

# LP104-30 Thinking Culture and Creativity

**26/27**

**Department**

SCAPVC - Centre for Cultural and Media Policy Studies

**Level**

Undergraduate Level 1

**Module leader**

Julie Ignatius-Osakwe

**Credit value**

30

**Module duration**

10 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

This module introduces students to culture and creativity as dynamic forces that shape how contemporary media is imagined, produced and experienced. At its core, the module shows that historical knowledge—from art movements to intellectual traditions—remains a powerful engine for creative innovation today. By exploring key theories of culture, students learn how past ideas, practices and aesthetic experiments can become raw material for new forms of communication, storytelling and media design.

Alongside its theoretical foundations, the module emphasises the development of practical, collaborative skills through a group-based creative project. This applied component encourages students to experiment, take intellectual and creative risks, and test new approaches to communication and media design. In doing so, it challenges conventional assumptions about media content, audience engagement and the nature of creative experience, prompting students to reconceptualise how meaning is produced and circulated in global cultural industries.

Ultimately, the module aims to build the intellectual, creative and practical capabilities essential for contributing to the global creative industries. By blending critical understanding with imaginative practice, it prepares students to play a transformative role in redefining contemporary media and cultural production.

## Module aims

This module aims to equip the student with a working knowledge of the concepts and theories fundamental to understanding contemporary culture and apply this knowledge in a practical group project. It aims to demonstrate to the student that a historical understanding of culture and creativity can provide a source of creative ideas, inspiration and intellectual material for media and creative production, and that art and intellectual history offer considerable resources for innovation in contemporary media and communication. The module will seek to establish significant intellectual, creative, academic and practical capabilities, all of which are central to playing a transformative role in future global media and creative industries. It will develop a student's initiative, ability to take risks, experiment and test ideas. The module will aim to dissolve students' assumptions on the nature of contemporary media content and impact, and through creative thinking processes re-define creative content, communication and engagement, audiences and experience.

## Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

The module is in two parts and is taught over Terms 1 and 2 and intends to stretch Level 4 students in critical theory, analysis and application of ideas.

Part 1: Artistic Revolutions and the Radical Cultural Shift (key theories and art movements that represent moments of radical change in the Twentieth Century into the new Millennium)

Part 2: Mediating Creative Transformation (constructing new theory as creative process for high-impact media)

Part 1:

- (i) The Avant-Garde – art into everyday life
- (ii) The Rise of Popular Culture
- (iii) The Post-Modern
- (iv) The rise of Brand
- (v) Digital Futures

Part 2:

- (i) Avant-Garde production
- (ii) The Pop cultural product
- (iii) The Post-modern intervention
- (iv) The Branded production
- (v) The Digital product

Each week a specific brief will direct the production toward a specific challenge – explicitly aimed at current dilemmas both social and economic (from populism, mass migrations, terror and fundamentalism; diversity and multiculturalism; social sustainability and the need for new productive markets). This will complement the work undertaken in Media Lab 1.

## Learning outcomes

By the end of the module, students should be able to:

- Fully appreciate theoretical knowledge on key moments in cultural history – periods of artistic and philosophical transformation.
- Develop analytical-cognitive ability to relate philosophical and theoretical developments with arts, cultural and creative practice.
- Establish interpretative competencies in identifying and understanding the conditions (political, social, economic) of radical cultural transformation.
- Demonstrate academic skills in theory-construction and the use of theory as framework for planning and creative production.
- Develop professional skills in team work and creative application of knowledge.

## Indicative reading list

[Reading lists can be found in Talis](#)

## Subject specific skills

Theory building  
Conducting theoretical analysis  
Conducting a Literature survey  
Composing and communicating a presentation

## Transferable skills

Identifying and organising research sources  
Selecting from a range of interpretative frameworks  
Using interpretative frameworks appropriately  
Group coordinated work  
Composing and delivering presentations

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## Study

### Study time

Type	Required
Seminars	10 sessions of 3 hours (10%)
Tutorials	10 sessions of 2 hours (7%)
Private study	250 hours (83%)
Total	300 hours

## Private study description

250 private study hours

## Costs

No further costs have been identified for this module.

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## Assessment

You must pass all assessment components to pass the module.

### Assessment group A2

	Weighting	Study time	Eligible for self-certification
<b>Assessment component</b>			
Group Work (presentation)	40%		No
<b>Reassessment component is the same</b>			
<b>Assessment component</b>			
Written Research Paper (3000 words)	60%		No
<b>Reassessment component is the same</b>			

## Feedback on assessment

In class formative assessments and verbal feedback. Written feedback on written assessment. Verbal and written feedback on presentations

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## Availability

## Courses

This module is Core for:

- Year 1 of ULPA-P301 Undergraduate Media and Creative Industries