

# MEDIA AND CREATIVE INDUSTRIES



Undergraduate  
Programme

CENTRE FOR CULTURAL AND MEDIA POLICY STUDIES

  
**WARWICK**  
THE UNIVERSITY OF WARWICK

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# MAKE WAVES

**Media and Creative Industries at Warwick gives you the chance to take your ideas and values forward. Discover your passions. Collaborate with like minds. Create new work. Challenge the status quo.**

We champion and support entrepreneurial endeavour, encouraging you to take risks. To learn through doing. To be practical and theoretical in equal measure. We expect you to question the way 'it's always been done' and try something different.

Drawing upon our 25 years of expertise in the research and teaching of creative, media and cultural industries, and our diverse industry contacts across a range of sectors, you will develop your creative, management, critical, practical and communication skills. To draw out the best from you, we provide a clearly defined pathway of modules and a wide range of assessments.

Beyond the course, you can explore our campus and beyond. This could be as an audience member at Warwick Arts Centre; through a workshop at Fargo Village, one of Coventry's artistic hubs; or by experiencing local performances, films, museums, galleries, gaming conventions and creativity conferences in Leamington Spa and Birmingham. You will feel well connected too and be at the heart of regional and national cultures and creativity.

You will graduate confident in the knowledge that the skills you have developed throughout your degree will be highly valued by employers, from the media, creative, cultural, public and private sectors alike.

**Warwick is the 6<sup>th</sup> most targeted university by the UK's top 100 employers**

The Graduate Market in 2021, High Fliers Ltd.



**Media and Creative Industries is a relatively new field for undergraduates in the UK. Our creative economy is booming and so are the creative economies of many countries that are new to the power, reach and significance of the increasingly global, digital and converged media, cultural and creative industries.**

Warwick was one of the first places in the world to teach students how to develop successful careers in these industries at postgraduate level. Our undergraduate course builds on these strong foundations. We are lucky to have Warwick Arts Centre, one of the largest multi-artform venues in the UK, on our campus.

Our research is world leading, and we pioneer new research in cultural and media policy, creativity, climate change communication, social movements, arts and enterprise, cultural management and creative pedagogies.

In recent years, internationally and nationally renowned companies and organisations have worked on projects with our students and staff. These include the BBC, BFI, ITV, Belgrade Theatre, Talking Birds, Maverick TV, Stretch Marketing, Warwick Arts Centre, Herbert Museum and Art Gallery, GfK NOP Media, Momentum Pictures, the AAR, the Association of Independent Music, and All3 Media International.

Our close relationships with media and creative industries and the esteem in which our graduates are held mean that as a Warwick student you will be at the heart of a growing sector, thriving community and always feel at home.



# WHERE IDEAS FLOW

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# CHANNEL YOUR ENERGY



## Theory. Practice. Industry.

Three strands across three years.  
Three opportunities to make your mark.  
Three different skill sets interwoven  
for a strong foundation.

Our practical modules develop your self-direction and collaborative working. Our industry modules develop your ability to plan, research, respond and practice your creative work. Our research-led theory modules mean you will understand the industrial, political, technological and social issues that underpin your creative process.

### How you will learn

Our classes are inclusive and interactive, comprising of media labs, seminars, workshops, discussions and personal tutorials. These classes will often be student-led, applied and enquiry-based. You will be part of strategic ventures working in highly interactive groups. You can integrate technologies where appropriate: recording, capturing and designing your knowledge acquisition and applying your ideas.

### What you will learn

How to create value from ideas. You will learn to communicate your passion for media and culture. You will also begin to think critically, creatively, ethically and strategically about cultural values within media, creative and communications projects, industries and contexts. Whatever it takes to prepare you for a graduate or freelance career in media, cultural and creative industries in the UK and beyond, we will be there.

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**Our Media and Creative Industries course provides a defined route, designed and carefully calibrated by academic experts in consultation with media and creative professionals, students and alumni. We believe in structure. But we believe that structures are made of people. And we believe in people.**

As students on our course, you will take three interwoven strands throughout: research-led theory, practice and industry.

Our modules build on one another to provide a level of confidence and preparation for your career in these industries as well as any other career with a creative edge. Our three years of core modules enable you to develop media production skills in a changing landscape, which involves managing creative projects, influencing audiences, telling great stories and making inspirational content.

Optional modules selected from a diverse range of related departments at Warwick give you the opportunity to test your ideas and experiment with your interests.

Your course director, academic tutors, media production tutors, personal tutor, and creative technicians will be on hand to guide you.

# A POOL OF KNOWLEDGE



FIRST YEAR  
Core modules

SECOND YEAR  
Core modules

THIRD YEAR  
Core modules

THEORY

Media, Creative and Cultural Industries

This module introduces you to key concepts and frameworks which underpin the programme. The primary aim will be to define what we mean by the media, creative and cultural industries, using theories of production and consumption to illuminate emerging practices.

Thinking Culture and Creativity

Supporting you to establish the significant intellectual, creative, academic and practical capabilities that are central to playing a transformative role in future global media and creative industries. The module will develop your initiative and your ability to take risks, experiment and test ideas.

Media and Cultural Management

How does the business of cultural and media production depend upon relationships and capabilities beyond the ability to create excellent content? This module will introduce you to theories and practices of management in the media, creative and cultural industries. Management models and tools can be adapted to the distinctive challenges and conditions of these sectors.

Media and Intellectual Property

The creative and media industries are frequently described as the copyright industries. In this module, you will explore the relationship between creative production and IP law and consider IP law's relevance and application within specific areas of creative practice.

Cultures of Engagement

This module will equip you with a knowledge of the concepts and theories of communication and representation that relate to 'engagement': of the public sphere and the public; of markets and consumer groups; and of new modes of global identity.

Leading for Innovation

We will prepare you for leadership of innovative projects in the media, cultural and creative industries, as well as other industries where creativity and media play a strong role. The module will help to develop your own value-focused model of innovation leadership drawing on theories and critical self-reflection.

Creative Producing

Here you focus on digital producers who are responsible for bringing new products, services and experiences to the public. You will learn how to broker the diverse talents of technologists, artists, designers and audiences to develop projects that contribute to cultural life and address social, cultural, economic and environmental concerns.

PRACTICE

Media Lab 1

An introduction to the Media Lab experience – a three-year pathway through the course designed to develop skills, experiences and understanding of online/portable media content – and the emergent ideas, techniques and approaches that a contemporary media practitioner will need.

Media Lab 2

You will work across connected platforms to create a clearly defined experience and/or piece of content in consultation with an audience. You will be able to experiment collaboratively with the integration of technologies and platforms in order to produce engaging work.

Media Lab Major Project

Your project could be based around a practice, communication form or technological innovation with which you've experimented. It could be a combination of elements, technologies and communicative forms. If you wish to take a more theoretical route, you could also opt to write a dissertation as a reflective practitioner.

INDUSTRY

Media and Creative Industries Case Study

Explore the creative, media and cultural sectors with specific reference to the types of organisations, the challenges that they face and the practicalities of working within them. The module's case study led approach will allow you to explore a specific industry in depth and detail.

Media and Creative Industry:  
The Workplace

Build your practical knowledge of the creative, media and cultural sectors, and develop your professional skills and confidence through practical work experience within an organisation.

Media and Creative Industries Residency

You will have the opportunity to gain practical experience in the operation or development of a media, creative or cultural organisation. Through interactions with professionals, we encourage you to dissolve any limiting assumptions and develop your insight into the nature of employment within the contemporary creative, cultural and media sectors.

Optional modules

Diversity and Choice

In all years of the course, you will have the opportunity to select optional modules from related Warwick departments, such as Sociology, Creative Writing, Theatre and Performance, Film and Television, and the Institute of Advanced Teaching and Learning.

For example, you may have the opportunity to study modules exploring media histories, screenwriting, cultural studies, gender, race, audiences, marketing, animation, eco-cinema, media ecologies, entrepreneurship or climate change.

To enhance your skills yet further, you can also get involved in one of Warwick's many clubs or societies. Currently these include Writing for the Stage or Screen, Codpiece Theatre, Music Theatre Warwick, Warwick University Drama Society, University Radio, Student Newspaper, Creative Warwick, Climate Reality and the Comic Book Society.

You will be free to discover who you are, your values and your voice.

# MAKE A SPLASH



**Our students say they value our teaching because it is vocational and industry-focused while academically rigorous. We explore and encourage critical thinking behind the immediate operational aspects of media production, cultural organisations and creative activity.**

From the workplace to the placement, from the residency to employability, our approach is focused on your aspirations.

Students graduating from our Centre have gone on to work in television, film, theatre, museums, art galleries, events, festivals, communications, data analysis, research, PR, publishing, consultancy and have even set up their own businesses. Currently, many of them are in leadership roles, such as:

Account Manager, Associate Editor, Head of Community and Stakeholder Engagement, Senior Data Analyst, Digital Content Executive, Education Programme and Operations Manager, Under Secretary of Communications, Marketing and Communications Manager, Digital Marketing Copywriter, Researcher, International Films Sales Executive, Idea Hunter, Client Partner, Founder of Global Mentor Programme, Film Production Manager, Communications Specialist Consultant, Strategy and Business Development Manager, Executive Film Producer, Business Designer, Personal Growth Blogger, Cultural Programme Manager, Museum Curator, Planning Manager.

**Employers of our graduates have included:**

Acacia Avenue, Ascential, AVDS, Barclaycard, BBC, City Government of Buenos Aires, Bankside Films, Civil Service Fast Stream, The Economist, Facebook, Foresight Factory, Fox Networks Group, General Assembly, Infobase Publishing, IPG Mediabrands, 'Squared' at Google, Lansons, London Borough of Bromley, Gowing WLG, HS2, MullenLowe Group, The Academy of Urbanism, Heritage Hotels and Resort, Drive Social Media Saint Louis, NHS, Pushkin Museum of Fine Art in Moscow, Sky, Warner Media, and UNICEF.



**You can be certain that our teachers and researchers are well connected.**

The Centre for Cultural and Media Policy Studies, the first of its kind in the world, has been teaching media, cultural and creative industries courses since 1992, and was established as a Centre in 1995. We have always focused on the ebbs and flows of local, national and global cultural production. From the dot.com boom, to the rise of SMEs, from enterprise and creativity training to the emergence of the digital and media entrepreneur, we pay attention to social movements, social media and social capital.

We are a gateway through which our students and researchers graduate to greater success. With over 1,500 alumni from our Master's courses in over 40 countries, we are proud that many of our graduates have flourished in successful professional careers in culture, media, arts, creativity and communication management.

As an undergraduate with us, you will navigate the new media and creative industries landscape with our guidance. We do not leave you to sink or swim, and we do not follow a traditional path of lecture, reading, writing, lecture, reading, writing. You will care about communication and who gets to speak. You will learn to listen deeply, share confidently and act carefully. To create, collaborate and shape your own learning, as well as promote the Centre's values of tolerance, dialogue and integrity.

Whatever your expectations of university life, our staff and students are welcoming, supportive, pragmatic and well connected to industries. In our global Centre, you will be surrounded by people from all over the world who share your curiosity. And they will not just share your interests. They will share your concerns about culture, social issues and environmental challenges.

# WEATHER THE CHALLENGE





**Gone are the days of solely working for a national media company or local creative organisation. No more telling stories to a select few on behalf of a select few. The 21st century is the digital age. It's also the time of increased democracy, social responsibility, cultural movements and environmental challenges. We know you want to communicate and create, shape and change the agenda, influence policy and practice.**

Learn with us to experiment, fail, take risks, try new techniques and create something impossible, beautiful, sustainable in a safe and supportive place.

Your media and creative facilities at Warwick are designed with values in mind, through collaboration, open space learning and client projects you will learn about 'space' and 'media spaces' and the impact of 'space' on media, culture and creative industry and production.

Through community building, design thinking and promoting collaboration, we allow you to take ownership of decisions around space and equipment, tech and creativity. Our facilities balance privacy, immersion and artistic endeavour with collaboration, community and ludic practice. The project space allows you to record reality, design augmented reality and experiment.

# SWIM AGAINST THE TIDE





**University is personal. So we want to get to know you, the individual. What interests you. What drives you. What you would like your university journey to look like.**

We are looking for something a little different. You will have a strong record of achievement, but also great potential outside of formal learning. You may have taken a year out, worked in industry, got to where you are through an alternative route, or you may be on track for a strong set of A-Level, IB or BTEC results.

The small, boutique nature of the course means you will get the personalised attention you need to help you develop, grow and succeed in the industries we know so well.

**BA Media and Creative Industries (P301)**

A Level: AAB  
IB: 36 points  
BTEC: National Extended Diploma: D\*D\*D

Offers are made based on your predicted and actual grades, along with your personal statement and references. If your application meets our requirements we will ask you to send us evidence of your creativity and invite you to interview. This can be anything from your own YouTube channel to sharing your dressmaking patterns online, to games reviews, illustration, novels and poems, or your passion for extreme sports promotion. Whatever it is we need you to tell us more, in person (either face to face or through video conferencing).



# A PERSONAL TOUCH



Find out more

How to apply

Applications are made through UCAS [ucas.com](https://ucas.com)

If you are made and accept an offer, and meet any outstanding conditions, we will confirm your place and look forward to warmly welcoming you at the start of your life here at Warwick.  
For more detailed information about how we process applications please visit:

[warwick.ac.uk/study/undergraduate/apply](https://warwick.ac.uk/study/undergraduate/apply)

Overseas Applicants

At Warwick, we welcome applications from across the globe, and have dedicated teams available to advise and support, as well as a global network of Agents and Representatives.  
For more information on applying from your country see:

[warwick.ac.uk/io](https://warwick.ac.uk/io)

Student Fees and Funding

We want to ensure that, wherever possible, financial circumstances do not become a barrier to studying at Warwick. We provide extra financial support for qualifying students from lower income families.

[warwick.ac.uk/studentfunding](https://warwick.ac.uk/studentfunding)

Discover More

To find out more about the University, including opportunities to visit and engage with your department of choice, visit:

[warwick.ac.uk/undergraduate/visits](https://warwick.ac.uk/undergraduate/visits)

Accommodation

We believe that where you live underpins your University experience. Warwick Accommodation manages around 7000 self-catering residences on campus. At Warwick, you'll enjoy the freedom of independent living alongside your fellow students but with the security of knowing you're surrounded by people who can support you should you need it. For more information visit:

[warwick.ac.uk/accommodation](https://warwick.ac.uk/accommodation)

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This course information was accurate at the time of publication (May, 2022). While the University tries to ensure that the information is accurate, it does not warrant that this is the case. The University may need to make changes including to the course content, syllabus, delivery, methods of assessment, or to comply with external accrediting or reviewing bodies. It is therefore important that you revisit the relevant course website before you apply and when you accept an offer to ensure you are viewing the most up to date information. This information should not be construed as an offer and nor does it create a contract or other legally binding relationship between the University and you or a third party. For full terms and conditions, please visit

[warwick.ac.uk/ugtermsandconditions](https://warwick.ac.uk/ugtermsandconditions)