



LCCM

London College of Creative Media

BA (Hons)

Creative & Professional Writing

Validated by:



The Open
University

BA (Hons)

Creative & Professional Writing

Would you like to earn a living as a writer? Does digital technology excite you? The next generation of writers will discover boundless opportunities for innovative storytelling. Designed and delivered by industry leaders, this degree will help you contribute to the future of writing. Whether your passion is fiction, script or gaming we help you transform your creative ideas into finished pitches and projects. Leapfrog others into the career you deserve with Creative Professional Writing.

Why choose this course?

The course is directed by industry-leading tutors. Unlike other institutions, we can provide small class sizes and plenty of one-to-one support. Situated in the heart of London, our location is steeped in literary history and culture. LCCM itself provides unique opportunities to collaborate with software and music students: develop cutting-edge digital projects, games, and crossplatform interactive narratives. Whilst studying at LCCM, you will create

lifelong friends and professional contacts.

What you will learn

On this degree you will learn to write fluently, refine your work and be taught the skills needed to write to commercial standards. You will also be expected to reflect on your personal development. Your critical skills will sharpen as you present and self-appraise work individually and in groups.



Over 3 years of study, you will learn through practical projects, lectures and tutorials to develop an understanding of:

- Writing for different genres
- English literature
- Historical development in the media and publishing business
- The art and craft of writing
- Business in writing
- Creative non-fiction
- Multi and new media text
- Creative industry entrepreneurship

Career and study progression

Opportunities for work placements in the industry will be available, as well as participation in local events, including literary festivals and extra curricular activities. Your specialist tutors will be on hand to offer personalised

career advice and coaching. This will enable students to progress in their chosen career via module choices and projects in collaboration with

“What’s exciting about this course is the personalisation. You’re not joining a campus of 2,000 people. Being a writer is such a personal experience – one to one – that’s exactly what you’ll get here”

KT Forster, Programme Leader

peers. Progression within LCCM is also available: the MA Creative Entrepreneurship course can further your writing skills within a creative startup format.

There is a wide range of careers for you to follow within the creative and professional writing industry. From the traditional creative executive roles to newer opportunities, there's a path for everyone. Some careers include:

- Blogger/vlogger
- Content Writer
- Film or TV Scriptwriter
- Freelance or Published Author
- Games Writer
- In-House Commercial Writer
- Journalist
- Literary or Creative Project Manager
- Magazine or Book Editor
- Marketing Communications Manager
- Publisher
- Teacher

Key Facts

Study mode	Full-time / Part-time
Duration	Full-time: 3 years Part-time: 6 years
Application	Directly to us or UCAS UCAS code W800
Fees	Full-time: UK / EEA: £9,250 International: £15,000 Part-time: UK / EEA: £5,580
Funding	Student Loan for UK / EU students* Private Funding
Validation	The Open University
Credits	360
Intake	October

*Subject to OfS registration, please see LCCM website for full details



Course Structure

Creative Professional Writing

Year 1: Foundations of Professional Writing

In this first year compulsory module you will apply professional techniques to your creative writing. Whilst continuing to refine your creative work you will also learn about the necessary elements for a professional proposal including a synopsis, pitch, chapter breakdown and selecting sample material from your work. In addition, you'll learn how to interrogate and respond to a writing brief while expressing your creativity.

You are expected to complete reading and writing tasks daily, preparing you for tutorials to succeed in this module.

Year 2: Genre Writing

You are expected to complete reading and writing tasks daily, preparing you for tutorials to succeed in this module.

Year 3: Independent Project

Building on your previous studies, in this final year compulsory module, you will work one-to-one with a tutor to prepare and develop a final piece of work for any agreed writing form.

English Literature

Year 1: English Literature

Looking at a range of fiction and non-fiction, you will investigate their content and style within the cultural and commercial background of when they were published, as well as their enduring reputation today.

Year 2: Attitudes to English Literature and Language

In the second year you will explore choices writers make to create their narratives from the cultural context of history, politics, gender and class. You will assess how writers and content developers are influenced, why one style is used over another and how the choices and the aesthetics of language are developed.

The Business of Publishing

Year 1: Historical Development of the Media and Publishing Business

This first year compulsory module looks at the history and development of the writing and media industries including publishing, books, magazines, newspapers, printed materials and production up to the present day, as well as how the modern marketplace is structured, helping you make informed choices on how best to reach your target audience.

Year 2: Reading and Writing in the Connected Age

This second year compulsory module will introduce you to the working practices of modern writers, looking at digitisation and the use of electronic media to create and market content. You will learn about the power and future of this phenomenon, including the impact the digital age may have on your own writing and publishing potential.

The Craft of Writing

Year 1: Writing in Practice

In this first year compulsory module you will explore the theories behind the practice of writing fiction and non-fiction, focussing on the historical development of the marketplace. Using previously successful texts, you will investigate how authors reached the marketplace, related to the audience and structured their writing, whilst analysing the form and function of different writing styles.

Year 2: The Art of Writing

In this second year compulsory module, you will have an opportunity to create and deconstruct or rework your own (or published) texts and content for discussion and feedback from your peers.

Additional Optional Modules

Year 3: The Business of Writing

This optional third year module looks at ways a writer can develop a career, either within an organisation or on their own.

Creative Non-Fiction

This optional third year module will give you the opportunity to extend your range of knowledge and practice of working with non-fiction texts, how they are produced and their marketplaces – including journalism, scientific writing and specialist genres.

Creating Multi and New Media Text

In this optional third year module you will look at writing outside traditional frameworks and platforms, imagining the development of the written word, using new communication platforms how non-conventional forms will change writing careers in the future.

Creative Industries Entrepreneurship

This entrepreneurial Year 3 module will give you the opportunity to work collaboratively across the curriculum with students from all programmes, to design and prepare an authentic business proposition in a creative context. Following support and guidance from a project mentor, the team will deliver a credible business plan and present an authentic business pitch. With a strong focus on entrepreneurship, business start-up and transferable graduate skills, this third year optional module will encourage you to apply complex business principles to new contexts across the creative industries.