

Assessment methods

Each summative unit assessment will be assessed either 'holistically' or broken down into 'elements':

Holistic Assessment: In holistic assessment students may be asked to submit one or more pieces of work, but tutors will look at all the work for the unit and make a single judgement about students' performance against the University's marking criteria. Students will receive a single grade and a single feedback form. Students will need to achieve a grade of D- or above to pass the unit.

Element Assessment: When a unit is made up of a number of different pieces of work (or 'elements'), those elements may be marked by different tutors or submitted at different times. In this case, each element is 'weighted' and added together to create the unit grade and students will receive a grade and feedback form for each individual element. Students will need to achieve at least an E grade in each individual element and at least a D- grade in the unit overall in order to pass the unit.

Unit 1 – Holistic assessment

Submit a 500-word reflective report at the end of the unit (summatively assessed)

Submit a 1,000-word literature review (summatively assessed)

Contribute to a group presentation of a proposal for the selection of an online platform (e.g. Facebook, Workflow, Google+) and the creation of content (summatively assessed).

Unit 2 – Holistic assessment

Team-led and individual writing tasks and contributions to seminars throughout the unit, evidenced in students' online interactions in the digital classroom (formatively assessed)

A 3,000-word academic essay: you will develop an academic argument about practice, policy or markets in the creative industries. Your essay should have a clear research question, and should critically engage with relevant literature.

Unit 3 – Holistic assessment

Team-led and individual writing tasks and contributions to peer presentations throughout the unit, evidenced in the Reading Room Forum online (formatively assessed)

Two analytical case studies of 1,500 words each, providing an example of both a successful and an unsuccessful attempt to engage with local and global challenges. This can be through cultural activities and innovation (at the governmental/societal level), or cultural responses (at the community and individual level) (summatively assessed).

Unit 4 – Holistic assessment

Keep a blog documenting reflections and progress of research throughout the unit (formatively assessed)

Submit a 500-word report outlining how the student has contributed to the progress of their fellow students' projects and acknowledging and reflecting on the contributions of others to their own project (summatively assessed)

Prepare the first part of a proposal for an art or cultural venture targeted at a specific audience. The proposal is not expected to cover the details of the project's finance and implementation. Instead the focus should be on presenting a persuasive, compelling and vivid description of the concept and the need for it (summatively assessed). It should include:

An artefact using appropriate media (text, brochure, web site, video or other agreed intervention) targeted to its audience and compellingly positioning the experience, product or service to test demand. For example, students could mock a video and text a pitch for a crowdfunding campaign.

A 1,000-word report making the case for the project's viability, including: a profile of the target audience, insights into their needs, aspirations and preferences; description of the gap identified and how the offering matches this gap. All of this should be backed up by evidence gathered as a result of field research and iteration throughout the unit.

Unit 5 – Holistic assessment

A business presentation to your cohort peer group in two parts:

An outline of your own specific strategy for personal career development, to enable you to use the ideas of this Unit and the course as whole to support your continuing use of the reflective practitioner concept in your personal and professional future (formatively assessed).

A critical review of how you intend to apply the project management and business model ideas of this Unit to the creation of your final assignment for Unit 7, or an alternative 'real-world' scenario which is relevant to your current professional practice (formatively assessed).

The Unit concludes with the submission of a 2,000-word report (or a similar value artefact such as a video production or digital resource - with prior agreement of the unit tutor), exploring the opportunities and challenges (risks) of creating a sustainable business model for your artistic or cultural future. You are encouraged to build upon the work you have done in the earlier units of the course (summatively assessed).

Unit 6 – Holistic assessment

As a group, present a case study of your own choice to the cohort that represents a real-world example of a cultural endeavour that has sought to inspire social innovation or societal change.

Individually, select and use a model of CSR or social innovation to develop your own cultural project. This can be presented either as a written report, or can take the form of an online intervention such as a blog or a website; in either case, it should comprise 2,000 words.

Unit 7 – Holistic assessment

Option A – Dissertation: A 12,500-word dissertation in the form of an in-depth, critical analysis of the theoretical principles and discourses of cultural production and innovation.

Option B – Live Project: an individual practical project, with original research and appropriate documentation totalling 12,500 words, which identifies and puts into practice some of the strategies of cultural production and innovation previously encountered on the course.

Supported by the Course Team, you are also all required to work with your peers on the organisation of an online intervention. The organisation of the intervention is an opportunity to work as a group, and to employ strategies of cultural production encountered on the course. The intervention is also an opportunity to celebrate the critical and creative achievements of the group with a wider audience.