

MA/MFA CREATIVE PRODUCING

Immersive theatre, choreographed construction cranes, and streetlights that interact with passersby. Over the last decade a new kind of creative experience has emerged from Bristol's Pervasive Media Studio fusing a variety of traditional artforms with emerging technology. Innovative projects like these require a new kind of creative producer. The Creative Producing MA/MFA is designed to equip you to lead and support cross art form projects that specialize in innovation. There is an increasing demand for this skillset in the ever-changing creative and cultural landscape.

What is a creative producer?

Are you involved in arts, cultural or creative technology production? Are you the person who is drawn to instigate or organise the project? Do you think you have creative leadership potential?

A creative producer makes things happen; they sit between the creative process and the operational process in a project, orchestrating ideas, resources, people and participants to turn the seed of an idea into reality.

Creative producers shape the way that meaning is taken from the work. They combine attention to detail with an ability to see the big picture and can make connections between the two. More than project managers, they realise the vision of a project and make it possible for a creative team to achieve their best. Our creative community is especially interested in innovation, creative technology and collaboration between artists, researchers, engineers, designers, and makers. These sectors often use different terms and have different ways of working so creative producers need excellent communication and translation skills.

The cultural sector need producers who are familiar with the demands of creative technology and are able to lead multidisciplinary teams. The producer is able to create work that resonates with a contemporary audience. They will be the future leaders of venues, festivals, creative tech companies and producing houses. As our creatives are coming from ever more diverse backgrounds and disciplines - our producers will be able to match that ambition, and drive it forward.

Course Structure

The programme is delivered in a partnership with Watershed and will draw on the expertise and network of the Pervasive Media Studio, taught by both Watershed Producers and UWE staff. The programme will have a strong focus on personal development, supporting students in developing those qualities that we believe make great producers, risk taking, generosity, inclusion, passion, resilience, taste and bravery. To support this, the programme includes a number of work placements which we will help you to arrange with our course partners (below). The programme also has two 50% fee scholarships on offer for BME students supported by the Stephen Lawrence Foundation.

The course will run over one calendar year, beginning late September with the final major project submitted at the start of the following September. The programme is also available as a part time route over two years. Students can qualify with either an MA or MFA, a choice made in semester two where the MA is a more practice oriented route and MFA requires a longer written component in the final project.

Semester One	
Module One	Module Two
<ul style="list-style-type: none"> - What is a Producer - Background, and history of traditional producing roles. - The contemporary role of the producer across the creative and cultural sectors. 	<ul style="list-style-type: none"> - Practical skills for producing, e.g pitching, budgeting, social media, project management. - Creation of a piece of group work - Shadowing two producers from our partner network.
Semester Two	
Module Three	Module Four
<ul style="list-style-type: none"> - Cultural policy. - Where does investment come from and how to get it. - Evaluation and how it can work to your advantage. 	<ul style="list-style-type: none"> - Be an assistant producer for one of our partners. - Work inside a company to learn hands on production skills
Semester Three	
<ul style="list-style-type: none"> - Double module major project. - Use the expertise learned so far to lead on a creative project with one of our placement partners over the summer period. 	

Who Would Teach Me?

The programme is led by Professor Jon Dovey, who was a film maker and video artist before becoming a knowledge exchange specialist in universities and creative industries; Professor Teresa Dillon a sonic artist, urbanist and curator with a research interest in ecological arts; Associate Professor Mandy Rose who was for many years a BBC producer now specialising in VR and Associate Professor Tom Abba who has taught across a wide variety of digital creativity programmes and is currently running our Ambient Literature research programme. Each UWE module leader is paired with one of the creative producers from Watershed's team who co-design the teaching and co-mark the work; the current Watershed team is Creative Director Clare Reddington, Studio Producer Verity McIntosh, Creative Programme Manager Jo Lansdowne and Victoria Tillotson who looks after the artists' residency programme. This team each mentor a handful of students. The teaching team is also supplemented by guest speakers from industry and other academics from the Digital Cultures Research Centre network.

Placement Partners

Our programme partners include theatre, robotics, installations, games and app development, Film & TV, festival and event makers:

[Pervasive Media Studio](#)
[Kaleider](#)
[Chromatrobe](#)
[Auroch Digital](#)
[Compass Presents](#)
[Rusty Squid](#)
[Squid Soup](#)
[Calvium](#)
[Mayk](#)
[iDocs Festival](#)
[Circumstance](#)
[Theatre Bristol](#)
[Calling the Shots](#)
[Sleepdogs](#)

What would I actually do?

Current students are working in placements on [Watershed's Layered Realities](#) project supporting artists work demonstrating 5G technology; co producing the [iDocs Festival](#) devoted to new forms of Factual Programming; working with the Exeter based [Art & Energy](#) and at Bristol's [Mayfest](#). They have been researching hypertext film making, innovative dance programmes; Raucous' Theatre's Ice Road, and the new installation Cargo that retells Bristol's Black histories; object based interfaces for children's reading experiences on tablets ([Bear Abouts](#)) and investigating the [Danceroom Spectroscopy](#) project. If you think this mix is interesting or want further information please contact the programme Director:-

Professor Jonathan Dovey: jonathan.dovey@uwe.ac.uk

Apply for the course [here](#)