

<b>Module Title:</b>	Creative Writing and Narrative
<b>Language of Instruction:</b>	English
<b>Credits:</b>	5
<b>NFQ Level:</b>	7
<b>Module Delivered In</b>	<a href="#">1 programme(s)</a>
<b>Teaching &amp; Learning Strategies:</b>	The learning outcomes will be achieved through the following teaching methodologies: Lectures – Communication of knowledge and ideas from lecturer to student. Creative Practice – Students will participate in group and individual activities to apply knowledge and theory to experiences of the creative writing for media industries. Class Discussion – Students will be actively encouraged to participate in debates and discussions E- Learning – VLE (Blackboard) will be used.
<b>Module Aim:</b>	Students will explore elements of the creative process, developing their personal creativity and knowledge of the structures of writing as a professional practice. The module focuses on the aspects of creative writing that align with careers in the media and creative industries.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Gain knowledge of writing for media industries
LO2	Demonstrate an understanding of narrative theory and structure
LO3	Apply creativity to the structures of professional writing
LO4	Develop written and interpersonal communication skills
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b>	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b>	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b>	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

## Module Content & Assessment

Indicative Content
<b>Narrative theory</b> Structures, uses, elements and effects - Todorov, Propp, Barthes
<b>Pitch writing</b> Idea generation, problem-solving, research, presentation
<b>Scriptwriting</b> Treatment, formatting, storyboarding, structure
<b>Genre</b> Style, form, content, categories, sub-genres, hybridity, breaking with form
<b>Creative practice and cultural criticism</b> Appreciation and practice of creative non-fiction writing - reviews, blogs, commentaries, reflective writing, travel, sport and food writing

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Portfolio	Students will produce 3 assessment pieces that address creative practice and theory	1,2,3,4	100.00	n/a

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

**Module Workload**

<b>Workload: Full Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

**Module Delivered In**

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	<a href="#">Bachelor of Arts (Honours) in Content Creation and Social Media</a>	3	Mandatory