

BA Business of the Creative Industries

This notice outlines how teaching on the BA: Business of the Creative Industries (BCI) will proceed in 2020-21 in light of the unusual conditions created by the Covid-19 pandemic.

Students' health and safety are our number one priority. So we have had to adapt some aspects of the course for the coming academic year. This document summarises the changes that are proposed so you know what might await you from the start of autumn term.

You will be reassured to know that while social distancing will require some adjustments, we are not planning to change BCI's broad structure of delivery, or the overall number of teaching hours. Our intention, in line with the University of York's overall strategy, is to offer as much face-to-face teaching as practically possible, and then to go online where it is necessary. We are also developing a timetable which will seek to ensure that real-time teaching (for example seminars or small group exercises) will accommodate both those students who join us on campus in the autumn, and those who might prefer to begin their studies from home.

At York, each degree programme has its own tailored set of distinctive learning outcomes. You will also be reassured we hope to know that these outcomes will not change, no matter where students are located or what mode of delivery is used. BCI's academic team is working hard to ensure all our modules next year continue to inspire and motivate.

Programme(s)	BA: Business of the Creative Industries (BCI)
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Summary of Overall Plans

BCI's broad structure of delivery will not change. The first term will be largely theoretical. Then practical production and team activity will begin in the new year, term two, when we anticipate social distancing will ease.

In autumn, the core modules - *Creative Materials* and *Story* - are well-suited to the forms of blended delivery required by social distancing. Some teaching - seminars and task workshops for example - will be in real-time, conducted face-to-face in university classrooms or over live webinar links. Other aspects of teaching - lectures and screenings - will be delivered as digital files, so students can engage with them in their own time, inside an organised and recommended weekly schedule. And we are planning a series of live cohort-wide online events so students can all meet each other and share ideas in real-time wherever they are, as well as online study groups so they can discuss weekly study tasks in small teams. In short, we are planning for both these modules to proceed largely as originally envisaged when it comes to coverage, even if social distancing

currently prohibits an entire student cohort gathering in one room for a live lecture or a mass screening.

In spring and summer, terms two and three, we anticipate that social-distancing restrictions will ease. So we are planning to deliver all modules - whether practical like *Introduction to Screen Production Methods*, or more theoretical like *Business for Screen* and *Business for Performance* - as originally scheduled and structured. Some key health and safety practices will of course continue. But assuming the situation with Covid-19 continues to improve, students can look forward in 2021 to hands-on production with our location cameras and sound gear and in our TV studios, as well as in-person discussion and team-work inside seminar and problem-based learning groups.

Programme Structures

Blended learning in autumn term 2020 means that our normal schedule of delivery has been adjusted.

Where on *Creative Materials*, for example, one would normally expect to be in our buildings for two one-hour lectures, two screenings and a two-hour seminar / workshop every week, blended delivery will likely mean a weekly schedule along the following lines:

- A podcast introducing that week's overall areas of study.
- A timetabled cohort-wide online meeting to plan and discuss the week's work.
- 2 Lectures delivered as podcasts: 2 20-minute 'casts per lecture (so 4 podcasts in all), accessible in students' own time.
- 2 screenings - a film, a theatre work, a significant piece of TV or interactive media - delivered for viewing over the web.
- A timetabled small-group, student-only, online discussion group.
- A timetabled real-time seminar - either face-to-face on campus or via online conference - with the module teachers.
- A timetabled cohort-wide online meeting to summarise and conclude the week's work.

All this of course will be supported by a rich range of online materials, including assigned reading, discussion boards and software for managing your group task work. The size of seminar groups will depend on which rooms are used, how many students are on campus or working from home, and of course the prevailing social-distancing provisions. Currently we expect groups to be eight-strong as a minimum.

This pattern of delivery is what we are currently planning for newly arrived students in autumn 2020: face-to-face where we can, online where made necessary by numbers, availability of space or a student's own choice of location.

The overall academic year will look like the following table, assuming social distancing eases as anticipated. Here - and for reference - each module title links through to the standard module specification on the University website.

Term 1	Term 2	Term 3
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Socially distanced	Social distancing eases	
<u>Story</u> (blended)	<u>Introduction to Screen Production Methods</u>	
<u>Creative Materials</u> (blended)	<u>Business for Screen</u>	<u>Content Development</u>
	<u>Business for Performance</u>	

Assessments will be as planned with the first major assignments being written over the winter / New Year break.