

| Programme Overview | |
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| Programme Title: Creative Storytelling in a City of Stories | |
| Credit Value: 10 UCU (2 weeks) | Programme Level: 5 (UG Year 2) |
| Period: Summer (2 weeks) | Programme Date: Block A: 28 June – 12 July 2025 |

| Programme Description and Learning Outcomes | |
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| Programme Description | <p>Creative storytelling is at the heart of all we do. We learn to tell stories of the past, stories of the present - and stories of our collective future, too. Norwich is a UNESCO World City of Literature, a global contemporary centre of storytelling with a centuries-long cultural heritage and thriving contemporary creative industries. It is known as the 'City of Stories'.</p> <p>UEA's Arts and Humanities Faculty has pioneered the teaching of storytelling for over fifty years, having founded the teaching of Creative Writing in the UK and pioneered the format in which it is now taught across the world. Today, CreativeUEA is one of our university's three interdisciplinary research themes. Come and join us in the City of Stories to sharpen your own creative and interdisciplinary storytelling craft across the fields of heritage, politics, literature, environment, performance, and media.</p> |
| Learning Objectives | <p>On this programme, you will learn how to:</p> <ul style="list-style-type: none"> • Understand the role of and importance of storytelling in a range of contemporary contexts, e.g., from the way museums bring stories of the past to life with new technologies, to the ways charities use narrative to help overcome contemporary challenges. • Master the great traditions of imaginative storytelling across forms and media in order to unleash your own imagination today. • Understand the structures and features that underpin effective storytelling in a variety of forms and media. • Communicate stories effectively to a range of audiences in different contexts. • Craft and communicate compelling stories yourself. • Tell inclusive stories, which empower communities and have lasting impacts on stakeholders. |

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| <p>Learning Outcomes</p> | <p>In this programme you will discover the diverse ways in which creative storytelling is essential to our twenty-first century world. Whether it's telling stories of our heritage, writing narratives of our present moment and the challenges we face, or producing the digital story forms of the future, this programme will provide you with the skills you need to advance in diverse fields and careers across the global Creative and Cultural Industries, third sector, and beyond. You will also learn how to make storytelling inclusive, whether that is through ensuring accessibility for users with diverse needs or how to include communities in a collective storytelling journey.</p> <p>Crucial to creative storytelling is critical thinking. At UEA, in the Faculty of Arts and Humanities, we recognise that the creative and the critical go hand in hand. So, in order to tell the stories the world needs to hear — stories about climate, about industry, about social justice, and the world we pass on to future generations — we need a critical understanding of the problems these stories address. And we need to understand critically what makes persuasive stories, how they are constructed, and who has the authority and power to get their stories heard.</p> |
| <p>Programme Assessment</p> | <p>The programme is assessed using a combination of formative and summative work.</p> <p>The purpose of formative work is to assist you in developing your understanding and ideas for the summative assessment.</p> <p>Formative assessment: Investigate and analyse an instance of effective storytelling. This may be anything from a creative work such as a book, film, TV series, or game, or it might be a museum exhibition, a campaign by an NGO, or a business's brand campaign. You can draw on examples explored on the programme or choose your own case-study.</p> <p>Summative assessment: Put what you've learnt so far into practice - channel the theoretical ideas you've learnt in the formative assessment into practice, by producing your own instance of storytelling. This might range from a short piece of creative writing (e.g. a short story) to your own imaginary brand campaign, museum exhibition, or inclusive community project. You can choose your own format in which to present your story and will share them with the whole group in our final session.</p> <p>Credit is awarded on a pass/fail basis.</p> |
| <p>Programme Delivery</p> | <p>You will work with specialists from across our Arts and Humanities Faculty, including creative writers and critics, cultural historians, media practitioners, philosophers and political thinkers, to come to understand the multiple ways in which creative storytelling enables people and institutions to make their</p> |

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| | <p>voices heard and get their messages across in the most effective, impactful ways — whether that be telling the stories of oppressed or forgotten peoples, sharing new forms of expression, explaining the human impact of the latest technological advances, or presenting new visions of how we might adapt to climate change.</p> <p>You will have the opportunity to discover Norwich, too, our City of Stories - the place where a woman first wrote a book in English in the fourteenth century - to further sharpen and inspire your creative and critical journey.</p> |
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Timetable

This is an example timetable for a 2-week programme. Final timetable details will be confirmed closer to the programme start date. Each programme will consist of 40 taught hours across the 2-week timetable.

| | Morning | Afternoon | | | Evening |
|-----------|---|---|-------------|-----------------------------------|------------------------|
| Monday | | | | | |
| Tuesday | | | | | |
| Wednesday | | | | | |
| Thursday | | | | | |
| Friday | | | | | |
| Saturday | Arrivals and airport transfers. Settle into campus accommodation. | | | | Evening meal |
| Sunday | Breakfast | Induction and orientation to UEA and Norwich. | | | |
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| WEEK ONE | 07:00-09:30 | 09:30-12:00 | 12:00-14:00 | 14:00-16:00 | 16:00 onwards |
| Monday | Breakfast | Welcome, Programme Learning Outcomes, Expectations and Engagement | Break | Academic session | Social activity |
| Tuesday | Breakfast | Academic session | Break | Project work | Free time |
| Wednesday | Breakfast | Academic session | Break | Academic session | Social activity |
| Thursday | Breakfast | Academic session | Break | Project work | Free time |
| Friday | Breakfast | Academic session | Break | Academic session | Social activity |
| Saturday | Cultural group excursion | | | | |
| Sunday | Free time to explore Norwich or further afield. | | | | |
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| WEEK TWO | 07:00-09:30 | 09:30-12:00 | 12:00-14:00 | 14:00-16:00 | 16:00 onwards |
| Monday | Breakfast | Academic session | Break | Academic session | Free time |
| Tuesday | Breakfast | Academic session | Break | Project work | Social activity |
| Wednesday | Breakfast | Academic session | Break | Mock presentations | Free time |
| Thursday | Breakfast | Project work | Break | Preparations for final assessment | Free time |
| Friday | Breakfast | Preparations for final assessment | Break | Final assessment | Finale social activity |
| Saturday | Breakfast | Departures / Free time | | | |
| Sunday | | | | | |