and maintain a research journal throughout the duration of the programme. The journal should be seen as an ongoing resource and a point of dialogue; a means of negotiating, articulating, and disseminating issues and points raised on the programme as well as identifying opportunities for further research.

The programme is designed so that at each stage you take increasing control and responsibility for your own learning and professional development, culminating in a self-initiated, sustained major body of creative work; presented, published or exhibited to a high professional standard, with an accompanying substantial critical appraisal.

The programme pedagogy encourages multidisciplinary, lateral approaches to creative practice through a structured timetable of theoretical lectures, workshops and inductions, student-led sessions, peer-to-peer seminars, visiting speakers, practice-led and experiential research, self-directed and tutorial-based learning. The breadth of input from staff and the multiple mechanisms of engagement and support are intended to optimise learning opportunities across all practical and theoretical activity.

To promote and underpin your learning, all module content and supportive material is open and accessible to you via the university VLE platform. This includes but is not restricted to:

- programme documentation, timetabling, staff details and support mechanisms
- module guides and assessment briefs
- module learning materials, critical readings and PPT presentations
- assessment exemplars, guidance, and feedback
- weekly notices and announcements, extra-curricular and/or professional opportunities
- access to LinkedIn Learning, the online portal which offers accessible video courses for a wide range of design software and hardware, creative and business skills

Assessment

Assessment on the programme is comprised of both formative and summative methods.

Formative assessment is primarily concerned with your ongoing progress. Regular review of project work, in draft form or in the process of being completed, is an important part of the learning process. This may be in the form of negotiated or presented briefs, peer-to-peer commentary, self-critiques, and tutor feedback (which may be verbal or written). Formative assessment is used to:

- i) encourage the development of intellectual and practical skills; to help you acquire the knowledge needed for summative assessment.
- ii) encourage the development and practice of inter-personal skills such as working in teams, giving presentations, leading, and contributing to seminars.

Summative assessment is chiefly concerned with evaluating end performance, the quality and substance of work completed by you, in line with the criteria for the programme of study, cross-referenced against individual module aims and learning outcomes. To ensure fairness, parity and academic rigour, module assessment involves at least two members of staff, with additional

internal and external checks and balances. Summative methods of assessment used on the programme within each stage of study include:

Post-graduate Certificate in Creative Practice

- Portfolio of practice
- Reflective journal
- Literary Review
- Career-orientated pitch & business plan

Post-graduate Diploma in Creative Practice

- Self-initiated brief and portfolio of creative work
- Evaluative presentation
- Illustrated project proposal & research findings
- Live Enterprise project documentation

Master of Arts in Creative Practice

- Body of created and exhibited artwork
- Reflective presentation/viva

Level Descriptors

The University's Level Descriptors are aligned to the national [Framework For Higher Education Qualifications](#) (FHEQ) and are a key mechanism for ensuring the academic standards of the University's provision. At Level 7 (Masters level), you will be able to demonstrate:

- a systematic understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of their academic discipline, field of study or area of professional practice.
- a comprehensive understanding of techniques applicable to their own research or advanced scholarship.
- originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry are used to create and interpret knowledge in the discipline.
- conceptual understanding that enables the student:
 - i) to evaluate critically current research and advanced scholarship in the discipline.
 - ii) to evaluate methodologies and develop critiques of them and, where appropriate, to propose new hypotheses.

Feedback

It is important to note that all post-graduate assessment has a diagnostic dimension, which seeks to identify and explore the strengths, weaknesses, and potential in your creative work with a view to facilitating further growth and development. Within the programme structure, assessment as a formal evaluation is considered as an important learning tool, as much as it is a means to measure achievement. Detailed written feedback is provided in response to all work submitted – completed and returned to you within a maximum 20-day turnaround period. If requested, staff will be available for further clarification and discussion at a post-assessment tutorial.

Graduate Prospects

The programme is designed to be outward facing with a creative professional outlook. From the outset we encourage you to be aspirational, to consider your post-graduate studies as a major step in career development and securing employability in the creative industries. Our graduates have gone on to:

- work as freelance practitioners
- run their own businesses and creative enterprises
- work for commercial bodies and design agencies
- run projects with community arts organisations
- become creative entrepreneurs
- win industry awards
- hold exhibitions & publish creative works
- become lecturers in further and higher education

A postgraduate qualification will ensure that your Curriculum Vitae stands out to potential employers in a highly competitive environment. According to comparative figures from the Department for Business, Innovation and Skills (2022) measuring undergraduate and postgraduate experience on leaving university, postgraduates enjoyed favourable overall employment rates of 89.3%.

<https://explore-education-statistics.service.gov.uk/find-statistics/graduate-labour-markets>

Employability and transferable skills are central to the success of our graduates and so we have embedded key professional development and entrepreneurship into the programme structure.

Transferrable skills (skills valued by most employers):

- Being able to work independently
- To be critically reflexive and responsive
- The ability to work effectively with others – to show good interpersonal skills
- The ability to project-manage your time effectively, to budget and allow for contingencies
- Advanced innovation, creativity and problem-solving
- Clear communication & presentation skills
- To be able to negotiate and liaise with outside bodies, creative agencies and/or clients
- To possess up-to-date technical and theoretical knowledge, to be aware of current trends

Furthermore, a Master's degree will be suitable if you are seeking a career in teaching at Further Education (FE) or Higher Education (HE) level and deemed as essential if you are keen to pursue advanced academic study at doctorate level.

MA Creative Practice students will be encouraged to take on a Head Start Postgraduate Study Course prior to starting: <https://my.cumbria.ac.uk/Student-Life/New-Students/headstart/>

MODULES

Year 1			
Code	Title	Credits	Status
CREA7001	Materials & Processes	20	Compulsory
CREA7002	Critical Contexts	20	Compulsory
CREA7003	Professional Practice	20	Compulsory
Students exiting at this point with 60 credits would receive a Postgraduate Certificate in Creative Practice			
CREA7004	Creative Practice	20	Compulsory
CREA7005	Major Project Proposal	20	Compulsory
CREA7006	Creative Enterprise	20	Compulsory
Students exiting at this point with 120 credits would receive a Postgraduate Diploma in Creative Practice			
CREA7007	MA Project	60	Compulsory
Students exiting at this point with 180 credits would receive an MA Creative Practice			

Additional Module Information

Module interdependencies: CREA7005 Major Project Proposal and CREA7007 MA Project. The former module provides the foundational knowledge and planning for the latter.

Key to Module Statuses

Compulsory modules	Must be taken although it may be possible to compensate as a marginal fail (within the limits set out in the Academic Regulations and provided that all core or pass/fail elements of module assessment have been passed).
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Timetables

Timetables are normally available prior to the start of each semester. Please note that while we make ensure timetables are as student friendly as possible, scheduled learning can take place on any day of the week. This programme may also be made available on an infill part-time basis at the discretion of the academic programme leader. In such cases, you will study modules alongside the full-time cohort(s) that are running at the time.

ADDITIONAL INFORMATION

Student Support

The [Student Enquiry Point](#) is a simple way to contact Student Services. Using the Student Enquiry Point tile on the Student Hub you can submit an enquiry to any of the Student Services teams, which includes:

- [Careers and Employability](#)
- [Chaplaincy](#) for faith and spiritual wellbeing
- [Mental Health and Wellbeing](#)
- [Digital Skills](#)
- [Disability and Specific Learning Difficulty \(SpLD\)](#)
- [International Student Support](#)
- [Library](#)
- [Money Matters](#)
- [Safeguarding](#)
- [Skills@Cumbria](#)
- [Sports and Fitness Facilities](#)
- [University Student Accommodation](#)

As a student at the University of Cumbria you automatically become a member of the Students' Union. The Students' Union represents the views and interests of students within the University. The Students' Union is led by a group of Student Representatives who are elected by students in annual elections. They also support approximately 400 Student Academic Reps within each cohort across the entire University. The Students' Union represent the views of their cohort and work with academic staff to continuously develop and improve the experience for all University of Cumbria students. You can find out more about who represents you at www.ucsu.me.

You can email at any time on studentvoice@cumbria.ac.uk.

Course Costs

Tuition Fees

Information on course fees can be found here:

<https://www.cumbria.ac.uk/study/courses/postgraduate/creative-practice/>

The following course-related costs are included in the fees:

- workshop resources and technician guidance
- use of specialist technical and audio-visual equipment
- access to edit suites
- use of industry-standard software and hardware
- access to VLE and university e-learning sites and materials
- exhibition promotion
- programme visits

Additional Costs

The following course-related costs are not included in the fees:

- Optional research trips
- Material costs associated with the production of some physical artefacts (e.g. 3D works) – dependent on student's specialism or project on a case-by-case basis.

Exceptions to the Academic Regulations

This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Processes.

External and Internal Benchmarks

QAA subject benchmark statements to which this programme relates:

QAA Subject Benchmark Statement: Architecture (2020)

[QAA Characteristics Statement: Master's Degree \(2020\)](#)

[QAA Subject Benchmark Statements: Art & Design \(2019\)](#)

QAA subject benchmark statements are available from the [QAA website](#).

Other external reference points:

[Office for Students: Descriptor for a higher education qualification at level 7 on the FHEQ \(pt 4.17\)](#)

[QAA Framework for Higher Education Qualifications in England, Wales, and Northern Ireland \(2024\)](#)

[Department for Business, Innovation & Skills Graduate Labour Market Statistics \(2016\)](#)

Internal reference points:

[UoC Learning, Teaching and Assessment Strategy](#)

[UoC Academic Regulations and Academic Procedures and Processes](#)

Disclaimer

This programme has been approved (validated) by the University of Cumbria as suitable for a range of delivery modes, delivery patterns, and delivery sites. This level of potential flexibility does not reflect a commitment on behalf of the University to offer the programme by all modes/patterns and at all locations in every academic cycle. The details of the programme offered for a particular intake year will be as detailed on the programme webpage:

<https://www.cumbria.ac.uk/study/courses/postgraduate/creative-practice/>