

NEW MOOC PROPOSAL FORM

The purpose of the proposal form is to provide sufficient information to determine whether the proposed MOOC fits with the University's priorities and has a high probability of success, and the implications of a) creating and b) maintaining the course can be suitably resourced.

All UEA MOOCs are offered via FutureLearn.

For help and advice please contact the Academic Director of Learning Enhancement (Helena Gillespie) and/or the Head of Learning Technology (Alicia McConnell).

Proposed title
An introduction to Screenwriting
Organiser
<p>Project lead: Helena Gillespie</p> <p>Lead educator: Michael Lengsfield (LDC/AMA)</p>
Subject matter
<i>Please include a summary of learning outcomes, employability prospects</i>
<p>LEARNING OUTCOMES: Students will:</p> <p>Develop and extend their understanding of core skills in screenwriting. Explore and apply professional practice in screenwriting technique, e.g., pitching, creating loglines and outlines. Understand, develop and plan scripts to appropriate professional specifications and to professional lengths.</p> <p>COURSE CONTENT:</p> <p>This two week course will introduce key screenwriting skills and establish a common vocabulary and approach. It will introduce a screenwriter's dramaturgy and the basic elements of dramatic story. Learners will also examine common approaches to story structure and cinematic form and establish the essential elements of screenplay form and format.</p>
Partner(s) including any third party sponsorship
<p>Creative Skillset http://creativeskillset.org/</p> <p>Have provided £20K in funding – we need to make a small 'in kind' contribution of time from both Michael and I (less than £1K worth)</p>

Teaching staff

Michael Lengsfeld (AMA)

Associate Tutors as appropriate

Duration

2 weeks – 2 or 6 hours a week

Please estimate likely certificate sales and enhanced assessment opportunities

Certificate sales on a course recruiting 20,000 learners and running 3 times a year would typically be in the region of 660 statements per year, generating approximately £2K.

An enhanced assessment might be a further development, as might be an online course like the Crime Fiction MA.

Describe the relationship to other UEA course provision in this area

UEA run a range of Creative Writing courses on campus and in association with the Writers Centre online.

Describe UEA's brand awareness/competitive advantage in the proposed subject area. *Is this an area in which we have a strong reputation or an area in which we are trying to build a strong reputation?*

The aim is to extend the reach of UEA's reputation, with the aim for reaching potential undergraduate students, their teachers and families.

Describe the market size and shape.

Similar courses on FutureLearn have recruited 20,000 learners per run. The aim is to run the course 3 times a year for three years

Describe the likely Alumni interest.

This courses are likely to have strong appeal for a range of alumni working in creative industries or looking to continue to study.

How will the MOOC help recruitment and admissions to UG and PGT? Is it a generically pitched MOOC or a specialist MOOC in a subject of UEA academic excellence?

The courses will broaden the marketing reach and enhance the reputation of Creative Writing Courses. They are also likely to appeal to parents of school age children who are interested in film and could have a positive impact on UEA's reputation.

Describe how new content generated for the MOOC will enhance and enrich current campus based UG and PGT courses

These courses could be run for on campus students at no cost as enhancements to their courses.

Describe how the MOOC will enhance links with other organisations such as subject associations, companies or other partners.

The course is funded by Creative Skillset <http://creativeskillset.org/>

Describe how the MOOC will help build capacity at UEA, e.g. staff expertise and equipment.

This would be one of the first two MOOCs for the faculty of humanities and represents a good opportunity to explore what it takes to create a MOOC in this area with the support of external funding.

Please refer to the costing model "Online delivery – Learning technology resource" and append or attach the associated financial plans showing anticipated incomes and expenditure for the next 5 years.

Budget for expenditure attached. We have no courses in this area at present so estimating likely statement sales or impact on recruiting to paid for courses is difficult.

Approval process

This form should be completed and submitted to the On-line working Group for initial consideration and feedback. Please send your completed form to: C.Grasby@uea.ac.uk.

Once approved by the On-line Working Group the proposal will need approval by the relevant School, Faculty Executive and finally LTC before it is developed.

Approval process			
Step	Considering body	Date considered	Feedback from the body (name, date)
Step 1	School Executive		
Step 2	On-line working group		
Step 4	Faculty Executive		
Step 5	LTC		

