

Programme Specification: Undergraduate

For Academic Year 2025/26

1. Course Summary

Names of programme and award title(s)	BA (Hons) Film Studies and Creative Writing BA (Hons) Film Studies and Creative Writing with International Year (see Annex for details) BA (Hons) Film Studies and Creative Writing with Work Placement Year (see Annex for details)
Award type	Single Honours
Mode of study	Full-time
Framework of Higher Education Qualification (FHEQ) level of final award	Level 6
Normal length of the programme	3 years; 4 years with either the International Year or Placement Year between years 2 and 3
Maximum period of registration	The normal length as specified above plus 3 years
Location of study	Keele Campus
Accreditation (if applicable)	Not applicable
Regulator	Office for Students (OfS)
Tuition Fees	<p>UK students:</p> <p>Fee for 2025/26 is £9,535*</p> <p>International students:</p> <p>Fee for 2025/26 is £17,700**</p> <p>The fee for the international year abroad is calculated at 15% of the standard year fee</p> <p>The fee for the work placement year is calculated at 20% of the standard year fee</p>

Please note that this document applies to Level 4 (Year 1) students only in 2025/26. Level 5 (Year 2) and Level 6 (Year 3) students should refer instead to the document labelled 2024/25

How this information might change: Please read the important information at <http://www.keele.ac.uk/student-agreement/>. This explains how and why we may need to make changes to the information provided in this document and to help you understand how we will communicate with you if this happens.

* These fees are regulated by Government. We reserve the right to increase fees in subsequent years of study in response to changes in government policy and/or changes to the law. If permitted by such change in policy or law, we may increase your fees by an inflationary amount or such other measure as required by government policy or the law. Please refer to the accompanying Student Terms & Conditions. Further information on fees can be found at <http://www.keele.ac.uk/studentfunding/tuitionfees/>

**** These fees are for new students. We reserve the right to increase fees in subsequent years of study by an inflationary amount. Please refer to the accompanying Student Terms & Conditions for full details. Further information on fees can be found at <http://www.keele.ac.uk/studentfunding/tuitionfees/>**

2. What is a Single Honours programme?

The Single Honours programme described in this document allows you to focus more or less exclusively on this subject. In keeping with Keele's commitment to breadth in the curriculum, the programme also gives you the opportunity to take some modules in other disciplines and in modern foreign languages as part of a 360-credit Honours degree. Thus it enables you to gain, and be able to demonstrate, a distinctive range of graduate attributes.

3. Overview of the Programme

Film Studies and Creative Writing involves the in-depth analysis of film as an art form and industry, alongside a focus on the role and work of the screenwriter, together with a broader understanding of how literary texts function within the cultures of which they are part. You will consider the cultural, political and economic dimensions of film in a global context, and discover the range of aesthetic and technological resources used by filmmakers both historically, and in the contemporary film and television industries. You will also explore the historical, socio-political, ethnic, gender, and geographical contexts of the literary texts and screenplays you study, and reflect also on the contexts that shape your own style and identity as a writer.

You will learn both about the traditional routes to getting your work seen and read, and newer modes of distribution, via digital publishing and other forms of online engagement. You will also gain familiarity with a range of formats and platforms that will allow them to connect with their audiences. Through the creation of diverse outputs built into the course's compulsory teaching and assessment, and opportunities to gather experience via professional development and work placements, you will build your knowledge, skills-base and portfolio of work, equipping you with the skills you need to create literary or cinematic works in the modern world.

Studying within Keele's campus environment, you will also have the regular opportunity to hear from professional writers at Keele Hall's regular reading events - as well as have the opportunity to perform or publish your own work within Keele's open mic events and creative writing magazine. You will also have the opportunity to apply your film knowledge beyond the classroom, in one of the university's film-screening or film-making societies, or as part of the team which runs Keele's own *Earth Stories* international film festival.

4. Aims of the programme

The broad aims of the programme are to enable you to:

- Participate critically in discussions and debates around the medium of film, and of the regional and global varieties of literature
- Identify key trends, movements and figures in the historical and contemporary film and literary industries
- Apply a theoretical and technical understanding of film and literature toward both critical and creative work
- Produce your own independent and professional-standard outputs, whether in film studies or literary research, areas of filmmaking and literary practice, or both, suitable for a range of audiences across different platforms
- Through a diverse range of assessment outputs, build a portfolio of work that you can use to showcase your abilities to potential employers and partners.
- Work both constructively and critically, by yourself and as part of a team, to deliver specific projects and be able to reflect productively on your strengths and weaknesses.

5. What you will learn

The intended learning outcomes of the programme (what students should know, understand and be able to do at the end of the programme), can be described under the following headings:

- Subject knowledge and understanding
- Subject specific skills
- Key or transferable skills (including employability skills)

Subject knowledge and understanding

Successful students will be able to demonstrate knowledge and understanding of:

- Key critical ideas around both film and literary theory and film and/or literary practice
- The techniques and technologies involved in producing and exhibiting both cinematic and/or literary texts, and the role of digital platforms in this process
- Trends, movements and debates within international filmmaking and/or literary contexts

- The role of film and literature in terms of forging and contesting identities, across all aspects of global film production and/or literary culture
- The relationship of film and literary industry contexts to film production and/or publishing.

Subject specific skills

Successful students will be able to:

- Understand and use key technical tools used both in creative film and/or literary practice and critical work on literature and/or film.
- Critically analyse examples of film and/or literary production, applying these same analytical skills to their own practice, as appropriate
- Apply diverse critical and theoretical ideas to a broad range of filmic and/or literary contexts
- Demonstrate evidence of a broad cinematic and/or literary knowledge base
- Produce lucid, professional pieces of work across a range of topics, showing an understanding of different platforms and contexts for exhibiting your work
- Develop a resilient and, where appropriate, collaborative and/or participatory approach to producing, editing, and showcasing new creative work

Key or transferable skills (including employability skills)

Successful students will be able to:

- Produce work to a professional standard using a range of presentational tools
- Apply knowledge and ideas both critically and creatively, towards various solutions and outputs
- Organise their own learning through self-management
- Work with others in a constructive and respectful way
- Give and receive constructive and critical feedback
- Employ professional-level language and images, where appropriate, to create impacting effects.
- Make use of a range of research tools, databases and archives towards specific goals

Keele Graduate Attributes

The Keele Graduate Attributes are the qualities (skills, values and mindsets) which you will have the opportunity to develop during your time at Keele through both the formal curriculum and also through co- and extra-curricular activities (e.g., work experience, and engagement with the wider University community such as acting as ambassadors, volunteering, peer mentoring, student representation, membership and leadership of clubs and societies). Our Graduate Attributes consist of four themes: **academic expertise, professional skills, personal effectiveness, and social and ethical responsibility**. You will have opportunities to engage actively with the range of attributes throughout your time at Keele: through your academic studies, through self-assessing your own strengths, weaknesses, and development needs, and by setting personal development goals. You will have opportunities to discuss your progress in developing graduate attributes with, for example, Academic Mentors, to prepare for your future career and lives beyond Keele.

6. How is the programme taught?

Learning and teaching methods used on the programme vary according to the subject matter and level of the module. They include the following:

↳ **Lectures**, where the lecturer provides students with a framework for reading and further independent study. These may involve a degree of interaction when students are asked to consider and respond to tasks or questions set by the lecturer.

↳ **Workshops**, which are interactive sessions in which students are given tasks to perform, often in small groups. Workshops may also include sections of whole group discussion.

↳ **Seminars** of about 15-20 students where key issues are discussed in more depth. Students might be provided with worksheets in advance of these classes outlining minimum preparation requirements (usually a primary text and some associated reading) together with questions to consider in advance of the class. Students are invited to play a full part in - and occasionally to lead - these discussions (but will be supported by the tutor in those roles). Some tutorials and seminars consist largely of student presentations or of group work set by the tutor.

↳ **Independent study** based on directed film-viewings and reading of key texts, as well as academic writing about them or other media such as historical documents or online material.

↳ **Employer-led or project-based sessions**, sometimes taking place outside the classroom. Students participate in masterclasses led by employers working in various sectors which are delivered on campus and

through field trips. Follow-up teaching sessions support students in using this knowledge to complete collaborative real-world projects individually and with their peers. If students choose to complete a placement or project as part of their course, they will be supervised by an external provider in addition to the support they will receive from teaching staff.

¿ **Web-based learning** using the University's virtual learning environment (KLE) and MS Teams. The KLE is used to give easy access to a wide range of resources and research tools, and as a platform for online discussions, quizzes, and blogs. MS Teams is also used to provide resources and tools for study, and occasionally as a platform for synchronous online seminars, workshops, supported writing retreats and one-to-one consultations, although the latter are frequently in person.

¿ The **Extended Screenwriting Project** in the final year is the capstone of the degree programme and gives students the opportunity to undertake an extended piece of creative work and research supervised and supported by a member of staff. You will work towards producing a professional-standard treatment for a piece of screen media, such as a proposed feature film, adaptation, or complete short-film script.

Students are provided with regular opportunities to talk through particular areas of difficulty, and any special learning needs they may have, with their academic mentors or module tutors on a one-to-one basis and are encouraged to initiate such meetings whenever they need advice.

These learning and teaching methods enable students to achieve the learning outcomes of the programme in a variety of ways. For example:

¿ Lectures and independent study offer a wider understanding of the contexts (cultural and historical) in which literature in English may be understood as well as giving students ideas and examples for further study of the texts they discuss in tutorials and analyse in their written work

¿ Seminars, workshops and online discussions provide opportunities to ask questions about the texts or topics under discussion and to think through answers to them and to engage with and debate the ideas of peers and tutors.

¿ The Extended Screenwriting Project allows students to choose an appropriate and manageable subject; to formulate research questions and devise a feasible (and, where appropriate, ethically sound) strategy for answering them within a constrained time frame.

Apart from these formal activities, students are also provided with regular opportunities to talk through particular areas of difficulty, and any special learning needs they may have, with their Personal Tutors or module lecturers on a one-to-one basis.

7. Teaching Staff

The programme is taught by a core staff of lecturers with expertise across the respective fields of Film Studies and Creative Writing. They may be leading researchers in particular areas of film-making or literature, or experienced creative practitioners, with specialisms in fields such as screenwriting, fiction or poetry. Their work has been widely published in various forms: novels, poetry collections, screenplays, digital outputs, research monographs, articles in leading international journals, or performed in live participatory artworks.

The University will attempt to minimise changes to our core teaching teams, however, delivery of the programme depends on having a sufficient number of staff with the relevant expertise to ensure that the programme is taught to the appropriate academic standard.

Staff turnover, for example where key members of staff leave, fall ill or go on research leave, may result in changes to the programme's content. The University will endeavour to ensure that any impact on students is limited if such changes occur.

8. What is the structure of the Programme?

The academic year runs from September to June and is divided into two semesters. The number of weeks of teaching will vary from programme to programme, but you can generally expect to attend scheduled teaching sessions between the end of September and mid-December, and from mid-January to the end of April. Our degree courses are organised into modules. Each module is usually a self-contained unit of study and each is usually assessed separately with the award of credits on the basis of 1 credit = 10 hours of student effort. An outline of the structure of the programme is provided in the tables below.

There are two types of module delivered as part of your programme. They are:

- Compulsory modules - a module that you are required to study on this course;
- Optional modules - these allow you some limited choice of what to study from a list of modules.

Global Challenge Pathways

This programme includes the option for you to take a Global Challenge Pathway. These modules offer you an exciting opportunity to work with students and staff from different disciplines to explore topical global issues such as power and conflict, health inequalities, climate change, generative AI, social justice, global citizenship, and enterprise from different perspectives.

Global Challenge Pathways can either be taken as one 15-credit module at Levels 4, 5 and 6, or one 15-credit module at Levels 5 and 6. For more information about our Global Challenge Pathways please visit:

<https://www.keele.ac.uk/study/undergraduate/globalchallengepathways/>

Modern Languages or Certificate in TESOL

Alternatively, you could choose to study modules with the University Language Centre. The Language Centre offers three pathways; The Language Specialist, The Language Taster, and The Trinity Certificate in Teaching English to Speakers of Other Language (TESOL). Language Centre modules are available separately for students at Level 4. At Levels 5 and 6 they are included within the Global Challenge Pathways.

If you choose the Language Specialist pathway, you will automatically be enrolled on a Semester 2 Modern Language module as a continuation of your language of choice. Undertaking a Modern Languages module in Semester 2 is compulsory if you wish to continue to the Language Specialist Global Challenge Pathway the following academic year.

For more information about Language Centre option modules available to you please visit the following webpages.

For new (Level 4) students please visit: <https://www.keele.ac.uk/study/languagecentre/>

For current (Level 5 and Level 6) students please visit: <https://www.keele.ac.uk/students/academiclife/global-challenge-pathways/>

For further information on the content of modules currently offered, please visit:

<https://www.keele.ac.uk/recordsandexams/modulecatalogue/>

A summary of the credit requirements per year is as follows.

Year	Compulsory	Optional	
		Min	Max
Level 4	90	30	30
Level 5	75	45	45
Level 6	30	90	90

Module Lists

Level 4

Compulsory modules	Module Code	Credits	Period
Delivery, Performance and 'Other Platforms'	ENG-10082	30	Semester 1-2
Filmmaking Fundamentals	MDS-10045	30	Semester 1-2
Writing Scripts	ENG-10076	15	Semester 2
Becoming a Cultural Citizen	MDS-10051	15	Semester 2

Optional modules	Module Code	Credits	Period
Discoveries: Self and Society in Post-war British Children's Fiction	ENG-10062	15	Semester 1
Writing Fiction	ENG-10074	15	Semester 1
Sights and Sounds: Analyzing Film	FIL-10023	30	Semester 1
History in Media and Film: The Presentation of the Past in Contemporary Culture	HIS-10050	15	Semester 1

Level 5

Compulsory modules	Module Code	Credits	Period
Genres, Forms and Modes	ENG-20118	30	Semester 1
Screenwriting: Principles and Practices	FIL-20029	15	Semester 2
Global Cinemas: Beyond Hollywood	FIL-20035	30	Semester 2

Optional modules	Module Code	Credits	Period
The American South: US Summer School (Level 5)	LIB-20010	15	Semester 0
Literature, Creativity and the Cultural Industries	ENG-20116	15	Semester 1
The Power of Cinematic Representation	FIL-20033	30	Semester 1
Documentary Film	MDS-20076	30	Semester 1
Pathways with Film and Creative Writing: Developing Your Profile	FIL-20041	15	Semester 2
Professional Experience with Film and Creative Writing (Year 2)	FIL-20045	15	Semester 2

Level 5 Module Rules

Students MUST choose EITHER Professional Experience for Film Studies and Creative Writing (Year 2) OR Pathways with Film and Creative Writing

Level 6

Compulsory modules	Module Code	Credits	Period
Extended Screenwriting Project	FIL-30033	30	Semester 1-2

Optional modules	Module Code	Credits	Period
The American South: US Summer School (Level 6)	LIB-30004	15	Semester 0
Shakespeare on Film: Adaptation and Appropriation	ENG-30070	15	Semester 1
Writingscapes	ENG-30072	15	Semester 1
Into the Matrix: Postmodernism in Fiction, Film and Theory	ENG-30132	30	Semester 1
Life Writing	ENG-30136	15	Semester 1
Britain on Film: Trends, Themes, Debates	FIL-30027	30	Semester 1
Science Fiction Cinema in Social Context	MDS-30015	15	Semester 1
Thresholds: Young Adult Fiction	ENG-30108	15	Semester 2
Working Class Fictions	ENG-30138	15	Semester 2
Other-than-human worlds: nature writing, environmental writing	ENG-30146	15	Semester 2
Youth and Film: Growing Up on Screen	FIL-30021	15	Semester 2
Employing Film and Creative Writing: Putting Your Subject into Practice	FIL-30037	15	Semester 2
Professional Experience with Film and Creative Writing (Year 3)	FIL-30041	15	Semester 2

Level 6 Module Rules

Students MUST choose EITHER Professional Experience for Film Studies and Creative Writing (Year 3) OR Pathways with Film and Creative Writing. Students who took Professional Experience for Film Studies and Creative Writing (Year 2) at level 5 are permitted to take the (Year 3) version at level 6.

Learning Outcomes

The table below sets out what students learn in the programme and the modules in which that learning takes place. Details of how learning outcomes are assessed through these modules can be found in module specifications.

Level 4

In Year 1 (Level 4) and Year 2 (Level 5) these learning outcomes are achieved in the compulsory modules which all students are required to take. Some of these outcomes may also be achieved or reinforced in elective modules together with other outcomes not stated here. In Year 3 (Level 6) the stated outcomes are achieved by taking any of the modules offered in each semester.

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
Key critical ideas around both film and literary theory and film and/or literary practice	All compulsory and optional modules
The techniques and technologies involved in producing and exhibiting both cinematic and/or literary texts, and the role of digital platforms in this process	All compulsory and optional modules
Trends, movements and debates within international filmmaking and/or literary contexts	All compulsory and optional modules
The role of film and literature in terms of forging and contesting identities, across all aspects of global film production and/or literary culture	All compulsory and optional modules
The relationship of film and literary industry contexts to film production and/or publishing.	All compulsory and optional modules

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Understand and use key technical tools used both in creative film and/or literary practice and critical work on literature and/or film.	All compulsory and optional modules
Critically analyse examples of film and/or literary production, applying these same analytical skills to their own practice, as appropriate	All compulsory and optional modules
Apply diverse critical and theoretical ideas to a broad range of filmic and/or literary contexts	All compulsory and optional modules
Demonstrate evidence of a broad cinematic and/or literary knowledge base	All compulsory and optional modules
Produce lucid, professional pieces of work across a range of topics, showing an understanding of different platforms and contexts for exhibiting your work	All compulsory modules
Develop a resilient and, where appropriate, collaborative and/or participatory approach to producing, editing, and showcasing new creative work	All compulsory and optional modules

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Produce work to a professional standard using a range of presentational tools	All compulsory and optional modules
Apply knowledge and ideas both critically and creatively, towards various solutions and outputs	All compulsory and optional modules
Organise their own learning through self-management	All compulsory and optional modules
Work with others in a constructive and respectful way	All compulsory and optional modules
Give and receive constructive and critical feedback	All compulsory and optional modules
Employ professional-level language and images, where appropriate, to create impacting effects.	All compulsory and optional modules
Make use of a range of research tools, databases and archives towards specific goals	All compulsory and optional modules

Level 5

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
Key critical ideas around both film and literary theory and film and/or literary practice	All compulsory and optional modules
The techniques and technologies involved in producing and exhibiting both cinematic and/or literary texts, and the role of digital platforms in this process	All compulsory and optional modules
Trends, movements and debates within international filmmaking and/or literary contexts	All compulsory and optional modules
The role of film and literature in terms of forging and contesting identities, across all aspects of global film production and/or literary culture	All compulsory and optional modules
The relationship of film and literary industry contexts to film production and/or publishing.	All compulsory and optional modules

Subject Specific Skills	
Learning Outcome	Module in which this is delivered
Understand and use key technical tools used both in creative film and/or literary practice and critical work on literature and/or film.	All compulsory and optional modules
Critically analyse examples of film and/or literary production, applying these same analytical skills to their own practice, as appropriate	All compulsory and optional modules
Apply diverse critical and theoretical ideas to a broad range of filmic and/or literary contexts	All compulsory and optional modules
Demonstrate evidence of a broad cinematic and/or literary knowledge base	All compulsory and optional modules
Produce lucid, professional pieces of work across a range of topics, showing an understanding of different platforms and contexts for exhibiting your work	All compulsory and optional modules
Develop a resilient and, where appropriate, collaborative and/or participatory approach to producing, editing, and showcasing new creative work	All compulsory and optional modules

Key or Transferable Skills (graduate attributes)	
Learning Outcome	Module in which this is delivered
Produce work to a professional standard using a range of presentational tools	All compulsory and optional modules
Apply knowledge and ideas both critically and creatively, towards various solutions and outputs	All compulsory and optional modules
Organise their own learning through self-management	All compulsory and optional modules
Work with others in a constructive and respectful way	All compulsory and optional modules
Give and receive constructive and critical feedback	All compulsory and optional modules
Employ professional-level language and images, where appropriate, to create impacting effects.	All compulsory and optional modules
Make use of a range of research tools, databases and archives towards specific goals	All compulsory and optional modules

Level 6

Subject Knowledge and Understanding	
Learning Outcome	Module in which this is delivered
Key critical ideas around both film and literary theory and film and/or literary practice	All compulsory and optional modules
The techniques and technologies involved in producing and exhibiting both cinematic and/or literary texts, and the role of digital platforms in this process	All compulsory and optional modules
Trends, movements and debates within international filmmaking and/or literary contexts	All compulsory and optional modules
The role of film and literature in terms of forging and contesting identities, across all aspects of global film production and/or literary culture	All compulsory and optional modules
The relationship of film and literary industry contexts to film production and/or publishing.	All compulsory and optional modules

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Learning Outcome	Module in which this is delivered
Understand and use key technical tools used both in creative film and/or literary practice and critical work on literature and/or film.	All compulsory and optional modules
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Apply diverse critical and theoretical ideas to a broad range of filmic and/or literary contexts	All compulsory and optional modules
Demonstrate evidence of a broad cinematic and/or literary knowledge base	All compulsory and optional modules
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Develop a resilient and, where appropriate, collaborative and/or participatory approach to producing, editing, and showcasing new creative work	All compulsory and optional modules

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Learning Outcome	Module in which this is delivered
Produce work to a professional standard using a range of presentational tools	All compulsory and optional modules
Apply knowledge and ideas both critically and creatively, towards various solutions and outputs	All compulsory and optional modules
Organise their own learning through self-management	All compulsory and optional modules
Work with others in a constructive and respectful way	All compulsory and optional modules
Give and receive constructive and critical feedback	All compulsory and optional modules
Employ professional-level language and images, where appropriate, to create impacting effects.	All compulsory and optional modules
Make use of a range of research tools, databases and archives towards specific goals	All compulsory and optional modules

9. Final and intermediate awards

Credits required for each level of academic award are as follows:

Honours Degree BA (Hons) Film Studies and Creative Writing	360 credits	<p>You will require at least 120 credits at levels 4, 5 and 6</p> <p>You must accumulate at least 270 credits in your main subject (out of 360 credits overall), with at least 90 credits in each of the three years of study*, to graduate with a named single honours degree in this subject.</p> <p>*An exemption applies for students transferring from a Combined Honours programme - see point 3.4 here: https://www.keele.ac.uk/regulations/regulationc3/</p>
Diploma in Higher Education	240 credits	You will require at least 120 credits at level 4 or higher and at least 120 credits at level 5 or higher
Certificate in Higher Education	120 credits	You will require at least 120 credits at level 4 or higher

International Year option: in addition to the above students must pass a module covering the international year in order to graduate with a named degree including the 'international year' wording. Students who do not complete, or fail the international year, will be transferred to the three-year version of the programme.

Work Placement Year option: in addition to the above students must pass a non-credit bearing module covering the work placement year in order to graduate with a named degree including the 'with Work Placement Year' wording. Students who do not complete, or fail the work placement year, will be transferred to the three-year version of the programme.

10. How is the Programme Assessed?

The wide variety of assessment methods used on this programme at Keele reflects the broad range of knowledge and skills that are developed as you progress through the degree programme. Teaching staff pay particular attention to specifying clear assessment criteria and providing timely, regular and constructive feedback that helps to clarify things you did not understand and helps you to improve your performance. The following list is representative of the variety of assessment methods used on your programme:

- **Essays** allow you to demonstrate your ability to articulate idea and exercise powers of argumentation and reasoning skills, as well as the ability to carry out bibliographic research and utilize appropriate systems of referencing secondary texts.
- **Video Essays** showcase your ability to provide evidence and form arguments using available audio-visual materials, such as existing film footage and interviews, and how you in turn edit and annotate these to persuasive effect.
- **Posters** demonstrate your skills in communicating ideas and exploring concepts and topics via visual means, conjoining images with selected texts.
- **Reflective Diaries** ask you to record your critical or creative responses to the films you see. You are assessed on the quality of your reflection and on your ability to respond constructively to the challenges and difficulties you encounter in the process of your own development and learning.
- **Blog posts** enable you to practice writing for different audiences and to construct persuasive arguments in a more concise fashion, utilising tools such as hyperlinks, embedded video, and other visual content.
- **Pitches** combine your understanding of film-industry contexts and your creative skills, requiring you to devise a viable film project which you will then 'sell' as a part of your assessment.
- **Treatments** of film screenplay projects showcase your own creative work, and how you are able to present this using industry-standard presentational tools, following the formal expectations of professional screenwriters.
- **Creative projects and Portfolios** showcasing your work in diverse forms of poetry and prose writing
- **Other assessments**, undertaken within the context of your Professional Development modules, may include activities such as programming a film festival or season, the drafting of CVs or job cover letters, or writing and publishing film reviews and articles online. These kinds of assessment are designed to allow you to apply your academic skills to a range of real-world tasks and to think about the ways in which your degree prepares you for a wide variety of different career paths.

Marks are awarded for summative assessments designed to assess your achievement of learning outcomes. You will also be assessed formatively to enable you to monitor your own progress and to assist staff in identifying and addressing any specific learning needs. Feedback, including guidance on how you can improve the quality of your work, is also provided on all summative assessments within three working weeks of submission, unless there are compelling circumstances that make this impossible, and more informally in the course of tutorial and seminar discussions.

11. Contact Time and Expected Workload

This contact time measure is intended to provide you with an indication of the type of activity you are likely to undertake during this programme. The data is compiled based on module choices and learning patterns of students on similar programmes in previous years. Every effort is made to ensure this data is a realistic representation of what you are likely to experience, but changes to programmes, teaching methods and assessment methods mean this data is representative and not specific.

Undergraduate courses at Keele contain an element of module choice; therefore, individual students will experience a different mix of contact time and assessment types dependent upon their own individual choice of modules. The figures below are an example of activities that a student may expect on your chosen course by year stage of study. Contact time includes scheduled activities such as: lecture, seminar, tutorial, project supervision, demonstration, practical classes and labs, supervised time in labs/workshop, fieldwork and external visits. The figures are based on 1,200 hours of student effort each year for full-time students.

Activity

	Scheduled learning and teaching activities	Guided independent Study	Placements
Year 1 (Level 4)	22.5%	77.5%	0%
Year 2 (Level 5)	21.7%	75.2%	3.1%
Year 3 (Level 6)	14.2%	80.5%	5.4%

12. Accreditation

This programme does not have accreditation from an external body.

13. University Regulations

The University Regulations form the framework for learning, teaching and assessment and other aspects of the student experience. Further information about the University Regulations can be found at:
<http://www.keele.ac.uk/student-agreement/>

A student who has completed a semester abroad will not normally be eligible to transfer onto the International Year option.

14. What are the typical admission requirements for the Programme?

See the relevant course page on the website for the admission requirements relevant to this programme:
<https://www.keele.ac.uk/study/>

Applicants who are not currently undertaking any formal study or who have been out of formal education for more than 3 years and are not qualified to A-level or BTEC standard may be offered entry to the University's Foundation Year Programme.

Applicants for whom English is not a first language must provide evidence of a recognised qualification in English language. The minimum score for entry to the Programme is Academic IELTS 6.0 or equivalent.

English for Academic Purposes

Please note: All new international students entering the university will provide a sample of Academic English during their registration. Using this sample, the Language Centre may allocate you to an English language module which will become compulsory. This will replace any GCP modules. *NB:* students can take an EAP module only with the approval of the English Language Programme Director and are not able to take any other Language modules in the same academic year.

English Language Modules at Level 4:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2)
- Science - ENL-90013 Academic English for Science Students
- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

English Language Modules at Level 5:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2)
- Science - ENL-90013 Academic English for Science Students
- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

English Language Modules at Level 6:

- Business - ENL-90003 Academic English for Business Students (Part 1); ENL-90004 Academic English for Business Students (2); ENL-90005 Advanced Business English Communication
- Science - ENL-90013 Academic English for Science Students
- General - ENL-90006 English for Academic Purposes 2; ENL-90001 English for Academic Purposes 3; ENL-90002 English for Academic Purposes 4

Recognition of Prior Learning (RPL) is considered on a case-by-case basis and those interested should contact the Programme Director. The University's guidelines on this can be found here:

<https://www.keele.ac.uk/qa/programmesandmodules/recognitionofpriorlearning/>

15. How are students supported on the programme?

Support for student learning on the Programme is provided in the following ways:

¿ Module and seminar group leaders support your learning on the modules and seminar groups for which they are responsible and give individual feedback on in-course assessments.

¿ Every student is allocated an academic mentor who reviews and advises on your academic progress. Academic mentors are often also the first point of contact for students on non-24 academic issues and can refer students on to a range of specialist health, welfare and financial services co-ordinated by the University's Student Services.

¿ Additional help with University level study skills and with personal or financial issues is available from Student Services.

¿ Students for whom English is not their first language are offered language classes, facilities and services by the

University's Language Centre. In addition to credit-bearing modules on English for academic study, students also have access to one-to-one tutorials for individual help and advice, and to a wealth of resources for self-study and practice.

¿ All members of teaching staff on the Film Studies and Creative Writing programme are available to see students during advertised weekly Consultation and Feedback hours and at other times by appointment - you just need to drop them an email and ask.

16. Learning Resources

The Film Studies and Creative Writing course is taught in modern teaching rooms across the University, which are equipped with computers, internet access and electronic whiteboards or projection equipment.

Learning resources available to students on the programme include:

¿ The extensive collection of research materials relevant to undergraduate study held in the University Library. These materials include books, journals, newspapers, and DVDs. Much of this material is also accessible online to Keele students from anywhere in the world with a university username and password.

¿ The Keele Learning Environment (KLE) which provides easy access to a wide range of learning resources including lecture notes, electronic materials available in a repository maintained by the University Library and other resources - video, audio and text- based - accessible from external providers via the internet.

¿ Streaming services such as Kanopy and Box of Broadcasts.

17. Other Learning Opportunities

Study abroad (semester)

Students on the programme have the potential opportunity to spend a semester abroad in their second year studying at one of Keele's international partner universities. Please note that students cannot take both a Global Challenge Pathway (GCP) and the semester abroad option.

Exactly which countries are available depends on the student's choice of degree subjects. An indicative list of countries is on the website (<http://www.keele.ac.uk/studyabroad/partneruniversities/>); however this does not guarantee the availability of study in a specific country as this is subject to the University's application process for studying abroad.

No additional tuition fees are payable for a single semester studying abroad but students do have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad to be greater than if they study in the UK, information is made available from the Global Education Team throughout the process, as costs will vary depending on destination.

Whilst students are studying abroad any Student Finance eligibility will continue, where applicable students may be eligible for specific travel or disability grants. Students who meet external eligibility criteria may be eligible for grants as part of this programme. Students studying outside of this programme may be eligible for income dependent bursaries at Keele. Students travel on a comprehensive Keele University insurance plan, for which there are currently no additional charges. Some governments and/or universities require additional compulsory health coverage plans; costs for this will be advised during the application process.

Study Abroad (International Year)

A summary of the International Year, which is a potential option for students after completion of year 2 (Level 5), is provided in the Annex for the International Year.

Enhanced Degree: With Language Competency/With Advanced Language Competency

Film Studies and Creative Writing students successfully completing a series of language elective modules have the opportunity to gain an enhanced degree title including their language competency such as, "BA (Hons) Film Studies and Creative Writing with competency in Japanese". Students taking language modules of at least 60 credits counting towards their main degree at Keele, and successfully completing minimum stage 6 in the chosen language, will be awarded an enhanced degree title with the designation 'with competency in [Language]'. Students taking language modules of at least 60 credits counting towards their main degree at Keele, and successfully completing stage 10 in the chosen language, will be awarded an enhanced degree title with the designation 'with advanced competency in [Language]'.

Study Abroad (Summer School)

In addition to the Study Abroad options of spending a semester or a year at one of Keele's international partner universities, students can choose a unique 4-week study abroad optional module (15 credits), taking place in the summer before either Year 2 or Year 3: *The American South: US Summer School*. Previous placements on the module have been funded in part by the Turing Scheme, with additional funding made available for students from Widening Participation backgrounds.

Work Placement Year

Students have the opportunity to apply directly for the 4-year 'with Work Placement Year' degree programme or to transfer onto the 4-year degree programme at the end of Year-1 and in Year-2 at the end of Semester 1. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking their year-long placement. Eligibility rules are included in the Annex.

Students wishing to take the work placement year should meet with the Programme Director to obtain their signature to confirm agreement before they will be allowed to commence their placement.

International students who require a Tier 4 visa must check with the Immigration Compliance Team prior to commencing any form of placement.

A summary of the Work Placement Year, which is a potential option for students after completion of year 2 (Level 5), is provided in the Annex for the Work Placement Year.

18. Additional Costs

There may be additional costs for the provision of resources, such as key academic texts or films where required. We nevertheless aim to ensure that primary and key secondary resources are available via the University Library or through digital platforms such as the KLE and Box of Broadcasts.

As to be expected there will be additional costs for inter-library loans and potential overdue library fines, print and graduation. We do not anticipate any further costs for this programme.

19. Quality management and enhancement

The quality and standards of learning in this programme are subject to a continuous process of monitoring, review and enhancement.

- The School Education Committee is responsible for reviewing and monitoring quality management and enhancement procedures and activities across the School.
- Individual modules and the programme as a whole are reviewed and enhanced every year in the annual programme review which takes place at the end of the academic year.
- The programmes are run in accordance with the University's Quality Assurance procedures and are subject to periodic reviews under the Revalidation process.

Student evaluation of, and feedback on, the quality of learning on every module takes place every year using a variety of different methods:

- The results of student evaluations of all modules are reported to module leaders and reviewed by the Programme Committee as part of annual programme review.
- Findings related to the programme from the annual National Student Survey (NSS), and from regular surveys of the student experience conducted by the University, are subjected to careful analysis and a planned response at programme and School level.
- Feedback received from representatives of students in all three years of the programme is considered and acted on at regular meetings of the Student Staff Voice Committee.

The University appoints senior members of academic staff from other universities to act as external examiners on all programmes. They are responsible for:

- Approving examination questions
- Confirming all marks which contribute to a student's degree
- Reviewing and giving advice on the structure and content of the programme and assessment procedures

Information about current external examiner(s) can be found here:

<http://www.keele.ac.uk/qa/externalexaminers/currentexternalexaminers/>

20. The principles of programme design

The programme described in this document has been drawn up with reference to, and in accordance with the

guidance set out in, the following documents:

a. UK Quality Code for Higher Education, Quality Assurance Agency for Higher Education:

<http://www.qaa.ac.uk/quality-code>

b. QAA Subject Benchmark Statements: Communication, media, film and cultural studies (2024)

https://www.qaa.ac.uk/docs/qaa/sbs/communication-media-film-and-cultural-studies-sbs-the-basics-24.pdf?sfvrsn=733eb481_4

c. Keele University Regulations and Guidance for Students and Staff: <http://www.keele.ac.uk/regulations>

21. Annex - International Year

Film Studies and Creative Writing with International Year

International Year Programme
<p>Students registered for this Single Honours programme may either be admitted for or apply to transfer during their period of study at Level 5 to the International Year option. Students accepted onto this option will have an extra year of study (the International Year) at an international partner institution after they have completed Year 2 (Level 5) at Keele.</p> <p>Students who successfully complete both the second year (Level 5) and the International Year will be permitted to progress to Level 6. Students who fail to satisfy the examiners in respect of the International Year will normally revert to the standard programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.</p> <p>Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the International Year option.</p>
International Year Programme Aims
<p>In addition to the programme aims specified in the main body of this document, the international year programme of study aims to provide students with:</p> <ol style="list-style-type: none">1. Personal development as a student and a researcher with an appreciation of the international dimension of their subject2. Experience of a different culture, academically, professionally and socially
Entry Requirements for the International Year
<p>Students may apply to the 4-year programme during Level 5. Admission to the International Year is subject to successful application, interview and references from appropriate staff.</p> <p>The criteria to be applied are:</p> <ul style="list-style-type: none">• Academic Performance (an average of 55% across all modules in Semester 1 at Level 5 is normally required. Places on the International Year are then conditional on achieving an average mark of 55% across all Level 5 modules. Students with up to 15 credits of re-assessment who meet the 55% requirement may progress to the International Year. Where no Semester 1 marks have been awarded performance in 1st year marks and ongoing 2nd year assessments are taken into account)• General Aptitude (to be demonstrated by application for study abroad, interview during the 2nd semester of year 2 (Level 5), and by recommendation of the student's Academic Mentor, 1st and 2nd year tutors and programme director) <p>Students may not register for both an International Year and a Placement Year.</p>
Student Support
<p>Students will be supported whilst on the International Year via the following methods:</p> <ul style="list-style-type: none">• Phone or Skype conversations with Study Abroad tutor, in line with recommended Academic Mentoring meeting points.• Support from the University's Global Education Team
Learning Outcomes

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete a Keele undergraduate programme with International Year will be able to:

1. Describe, discuss and reflect upon the cultural and international differences and similarities of different learning environments
2. Discuss the benefits and challenges of global citizenship and internationalisation
3. Explain how their perspective on their academic discipline has been influenced by locating it within an international setting.

These learning outcomes will all be assessed by the submission of a satisfactory individual learning agreement, the successful completion of assessments at the partner institution and the submission of the reflective portfolio element of the international year module.

Regulations

Students registered for the International Year are subject to the programme-specific regulations (if any) and the University regulations. In addition, during the International Year, the following regulations will apply:

Students undertaking the International Year must complete 120 credits, which must comprise *at least 40%* in the student's discipline area.

This may impact on your choice of modules to study, for example you will have to choose certain modules to ensure you have the discipline specific credits required.

Students are barred from studying any module with significant overlap to the Level 6 modules they will study on their return. Significant overlap with Level 5 modules previously studied should also be avoided.

Additional costs for the International Year

Tuition fees for students on the International Year will be charged at 15% of the annual tuition fees for that year of study, as set out in Section 1. The International Year can be included in your Student Finance allocation, to find out more about your personal eligibility see: www.gov.uk

Students will have to bear the costs of travelling to and from their destination university, accommodation, food and personal costs. Depending on the destination they are studying at additional costs may include visas, study permits, residence permits, and compulsory health checks. Students should expect the total costs of studying abroad be greater than if they study in the UK, information is made available from the Global Education Team throughout the process, as costs will vary depending on destination.

Students who meet external eligibility criteria may be eligible for grants as part of this programme. Students studying outside of this programme may be eligible income dependent bursaries at Keele.

Students travel on a comprehensive Keele University insurance plan, for which there are currently no additional charges. Some Governments and/or universities require additional compulsory health coverage plans; costs for this will be advised during the application process.

22. Annex - Work Placement Year

Film Studies and Creative Writing with Work Placement Year

Work Placement Year summary

Students registered for this programme may either be admitted for or apply to transfer during their studies to the 'with Work Placement Year' option (NB: for Combined Honours students the rules relating to the work placement year in the subject where the placement is organised are to be followed). Students accepted onto this programme will have an extra year of study (the Work Placement Year) with a relevant placement provider after they have completed Year 2 (Level 5) at Keele.

Students are responsible for securing their placement to enable complete flexibility in terms of when and where the placement is conducted, taking into consideration potential living and travel expenses which may be incurred, for which the student is responsible. However, students are supported throughout the process by the School, Keele Careers and Employability team, and various other departments across the university.

Students who successfully complete both the second year (Level 5) and the Work Placement Year will be permitted to progress to Level 6. Students who fail to satisfactorily complete the Work Placement Year will normally revert to the 3-year programme and progress to Level 6 on that basis. The failure will be recorded on the student's final transcript.

Study at Level 4, Level 5 and Level 6 will be as per the main body of this document. The additional detail contained in this annex will pertain solely to students registered for the Work Placement Year option.

Work Placement Year Programme Aims

In addition to the programme aims specified in the main body of this document, the Work Placement Year aims to provide students with:

1. The opportunity to carry out a long-term, placement-based learning experience between Years 2 and 3 of their degree programme
2. Enhanced employability
3. A professional CV and portfolio that they can use when applying for employment (see below)

Entry Requirements for the Work Placement Year

Admission to the Work Placement Year is subject to successful application, interview and references from appropriate staff. Students have the opportunity to apply directly for the 4-year 'with work placement year' degree programme, or to transfer onto the 4-year programme at any point prior to undertaking the year-long work placement. Students who are initially registered for the 4-year degree programme may transfer onto the 3-year degree programme at any point in time, prior to undertaking the year-long work placement. Students who fail to pass the work placement year, and those who fail to meet the minimum requirements of the work placement year module, (* or equivalent, work placement), will be automatically transferred onto the 3-year degree programme.

* We recommend where possible students undertake a placement of between 9 - 12 months on a full-time basis to maximize academic and personal growth. However, the Work Placement Year mandates a minimum of 24 weeks in duration, ideally on a full-time basis, but no less than 21 hours per week. This enables those undertaking an unpaid placement to work on a part-time basis alongside.

The criteria to be applied are:

- A good University attendance record and be in 'good academic standing'.
- Academic Performance (an average of 50% across all modules in Semester 1 at Level 5 is normally required. Places on the Work Placement Year are then conditional on achieving an average mark of 50% across all Level 5 modules. Students with up to 15 credits of re-assessment who meet the 50% requirement may progress to the Work Placement Year. Where no Semester 1 marks have been awarded performance in 1st year marks and ongoing 2nd year assessments are taken into account)
- Students undertaking work placements will be expected to complete a Health and Safety checklist and/or training prior to commencing their work experience and will be required to satisfy the Health and Safety regulations of the company or organisation at which they are based. International students are permitted to undertake a placement, however due to visa requirements, it is not possible for international students who require a Tier 4 Visa to apply for direct entry onto the 4-year with Work Placement Year degree programme. Students wishing to transfer onto this programme should discuss this with student support, the academic tutor for the work placement year, and the Programme Lead. Students should be aware that there are visa implications for this transfer, and it is the student's responsibility to complete any and all necessary processes to be eligible for this programme. There may be additional costs, including applying for a new Visa from outside of the UK for international students associated with a transfer to the work placement programme.

Students may not register for both an International Year and a Work Placement Year.

Student Support

Students will be supported whilst on the Work Placement Year via the following methods:

- Regular contact between the student and a named member of staff who will be assigned to the student as their University supervisor. The University supervisor will be in regular contact with the student throughout the year, and be on hand to provide advice (pastoral or academic) and liaise with the Placement supervisor on the student's behalf if required.
- Two formal contacts with the student during the placement year: the University supervisor will visit the student or contact them virtually in their placement organization at around the 5 weeks after the placement has commenced, and then visit again or contact them virtually at around 15 weeks into the placement.

Learning Outcomes

In addition to the learning outcomes specified in the main text of the Programme Specification, students who complete the 'with Work Placement Year' option will be able to:

1. Understand the variety of ways in which skills developed during the study of Humanities subjects can be deployed in non-academic contexts
2. Assess their own strengths and weaknesses in an employment context through a SWOT analysis, design learning outcomes, and reflect on their own progress throughout the module
3. Articulate their placement experiences effectively and reflect on their enhanced skill set in front of an audience, using visual aids
4. Understand the aims and priorities, as well as the strengths and possible limitations, of an external organisation and design and complete activities/projects/materials that recognise and support these
5. Reflect on and critically evaluate their learning from the work placement, showing evidence that they have researched their sector and evaluated the effectiveness of their activities with this in mind

These learning outcomes will be assessed through the non-credit bearing Work Placement Year module (ENG-30090) which involves:

1. Supporting students in locating and securing a relevant work placement in any workplace where the research, analytical, and communication skills as a developed part of a Humanities degree can be used
2. Students completing a SWOT analysis (strengths, weaknesses, opportunities and threats) at the beginning of the placement, reflecting on their employability skills in terms of their assessment of sector skill demands. This will be used to create Intended Placement Outcomes and contribute to Continuing Professional Development. The action plan will be negotiated and agreed by the student, module convenor and employer.
3. Students creating a professional CV and portfolio that can be used when seeking employment after graduation
4. Students completing a 15-20 minute presentation in June/July, critically reflecting on the activities/projects they have completed so far, and the skills they have learned/developed. The audience will primarily be other students on this module, to ensure shared experiences and to create connections in preparation for returning to Keele for third year (Level 6)
5. Students developing a heightened awareness of the various ways in which their knowledge and skills can be utilised in real-world situations

Regulations

Students registered for the 'with Work Placement Year' option are subject to programme-specific regulations (if any) and the University regulations. In addition, during the Work Placement Year, the following regulations will apply:

- Students undertaking the Work Placement Year must successfully complete the zero-credit rated 'Work Placement Year' module (ENG-30090)
- In order to ensure a high-quality placement experience, each Placement is required to satisfy an approval process including a Health & Safety Checklist completed by the Placement Provider. Each party (Placement Provider, Student and University) will agree and sign a Learning Agreement outlining the rights and responsibilities associated with their participation in the Placement Year.
- Once a student has been accepted by a placement organisation, the student will inform the University as soon as possible. The placement supervisor will be responsible for ensuring that the placement experience meets the agreed contract agreed with the University.
- The placement student will also sign up an agreement outlining his/her responsibilities in relation to the requirements of each organisation.

Students will be expected to behave professionally in terms of:

- (i) conforming to the work practices of the organisation; and
- (ii) remembering that they are representatives of the University and their actions will reflect on the School and have an impact on that organisation's willingness (or otherwise) to remain engaged with the placement.

Additional costs for the Work Placement Year

Tuition fees for students on the Work Placement Year will be charged at 20% of the annual tuition fees for that year of study, as set out in Section 1. The Work Placement Year can be included in your Student Finance allocation; for more information please contact Student Services.

Students will have to bear the costs of travelling to and from their placement provider, accommodation, food and personal costs. Depending on the placement provider additional costs may include parking permits, travel and transport, suitable clothing, DBS checks, and compulsory health checks. Whilst on Placement students are still classed as full-time students and so eligible for Council Tax exemption, student discounts for travel etc

Eligibility for student finance will depend on the type of placement and whether it is paid or not. If it is paid, this is likely to affect student finance eligibility, however if it is voluntary and therefore unpaid, should not affect student finance eligibility. Students are required to confirm eligibility with their student finance provider.

International students who require a Tier 4 visa should check with the Immigration Compliance team prior to commencing any type of paid placement to ensure that they are not contravening their visa requirements.

Version History

This document

Date Approved: 13 March 2025

Previous documents

Version No	Year	Owner	Date Approved	Summary of and rationale for changes
1.1	2024/25	BECKY YEARLING		Some changes to modules for levels 5 and 6 responding to some withdrawn modules and changes in delivery semester across other programmes
1	2024/25	NEIL ARCHER	31 May 2024	Added ENG-30090 to LV4 SEM2
1.1	2023/24	NEIL ARCHER	12 May 2023	Change of FIL-20011 to SEM1
1	2023/24	NEIL ARCHER	14 February 2023	
1.1	2022/23	NEIL ARCHER	05 July 2022	Changes to optional modules at Levels 5 and 6: removal of AMS-20061; addition of ENG-30094 and ENG-30070
1	2022/23	NEIL ARCHER	27 January 2022	
1	2021/22	MARIA FLOOD	23 March 2021	
1	2020/21	NEIL ARCHER	18 December 2019	
1	2019/20	NEIL ARCHER	18 December 2019	