Course Handbook

BA (Hons) Art and Design

University Centre Weston

in partnership with

Bath Spa University

This handbook is published for students studying at UCW on the above course and is available in a range of alternative formats on request.

Contents

1. Introduction

Welcome

Welcome to the BA (Hons) Art and Design degree. This course is offered in partnership between Bath Spa University and University Centre Weston (UCW). You are a registered student at Bath Spa University and at UCW, and you have access to services on both sites.

Purpose of Handbook

This handbook gives you essential background information that will be of help in your studies on the BA (Hons) Art and Design course. This handbook can be accessed via your Microsoft Teams site.

Please note that the electronic version will be kept up to date and you will be notified of any significant changes. If you have taken a hard copy of any information please remember to refer back to the electronic version to ensure that you are working with the most up to date information.

For **module information** please see the respective Module Handbook.

2. Course content

Delivered At:	University Centre Weston
Campus	Loxton
Final award	BA (Hons)
Intermediate awards available	Certificate of Higher Education (120 credits)
UCAS code	W47 ARTD
Details of professional body accreditation	N/A
Relevant QAA Benchmark statements	Art and Design (December 2019)
Date specification last updated	2021

Course Description

The BA (Hons) Art and Design programme has been designed to meet the needs, approaches and requirements of the Creative Industries. The aims of the programme are to develop both your practical and creative skill base and your academic pathway, in readiness for employment into a broad range of roles within the creative industries. The programme will provide you with opportunity to develop creative flexibility, innovation and technical expertise suited to a range of professional roles including employment in a targeted section of the industry, freelance work and self-employment. In addition, you will be provided with opportunity to explore how digital technologies can be used to realise the creative potential of traditional and new making techniques.

The ethos of the programme is centred around discovery, growth and the professionalisation of your creativity. You will have the opportunity to investigate process, materials and context to develop a range of artistic and practical skills that are relevant to the development of your career in a wide range of disciplines. Each level of study has been designed to allow you to explore and develop your creative skill set alongside the development of commercial awareness and acumen.

The programme will enable you to develop and take ownership of your own creative skills base and transfer it towards a viable professional direction. There are excellent links with industry specialists and facilities that will help you to realise and pursue a professional creative pathway. Throughout the programme, there is a focus on employability, enabling you to develop the practical, theoretical and business skills that match the requirements of employment within the creative industries.

You will be provided with the opportunity to learn both independently and collaboratively, pushing boundaries and exchanging ideas across a range of art and design disciplines. You will have the opportunity to be taught by expert practitioners and gain further knowledge and experience through industry links, placements, collaborations, and commissions. Graduates will also be equipped to pursue post-graduate study

Course team

The people below are staff who have specific responsibilities for your course.

Programme Coordinator

The Programme Coordinator is responsible for the effective day to day delivery of the course. They have overall responsibility for the assessment of modules and the implementation of teaching and assessment procedures within the course. Please contact your Programme Coordinator if you have any questions regarding the delivery of the course.

Personal Tutor

At the start of the course, you will be allocated a Personal Tutor. Your Personal Tutor's overall role is to ensure that you receive adequate guidance. They act as a first point of contact and responsible person from whom you can obtain general academic and pastoral support. You should contact your tutor if you are ill or unable attend for a session. If you need to make an appointment to see your personal tutor you can do this by approaching them personally, e-mailing, phoning or leaving a message on their voicemail.

Module Leader

Taught modules on the course have a designated module leader who has responsibility for the effective delivery of the module. Module Leaders are indicated on each module descriptor at the end of this handbook.

Link Tutor

Each course has an identified link tutor from its validating partner University whose role it is to support the UCW team and students. The link tutor for your course is:

Name	Email
Roger Clarke	r.clarke@bathspa.ac.uk

Course Structure

BA (Hons) Art and Design			
Level	Code	Title	Credits
4	AAD4001-40	Realisation - Digital, Materials, Making	40
4	AAD4002-20	Creative Industries	20
4	AAD4003-20	Culture and Meaning	20
4	AAD4004-20	Creation and Production	20
4	AAD4005-20	Portfolio	20
5	AAD5001-40	Developing Studio Practice	40
5	AAD5002-20	Research for Development	20
5	AAD5003-40	Collaboration	40
5	AAD5004-20	Sustainable Practice	20
6	AAD6001-60	Studio Production	60
6	AAD6002-20	Practice Research	20
6	AAD6003-40	Future Planning	40

All HE programmes at University Centre Weston are delivered as a collection of modules, which build on each other to form a complete programme of study. Each module carries a credit rating, defining how much study time it takes to complete. Notionally, 1 credit equates to 10 hours study time (so 10 credits = 100 study hours). "Study hours" includes lectures, seminars, tutorials, group work, independent study and research – in fact, any time that contributes to your learning on the module

3. Course Aims

The course aims to:

- To enable an understanding of the creative industries through analysing its needs, trends, and history,

- To provide a framework for the development of skills, knowledge, and competencies in preparation for a career in the creative industries that reflects the needs of employers in both the local and wider economy, or entrepreneurial opportunities.

- To develop an understanding of the ethical and environmental impact of a creative practice.

- To nurture the development of creative innovation.

- To explore creative practice, using digital technology, hand making methods, materials, media, and techniques to communicate art and design intentions to a given audience.

- To explore the relationship between theory and creative practice.

- To develop critical thinking and research skills which provide a framework to contextualise and inform both creative practice and approach, to enable continuous professional development.

Course Learning Outcomes:

A Subject-Specific Skills and Knowledge

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
A1	The ability to accurately deploy established techniques of analysis and enquiry to the context of an entrepreneurial or employment setting through the planning, management and implementation of an art and design project.	Knowledge and critical understanding of the development of the creative process within art and design, in the context of a professional creative practice and commercial enterprise.	Knowledge of the underlying principles of creative development within art and design.
A2	A systematic understanding of ethical and environmental considerations of the specialised work contexts in which a project is being undertaken.	The ability to critically evaluate and apply research into ethical and environmental considerations to a creative practice, including, where appropriate, within an employment context.	Ability to identify, evaluate, interpret, and present qualitative research into ethical and environmental considerations to facilitate personal creative skills development.
A3	The ability to demonstrate conceptual understanding of methods of enquiry that enable the production of work, that indicate an understanding of the relationship between quality, detail and meaning.	Knowledge and critical understanding of the main methods of enquiry and established techniques related to the realisation of ideas, concepts and artefacts.	Ability to explore a range of source material and evaluate its role in contextualising ideas and concepts.
A4	A conceptual understanding of the importance of the creative arts practitioner's relationship with audiences, clients, funding, markets, users, consumers, participants, co-creators and co-workers.	Critical understanding and analysis of a creative practitioner's relationship with audiences, clients, markets, and consumers.	Knowledge of the underlying concepts and principles of creative enterprise within the marketplace.

A5	To analyse, synthesise and apply individual contextual, and practical research within a creative practice that is at the forefront of the discipline.	Critically evaluate a range of techniques to initiate and undertake an analysis of established processes in order to realise creative products.	To develop the knowledge necessary to explore materials and technologies and reflect on the importance of selecting and using appropriate processes.
A6	A systematic understanding of the established techniques of analysis and enquiry applicable to an ethical and environmental approach to creative practice.	Critical understanding and knowledge of the underlying concepts, principles and production methods that promote an ethical and environmental creative practice.	Evaluate the ethical and environmental implications within a creative practice.
A7	To analyse, synthesise and apply a variety of materials and information in the development of creative ideas.	Critically evaluate a variety of materials and information in the development of creative ideas.	To investigate creative ideas through the exploration of materials, media and text.
A8	Systematic understanding of the reach of art and design, and its transnational influence on culture.	Knowledge and critical understanding of the social and cultural impact of movements in art and design.	To research, evaluate and present knowledge of movements in art and design.

B Cognitive and Intellectual Skills

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
B1	Ability to independently apply knowledge and understanding of art and design concepts and critically evaluate research from a range of sources.	Apply a range of research methods in relation to historical and theoretical art and design concepts.	Knowledge of appropriate research methods to demonstrate an understanding of historical and theoretical art and design concepts.
B2	Ability to independently apply accurately established techniques of enquiry to communicate the development of ideas	Ability to effectively communicate information, arguments and analysis relating to art and design in a variety of forms to	Ability to present, evaluate and interpret theoretical and conceptual art and design arguments using academic and visual methods.

		through to outcomes within an art and design context.	specialist and non-specialist audiences.	
B3	Ability to independently identify appropriate art and design techniques which demonstrate an understanding of environmental, ethical and social practices.	Critically evaluate the environmental, ethical and social consequences of your art and design creative practice.	Knowledge and understanding of the environmental, ethical and social concepts associated within art and design creative practice.
B4	A systematic understanding of innovation within a creative practice in art and design.	Identify and critically reflect upon art and design practices in order to develop, progress and innovate within a creative practice.	Knowledge and understanding of different art and design practices necessary for creative development.
B5	Demonstrate a systematic approach to professional development within art and design contexts.	Demonstrate a critical understanding of professional and self-management skills necessary to execute art and design projects.	Understanding of the professional qualities required within a creative art and design practice.

C Skills for Life and Work

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6	On Achieving Level 5	On Achieving Level 4
C1	Autonomous learning (including time management) that shows the exercise of initiative and personal responsibility and enables decision-making in complex and unpredictable contexts.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility and decision-making such that significant responsibility within organisations could be assumed.	Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility.

C2	Team working skills necessary to flourish in the global workplace with an ability both to work in and lead teams effectively.	Team work as would be necessary for employment requiring the exercise of personal responsibility and decision-making for effective work with others such that significant responsibility within organisations could be assumed.	Team work as would be necessary for employment requiring the exercise of personal responsibility for effective work with others.
C3	Communication skills that ensure information, ideas, problems and solutions are communicated effectively and clearly to both specialist and non-specialist audiences.	Communication skills commensurate with the effective communication of information, arguments and analysis in a variety of forms to specialist and non-specialist audiences in which key techniques of the discipline are deployed effectively.	Communication skills that demonstrate an ability to communicate outcomes accurately and reliably and with structured and coherent arguments.
C4	IT skills and digital literacy that demonstrate core competencies and are commensurate with an ability to work at the interface of creativity and new technologies.	IT skills and digital literacy that demonstrate the development of existing skills and the acquisition of new competences.	IT skills and digital literacy that provide a platform from which further training can be undertaken to enable development of new skills within a structured and managed environment.

Graduate Attributes

	Bath Spa Graduates…	we enable this…
	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	through programme and module design. All teaching activities, exercises and assessment tasks are designed to facilitate the development of professionalism and real-world workplace skills.
	Will be able to understand and manage complexity, diversity and change	through providing appropriate challenges and learning activities that provide the opportunity to develop awareness of current technological production methods, collaborative projects and ecological and ethical debates.

	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	through providing opportunities for interdisciplinary practice underpinned with theory and conceptual understanding.
	Will be digitally literate: able to work at the interface of creativity and technology	Through embedding digital literacy skills and examining current digital manufacturing technology across all modules and in all activities.
	Will be internationally networked: either by studying abroad for part of the their programme, or studying alongside students from overseas	Collaboration will be encouraged and supported with industry-based work and projects. The programme offers the opportunity for the study of topics with international and cultural significance. Students can have the opportunity to participate in overseas residential visits.
	Will be creative thinkers, doers and makers	By exploring the notion of creativity and enterprise and supporting innovative practice.
	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	Through curriculum design that develops academic know-how and academic rigour. Through peer review sessions that encourage critical commentary and enquiry. Through the support provided by academic specialists such as the Library Plus team. In the completion of all research exercises and essay submissions.
	Will be ethically aware: prepared for citizenship in a local, national and global context	By curriculum design throughout to address ethical and environmental debates and providing opportunities to explore cultural perspectives.

4. Learning Environment

Learning and Teaching Methods

UCW has a Learning and Teaching Strategy for Higher Education which underpins our approach.

We intend that the learning programme should be both stimulating and demanding, and should lead you through progressive stages of development, towards increasingly complex and open-ended tasks, increasingly sophisticated application of intellectual/conceptual and personal (transferable) skills, and increasingly independent study.

A variety of learning methods will be used, which might include

- Lectures
- Seminars
- Experiential learning
- Reflective learning
- Skills practice
- Group work and group discussions
- Workshops
- Case studies
- Student presentations
- Information and communications technology (ICT) based activities
- Visiting speakers/expert practitioners will be used during the course

UCW actively encourages the development of technology enhanced learning and you will find staff utilising new teaching methods to enhance your learning experience.

Work-based Learning

The Level 4 Creative Industries module introduces students to the range of career opportunities through exposure to practitioners and businesses within the creative industries. This builds through the level 5 'Collaboration' and level 6 'Future Planning' modules that encourage professional work experience opportunities, through student engagement with commercial practice and public exhibitions of their work.

The nature of the work experience will be specific to the needs of the individual student, as it will be determined by their chosen professional pathway.

Normally, students will source and organise their own work placements, with appropriate support from academic and other relevant UCW staff.

5. How Quality is assured

Quality monitoring and evaluation
The course you are studying was approved by Bath Spa University. As part of the approval process it was assured that:

- the content of the course met national benchmark requirements;
- the course met any professional/statutory body requirements; and
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This was done through a process of course approval which involves consulting academic experts including subject specialists from other institutions and industry.

How we monitor the quality of this course
The quality of this course is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate); and
- student feedback including the National Student Survey (NSS).

Drawing on this and other information, programme teams undertake an annual monitoring process, in accordance with the University's quality policy.

External examiners
The standard of this course is monitored by at least one external examiner. External examiners have two primary responsibilities, which are to ensure the standard of the course and ensure fairness and equity.

The external examiner for your course is:

Name	Role in institution	Name of institution
Robert Winter	Programme Leader Artist Designer Maker: Glass and Ceramics	University of Sunderland

As part of their role, external examiners complete an annual report for the University commenting on the learning, teaching and assessment standards of the modules and the course overall. The report will highlight areas of good practice and identify areas for development, as well as provide assurance that your course is of an equable standard to similar HE provision nationally.

External examiner reports, and the University's response, are shared with students. They are normally discussed at Staff/Student Liaison Committees and made available online, via Office 365.

6.   Module Descriptors

Module Descriptor- Realisation - Digital, Materials and Making

1.	Module code	AAD4001-40			
2.	Module title	Realisation - Digital, Materials, and Making			
3.	Subject	BA (Hons) Art and Design			
4.	Core, Required or Required* for	BA (Hons) Art and Design			
5.	Level	4			
6.	UK credits	40			
7.	ECTS credits	20			
8.	Optional for	NA			
9.	Excluded combinations	NA			
10.	Pre-requisite or co-requisite	None			
11.	Class contact time: total hours	Total Hours: 120			
12.	Independent study time: total hours	Total Hours: 280			
13.	Semester(s) of delivery	Year long			
14.	Main campus location	UCW Loxton Campus			
15.	Module co-ordinator	Kari Nygard			
16.	Additional costs involved	N/A			

17.	Brief description and aims of module
	In this module, taught workshops introduce you to a broad range of creative, practical and technical skills. These workshops are designed to enhance and develop creative skills as well as increase understanding of the relationship that exists between ideas, materials and technology. You will explore making through two dimensional and three-dimensional studies, whilst exploring the potential of digital technology.
	Multidisciplinary workshops provide you with traditional hand making skills and technological opportunities to enhance your creative ability. This will develop your capacity to understand, control and visually communicate through the use of materials and processes. An emphasis will be placed upon making and will focus on increasing an understanding of the relationship that exists between ideas, materials and the integration of digital technologies.
	The module encourages the explorative use of processes and experimental practice to develop the inventive approach needed to develop and make innovative products.
	Importance will be placed on developing a diverse professional skill set by using practical and technological methods, effective planning, and time-management to enable you to prepare for self-directed study.
	The aims of this module are to
	- Develop your skills through creative workshops and reflective practice. - Develop an experimental approach to the use of materials and technology. - Develop a framework that will allow you to plan, prioritise and manage techniques.
18.	Outline syllabus
	Tutor led workshops will impart technical skills in hand making techniques with the increasing integration of digital technology. You will be expected to develop understanding, practice control and expand your visual communication skills using a wide range of materials and processes in art, design and craft practice.
	You will be expected to reflect upon your ongoing practice, developing consistent analytical records presented in physical and digital formats.
	Experimentation will be encouraged to allow you to explore materials along with their skills set to develop a personal approach towards your practice.
	To further innovate creative practice, an emphasis will be placed upon selecting multidisciplinary skills with the need to integrate digital tools to develop the unique outcomes needed in the creative industries and wider employment.

19.	Teaching and learning activities	
	You will be taught through skills-based learning in a diverse programme of art and design disciplines. Workshops will use an array of teaching and learning activities which will begin with foundation skills and will then advance to more complex methods. There will also be an emphasis on multidisciplinary approaches to broaden the creative opportunities available.	
	You will be encouraged to utilise current industry standard digital technologies to enable you to develop skills that align to creative industry requirements.	
	Through studio time and self-directed study, you will document your workshop practice in a physical folder or sketchbook and digital blog. Analysis of technical information and personal performance should be documented in written, visual or alternative formats.	
	Indicative areas of study will include: ● Skills-based workshops. ● The application of digital tools within creative practice. ● The documentation of workshop practice with both a physical and digital portfolio of evidence. ● Analytical records of technical practice and additional information developing specific areas of practice	
20.	Intended learning outcomes *By successful completion of the module, you will be able to demonstrate:*	*How assessed*
	1. Knowledge and understanding of the connections between a range of working practices that broaden the scope of creative practice and to present ideas in a coherent and structured fashion.	F1, F2, S1, S2
	2. Understanding of the relationship that exists between ideas, design, materials and digital practice.	F1, F2, S1, S2,
	3. Knowledge of the range of materials and technologies available to the creative practitioner.	F1, F2, S1, S2,
	4. The ability to evaluate own creative development and production within an art and design context.	F1, F2, S1, S2,
21.	Assessment and feedback *Formative exercises and tasks:*	

	F1. Creative journal / sketchbook, to include written reflective accounts and technical research. You will document processes and outcomes within your practice. F2. Ongoing Personal Development Planning (PDP). Tutorials will monitor your personal progression, research and the development of outcomes and will enable the development of an action plan to support independent learning.	
	Summative assessments: S1. Creative portfolio. You will evidence an understanding of technical and digital practices within an independently developed pathway. S2. Presentation (10 minutes with 10 minutes questioning). You will present an account of your workshop experience and reflect upon those areas of creative practice that you wish to develop further.	Weighting% 80% 20%
22.	Learning resources Workshops Studios Library Digital Study trips and visits Key Texts: ● Charles Wallschlaeger, Cynthia Busic-Snyder (1992) Basic Visual Concepts and Principles for Artists, Architects and Designers. Wm. C. Brown Publishers ● Weintraub, L. (2003) Making Contemporary Art: How Today's Artists Think and Work Thames & Hudson. ● Althoff, Kai et al (2002) Drawing Now: Eight Propositions. The Museum of Modern Art, New York. ● Pip Seymour (2003) The artist's handbook: a complete professional guide to materials and techniques, Arcturus Publishing ● Tanya Kovats, 2017, The Drawing Book: A Survey of Drawing - The Primary Means of Expression, Black Dog Publishing	
23.	Preparatory work There is no specific requirement for preparation prior to the commencement of the module. Although there may be times when you will need to research and read around the skills and application of a creative process.	

Module Descriptor - Creative Industries

1.	Module code	AAD4002-20			
2.	Module title	Creative Industries			
3.	Subject	BA (Hons) Art and Design			
4.	Core, Required or Required* for	BA (Hons) Art and Design			
5.	Level	4			
6.	UK credits	20			
7.	ECTS credits	10			
8.	Optional for	NA			
9.	Excluded combinations	NA			
10.	Pre-requisite or co-requisite	None			
11.	Class contact time: total hours	Total Hours: 60			
12.	Independent study time: total hours	Total Hours: 140			
13.	Semester(s) of delivery	1			
14.	Main campus location	UCW Loxton Campus			
15.	Module co-ordinator	Kari Nygard			
16.	Additional costs involved	N/A			
17.	Brief description and aims of module				

This module will explore elements of design practice and relate them to career opportunities within the creative industries. Industry insights will be supplied by a range of practitioners, specialists, facilitators and participants via guest lectures, visits and collaborations. These could include model and scenery makers, animators, print producers, ceramic designers and representatives from other creative enterprises and manufacturers.

The aim of this module is to identify future opportunities that you can explore as a creative practitioner. You will investigate and initiate methods and strategies that can effectively take advantage of future opportunities. There will be an emphasis on understanding how digital technology has been integrated into industry and how creativity and making can be assisted by it.

	Emphasis will be placed upon developing strategies that consider the context of current ethical and environmental concerns. **The aims of this module are to** ● Identify future career opportunities. ● Develop an understanding of digital technology and its application to creative practice. ● Consider the ethical implications within a creative practice.
18.	Outline Syllabus The module explores relevant strategies to sustain an art and design practice. A series of lectures and seminars presented by professionals from the creative industries will provide insight into their practices to inspire and enable students to identify potential opportunities, suitable marketplaces for their products and the necessary skills in a competitive creative market. Students will compile a research portfolio evidencing: ● Their ability to analyse the lecture programme: comparing and defining approaches to creative practice. ● Understanding appropriate skills and developing the knowledge required in the use of technology to improve and innovate future practice. ● Requirements and standards of products in an identified market. ● Awareness of current and emergent environmental and ethical issues. Students will set out their insights in a formative presentation on the creative industries and how they will use this knowledge to develop their practice. Students will submit an evaluative impact report on their developing creative practice focusing on design ideas, ethical approaches to materials and production, and the appropriate use of technology.

19.	Teaching and learning activities	
	Teaching will take the form of lectures, seminars and class debates. In seminars, you will be expected to prepare topics to present to your peers and respond to critical questioning. In class debates you will contribute constructively to arguments on subjects such as: present and future creative technologies, ethical design and sustainable practice. Enhancement activities within the programme will require students to attend visits to galleries and creative and manufacturing industries.	
20.	Intended learning outcomes	*How assessed*
	By successful completion of the module, you will be able to demonstrate:	
	1. Knowledge of employment opportunities within the creative industries.	F1, F2, S1
	2. Knowledge and understanding of key production technologies within art and design.	F1, F2, S1, S2
	3. Understanding of the connections between skills and employment opportunities within creative industries.	F1, F2, S1,
	4. Knowledge of ethics and sustainability within creative practice.	F1, F2, S1, S2
21.	Assessment and feedback *Formative exercises and tasks:* 1. Ongoing Personal Development Planning (PDP). Tutorials will monitor your personal progression, research and the development of outcomes and will enable the development of an action plan to support independent learning. 2. Interim progress presentations and critique. In planned sessions students constructively appraise the future direction of their professional development. Students will also reflect upon how this will impact their creative practice and contribute in feedback to their peer group.	

Summative assessments:		Weighting%
S1. Research Folder. To include analysis of the lecture programme with evidence of further research into possible opportunities within the creative industries.		50%
S2. Impact report (2000 words). You will write an evaluative account of their research and identified opportunities within the creative industries.		50%
22	Learning resources Workshops Studios Library Digital Study trips and visits Key Text: ● Susan Yelavich, Barbara Adams, 2019. Design as Future-Making. Bloomsbury Visual Arts ● Walter Bejamin. (2008) The Work of Art in the Age of Mechanical Reproduction. Penguin Great Ideas ● Howard, K., Sharp, J.A., Peters, J. (2002). The Management of a Student Research Project. (3rd ed.). London: Gower Publishing Ltd.	
23	Preparatory work There is no specific requirement for preparation prior to the commencement of the module. However, PDP tutorials will necessarily entail times reading around identified relevant subject areas. Study Skills Support Research skills Reading and note taking Referencing and plagiarism	

Module Descriptor - Culture and Meaning

1.	Module code	AAD4003-20			
2.	Module title	Culture and Meaning			
3.	Subject	BA (Hons) Art and Design			
4.	Core, Required or Required* for	BA (Hons) Art and Design			
5.	Level	4			
6.	UK credits	20			
7.	ECTS credits	10			
8.	Optional for	NA			
9.	Excluded combinations	NA			
10.	Pre-requisite or co-requisite	None			
11.	Class contact time: total hours	Total Hours: 60			
12.	Independent study time: total hours	Total Hours: 140			
13.	Semester(s) of delivery	Year long			
14.	Main campus location	UCW Loxton Campus			
15.	Module co-ordinator	Kari Nygard			
16.	Additional costs involved	N/A			
17.	Brief description and aims of module This module explores the evolution of creative making and technology dependant production through the modern and post-modern eras up to the present time. This will provide you with an understanding of how digital technology has been integrated into industry and how making can be assisted by it. The exploration of relevant philosophical and cultural debates will provide you with an understanding of the contemporary world view and will examine the ethical and environmental implications associated within a creative practice. This module will also develop the skills necessary to engage with methods which will identify and evaluate information to enable you to construct sound arguments that demonstrate a reflective approach to research. The aims of this module are to:				

	● Develop an understanding of the historical, cultural and technological context within which we operate. ● Develop an understanding of relevant research methods. ● Develop the ability to construct an argument based on targeted research. ● Develop an awareness of the ethical and environmental impact of a creative practice.
18.	Outline Syllabus The principal focus of the syllabus is creative making and tool and technology dependant production, from the 20th Century to the present day. Wider historical and contextual references will be considered where appropriate. The module also investigates how technology dependent production has facilitated a shift toward new forms of fabrication, thus providing new opportunities for artists and designers.
19.	Teaching and learning activities Student learning is based on a combination of regular group presentations and critiques which together with Personal Development Planning (PDP), will enable you to develop creatively and independently. Teaching will take the form of lectures, seminars and class debates. There will be a programme of tutor led presentations where students will engage and comment critically as part of a class discussion. In seminars, you will be expected to prepare topics to present to your peers and respond to critical questioning. In class debates you will contribute by examining and challenging the status quo. Teaching and learning activities include: ● General research skills. ● Student presentations. ● Group critiques. ● One-to-one PDP tutorials. ● Peer and self-evaluation.
20.	Intended learning outcomes *How assessed*

	By successful completion of the module, you will be able to demonstrate:	
	1. Knowledge of theories and debates that have been applied to the underlying concepts of the historical and cultural context within creative practice.	F1, F2, S1
	2. The understanding of research methods to evaluate and interpret information within an art and design context.	F1, F2, S1, S2
	3. Knowledge and understanding of the current ethical considerations that relate to a sustainable creative practice.	F1, F2, S2
	4. The ability to analyse and communicate key aspects of your own work and that of others.	F1, F2, S2
21.	Assessment and feedback *Formative exercises and tasks:* F1. Ongoing reflective PDP. Tutorials will monitor your personal progress and research supported by an action plan to develop independent learning. F2. Presentations will demonstrate your understanding of the module and its impact upon future creative practice.	
	Summative assessments: S1. Research Folder. Your understanding of the historical, cultural and technological context within which a creative practice operates and the development of appropriate research methods. S2. Essay (2400 words). An evaluative account of your research identifying implications for your future development.	Weighting% 40% 60%
22.	Learning resources Library Digital resources Study trips and visits Key Text:	

	● Sturken, M. Cartwright, L (2009) Practices of Looking: An introduction to visual culture. 2nd Edition Oxford University Press ● Alice Rawsthorn.(2018) Design as an Attitude. JRP/Ringier ● Laura Scherling, Andrew DeRosa, 2020. Ethics in Design and Communication Critical Perspectives. Bloomsbury Visual Arts. ● Walter Bejamin. (2008) The Work of Art in the Age of Mechanical Reproduction. Penguin Great Ideas ● Malcolm Miles (1997) Art, Space and the City: Public Art and Urban Futures Paperback Routledge; 1st edition (4 Sept. 1997)
23.	Preparatory work There is no specific requirement for preparation prior to the commencement of the module. However, PDP tutorials will necessarily entail times reading around identified relevant subject areas. Study Skills Support Research skills Presentations Referencing and plagiarism Reading and note taking Academic writing

Module Descriptor - Creation and Production

1.	Module code	AAD4004-20			
2.	Module title	Creation and Production			
3.	Subject	BA (Hons) Art and Design			
4.	Core, Required or Required* for	BA (Hons) Art and Design			
5.	Level	4			
6.	UK credits	20			
7.	ECTS credits	10			
8.	Optional for	NA			
9.	Excluded combinations	NA			
10.	Pre-requisite or co-requisite	None			
11.	Class contact time: total hours	Total Hours: 60			
12.	Independent study time: total hours	Total Hours: 140			
13.	Semester(s) of delivery	Year long			
14.	Main campus location	Loxton Campus (UCW)			
15.	Module co-ordinator	Simon Taylor			
16.	Additional costs involved	N/A			
17.	Brief description and aims of module				

17. Brief description and aims of module

This module provides you with the opportunity for developing a creative practice. An independently initiated brief will encourage you to adopt a resourceful approach to the practical engagement with materials, ideas, research, design development and production. You will begin to develop an awareness of professional standards within your creative practice.

Your personal creative direction is encouraged and will be based on your choice of appropriate skills and knowledge. You will explore the relationship between ideas, materials and technology to influence and improve your creative making and resulting aesthetic qualities. Your individually targeted research will investigate relevant art, design and craft contexts to further develop creative concepts.

This study should reflect your academic, practical knowledge and experience accumulated to date through Level 4 study. The outcomes will demonstrate the

	creative application of selected skills, effective planning, considered design, execution in relation to the stated intentions of the module brief.
18.	Outline Syllabus You will initiate independent study through the negotiation with staff of an assignment. To explore your creative ideas, you will generate a range of design solutions. This will lead you to conduct research in a variety of modes. The realisation of your ideas will be developed using multidisciplinary skills. In this process you will appropriately select materials and processes to extend your creative knowledge to define your direction and emerging practice. These skills should not only include hand making but also incorporate digital tools to assist in the designing of unique aesthetic products. In the application of research and practical performance you are expected to apply and develop project management skills in order to realise the project and effectively produce outcomes to meet agreed deadlines. Specific areas of study will include: Initiate a negotiated design brief. ● Independently develop your creative practice. ● Explore visual and written research relating to formal theories in art and design. ● Planning and managing a project. ● Manufacture of final products.
19.	Teaching and learning activities Teaching and learning activities will include lectures, seminar presentations, group work, practical and digital workshops, one-to-one tutorials and a final presentation. Through studio time and self-directed study, you will document your practical and academic performance in a physical sketchbook and digital blog. This will enable research to be generated, and the development of written and visual ideas could be translated into a commercial outcome. Experimentation with materials and skills will take place in workshops where one-to-one tuition and demonstration will advise and guide your performance. You will

	be expected to develop an independent and innovative approach to their emerging practice. You will organise and manage self-directed study using tutorial guidance and advice. Within this module you will use peer and self-assessment at formative assessment points to review progress and identify areas for improvement. Summative assessment includes: ● Final product/s ● Presentation evaluating developments within your creative practice. ● Physical sketchbook, supporting materials and a digital blog that document the practical development of your project. ● Analytical accounts of progress	
20.	Intended learning outcomes *By successful completion of the module, you will be able to demonstrate:* 1. Ability to develop own creative project. 2. Knowledge of the impact of materials and technologies on the design and making process. 3. An ability to accurately evaluate and reliably communicate key findings of a creative project.	*How assessed* F1, F2, S1, S2 F1, F2, S1, S2 F1, F2, S1
21.	Assessment and feedback *Formative exercises and tasks:* 1. Interim progress critiques and presentations. In planned sessions students constructively appraise the future direction of their creative development. Tutorials will monitor personal progression, research and the development of outcomes. This assessment provides an action plan to develop independent learning. 2. Ongoing physical and digital creative sketchbook or blog to include written reflective accounts and research. You will document processes and outcomes within your project.	

	Summative assessments:	Weighting%
	1. Completed creative project	
	2. Presentation (10 minutes with 10 minutes questioning) evaluating developments within your creative practice with supporting evidence from a creative sketchbook / blog	60%
		40%

22.	Learning resources
	Studio's
	Library
	Work based venue
	VLE/internet
	Key Texts
	● Pip Seymour (2003) The artist's handbook: a complete professional guide to materials and techniques Arcturus Publishing
	● Althoff, Kai et al (2002) Drawing Now: Eight Propositions. The Museum of Modern Art, New York.
	● D.J. Huppatz. (2019) Design, The Key Concepts. Bloomsbury Visual Arts
	● Charles Wallschlaeger, Cynthia Busic-Snyder (1992) Basic Visual Concepts and Principles for Artists, Architects and Designers. Wm. C. Brown Publishers
	● Weintraub, L. (2003) Making Contemporary Art: How Today's Artists Think and Work Thames & Hudson.
23.	Preparatory work
	There is no specific requirement for preparation prior to the commencement of the module. However, Personal Development Planning tutorials will necessarily entail times reading around identified relevant subject areas.
	Study Skills Support
	Getting organised
	Presentations

Module Descriptor - Portfolio

1.	Module code	ADD4005-20			
2.	Module title	Portfolio			
3.	Subject	BA (Hons) Art and Design			
4.	Core, Required or Required* for	BA (Hons) Art and Design			
5.	Level	4			
6.	UK credits	20			
7.	ECTS credits	10			
8.	Optional for	NA			
9.	Excluded combinations	NA			
10.	Pre-requisite or co-requisite	NA			
11.	Class contact time: total hours	Total Hours: 60			
12.	Independent study time: total hours	Total Hours: 140			
13.	Semester(s) of delivery	2			
14.	Main campus location	UCW Loxton Campus			
15.	Module co-ordinator	Simon Taylor			
16.	Additional costs involved	N/A			

17.	Brief description and aims of module
	This module provides you with the opportunity to consolidate learning by completing a final project or outcome that represents the current direction within a creative practice. This should reflect your academic, practical knowledge and experience accumulated to date whilst studying at Level 4. This process will also involve the investigation of methods to promote work and engage with a prospective audience appropriate to the project outcome.

This will demonstrate and showcase your creative application, selected skills, effective planning, considered design, execution and completion of a product or object in relation to the module brief.

The outcome of this module aims to provide skills and directions for Level 5 study. |
| 18. | Outline Syllabus

You will engage with independent study and produce a resolved outcome building on previous successful working practice. You are expected to apply the underlying concepts and principles of project management, underpinned with critical theoretical and technical understanding, to realise the project.

Specific areas of study will include:

● Independently developing creative practice.
● The application of specific skills relevant to the project.
● Defining, planning and managing a proposed project.
● Organising materials and facilities in the production of an outcome.
● Developing promotional materials.
● Exhibition set up, final performance / final product.

The module also provides the opportunity and need to collaborate between peers and tutors so that working outcomes can achieve their potential. In order to fulfil the intended learning outcomes students will professionally present their work to an appropriate audience within a set time and in an appropriate environment.

Students will also be expected to develop group and independent promotional materials in both physical and digital formats. |

19.	Teaching and learning activities	
	Teaching and learning activities will include lectures, seminar presentations, group work, one-to-one tutorials and a final presentation.	
	Students will organise and manage promotional materials and curate the final exhibition display under the guidance and advice from lecturers and tutors.	
	Within this module you will use peer and self-assessment at formative assessment points to review progress and identify areas for improvement.	
	Summative assessment is through final exhibition that presents the project outcomes.	
	This will include:	
	- A final product/s - Participation in the organisation of the final exhibition, including the use of promotional materials. - Individual performance in displaying final products and developing personal promotional materials. - A portfolio of support materials that indicate the practical development, including analytical accounts of progress, refinements towards the resolution of a final product - Evaluation	
20.	Intended learning outcomes	*How assessed*
	By successful completion of the module, you will be able to demonstrate:	
	1. Understanding of problem-solving methods towards final outcomes in an art and design context.	F1, F2, S1.
	2. Knowledge of approaches to exhibiting and promoting work for public engagement.	F1, F2, S1.
	3. The ability to accurately communicate ideas and information with structured and coherent arguments to an audience.	F1, F2, S1.

	4. The ability to reflect on and evaluate personal development and identify emerging possibilities.	F1, F2, S2,
21.	Assessment and feedback Formative exercises and tasks: F1. Tutorials will monitor personal progress, research and the development of outcomes. This assessment provides an action plan to develop independent learning. F2. Creative Journal to contain an account of research and practice that will demonstrate awareness, understanding and knowledge of technical and digital practices. This will be documented both as physical samples, drawings and experiments and as a digital portfolio. You will be expected to show independently developed creative pathways	
	Summative assessments: S1. Exhibition with physical and digital portfolio of preparatory and supporting material that indicates the practical development and refinement towards the resolution of a final product and promotional materials. S2. Presentation of an account of your project with reflection upon those areas of creative practice that you wish to develop further.	Weighting% 70% 30%
22.	Learning resources Studio Library VLE Visits Seminars and lectures	

	Key Text: ● Pip Seymour (2003) The artist's handbook: a complete professional guide to materials and techniques Arcturus Publishing ● Althoff, Kai et al (2002) Drawing Now: Eight Propositions. The Museum of Modern Art, New York. ● D.J. Huppatz. (2019) Design, The Key Concepts. Bloomsbury Visual Arts ● Charles Wallschlaeger, Cynthia Busic-Snyder (1992) Basic Visual Concepts and Principles for Artists, Architects and Designers. Wm. C. Brown Publishers ● Weintraub, L. (2003) Making Contemporary Art: How Today's Artists Think and Work Thames & Hudson.
23.	Preparatory work There is no specific requirement for preparation prior to the commencement of the module. However, Personal Development Planning (DPD) tutorials will necessarily entail times reading around identified relevant subject areas. Study Skills Support Presentations

Module Descriptor - Developing Studio Production

1.	Module code	ADD5001-40		
2.	Module title	Developing Studio Practice		
3.	Subject	BA (Hons) Art and Design		
4.	Core, Required or Required* for	BA (Hons) Art and Design		
5.	Level		5	
6.	UK credits	40		
7.	ECTS credits	20		
8.	Optional for	NA		
9.	Excluded combinations	NA		
10.	Pre-requisite or co-requisite	NA		
11.	Class contact time: total hours	Total Hours: 120		
12.	Independent study time: total hours	Total Hours: 280		
13.	Semester(s) of delivery	Year long		
14.	Main campus location	UCW Loxton Campus		
15.	Module co-ordinator	Dr Paul Thirkell		
16.	Additional costs involved	NA		
17.	Brief description and aims of module This module places an emphasis upon your individual skills-based direction. You will employ appropriate research to identify ideas for development and a further understanding of the relationship between materials and concepts, with aim to develop your unique creative practice. You will be encouraged to develop a structured approach to identifying specific materials, technologies and digital tools used to establish and identify working			

methods within your own practice. An experimental focus will be encouraged towards design and aesthetic sensibilities. Personal development and interpretation of creative ideas will support the multi-disciplinary skill-based direction linking to manufacture within the creative industries.

Utilising other module outcomes, creative practice and management skills, you will recognise and investigate commercial products and pathways to determine the underpinning research necessary to create products for a given market.

Your individual practice will focus on the synthesis of effective design, development and professional execution to produce innovative products along with a critical and systematic evaluation of your practice outcomes.

The module aims to:

- Further develop the individual identity of your creative or design practice.
- Develop those skills and attitudes necessary for creative development.t
- Develop an innovative approach to design practice.
- Develop the ability to communicate the under-pinning motivation of a creative practice.

18.	
	Outline syllabus

This module intends to develop your professional practice as an artist or designer. You will concentrate on creating a rigorous, well-managed, informed and independent studio practice. Practical emphasis will be placed on the development of your practical skills and the use of technologies and digital tools. Technical skills will be developed in the core disciplines of your chosen art, design and craft specialist fields.

There will be a development of your professional practice within the field of contemporary art and design. You will be encouraged to situate your own practice and reflect upon its context and scope.

The module will be initiated through the writing of a project proposal indicating intended areas of research, materials, techniques and processes and the use of other resources and project planning. You will be encouraged to reflect upon your developing practice and identify a potential market to build a sustainable professional practice.

Through self-directed studio work and tutorial guidance, you will produce a consolidated body of work This will indicate your continued development of skills

	in communication and critical analysis to further your understanding of contemporary art and design practice.	
19.	Teaching and learning activities This will be supported and developed through: ● Self-directed study. ● One-to-one tutorials with your studio tutor. ● Group critiques. ● Taught workshops. ● The introduction of new working methods / specialist skills. You will learn to develop and sustain self-directed studio practice, and how to direct and resource your practice appropriately. You will also benefit from visiting industry specialists who contribute to tutorials and workshops.	
20.	Intended learning outcomes *By successful completion of the module, you will be able to demonstrate:*	*How assessed*
	1. The ability to critically evaluate underlying social, environmental, ethical and cultural concepts within a studio project.	F1, F2, S1, S2
	2. Knowledge and critical understanding of materials and processes required to realise a creative proposal.	F1, F2, S1, S2
	3. The ability to communicate and apply a critically informed knowledge of the ideas underlying a creative practice.	F1, F2, S1, S2
	4. Knowledge and critical understanding of the main methods of art and design research and critical evaluation.	F1, F2, S1, S2
	5. The ability to reflect, evaluate and present project outcomes in relation to your developing studio practice.	F1, F2, S1
21.	Assessment and feedback	

	Formative exercises and tasks: F1. Tutorials will monitor personal progress, research and the development of outcomes. This assessment provides an action plan to develop independent learning. F2. Creative Journal / Blog to contain an account of research and practice that will demonstrate awareness, understanding and knowledge of technical and digital practices. This will be documented both as physical samples, drawings and experiments and as a digital portfolio	
	Summative assessments: S1. Presentation (10 minutes with 10 minutes questioning) evaluating developments within your creative practice. S2. Portfolio. Physical and digital record of working practice and final outcomes.	Weighting% 20% 80%
22.	Learning resources Studio Library VLE Visits Seminars and lectures Key Text: ● Andrew Tanner, 2010. Batch; Craft, Design and Product. A&C Black Visual Documents of Contemporary Art' series of anthologies; ● Marcus Boon & Gabrielle Levine (Authors), 2018, Practice, Whitechapel gallery ● Petra Lange- Berndt, 2015, Materiality, Whitechapel gallery ● Pip Seymour (2003) The artist's handbook: a complete professional guide to materials and techniques Arcturus Publishing ● Tanya Harrod, Craft,2018, Whitechapel gallery	

	● Weintraub, L. (2003) Making Contemporary Art: How Today's Artists Think and Work Thames & Hudson.
23.	Preparatory work There is no specific requirement for preparation prior to the commencement of the module. However, it is advisable to have read around the subject area and Andrew Tanner, 2010. Batch; Craft, Design and Product. A&C Black Visual Documents of Contemporary Art' series of anthologies; is recommended as a key text to do this. Personal Development Planning tutorials will necessarily entail times reading around identified relevant subject areas Presentations

Module Descriptor - Research for Development

1.	Module code	AAD5002-20
2.	Module title	Research for Development
3.	Subject	BA (Hons) Art and Design
4.	Core, Required or Required* for	BA (Hons) Art and Design
5.	Level	5
6.	UK credits	20
7.	ECTS credits	10
8.	Optional for	NA
9.	Excluded combinations	NA
10.	Pre-requisite or co-requisite	None
11.	Class contact time: total hours	Total Hours: 60
12.	Independent study time: total hours	Total Hours: 140
13.	Semester(s) of delivery	Year long
14.	Main campus location	UCW Loxton Campus
15.	Module co-ordinator	Kari Nygard
16.	Additional costs involved	NA
17.	Brief description and aims of module This aim of this module is to develop your on-going critical understanding of the contemporary, historical and cultural influences which will inspire and inform your creative practice. The module aims to provide you with the skills necessary to	

become an independent researcher and develop your unique creative practice through the contextual study of art and design.

You will analyse how technology, communication, politics and global issues shape the creative intentions of designers, artists and their audience. Looking at the evolution of creative making, tools and technology dependant production, you will examine the changing social structures and occupational patterns that have informed many of the debates around art and design up to the present time.

Individual research resulting from engagement within a creative practice will develop into an area of personal enquiry and enable development and innovation within an art or design practice and define sustainable, creative solutions.

The module will also introduce the key critical theories, environmental and ethical concerns that shape current discourse in art and design and wider culture.

The module aims to:

- Develop an understanding of how communication, technology, politics and global issues shape the creative intentions of designers, artists and their audience.
- Develop the use of research methods to identify and define ethical and creative solutions.
- Develop the ability to question the creative practitioner's role and the impact and meanings of design for society, culture and the environment
- Provide a range of methodologies and approaches to support the development of creative practice

18.	
	Outline syllabus

The module will study major critical theories that have affected contemporary art and design practice. You will also consider how current worldwide issues are influencing creative practice, industry and debate.

By reflecting upon your own practice, you will identify and justify appropriate research approaches to expand your own creative development.

With consideration to your practice you will become familiar with the context within which you are working through its past, present discourses, and looking towards future debates. Ongoing reflection and analysis of your specialist field and marketplace will identify opportunities available to develop a sustainable practice.

There will also be an emphasis on the recognition of how technology has developed the creative industries and how changing technology requires an adaptable approach to develop a competitive practice. This will require the |

	learning of new skills and digital formats. These opportunities should be used to develop design innovation within your practice.	
19.	Teaching and learning activities

This module will place an emphasis on the use of research to consolidate the knowledge and understanding necessary to assist you in the development of creative, technical, technological and theoretical learning.

● Lectures will impart necessary information to illustrate, guide and advise.
● Independent study will be expected to reflect upon your personal practice and the development of personal research. Independent enquiry of self-initiated research will be reflected upon, critically evaluated and utilised to support your professional practice.
● Seminar, group debate and group critiques will discuss, examine and analyse how research is instrumental to promote creativity for design innovation and a sustainable practice.
● Presentations will allow the development personal and professional skills needed to sustain a successful practice.
● Regular one-to-one tutorials will support and provide advice and guidance towards methods that could be used to produce original research projects. | |
| 20. | Intended learning outcomes

By successful completion of the module, you will be able to demonstrate: | **How assessed** |
	1. Critical understanding of how making and creativity has changed in the context of modernity and modernism to the present day.	F1, F2, S1, S2
	2. The application of knowledge and a critical understanding of how technology has changed making and the origins of its development.	F1, F2, S1, S2
	3. The ability to evaluate knowledge and understanding of the ethical implications of creative practice.	F1, F2, S2
	4. The ability to critically evaluate how the culture of consumption has affected creative disciplines within Art and Design.	F1, F2, S2

21.	Assessment and feedback	
	Formative exercises and tasks:	
	F1. Research folder to demonstrate ongoing identification and engagement with appropriate research to expand your own creative development and consider current social, ethical and environmental concerns.	
	F2. Tutorials will monitor personal progress, research and the development of outcomes. This assessment provides an action plan to develop independent learning.	
	Summative assessments:	Weighting%
	S1. Research folder. To demonstrate ongoing identification and engagement with appropriate research to expand your own creative development and consider current social, ethical and environmental concerns	50%
	S2. Impact report (2500 words). To provide an evaluative account of your research and identify the future implications for your practice within the creative industries.	50%
22.	Learning resources Studio Library VLE Visits Seminars and lectures Key Text: ● Bell, J. (2005). Doing Your Research Project. (4th ed.) Milton Keynes: Open University Press ● Cottrell, S. (2005). Critical Thinking Skills: Developing Effective Analysis & Argument. London: Palgrave Macmillan ● Denscombe, M (2007). The Good Research Guide. (3rd ed.) Milton Keynes: Open University Press	

	● Howard, K., Sharp, J.A., Peters, J. (2002). The Management of a Student Research Project. (3rd ed.). London: Gower Publishing Ltd. ● Sturken, M. Cartwright, L (2009) Practices of Looking: An introduction to visual culture. 2nd Edition Oxford University Press	
23.	Preparatory work There is no specific requirement for preparation prior to the commencement of the module. However, it is advisable to have read around the subject area and Sturken, M. Cartwright, L (2009) Practices of Looking: An introduction to visual culture. 2nd Edition Oxford University Press is recommended as a key text to do this. Personal Development Planning tutorials will necessarily entail times reading around identified relevant subject areas Study Skills Support Presentations Referencing and plagiarism Academic writing Research projects / dissertations	

Module Descriptor - Collaboration

1.	Module code	ADD5003-40		
2.	Module title	Collaboration		
3.	Subject	BA (Hons) Art and Design		
4.	Core, Required or Required* for	BA (Hons) Art and Design		
5.	Level		5	
6.	UK credits	40		
7.	ECTS credits	20		
8.	Optional for	NA		
9.	Excluded combinations	NA		
10.	Pre-requisite or co-requisite	None		
11.	Class contact time: total hours	Total Hours: 120		
12.	Independent study time: total hours	Total Hours: 280		
13.	Semester(s) of delivery	Year long		
14.	Main campus location	UCW Loxton Campus		
15.	Module co-ordinator	Ian Shipton		
16.	Additional costs involved	NA		
17.	Brief description and aims of module This module introduces you to the concepts of entrepreneurship through the practical exploration of individual, collaborative and organisational enterprise as a vehicle for exhibition, promotion and generation of new ventures within the creative industries. To further the development of your entrepreneurial skills, engagement with industry and other disciplines and beneficial collaborations, you will consider			

ways in which to engage and participate with interdisciplinary project work. By identifying opportunities to participate within a collaborative setting, it will encourage you to engage broadly with the creative industries and professional networks.

Teamwork, organisation, management and design, along with the development of a range of skills and other learning opportunities will allow you to critically reflect on the collaborative opportunities available to further a career within the creative industries.

The module aims to:

- Provide opportunities to develop professional confidence and skills through outward facing projects, encourage skill sharing and collaborative working, preparing for work as a professional artist or designer or as an employee within the creative industries.
- Encourage entrepreneurship, business enterprise and networking skills.
- Provide opportunities to learn and critically reflect on the skills of collaboration by engaging with interdisciplinary projects.
- Develop opportunities to structure and communicate ideas effectively; practically, orally and in writing.

| 18. | Outline Syllabus

The module provides opportunities for you to work with others in collaborative projects. You will engage within industry settings or with fellow students to combine abilities, creative attributes in order to develop innovative practice. The module will be structured through assignments which encourage the formation of group study and teamwork. Groups will undertake an assignment that is generated by them or is sourced externally.

The types of project work could include:

- An exhibition or online event.
- A commission.
- A creative activity: performance or workshop.
- Work-based or placement learning.
- Collaboration across educational departments e.g. sciences, construction.

There will be an emphasis on forming co-operative working arrangements where individual skills are recognised and encouraged to enable as a team the |

	successful completion of the project. You will be expected to contribute to solving the challenges set and initiate creative and entrepreneurial solutions.

This will develop skills in:

● Problem solving, divergent thinking, critical thinking.
● Decision making, co-operation, compromise and negotiating.
● Design development and production.
● Use of promotional materials and on-line platforms.

Effective communication with the assistance of staff will be essential between you, your group and the client to ensure that your progress is fulfilling the project aims and objectives. Project management will monitor schedules, interim and final deadlines.

Technology should be used when appropriate to effectively resolve making and production. You will be expected to record all group activity and devise appropriate ways to promote your project or venture. |
| 19. | Teaching and learning activities

Teaching and learning will be supported and developed through:

● Group work to develop collaborative practice. Outcomes will be reflected upon, critically scrutinised to support your individual creative practice.
● Independent study will develop a personal research folder that will be used to contribute ideas, strategies for innovative approaches to collaborative work.
● Guest Lectures will define differing approaches to professional practice.
● Regular tutorials will support your personal and group collaborative activity. This will provide advice and guidance towards developing creative and practical solutions involved in your collaborative project.
● Seminar, group debate / critiques will discuss, examine and analyse the challenges surrounding a group project. These will include executing the project, management skills, fulfilment of the client brief, time management, contingency plans, the effectiveness of design strategies and the importance of collaborative practice to develop a sustainable practice.

To ensue all group members, participate equally you will be required to document all project activity in a personal research folder that evidences individual ideas, designs and management activity. This material will cross reference to a group folder and the project outcomes. |

20.	Intended learning outcomes	*How assessed*
	By successful completion of the module, you will be able to demonstrate:	
	1. The ability to present and communicate projects effectively to a variety of audiences.	F1, F2, S1, S2
	2. To effectively participate within a collaborative setting, within the creative industries and professional art and design networks.	F1, F2, S1, S2
	3. The ability to apply established techniques to undertake critical analysis of the transferable skills required to achieve project outcomes.	F1, F2, S1, S2
	4. The ability to critically review and present findings of collaborative project.	F1, F2, S1
21.	Assessment and feedback	
	Formative exercises and tasks:	
	F1. Research folder to provide a reflective account of your engagement with your collaborative group and the role that you played within it. Evidence of research into other collaborative / entrepreneurial opportunities.	
	F2. Presentation to reflect upon the collaborative process.	
	Summative assessments:	Weighting%
	S1. Research Folder outlining your involvement in the project	40%
	S2. Final outcomes and group folder to provide evidence of individual participation and identified roles within the group	60%
22.	Learning resources	

		Studio
		Library
		VLE
		Visits
		Seminars and lectures
		Key Text: ● Claire Bishop (2006) Participation Whitechapel Gallery ● Ezio Manzini Design (2015) When Everybody Designs: An Introduction to Design for Social Innovation The MIT Press ● Pablo Helguera (2011) Education for Socially Engaged Art: A Materials and Techniques Handbook Jorge Pinto Books Inc.; Illustrated edition
23.		Preparatory work There is no specific requirement for preparation prior to the commencement of the module. However, it is advisable to have read around the subject area and Ezio Manzini Design (2015) When Everybody Designs: An Introduction to Design for Social Innovation The MIT Press is recommended as a key text to do this. Personal Development Planning tutorials will necessarily entail times reading around identified relevant subject areas Study Skills Support Presentations Research skills

Module Descriptor - Sustainable Practice

1.	Module code	AAD5004-20		
2.	Module title	Sustainable Practice		
3.	Subject	BA (Hons) Art and Design		
4.	Core, Required or Required* for	BA (Hons) Art and Design		
5.	Level		5	
6.	UK credits	20		
7.	ECTS credits	10		
8.	Optional for	NA		
9.	Excluded combinations	NA		
10.	Pre-requisite or co-requisite	None		
11.	Class contact time: total hours	Total Hours: 60		
12.	Independent study time: total hours	Total Hours: 140		
13.	Semester(s) of delivery	Year long		
14.	Main campus location	UCW Loxton Campus		
15.	Module co-ordinator	Ian Shipton		
16.	Additional costs involved	NA		
17.	Brief description and aims of module This module will enable you to develop a diverse professional skill set using practical technological and ecologically friendly formats. Working with traditional, contemporary and digital practices you will analyse, enable and improve your sustainable performance as a practitioner. This module focus underpins the necessity of understanding the role practitioners play in determining their ecological impacts. Contextual awareness will investigate			

tensions between industrial practice, global and local communities, advocated strategies and how this affects the responsibility of you as a design practitioner.

Importance will be placed upon your practice research that sources environmentally friendly knowledge to develop strategies for implementing a conscientious understanding to materials, efficiency in production and good design practice. These will include problem solving methods, sourcing of materials, adapting materials and considering production techniques required for a sustainable practice.

The module aims to:

- Develop an awareness to the topics and discourses surrounding environmental issues.
- Develop a resourceful and sustainable approach to the creation of products.
- Develop research methods that address and employ ecologically aware production methods and materials.
- Develop the ability to apply and review sustainable methods to enable ethical and ecologically responsible projects.

18.	Outline syllabus
	In this module you will focus on current issues and debates surrounding the impact production has on the environment and examine the ethical responsibilities that you have as a practitioner. In response to a set brief, you will explore strategies and practical solutions to improve and develop an ecologically sustainable practice.

By examining your specialist field, you will develop research and knowledge to gain an understanding into the materials and production methods utilised in your subject area. You will then consider the environmental impact to assess whether they are appropriate to good practice and so sustainable for future use.

By reflecting on your findings, you will then define these ecological problems and work towards solutions that could modify and improve your creative practice. These could include the sourcing of recycled or local materials, adopting efficient production methods, examining the circular economy and the identification of suitable marketplaces. |

	You will plan and manage your research by reflecting upon your work to develop simple, realistic and achievable solutions in building ethical awareness to achieve a sustainable and professional future practice.	
19.	Teaching and learning activities Teaching and learning will be supported and developed through: ● Independent study to develop your personal practice. Outcomes will be reflected upon, critically scrutinised and used to support and to adapt practice ● Independent study will develop a research folder reflecting your approach to creating a sustainable practice. ● Lecture programme to examine current environmental issues on a global, national, and local basis will support awareness of current and future creative solutions to the ecological challenges faced in contemporary art and design practice. ● Regular one-to-one tutorials will support your personal direction and provide advice and guidance towards producing personal research and practical solutions. ● Seminar, group debate / critiques will discuss, examine and analyse environmental problems facing the creative industries and how effective and innovative design can develop a sustainable practice. Emphasis will be placed on consolidating understanding and consideration of current environmental issues, concerns and debates. Problem solving will be practically implemented and skills developed through the exploration and development of technical, technological and innovative practice. This module should be used in conjunction with other practical activities to develop an ethical framework for present and future working systems.	

20.	Intended learning outcomes	*How assessed*
	By successful completion of the module, you will be able to demonstrate: 1. Knowledge and critical understanding of ecological implications within a sustainable creative practice.	F1, F2, S1, S2

	2. The ability to critically evaluate how current ethical and ecological debates influence perceptions of creative practice.	F1, F2, S2
	3. Knowledge and critical understanding of sustainable practices within production and manufacturing.	F1, F2, S1, S2
	4. The ability to analyse, formulate and critically review and present your findings within an art and design context.	F1, F2, S1
21.	Assessment and feedback *Formative exercises and tasks:* F1. Research folder documenting your research into the environmental implications of your creative practice and the wider debates within the creative industries. F2. Tutorials will monitor personal progress, research and development. This process will provide an action plan to develop independent learning. Tutorials will monitor personal progress, research and development. This process will provide an action plan to develop independent learning.	
	Summative assessments:	Weighting%
	S1. Research Folder to demonstrate the research undertaken with reflective account of the impact upon your creative practice	70%
	S2. Presentation (10 minutes with 10 minutes for questioning) to provide an overview of the research and its implications on your creative practice.	30%
22.	Learning resources Studio Library VLE Visits	

	Seminars and lectures Key Text: ● Chick, Anne & Micklethwaite Paul (2011) Design for Sustainable Change: How Design and Designers can Drive the Sustainability Agenda AVA Publishing ● Ezio Manzini Design (2015) When Everybody Designs: An Introduction to Design for Social Innovation The MIT Press ● Mike press, Rachel Cooper (2017) The design Experience: the Role of Design and Designers in the Twenty-First Century. Ashgate ● Martin Raymond (2003) The Tomorrow people: Future Consumers and How to Read Them. Financial Times Prentice Hall ● Tim Parsons (2009) Thinking, Objects: Contemporary Approaches to Product Design AVA Academia 2009
23.	Preparatory work There is no specific requirement for preparation prior to the commencement of the module. However, it is advisable to have read around the subject area and Chick, Anne & Micklethwaite Paul (2011) Design for Sustainable Change: How Design and Designers can Drive the Sustainability Agenda is recommended as a key text to do this. Personal Development Planning tutorials will necessarily entail times reading around identified relevant subject areas.

Practice Research - Studio Production

1.	Module code	AAD6001-60
2.	Module title	Studio Production
3.	Subject	BA (Hons) Art and Design
4.	Core, Required or Required* for	BA (Hons) Art and Design
5.	Level	6
6.	UK credits	60
7.	ECTS credits	30
8.	Optional for	NA
9.	Excluded combinations	NA
10.	Pre-requisite or co-requisite	None
11.	Class contact time: total hours	Total Hours: 180
12.	Independent study time: total hours	Total Hours: 420
13.	Semester(s) of delivery	Year long
14.	Main campus location	UCW Loxton Campus
15.	Module co-ordinator	Dr Paul Thirkell
16.	Additional costs involved	NA
17.	Brief description and aims of module

In this module you will concentrate on developing a rigorous, well-managed, informed and independent studio practice, developing a body of work based on a studio discipline, subject or theme.

This module focuses on the development of a complex idea or argument based on the skills and knowledge you have acquired to date. It could build on the direction of work that was emerging from Level 5 study reflecting a detailed ||

knowledge of your area of interest. The emphasis is on selecting the best means of researching and investigating an idea that culminates in a significant body of work that expresses a sustained argument and a creative vision that is at the forefront of the discipline. This should reflect independent research with strong conceptual underpinning and well-founded and reasoned and/or practical investigation.

This module aims to:

- Provide the necessary framework to encourage an autonomous, professional, and reflective approach to a studio practice.
- Facilitate the expression of ideas within a professional and/or academic context.
- Develop and incorporate the appropriate skills, techniques and technologies to gain the most from your practice.
- Link your practice with external opportunities available on a local, national and global scale.
- Development of the ability to communicate ideas to an audience in a systematic and coherent manner.

18.	

Outline Syllabus

The initial, formative stage is to negotiate a project proposal with tutors.
The project should be aimed towards the development and realisation of a body of practical work which you will be carried out during the module. The work should initially be based upon ideas, knowledge, strengths and related skill sets that have begun to emerge in your Level 5 study. The written proposal will outline the intention of the work and indicate the critical and contextual framework within which the work will be developed. The outline should also be structured to indicate the areas of research required, materials, techniques and processes that are intended to move the project and your development forward. Your proposal should evidence increasing knowledge of the professional contexts within which your proposed work will exist and indicate how the project will be managed. You will also be required to evaluate and reflect upon the professional sustainability of your practice.

The project undertaken will be executed through focused making guided by identified professional standards. Workshops will enable you to formulate, develop and realise a project, supported by a studio workshop log and documentation of studio-based research and skills development.

The final stage is the presentation and the staging of an exhibition of the art and design studio project work. This is an important part of course experience, calling

	for teamwork, organisation, management and design to develop a range of skills critical to future careers. The concluding work presented in your portfolio must be carefully selected to represent your present practice as an artist and designer. Outcomes and products presented for exhibition must be of a high standard reflecting professional qualities in innovation, production, design and aesthetics.	
19.	Teaching and learning activities The programme is taught through a mixture of lectures, seminars, tutorials and workshops. You will also be expected to undertake a significant amount of independent study into the processes you are exploring. The programme will be taught and structured to develop your professional practice as a creative maker and is focused on emphasising industry standards. ● Through Independent study you will reflect upon your personal practice and development of research. ● Independent enquiry of self-initiated resource material and information will be critically scrutinised, evaluated and resolved solutions will reflect and support high standards in professional practice. ● Lectures will impart necessary information to illustrate, guide and advise; these must be capitalised upon, and information employed were appropriate. ● Seminar, group debate and group critiques will discuss, and analyse work being produced. Effective critique will examine design and development of work and production methods encouraging an innovative and sustainable approach. ● Presentations will allow the development of personal and professional skills needed to sustain a successful practice. ● Regular one-to-one tutorials will support your personal practice and provide advice and guidance.	
20.	Intended learning outcomes By successful completion of the module, you will be able to demonstrate: 1. A systematic understanding of the skills and knowledge acquired to realise creative development within an art and design practice.	*How assessed* F1, F2, S1, S2

	2. The ability to independently produce a product within an ethical and sustainable art and design practice.	F1, F2, S1, S2
	3. Conceptual understanding that enables the application of professional standards appropriate to the context and aims of the proposed outcome.	F1, F2, S1, S2
	4. The ability to critically reflect on the development, management and outcome of the project within a professional context.	F1, F2, S2
	5. The ability to manage, produce and present the project outcome in a professional public context.	F1, F2, S1, S2
21.	Assessment and feedback Formative exercises and tasks: F1 Presentations Initial project proposal presentation. F2, Interim project findings presentation and one to one development discussions	
	Summative assessments: S1. Exhibition S2. Supporting portfolio: Supporting evidence folder: including an initial project proposal, a journal documenting the project in relation to the underlying ideas and their development, areas of exploration, skill base and methods used and ongoing critical evaluation of the developments and outcomes. Assessment of project outcome professional sustainability.	Weighting% 60% 40%
22.	Learning resources Studio Library VLE	

		Visits
		Seminars and lectures
		Key Text:
		● Althoff, Kai et al (2002) Drawing Now: Eight Propositions. The Museum of Modern Art, New York.
		● C Gray Visualising Research, a guide to research process in art and design Ashgate 2004
		● Contemporary Art in the United Kingdom Edited by Phoebe Adler Black Dog Press 2014 1907317686 https://emergingartistguide.wordpress.com/emerging-artist-guide-index/getting-started/documenting-your-work/
		● D.J. Huppatz. (2019) Design, The Key Concepts. Bloomsbury Visual Arts
		● Design, Creativity, and Culture: an Orientation to Design Maurice Barnwell Black Dog Press 2011 isbn 1907317406
		● Ethics Edited by Walead Beshty ISBN: 9780262527187 MIT Press 2015
		● Jameson F ed The Culture of Globalisation Post Contemporary Interventions Duke UP 1998
		● Materiality Edited by Petra Lange-Berndt ISBN: 9780262528092 MIT Press 2015
		● Pip Seymour (2003) The artist's handbook: a complete professional guide to materials and techniques Arcturus Publishing
		● Weintraub, L. (2003) Making Contemporary Art: How Today's Artists Think and Work Thames & Hudson.
23.		Preparatory work
		There is no specific requirement for preparation prior to the commencement of the module. However, it is advisable to have read around the subject area and Design, Creativity, and Culture: an Orientation to Design Maurice Barnwell Black Dog Press 2011 isbn 1907317406 is recommended as a key text to do this. Personal Development Planning tutorials will necessarily entail times reading around identified relevant subject areas.

Module Descriptor - Practice Research

1.	Module code	AAD6002-20				
2.	Module title	Practice Research				
3.	Subject	BA (Hons) Art and Design				
4.	Core, Required or Required* for	BA (Hons) Art and Design				
5.	Level				6	
6.	UK credits	20				
7.	ECTS credits	10				
8.	Optional for	NA				
9.	Excluded combinations	NA				
10.	Pre-requisite or co-requisite	None				
11.	Class contact time: total hours	Total Hours: 60				
12.	Independent study time: total hours	Total Hours: 140				
13.	Semester(s) of delivery	Year long				
14.	Main campus location	UCW Loxton Campus				
15.	Module co-ordinator	Dr Paul Thirkell				
16.	Additional costs involved	NA				
17.	Brief description and aims of module This Level 6 module is dominated by research-driven project work, which will underpin the Studio Production module. Emphasis will be placed upon developing opportunities to work on 'live' industry briefs, enter competitions, initiate your own briefs and work collaboratively with other students in your year. The module aims to further develop your research skills, assisting the creation and implementation of a project proposal, devised to inform and enrich its creative						

direction and related skills base. You will define and manage the research directives of your project through devising appropriate aims, objectives, research methodologies and data collection to guide and enrich the scope of the project. This will provide a conceptual framework for the project and explore the links between your creative practice and relevant contextual research and design theories. This process will involve phases of problem finding, problem solving, and spotting opportunities for innovation within sustainable and ethical making methods in art & design.

This module aims to:

- Provide a framework for planning appropriate methods for implementing a creative project or venture.
- Enable the application of knowledge and understanding towards solving discipline related problems.
- Require a creative project to be effectively managed within a given time frame.
- Enable the application of critical evaluation skills to mediate and improve the focus and outcome of a project.
- Provide a framework for the reflection and evaluation of the strengths and weaknesses of the project outcome in order to guide the development and success of future project work.

18.	
	Outline syllabus

This module is centred on supporting the research required for undertaking the Studio Production module. It is supported by a series of research and industry-based lectures. There is a strong emphasis on independent study to focus the integration of theory and practice, creating a contextual and theoretical framework for the proposed project. These learning experiences prepare you for a variety of employment routes and/ or postgraduate study.

In order to fulfil the intended learning outcomes students will professionally present their work to an appropriate audience within a set time and in an appropriate environment. |
| 19. | |
| | Teaching and learning activities

The programme will be taught and structured to further develop your research skills-based practice. Students will be expected to commit to independent study.

- Workshops will guide and explore means of developing methods of how to plan and manage a research project, illustrate research methodologies and their application. |

	● Independent study will be structured and will manage your personal practice and research development. ● Seminar and group critiques will discuss and analyse collection of research evidence and its effective use in developing a sustainable practice. ● Regular one-to-one tutorials will monitor and support your research practice. These sessions will check the validity and efficiency of research methods being utilised to ensure effect progress. ● Guided reading will enable students to gain awareness and use information to determine their research directives and development of professional practice.

20.	Intended learning outcomes *By successful completion of the module, you will be able to demonstrate:*	**How assessed**
	1. The ability to independently plan and carry out your project based on research at the forefront of art and design practice.	F1, F2, F3, S1, S2
	2. An ability to synthesise and communicate project aims and objectives in order to confirm the scope of the research project.	F2, F3, S1, S2
	3. A systematic review of the methods used to realise the research project within an art and design context.	F2, F3, S2

21.	Assessment and feedback Formative exercises and tasks: F1. Research proposal: Proposal for research strategy intended for Studio Production module proposal F2. Presentations Interim research findings and selected case studies F3. Research folder – Documentation of research process, case studies, bibliography and literature review	
	Summative assessments: S1. Presentation: communicate ideas and material used to research and fulfil Studio Production Project	Weighting% 30%

	S2. Project report (3000 words) outlining aims, objectives, methodology, research findings and recommendations for further research emerging from the project.	70%
22.	Learning resources Studio Library VLE Visits Seminars and lectures Key Text: ● Bell, J. (2005). Doing Your Research Project. (4th ed.) Milton Keynes: Open University Press ● Cottrell, S. (2005). Critical Thinking Skills: Developing Effective Analysis & Argument. London: Palgrave Macmillan ● Denscombe, M (2007). The Good Research Guide. (3rd ed.) Milton Keynes: Open University Press ● C. Frayling, Research in Art and Design, Royal College of Art, 1994. ● http://www.transart.org/wp-content/uploads/groupdocuments/ 79/1372332724-Frayling_Research-in-Art-and- Design.pdf ● Howard, K., Sharp, J.A., Peters, J. (2002). The Management of a Student Research Project. (3rd ed.). London: Gower Publishing Ltd. ● The Domain of Images; James Elkins; 2018; Book; Published by: Cornell UniversityPress https://www.upv.es/laboluz/master/seminario/textos/Visualizing_Research.pdf ● The Student's Guide to Preparing Dissertations and Theses 2ed (Routledge Study Guides) Brian Allison 2004 ● Research for Designers: A Guide to Methods and Practice A Paperback edition by Gjoko Muratovski ● Weintraub, L. (2003) Making Contemporary Art: How Today's Artists Think and Work Thames & Hudson.	
23.	Preparatory work There is no specific requirement for preparation prior to the commencement of the module. However, it is advisable to have read around the subject area and C. Frayling, Research in Art and Design, Royal College of Art, 1994 is recommended as a key text to do this. Personal Development Planning tutorials will necessarily entail times reading around identified relevant subject areas Study Skills Support	

	Presentations
	Referencing and plagiarism
	Academic writing
	Research projects / dissertations

Module Descriptor - Future Planning

1.	Module code	AAD6003-40		
2.	Module title	Future Planning		
3.	Subject	BA (Hons) Art and Design		
4.	Core, Required or Required* for	BA (Hons) Art and Design		
5.	Level		6	
6.	UK credits	40		
7.	ECTS credits	20		
8.	Optional for	NA		
9.	Excluded combinations	NA		
10.	Pre-requisite or co-requisite	None		
11.	Class contact time: total hours	Total Hours: 120		
12.	Independent study time: total hours	Total Hours: 280		
13.	Semester(s) of delivery	Year long		
14.	Main campus location	UCW Loxton Campus		
15.	Module co-ordinator	Ian Shipton		
16.	Additional costs involved	NA		
17.	Brief description and aims of module This module requires you to engage in art and design as a professional practice and prepares you for a potential workplace environment. It will examine the extensive range of careers within the creative industries and possible marketplaces for your skills and/or products. This will increase your understanding of your role as a practising designer maker and artist and the opportunities available to you. The module will develop your professional skills for you to initiate a self-directed business plan aimed at marketing a product, business venture or an aspect of			

your skill base. It also encourages the definition and implementation of a plan into an employment setting either as a self-employed practitioner, as an employee within your chosen industry, or the creation of a portfolio of work opportunities. In addition, you have the opportunity to devise a website or digital portfolio.

This module aims to:

- Provide a professional framework for honing transferable skills and qualities necessary for employment.
- Develop insights into the level of initiative and personal responsibility required to operate in a professional context.
- Establish realistic graduate opportunities.

18.	Outline syllabus You will develop with academic support marketing and finance skills to design a comprehensive plan for identifying and securing employment opportunities relating to the creative skill base developed and products produced.
19.	Teaching and learning activities There is some initial lecture delivery around careers planning, conducting a review of opportunities and professional approaches but in the main tutor contact is through advisory tutorials to support the placement and/or activity. There are a number of progress checks throughout the span of the module. Producing an accurate account of your activities and generating an evidence base is key to the success of this module. The programme will be structured to identify and develop employment opportunities within the creative industries. It will enable you to identify your skill base and build a robust professional portfolio to encourage opportunities for your employment within a sustainable practice. You will be expected to commit to high levels of independent study and utilise the academic support provided: ● Workshops will guide and explore means of developing knowledge and insights into employment opportunities within the creative industries. ● Independent study will be structured to manage your personal professional development towards an identified employment target. ● Seminar groups will discuss and analyse the effectiveness of plans for the development of a sustainable practice.

	● Regular one-to-one tutorials will monitor and support your future planning. These sessions will ensure realistic plans are being developed and employed. ● Individual supporting materials will be developed aimed at gaining the identified opportunities and developing plans to market yourself to an employer or initiating a product or service. ● You will create and present a robust plan outlining your future aims and how you propose to achieve them. This will involve creating appropriate promotional material, financial forecasting and the possible sourcing of grants, bursaries and other opportunities.	
20.	Intended learning outcomes *By successful completion of the module, you will be able to demonstrate:*	*How assessed*
	1. A systematic understanding of the principles of business and finance within your field of art and design practice.	F1 F2 S1 S2
	2. The ability to critically evaluate the professional standards required for a career within the creative industries.	F1 F2 S1, S2
	3. The ability to conduct contextual research to gain a systematic understanding of the knowledge required to produce a sustainable business plan.	F1 F2 S1 S2
	4. The ability to independently deploy research methods to critically evaluate marketing activities in relation to sustainable practice within the creative industries.	F1 F2 S1 S2
21.	Assessment and feedback *Formative exercises and tasks:* F1. Negotiated project brief F2. Research folder	

	Summative assessments:	Weighting%
	S1. Presentation (10 minutes presentation and 10 minutes questioning)	30%
	S2. Research folder	70%
22.	Learning resources Studio Library VLE Visits Seminars and lectures Key Text: ● Mike Press, Rachel Cooper (2017) The design Experience: the Role of Design and Designers in the Twenty-First Century. Ashgate ● Martin Raymond (2003) The Tomorrow people: Future Consumers and How to Read Them. Financial Times Prentice Hall ● Creswell, J.W. (2002) Research Design: Qualitative, Quantitative, & Mixed Methods Approaches. (2nd ed.). London: Sage Publications Ltd. ● Weintraub, L. (2003) Making Contemporary Art: How Today's Artists Think and Work Thames & Hudson. ● Cottrell, S. (2005). Critical Thinking Skills: Developing Effective Analysis & Argument. London: Palgrave Macmillan	
23.	Preparatory work There is no specific requirement for preparation prior to the commencement of the module. However, it is advisable to have read around the subject area and Mike Press, Rachel Cooper (2017) The design Experience: the Role of Design and Designers in the Twenty-First Century is recommended as a key text to do this. Personal Development Planning tutorials will necessarily entail times reading around identified relevant subject areas.	

7. Appendices

Appendix 1 - Marking Criteria

Marks will be allocated using the following qualitative guidelines:

70% +	Work of distinguished quality, which is based on extensive research and/or strong technical and creative competence. Clear and logical organisation; consistent scheme of references, used entirely appropriately. An authoritative grasp of concepts, methodology and content appropriate to the programme discipline and to the assessment task will be demonstrated. There is clear evidence of originality and insight and an ability to sustain an argument and/or solve discipline related problems, based on critical analysis and/or evaluation. The ability to synthesise material effectively and the potential for skilled innovation in thinking and practice will be evident.
60% - 69%	Work of good quality, which is based on a wide range of properly referenced sources and/or creative input, demonstrating a sound and above average level of understanding of concepts, methodology and content appropriate to the programme discipline and to the assessment task. There is clear evidence of critical judgement in selecting, ordering and analysing content to construct a sound argument based on responses which reveal occasional insight and/or originality. Ability to solve discipline related problems will be effectively and consistently demonstrated. Draws on an appropriate range of properly referenced sources.
50% - 59%	Work of sound quality which is based on satisfactorily referenced sources and/or creative input and which demonstrates a grasp of relevant material and key concepts, together with ability to structure and organise arguments or materials effectively. The work may be rather standard, but will be mostly accurate, clearly communicated and provide some evidence of ability to engage in critical analysis and/or

	evaluation. There will be no serious omissions or irrelevancies. In dealing with solutions to technical problems, appropriate methods will be chosen. Coherent organisation in general with effective use of references and acknowledgement of sources.
40% - 49%	Work of satisfactory quality, which covers the basic subject matter adequately and is appropriately organised and presented, but which is primarily descriptive or derivative rather than analytical or creative. Study may be limited and narrowly focussed. There may be some misunderstanding of key concepts and limitations in the ability to select relevant material or techniques, and/or in communication or other relevant key skills, so that the work may be flawed by some errors, omissions or irrelevancies. There will be some evidence of appropriate research and ability to construct an argument, but it may be narrowly focused. In dealing with solutions to technical problems, established and appropriate methods will generally be chosen, but these may be applied uncritically.
39% or below	Work which indicates some evidence of engagement with the subject material and learning process, but which is essentially misinterpreted, misdirected, misunderstood or poorly organised and sketchy or otherwise just failing to meet threshold standards at the level concerned.

Appendix 2 - Policies and Procedures

A link to Policies and Procedures relating to HE Students can be found on Office 365.