

All of the University's courses are changing during the second study block (term) of the 2020/21 academic year. As a result of the COVID-19 Social Distancing requirements, all courses will be delivered using a blended learning approach, combining physical access to our campus and facilities with increased use of our virtual learning environment and other digital tools (e.g. Lectures and seminars being delivered via Microsoft Teams). In addition all assessments have been adapted to allow them to be submitted online.

This document provides more details about how the modules that make up your course have been adapted in light of the Pandemic. If you have any questions on the changes, you can contact the Course Leader.

Department: School of Communication **Updated:** 10 December 2020

| Module | Course(s) | Level (year) | Change(s) |
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| ADV114 | BA(Hons) Creative Advertising; | First year (level 4) | No change. |
| ADV115 Adland | BA(Hons) Creative Advertising; | First year (level 4) | Module delivery is largely un-altered, but with lectures and seminars run on Teams. |
| ADV213 | BA(Hons) Creative Advertising; | Second year (level 5) | No change. |
| ADV214 | BA(Hons) Creative Advertising; | Second year (level 5) | Module delivery is largely un-altered. Lectures and seminars run instead online on MS Teams, while the weekly Face-toFace Workshop will continue. The online presentation and the proposal will remain the same and be submitted in the usual way. |

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| ADV215 Work Placement | BA(Hons) Creative Advertising; | Second year (level 5) | Module delivery is largely un-altered, but with lectures running on Teams, and any placement arrangements will likely to be remote or virtual. |
| ADV313 Final Portfolio | BA(Hons) Creative Advertising; | Third year (level 6) | 100% Portfolio submission for assessment will be online via the Learning Space. There will be no requirement for a physical portfolio. This was introduced for the May 2020 submission and worked perfectly and allows for remote submission. |
| ADV314 | BA(Hons) Creative Advertising; | Third year (level 6) | Module delivery is largely un-altered, but lectures and tutorials will now run on MS Teams. To make assessment tasks more manageable with social distancing, we have changed a group work element of the assessment to individual. |
| CAD730 | MA Creative Advertising; | PGT (level 7) | Module delivery is will instead have with lectures and tutorials run online on Teams, with a weekly workshop still face-to-face. The presentation and proposal will still need to be submitted in the usual way online. |
| CAD740 Campaign Development | MA Creative Advertising; | PGT (level 7) | No change. |
| CAD750 Media Lab | BA(Hons) Creative Advertising; | PGT (level 7) | - The submission is to be digital in terms of how the work is to be delivered. Both the Module Guide and the Learning Space will outline the detailed requirements. |
| CW351 | BA(Hons) Creative Writing; | Third year (level 6) | - There will be some slight reduction in Supported Studio Practice - this will be offset by weekly workshops and opportunities for students to meet after the weekly module meetings/lectures. |

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| CW361 | BA(Hons) Creative Writing; | Third year (level 6) | The module will be taught through blended learning with synchronous tutorials delivered online. This module will include an on-campus workshop which will be delivered face to face in 2 hour blocks. In light of the increased use of online learning there will be an element of continuous assessment, where students are required to demonstrate engagement with each week of the module. |
| ECW320 | BA(Hons) English with Creative Writing; | Third year (level 6) | The module will be taught through blended learning with weekly synchronous 30 minute 1:1 tutorials delivered online. This module will include an on-campus workshop which will be delivered face to face in 1 hour blocks. |
| ENG341 | BA(Hons) English; | Third year (level 6) | The module will be taught through blended learning with weekly synchronous 30 minute 1:1 tutorials delivered online. This module will include an on-campus workshop which will be delivered face to face in 1 hour blocks. |
| ENG351 | BA(Hons) Creative Writing;BA(Hons) English with Creative Writing; | Third year (level 6) | The module will be taught through blended learning, with asynchronous lectures and synchronous tutorials delivered online. This module will include an on-campus workshop which will be delivered face to face in 2 hour blocks. In light of the increased use of online learning there will be an element of continuous assessment, where students are required to demonstrate engagement with each week of the module. |
| GDE130 Narrative | BA(Hons) Graphic Design; | First year (level 4) | No major changes made beyond the move to blended learning. This provides a combination of online and on-campus learning and teaching experiences; with lectures, tutorials, seminars and webinars being delivered online via Teams and the Learning Space. |

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| | | | This is balanced with practice based lectures, workshops and face to face experiences on campus. |
| GDE140 Difference and Identity | BA(Hons) Graphic Design; | First year (level 4) | No major changes made beyond the move to blended learning. This provides a combination of online and on-campus learning and teaching experiences; with lectures, tutorials, seminars and webinars being delivered online via Teams and the Learning Space. This is balanced with practice based lectures, workshops and face to face experiences on campus. Work for assessment is delivered online, so any physical workbooks and experimentation should be captured and presented within presentation boards. |
| GDE230 Collaborative Practice | BA(Hons) Graphic Design; | Second year (level 5) | No major changes made beyond the move to blended learning. This provides a combination of online and on-campus learning and teaching experiences; with lectures, tutorials, seminars and webinars being delivered online via Teams and the Learning Space. This is balanced with practice based lectures, workshops and face to face experiences on campus. Work for assessment is delivered online, so any physical workbooks and experimentation should be captured and presented within presentation boards. |
| GDE240 Design Directions | BA(Hons) Graphic Design; | Second year (level 5) | No major changes made beyond the move to blended learning. This provides a combination of online and on-campus learning and teaching experiences; with lectures, tutorials, seminars and webinars being delivered online via Teams and the Learning Space. This is balanced with practice based lectures, workshops and face to face experiences on campus. |

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| | | | Work for assessment is delivered online, so any physical workbooks and experimentation should be captured and presented within presentation boards. |
| GDE330 Destinations | BA(Hons) Graphic Design; | Third year (level 6) | No major changes made beyond the move to blended learning. This provides a combination of online and on-campus learning and teaching experiences; with lectures, tutorials, seminars and webinars being delivered online via Teams and the Learning Space. This is balanced with practice based lectures, workshops and face to face experiences on campus. Work for assessment is delivered online, so any physical workbooks and experimentation should be captured and presented within presentation boards. |
| JCM330 | BA(Hons) Journalism;BA(Hons) Journalism and Communications;BA(Hons) Sports Journalism; | Third year (level 6) | Module delivery is largely unaltered. Some of the reflective essay lectures will be carried out online. The weighting of assessment has been re-allocated to give more emphasis on the planning and pitching of your mini docs than in previous years and will now be: <ul style="list-style-type: none"> • Practical/presentation 20% • Critical evaluation 20% • Artefact/documentary 60% Arrangements are in place to move assessment to a theoretical rather than practical basis if full lockdown is implemented again in the spring. This mirrors what happened in May 2020. |

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| JSM122 | BA(Hons) Journalism and Creative Writing; | First year (level 4) | The module will be taught in blended mode, with video lectures and learning materials provided on Teams, an on-campus seminar each week and a weekly webinar drop-in session on Teams to support students in their self-directed studies. The assessment modes remain unchanged (Op-Ed and Test) but the Test will be taken over a fixed period by students working remotely. |
| JSM221 | BA(Hons) Journalism;BA(Hons) Sports Journalism; | Second year (level 5) | No changes to this module |
| JSM222 | BA(Hons) Journalism;BA(Hons) Journalism and Creative Writing; | Second year (level 5) | Module delivery will be largely unaltered with lectures delivered on Teams and shortened seminars run on campus with an online top-up element each week. The module is assessed by the presentation of a research plan and a full written research plan. The former is held in class and this year can be done on Teams or in face to face sessions, according to coronavirus restrictions in place at that time so there are no changes to the work students need to complete or its format. |
| JSM223 | BA(Hons) Journalism;BA(Hons) Journalism and Communications;BA(Hons) Sports Journalism; | Second year (level 5) | Module delivery is through a combination of two planning meetings set up on Teams plus an on-campus session. The Teams sessions will serve as planning meetings for the Newsday - one at the start of the week and another at 9am on the Newsday itself. After the 9am meeting, students should be prepared to work on their story assignments for that week, before coming to the on-campus session, which will be held on the afternoon of the Newsday. The focus this term will be predominantly audio, due to COVID restrictions |

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| | | | making video delivery less attainable. If restrictions relax during the term, we will shift our focus back to a multimedia approach. |
| JSM302 | BA(Hons) Journalism;BA(Hons) Journalism and Communications;BA(Hons) Sports Journalism; | Third year (level 6) | As with its 'sister' module JSM301, this module will be delivered in a blended way. Key learning materials will be provided on Learning Space for asynchronous study while editorial conferences preparing for, and reviewing, news day activity will be online via Teams. There will be a series of live multimedia news days as before, with some students in attendance on campus and others working remotely on a rota basis. Requirements for work experience will be amended to reflect the challenges of securing full placements in the current public health circumstances. |
| JSM315 | BA(Hons) Journalism and Creative Writing; | Third year (level 6) | Module delivery is largely un-altered and we will continue blended learning. We are looking at involving the JCW students from this module on news days. This would give them a chance to experiment with multimedia and an experience of real time journalism. |
| PRW141 | MA Professional Writing; | PGT (level 7) | Module delivery is largely unaltered, with scheduled 2 hours of seminars and a little more online content. |
| prw142 | MA Professional Writing; | PGT (level 7) | Module delivery is largely unaltered but with two-hour seminars and more online content. |
| PRW143 | MA Professional Writing; | PGT (level 7) | Module delivery is largely unaltered, with scheduled 2 hours of seminars and a little more online content. |

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| PRW144 | MA Professional Writing; | PGT (level 7) | Module delivery is largely unaltered, with scheduled 2 hours of seminars and a little more online content. |
| SJSM220 | BA(Hons) Sports Journalism; | Second year (level 5) | The changes to this module are identical to its 'sister' module JSM222 - the assessment and learning methods will remain the same, but delivered partly online - lectures pre-recorded on learning space and a weekly seminar shorter and held on campus with a top-up online meeting. The assessment is presentation to class and written proposal for research. This remains the same and the presentation can be done in face to face or online session as appropriate. So students will not be required to do anything different from previous years. |
| WRI301 | BA(Hons) Journalism;BA(Hons) Journalism and Communications;BA(Hons) Sports Journalism;BA(Hons) Journalism and Creative Writing; | Third year (level 6) | The delivery is largely unaltered. Students will receive some lectures and seminar/workshops during term and weekly one-to-one supervision. This will be blended and delivered via Teams and Learning Space. It is likely the first lecture will be face to face and some workshops, with supervisions on Teams, but this can be adapted according to coronavirus situation and student need without changing the content or work students do. It is assessed in the same way by online delivery of a written dissertation. |
| WRJ140 | BA(Hons) Creative Writing;BA(Hons) English with Creative Writing;BA(Hons) Journalism and Creative Writing;BA(Hons) Game Development: Writing; | First year (level 4) | The module will be taught through blended learning with synchronous tutorials delivered online. This module will include an on-campus workshop which will be delivered face to face in 3 hour blocks (Covid-secure guidance permitting). In light of the increased use of online learning there will be an element of continuous assessment, where students are required to demonstrate engagement with each week of the module. |

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| WRJ150 | BA(Hons) Creative Writing;BA(Hons) English with Creative Writing; | First year (level 4) | The module will be taught through blended learning, with asynchronous lectures and synchronous tutorials delivered online. This module will include an on-campus workshop which will be delivered face to face in 1.5 hour blocks. In light of the increased use of online learning there will be an element of continuous assessment, where students are required to demonstrate engagement with each week of the module. |
| WRJ160 | BA(Hons) Creative Writing;BA(Hons) English with Creative Writing;BA(Hons) Journalism and Creative Writing; | First year (level 4) | The module will be taught through blended learning with synchronous tutorials delivered online. This module will include an on-campus workshop which will be delivered face to face in 1.5 hour blocks. In light of the increased use of online learning there will be an element of continuous assessment, where students are required to demonstrate engagement with each week of the module. |
| WRJ240 | BA(Hons) English with Creative Writing; | Second year (level 5) | The module will be taught through blended learning, with asynchronous lectures and synchronous tutorials delivered online. This module will include an on-campus workshop which will be delivered face to face in 2 hour blocks. In light of the increased use of online learning there will be an element of continuous assessment, where students are required to demonstrate engagement with each week of the module. |
| WRJ250 | BA(Hons) Creative Writing; | Second year (level 5) | The module will be taught through blended learning with synchronous tutorials delivered online. This module will include an on-campus workshop which will be delivered face to face in 3 hour blocks (Covid-secure guidance permitting). In light of the increased use of online learning there will be an element of continuous assessment, where students are required |

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| | | | to demonstrate engagement with each week of the module. |
| WRJ260 | BA(Hons) Creative Writing;BA(Hons) English with Creative Writing;BA(Hons) Journalism and Creative Writing; | Second year (level 5) | The module will be taught through blended learning with synchronous tutorials delivered online. This module will include an on-campus workshop which will be delivered face to face in 3 hour blocks (Covid-secure guidance permitting). In light of the increased use of online learning there will be an element of continuous assessment, where students are required to demonstrate engagement with each week of the module. |
| WRJ261 | BA(Hons) Creative Writing;BA(Hons) English with Creative Writing;BA(Hons) Journalism and Creative Writing; | Second year (level 5) | The module will be taught through blended learning with synchronous tutorials delivered online. This module will include an on-campus workshop which will be delivered face to face in 2 hour blocks. In light of the increased use of online learning there will be an element of continuous assessment, where students are required to demonstrate engagement with each week of the module. |
| WRJ262 | BA(Hons) Creative Writing;BA(Hons) English with Creative Writing;BA(Hons) Journalism and Creative Writing; | Second year (level 5) | The module will be taught through blended learning with synchronous tutorials delivered online. This module will include an on-campus workshop which will be delivered face to face in 2 hour blocks. In light of the increased use of online learning there will be an element of continuous assessment, where students are required to demonstrate engagement with each week of the module. |

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| WRJ263 | BA(Hons) Creative Writing;BA(Hons) English with Creative Writing;BA(Hons) Journalism and Creative Writing; | Second year (level 5) | The module will be taught through blended learning with synchronous tutorials delivered online. This module will include an on-campus workshop which will be delivered face to face in 2 hour blocks. In light of the increased use of online learning there will be an element of continuous assessment, where students are required to demonstrate engagement with each week of the module. |
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