

Originating institution(s) Bournemouth University	Faculty responsible for the programme Faculty of Media and Communication
Final award(s), title(s) and credits MA Scriptwriting (180 credits)	
Intermediate award(s), title(s) and credits Postgraduate Certificate (PG Cert MA Scriptwriting) requires 60 credits at Level 7 Postgraduate Diploma (PG Dip MA Scriptwriting) requires 120 credits at Level 7	
UCAS Programme Code(s) (where applicable and if known)	HECoS (Higher Education Classification of Subjects) Code and balanced or major/minor load. 100729
External reference points The UK Quality Code for Higher Education in particular: <ul style="list-style-type: none"> • Part A – Setting and maintaining academic standards (Comprising) <ul style="list-style-type: none"> • Chapter A1: UK and European reference points for academic standards • Chapter A2: Degree-awarding bodies' reference points for academic standards • Chapter A3: Securing academic standards and an outcomes-based approach to academic awards • Part B – Assuring and Enhancing Academic Quality 	
Professional, Statutory and Regulatory Body (PSRB) links The International Moving Image Society (IMIS): www.societyinmotion.com The International Association of Film and Television Schools (CILECT): www.cilect.org	
Places of delivery Bournemouth University, Talbot Campus	
Mode(s) of delivery Full-time	Language of delivery English
Typical duration 12 months full-time	
Date of first intake September 2022	Expected start dates September
Maximum student numbers n/a	Placements n/a
Partner(s) n/a	Partnership model n/a
Date of this Programme Specification June 2024	
Version number v1.2-0925	
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Author Phil Mathews	

PROGRAMME STRUCTURE

Programme Award and Title: MA Scriptwriting								
Stage 1 / Level 7								
Unit Name	Core/ Option	No. of Credits	Assessment Element Weightings			Expected Contact hours per unit	Unit Version No.	HECoS Code (plus balanced or major/ minor load)
			Exam 1	Cwk 1	Cwk 2			
Scriptwriting Principles	Core	40		100%		55	1.0	100729
Storytelling	Core	20		100%		20	1.0	100058
Story Development	Core	40		100%		55	1.0	100729
Approaches to Industry	Core	20		100%		20	1.0	100443
Media Production Masters Project	Core	60		100%		10	1.0	100443
Exit qualification: MA Scriptwriting								

AIMS OF THE DOCUMENT

The aims of this document are to:

- define the structure of the programme;
- specify the programme award titles;
- identify programme and level learning outcomes;
- articulate the regulations governing the awards defined within the document.

AIMS OF THE PROGRAMME

The MA Scriptwriting programme aims to produce intellectually curious graduates, who will deploy their creative and critical autonomy to forge their own practice and investigations with a deep understanding of creative media cultures. The ethos throughout is on rigorous contextual and conceptual interrogation of processes and practices within the creative media industries entwined with innovative, hands-on engagement with their workings through the development of individual and collaborative creative projects.

Students will integrate both scholarly research skills and critical practice across every unit of the programme, in the process being given the opportunity to investigate, interpret and interrogate the concepts of narrative theories, industrial contexts and contemporary or historical practices.

ALIGNMENT WITH THE UNIVERSITY'S STRATEGIC PLAN

This programme is informed by and aligned with the BU 2025 strategic plan and fusion ethos to inspire learning, advance knowledge and enrich society through the fusion of education, research and practice. The BU 2025 values of excellence, inclusivity, creativity and responsibility are woven throughout the programme.

LEARNING HOURS AND ASSESSMENT

Bournemouth University taught programmes are composed of units of study, which are assigned a credit value indicating the amount of learning undertaken. The minimum credit value of a unit is normally 20 credits, above which credit values normally increase at 20-point intervals. 20 credits is the equivalent of 200 study hours required of the student, including lectures, seminars, assessment and independent study. 20 University credits are equivalent to 10 European Credit Transfer System (ECTS) credits.

The assessment workload for a unit should consider the total time devoted to study, including the assessment workload (i.e. formative and summative assessment) and the taught elements and independent study workload (i.e. lectures, seminars, preparatory work, practical activities, reading, critical reflection and *practice*).

Assessment per 20 credit unit should normally consist of 3,000 words or equivalent. Dissertations and Level 6 and 7 Final Projects are distinct from other assessment types. The word count for these assignments is 5,000 words per 20 credits, recognising that undertaking an in-depth piece of original research as the capstone to a degree is pedagogically sound.

STAFF DELIVERING THE PROGRAMME

Students will usually be taught by a combination of senior academic staff with others who have relevant expertise including – where appropriate according to the content of the unit – academic staff, qualified professional practitioners, demonstrators/technicians and research students.

INTENDED LEARNING OUTCOMES – AND HOW THE PROGRAMME ENABLES STUDENTS TO ACHIEVE AND DEMONSTRATE THE INTENDED LEARNING OUTCOMES

PROGRAMME AND LEVEL 7 INTENDED PROGRAMME OUTCOMES

<p>A: Subject knowledge and understanding</p> <p>This programme provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:</p>
<p>A1 Demonstrate an in-depth practical and theoretical understanding of forms and processes in developing scripted projects, including ethical issues;</p> <p>A2 Demonstrate in-depth critical and reflective understanding of scriptwriting methods within the relevant cultural, industrial and historical context;</p> <p>A3 Demonstrate knowledge of contemporary principles and requirements for the creation and delivery of script related work at a level appropriate for entry into work;</p> <p>A4 Demonstrate in-depth critical and reflective understanding of approaches and/or historical cultural contexts of scriptwriting including academic enquiry and debate which may include the development of original knowledge.</p>	<p>Learning and teaching strategies and methods (referring to numbered Intended Learning Outcomes):</p> <ul style="list-style-type: none"> • Lectures deliver didactic and contextualising material (A1-A4); • Tutorials support students' individual enquiry and development (A1-A4); • Workshops support students' collaborative work (A1-A4); • Directed and independent reading (A1-A4); • Use of the VLE (A1-A4); • Independent research and practical enquiry (A1-A4). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <p>Portfolio based assessment comprising:</p> <ul style="list-style-type: none"> • Creative artefacts produced by the student A1,A2 &A3); • Critical reflection and analysis of student produced artefacts (A1,A2 &A4); • Peer to peer critical reflection (A3).
<p>B: Intellectual skills</p> <p>This programme provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/level outcomes:</p>
<p>B1 Apply appropriate methodologies in the development of practice-based approaches to enquiry;</p> <p>B2 Apply critical thinking with regard to academic enquiry and practical experiment;</p> <p>B3 Contextualise their own and others' work in the milieu of industrial practice and academic debate;</p> <p>B4 Evaluate their own and others' work in relation to cultural context, intent, industrial practice and academic debate.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • Lectures allow students to discuss and debate delivered material (B1-B4); • Tutorials support students' individual enquiry and development (B1-B4); • Directed and independent reading (B3-B4); • Use of the VLE (B1-B4); • Independent research and practical enquiry (B1-B4). <p>Assessment strategies and methods (referring to numbered Intended Learning Outcomes):</p> <p>Portfolio-based assessment comprising:</p>

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	<ul style="list-style-type: none"> • Artefacts produced by the student (B1-B4); • Written or otherwise critical reflection and analysis of student-produced artifacts (B1-B4).
C: Practical skills This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme learning outcomes:
C1 Apply scriptwriting principles to the solution of creative projects and problems, developing culturally appropriate narrative and stylistic outcomes; C2 Develop skills in the articulation and communication of ideas and concepts via appropriate forms in relation to contemporary modes and practices; C3 Develop skills in the articulation of complex arguments including writing in an academic context and the presentation of work and ideas; C4 Negotiate, plan, organise and execute complex practical and research-based activities.	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • Individual and/or collaborative practical script related project work, including with professional software (C1-C4); • Workshops facilitate creative and critical reflection on creative work, both individually and peer to peer (C2); • Lectures (C3); • Use of the VLE for supporting materials (C1-C4); • Tutorials – Masters Project (C4). <p>Assessment strategies and methods:</p> <p>Portfolio-based assessment comprising:</p> <ul style="list-style-type: none"> • Artefacts produced by the student (C1 – C4); • Critical reflections and analysis of student produced artefacts. (C1- C4).
D: Transferable skills This programme provides opportunities for students to:	The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the programme/Level learning outcomes:
D1 Collate and process complex information, evaluating its meaning in specific contexts, including technical, industrial, cultural and historical; D2 Articulate and present complex information to both specialist and lay audiences; D3 Individually and/or collaboratively, evaluate and synthesise solutions to complex creative and technical issues; D4 Work productively in a group or team, showing abilities at different times to listen, contribute and lead effectively; D5 Demonstrate openness and sensitivity to diversity in terms of other people, cultures and collaboration.	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (D1 – D5); • seminars (D1- D5); • use of the VLE (D1 – D4); • directed reading (D1- D5). <p>Assessment strategies and methods:</p> <p>Portfolio-based assessments comprising:</p> <ul style="list-style-type: none"> • Individual or collaborative creative artefacts produced by the student (D1 – D5); • Critical reflections and analysis of student produced artefacts. (D1- D5).

LEVEL 7/PG Dip INTENDED OUTCOMES

<p>A: Knowledge and understanding</p> <p>This stage provides opportunities for students to develop and demonstrate knowledge and understanding of:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<p>A1 Demonstrate an in-depth practical and theoretical understanding of forms and processes in developing scripted projects, including ethical issues;</p> <p>A2 Demonstrate in-depth critical and reflective understanding of scriptwriting methods within the relevant cultural, industrial and historical context;</p> <p>A3 Demonstrate knowledge of contemporary principles and requirements for the creation and delivery of script related work at a level appropriate for entry into work.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • Lectures deliver didactic and contextualising material (A1-A3); • Tutorials support students' individual enquiry and development (A1-A3); • Workshops support students' collaborative work (A1-A3); • Directed and independent reading (A1-A3); • Use of the VLE (A1-A3); • Independent research and practical enquiry (A1-A3). <p>Assessment strategies and methods:</p> <p>Portfolio based assessment comprising:</p> <ul style="list-style-type: none"> • Creative artefacts produced by the student A1,A2 &A3); • Critical reflection and analysis of student produced artefacts (A1,A2 &A3); • Peer to peer critical reflection (A3).
<p>B: Intellectual skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the level learning outcomes:</p>
<p>B1 Apply appropriate methodologies in the development of practice-based approaches to enquiry;</p> <p>B2 Apply critical thinking with regard to academic enquiry and practical experiment;</p> <p>B3 Contextualise their own and others' work in the milieu of industrial practice and academic debate.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • Lectures allow students to discuss and debate delivered material (B1-B3); • Tutorials support students' individual enquiry and development (B1-B3); • Directed and independent reading (B3-B3); • Use of the VLE (B1-B3); • Independent research and practical enquiry (B1-B3). <p>Assessment strategies and methods:</p> <p>Portfolio-based assessment comprising:</p> <ul style="list-style-type: none"> • Artefacts produced by the student (B1-B3); • Written or otherwise critical reflection and analysis of student-produced artifacts (B1-B3).
<p>C: Practical skills</p> <p>This level provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable</p>

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	students to achieve and to demonstrate the level learning outcomes:
<p>C1 Apply scriptwriting principles to the solution of creative projects and problems, developing culturally appropriate narrative and stylistic outcomes;</p> <p>C2 Develop skills in the articulation and communication of ideas and concepts via appropriate forms in relation to contemporary modes and practices;</p> <p>C3 Develop skills in the articulation of complex arguments including writing in an academic context and the presentation of work and ideas.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • Individual and/or collaborative practical script related project work, including with professional software (C1-C3); • Workshops facilitate creative and critical reflection on creative work, both individually and peer to peer (C2); • Lectures (C3); • Use of the VLE for supporting materials (C1-C3). <p>Assessment strategies and methods:</p> <p>Portfolio-based assessment comprising:</p> <ul style="list-style-type: none"> • Artefacts produced by the student (C1 – C3); • Critical reflections and analysis of student produced artefacts. (C1- C3).
<p>D: Transferable skills</p> <p>This stage provides opportunities for students to:</p>	<p>The following learning and teaching and assessment strategies and methods enable students to achieve and to demonstrate the stage learning outcomes:</p>
<p>D1 Collate and process complex information, evaluating its meaning in specific contexts, including technical, industrial, cultural and historical.</p> <p>D2 Articulate and present complex information to both specialist and lay audiences.</p> <p>D3 Work productively in a group or team, showing abilities at different times to listen, contribute and lead effectively.</p> <p>D4 Demonstrate openness and sensitivity to diversity in terms of other people, cultures and collaboration.</p>	<p>Learning and teaching strategies and methods:</p> <ul style="list-style-type: none"> • lectures (D1,D2, D£ & D4); • seminars (D1,D2, D3 & D4); • use of the VLE (D1,D2, D3 & D4); • directed reading (D1,D2, D4). <p>Assessment strategies and methods:</p> <p>Portfolio-based assessments comprising:</p> <ul style="list-style-type: none"> • Individual or collaborative creative artefacts produced by the student (D1,D2, D4 & D5); • Critical reflections and analysis of student produced artefacts. (D1,D2, D4 & D5).

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Programme Skills Matrix

Units		Programme Intended Learning Outcomes																
		A 1	A 2	A 3	A 4	B 1	B 2	B 3	B 4	C 1	C 2	C 3	C 4	D 1	D 2	D 3	D 4	D 5
L E V E L	Storytelling	X		X				X		X	X				X			X
	Scriptwriting Principles	X	X				X			X	X				X		X	X
	Story Development	X	X	X		X		X		X		X		X				X
	Approaches to Industry		X	X		X		X		X	X			X	X		X	
7	Media Production Masters Project	X	X		X	X	X	X	X	X	X	X	X	X	X	X		

ADMISSION REGULATIONS

Please refer to the course website for further information regarding admission regulations for this programme: [MA Scriptwriting | Bournemouth University](#)

PROGRESSION ROUTES

Articulation

Students who have successfully completed BUIC / Kaplan's Foundation or Pre-Masters courses can be admitted to the Postgraduate Media Production Framework Programmes without further scrutiny.

Bournemouth University International College Articulation

Applicants from Bournemouth University International College programmes which have approved articulation routes must meet the minimum entry requirements in terms of course average and English requirements as stipulated by the Faculty of Media and Communication at Bournemouth University.

In order to take advantage of exciting new approaches to learning and teaching, as well as developments in industry, the current, approved Articulation route for this programme may be subject to change. Where this happens, students will be informed and supported by the Faculty as early as possible.

ASSESSMENT REGULATIONS

The regulations for this programme are the University's standard Postgraduate assessment regulations.

WORK BASED LEARNING (WBL) AND PLACEMENT ELEMENTS

n/a