



BU PhD Studentships 2007

Assessment: Identifying and assessing creativity and innovation.

Background to Research

A problem for all involved in media practice education, and for those working in the creative industries, is the difficulty of identifying, nurturing and assessing creativity. It applies at the point of recruitment, whether to a production-based degree programme or to a creative industry team, and it is a difficulty for those involved in assessment of creative and innovative artefacts. This research will seek to provide information about the nature of creativity, to identify key indicators of creativity, to examine current methods of assessing creativity, and to propose new models.

Outstanding Applicants

We are looking for outstanding applicants who will preferably have a good first degree (first or upper-second class) and/or a Masters degree *or* an appropriate level of achievement.

Supervisory Team & Research Environment

Established in 2005, this is the only HEFCE (Higher Education Funding Council for England) Centre for Excellence in the media area in the country, receiving funding of £3.9 million over five years. The Centre is developing models of excellence in creative approaches to learning and teaching.

Interests include experiential learning ('learning by doing'), global perspectives, lifelong learning, and collaborative and reflective practice. The Centre has established a national and international network of collaborators and curriculum developers working to transform the experience of media education.

Chris Wensley is the Director of the Centre for Excellence in Media Practice, and Head of Learning and Teaching in the Media School. He led the successful bids to HEFCE for an FDTL project into group work assessment and for the establishment of this centre for excellence. He regularly leads workshops and seminars in a range of UK higher education institutions in areas such as learning objectives, the relationship between theory and practice in developing creative capabilities, and the assessment of group work. His research interests also include e-learning and the adaptation of written texts into film media.

Informal Enquiries

To discuss this opportunity further please contact Chris Wensley
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