

**UNIVERSITY FOR THE CREATIVE ARTS**

**PROGRAMME SPECIFICATION FOR:**

**INTERNATIONAL FOUNDATION IN ART DESIGN AND MEDIA**

**PROGRAMME SPECIFICATION ACADEMIC YEAR 2020/21**

*This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.*

Section A – Material Course Information

Validating Body	University for the Creative Arts. <sup>1</sup>		
Teaching Body	University for the Creative Arts		
Final Award Title and Type	UCA Level 3, 90 credits		
Course Title	International Foundation in Art Design and Media		
Course Location and Length	Campus: Farnham	Length: 28 weeks <sup>2</sup>	
Mode of Study	Full-time	✓	Part-time
Period of Validation	2019/20 to 2023/24		
Name of Professional, Statutory or Regulatory Body	Not Applicable		
Type of Accreditation	Not Applicable		
Accreditation due for renewal	Not Applicable		
Entry criteria and requirements <sup>3</sup>			
<p><b>Minimum entry requirements</b></p> <p>You usually need to have completed 12 years* of schooling (with good grades) and show strong evidence of your ability to successfully complete the programme and progress onto your chosen degree.</p> <p><b>English language requirements</b></p> <p>For this course you need to take an IELTS for UKVI test and achieve an overall IELTS score of 5.0 with 4.5 in each component. If your IELTS scores are lower than this, you could consider our <b>International Foundation with 5 weeks English</b>_(IELTS 4.5 with 4.5 in writing and 4.0 in other components), or our <b>International Foundation with 10 weeks English</b>_(IELTS 4.0 with 4.0 in each component).</p> <p>You can also find out more information on our <b>Pre-sessional English page</b>.</p> <p>*For countries where 11 years of schooling is comparable to this level of entry, this will be accepted.</p>			
Overall methods of assessment <sup>4</sup>	Written exams:	Practical exams:	Coursework:
Course	0.0%	0.0%	100.0%
Overall Learning & Teaching hours <sup>5</sup>	Scheduled:	Independent:	Placement:
Course	62.2%	37.8%	0.0%
	560 hours	340 hours	0 hours
General level of staff delivering the course <sup>6</sup>	The University's current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant		

<sup>1</sup> Regulated by the Office for Students

<sup>2</sup> Students may enter the course in Autumn (October 2020/September 2021) or February.

<sup>3</sup> This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

<sup>4</sup> As generated by the most popular unit descriptors and calculated for the overall course stage data.

<sup>5</sup> As generated by the most popular unit descriptors and calculated for the overall course stage data.

<sup>6</sup> Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer

	discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or professional Recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional Staff to link courses with professional practice and Technicians to provide technical support.
Language of Study	English
Subject/Qualification Benchmark Statement: N/A	
Framework for Higher Education Qualifications (FHEQ) N/A	

### The course structure

The International Foundation in Art Design and Media (IFADM) is comprised of level 3 credits awarded within the scope of the University's Common Credit Framework (CCF) but does not sit within the Framework for Higher Education Qualifications (FHEQ).

A certificate of completion and a transcript is awarded to students upon successful completion of 90 credit Level 3 and the programme is awarded on a pass / fail basis.

Unit codes and titles	Level	Credit value	Elective/ Core	Most popular student choice of optional elective units or elective options in core units?
<b>Course</b>				
FADM3001 Exploring Practices: Process, Materials and Techniques	3	20	Core	
FADM3002 English for Academic Purposes, Research and Study Skills	3	30	Core	
FADM3003 Investigating Specialist Practice	3	20	Core	
FADM3004 Final Major Project	3	20	Core	

A list of unit titles undertaken in each stage

Stage 1	FADM3001 - Exploring Practices: Process, Materials and Techniques FADM3002 - English for Academic Purposes, Research and Study Skills
Stage 2	FADM3002 - English for Academic Purposes, Research and Study Skills FADM3003 - Investigating Specialist Practice
Stage 3	FADM3002 - English for Academic Purposes, Research and Study Skills FADM3004 - Final Major Project

### Section B - Course Overview

### Stage 1

Stage 1 has been designed to help students explore and think about specialist areas of study and to develop key skills in investigation, recording and exploration within Art, Design and Media and studying in a second language. Students will engage in a series of projects that have been structured to give you a detailed diagnostic introduction to a range of core generic art, design and media concepts and practical working approaches.

### Stage 2

We have designed this stage to build upon the knowledge, skills and practices that you will have developed in Stage 1. This Stage gives you the chance to focus on your chosen specialist practice in the creative arts by exploring the practice/s that you have decided upon in greater depth.

### Stage 3

Students will complete this by initiating, researching, developing, concluding, evaluating and presenting a self-directed specialist project. Students will have the chance to propose and undertake individual specialist work and therefore finally confirm your specialist practice and interests. Embedded into this Stages is more advanced language and study skills appropriate to academic study within the arts. These skills will be very independent at this point in the course.

A programme of lectures, key workshops and relevant museum and gallery visits in the UK and Europe will support this course. Students will be introduced to and develop the awareness of key contextual, contemporary and historical ideas, concepts and themes, which will continue your practical studio work throughout the course.

Throughout the course we place a strong emphasis on research, which is the systematic development of ideas and key methodologies for navigating, interpreting and communicating what is driving you and your practice. We have designed this to run throughout the 3 stages of the course to support the natural and incremental development of these skills.

## Section C - Course Aims

- A1: Develop Art, Design and media knowledge.
- A2: Develop Critical, Analytical and Contextual awareness of different international contemporary and historical contexts and theoretical debates in Art, Design and Media.
- A3: Provide continuous and progressive diagnostic context to enable identification of strengths and direction through exploring practical skills and theoretical concepts.
- A4: Develop research skills in relation to idea development to find creative solutions.
- A5: Develop problem solving, time management, decision making, reflective and evaluative skills by applying understanding of art, design and media concepts.
- A6: Develop English Language and Study Skills to enable confidence, independence and preparedness for undergraduate study.

## Section D - Course Outcomes

Upon successful completion of the course students are able to:

#### Knowledge

LO1: improve English *to a level appropriate for academic study at degree level* to apply good knowledge of relevant international, cultural, contemporary and historical, theoretical and professional contexts

#### Understanding

LO2: enhance understanding of criticality in creative arts

LO3: develop understanding of the basic elements and principals of visual language and the use of observational and conceptual drawing and recording skills

#### Application

LO4: apply autonomy and ability to carry out primary and secondary research involving the identification and use of relevant resources and develop a range of transferable skills in communication, time management and presentation skills.

LO5: apply problem-solving by selection of appropriate media, materials and processes to generate creative ideas.

### **Section E - Learning, Teaching and Assessment**

#### Learning and Teaching Strategy

**Embedded Learning:** All units and associated projects are delivered with embedded approaches to English for Academic Purposes and study skills in the context of diagnostic Art and Design research, concepts, techniques and practices. Students' progress and development is evidenced through a range of embedded elements within all projects and units, which include written assignments, reflective and academic writing, and visual and verbal presentations. This enables students to evidence the 4 key components of reading, writing, listening and speaking integral to language-based assessment of IELTS equivalence. This embedded approach to delivery of the course is further underpinned and supported through the use and implementation of Unit 2 (English for Academic purposes, research and study skills). The Unit 2 (English for Academic purposes, research and study skills) runs throughout the course, enables students to build and develop such knowledge and learn skills. The unit 2 (English for Academic purposes, research and study skills) allows for a more equal and robust approach identifying and quantifying achievement for students from non-UK educational prior learning backgrounds. All projects include written visual and presentation-based outputs clearly aligned to the learning and assessment outcomes. This is designed to promote a more holistic approach for students coming from diverse educational cultures, which often separates academic research and practice.

**Stage 1 Exploratory:** This is delivered through a series of 4 projects designed to enable students to investigate a range of skills and application across a range of core disciplines Fine Art, Three dimensional design, Fashion Textiles, Time Based Media and Visual communication helping students begin to define their specialist focus and develop a range of visual, written and verbal transferable skills. Students will engage in a variety of workshops and inductions integrated within the projects, giving them access to a range of resources, which include: 3D workshop, Printmaking, Photoshop, InDesign and Photography.

**Stage 2 Pathway:** This is delivered through a series of three overarching projects, which allow students to engage, investigate and develop their own particular specialist practice. Integrated within this are a range of specialist and advanced inductions in order to build on and develop existing skills toward specialist

engagement.

**Stage 3 Confirmatory:** This is delivered through a final major project, which allows students to develop a body of research and practice investigation specific to and in confirmation of their specialist practice and BA progression choice. This culminates in a final exhibition within the campus and is key aspect of the professional development and degree level focus.

**Visual Reflective journal:** This has been developed as an integral learning tool, enabling students to track, develop and analyse their learning journal through both visual and written outcomes and responses. This is a key element of recording, developing, and reflecting upon the acquisition of core practice based skills key to BA level study for the creative industries.

**Research File:** This has been developed to help students collate and reflect, on a range of integrated research topics, containing lecture notes, progression and specialist research tutorial and assessment feedback. The research file also supports the development and production of key written and presentation based assignments.

**Course Blog:** The Course Blog develops across the course as a live platform to enable students to discuss and share practice. This is a key peer learning tool, with specific tasks embedded within the projects

**MyUCA:** is integral to the delivery and teaching and learning strategy of the course. All projects and related materials are posted in advance of delivery, allowing students to prepare and familiarise themselves prior to delivery, essential for students whose first language is not English. Students will also engage with MyUCA through the use of the course blog, Turnitin assignments, and peer assessment.

**Specialist Workshops:** All projects incorporate a series of specialist based workshops, with incremental knowledge based levels aligned with the stage development nature of the course.

**Study Visits:** One-day educational visits are integrated into projects across all units, these include campus based progression visits, gallery and museum visits and a one-week residential visit to a European location.

#### Assessment Strategy

The course is a level 3 programme delivered in line with UCA's Common Credit Framework. All units are pass level only requiring a minimum of 40% achievement. Students will receive indicative grades across the full range of grade descriptors on completion of the unit and or stage. This enables student to effectively track their academic progress throughout their course.

Students who fail to achieve 40% will be given a referral period and project in order to retrieve the unit and or stage. Students will be required to pass each stage unit in order to progress to the next. Unit 2 (English for Academic purposes, research and study skills), which is across all 3 stages, will have clear outcomes as part of the formative assessment points which have to be completed to ensure progression to the following stage.

All assessment is against course work evidence demonstrated through the portfolio, learning journal and research file with clear expected assessment evidence. Assessment evidence is outlined in each unit and mapped against the Learning Outcomes.

The course applies formative assessment to all projects and both formative and summative assessment to all units. Projects within units have formative assessment and review through group critiques, presentations and peer and self-assessment.

Formative and Summative Assessment: Exploring Practices: Process, Materials and Techniques, Investigating Specialist Practice and Final Major Project have summative end of stage assessment points. English for Academic purposes, research and study skills has formative assessment points at the end of stage 1 & 2, and a summative assessment point at the end of stage 3. This long thin unit has been developed to support and recognise the entire learning journey and development in regard to students whose first language is predominately not English. or from coming from non-UK educational contexts where the delivery of theory

and practice are delivered separately.

Assessment for English for Academic purposes, research and study skills will include group and peer led formative assessment at the conclusion of all projects within the unit across all three stages; these will be supported through individual tutorials. At the end of stage assessment students will receive written and verbal feedback including an agreed action and learning plan at the two, key end-of-stage summative assessment points.

This process will enable students to gain a clear understanding of the nature and process of assessment and its role in guiding and affirming their learning.

## **Section F - Enhancing the Quality of Learning and Teaching**

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable national Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- Internal Moderator's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representatives