

## **PROGRAMME SPECIFICATION**

### **Course record information**

Name and level of final award:	<p>BA (Hons) Fine Art Mixed Media            BA (Hons) Photography            BA (Hons) Contemporary Media Practice            BA (Hons) Animation            BA (Hons) Illustration and Visual Communication            BA (Hons) Graphic Communication Design</p> <p>This programme specification details only the foundation year of the above 4-year courses. Final award is dependent on the student's designated pathway (see links below). This programme specification details the foundation year provision at Level 3 only.</p>
Name and level of intermediate awards:	Foundation Certificate in Art and Design
Awarding body/institution:	University of Westminster
Teaching Institution:	University of Westminster
Status of awarding body/institution:	Recognised Body
Location of delivery:	Harrow/Central London
Language of delivery and assessment:	English
Mode, length of study and normal starting month:	<p>1 year full-time for foundation year. (+ 3 further years for the final BA award – with progression information in the links below)</p> <p>This programme specification details the first year of the course and should be read in conjunction with the programme specification for the relevant degree programme selected (see below).</p> <p><a href="https://www.westminster.ac.uk/art-and-design-courses/2018-19/september/full-time/fine-art-mixed-media-ba-honours">https://www.westminster.ac.uk/art-and-design-courses/2018-19/september/full-time/fine-art-mixed-media-ba-honours</a></p> <p><a href="https://www.westminster.ac.uk/photography-courses/2018-19/september/full-time/photography-ba-honours">https://www.westminster.ac.uk/photography-courses/2018-19/september/full-time/photography-ba-honours</a></p>

<https://www.westminster.ac.uk/television-film-and-moving-image-photography-courses/2018-19/september/full-time/contemporary-media-practice-ba-honours>

<https://www.westminster.ac.uk/art-and-design-television-film-and-moving-image-courses/2018-19/september/full-time/animation-ba-honours?next-year=1>

<https://www.westminster.ac.uk/art-and-design-courses/2018-19/september/full-time/illustration-and-visual-communication-ba-honours?next-year=1>

<https://www.westminster.ac.uk/art-and-design-courses/2018-19/september/full-time/graphic-communication-design-ba-honours?next-year=1>

<a href="#">QAA subject benchmarking group(s):</a>	Art and Design
Professional statutory or regulatory body:	None
Date of course validation/review:	April 2018
Date of programme specification approval:	April 2018
Valid for cohorts:	2018/2019
Course Leader	
UCAS code and URL:	<a href="http://www.westminster.ac.uk/courses/undergraduate">http://www.westminster.ac.uk/courses/undergraduate</a>

### Admissions requirements

There are standard minimum [entry requirements](#) for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information.

For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements.

More information can be found here: [westminster.ac.uk/courses/undergraduate/how-to-apply](http://www.westminster.ac.uk/courses/undergraduate/how-to-apply)



### **Aims of the course**

This programme is part of a suite of undergraduate courses which form the foundation year (Level 3) for progression onto a BA degree in Fine Art Mixed Media, BA Animation, BA Illustration and Visual Communication, BA Graphic Communication Design, BA Photography, or BA Contemporary Media Practice (Levels 4-6). Upon successful completion of the requirements of the foundation year (Level 3) students will be eligible to progress onto their chosen course (Level 4-6).

The primary aim of the foundation year is to prepare you for advanced study on your chosen course (Level 4-6). During the foundation year you will get a chance to develop in your chosen field, working with leading academics who will encourage you to become a confident and creative thinker.

The Foundation year will provide you with a carousel of creative practices where projects you pitch for, then research and develop, are realised through multi-disciplinary media. Students gain skills in photography, video, animation, graphics and illustration and create interrelated products in these media. Projects will also be produced through multidisciplinary collaborative work. Students benefit from workshops in our high end facilities. Talking shops facilitate the fundamentals of theory. The messages of the artworks will be linked conceptually with the nature of the particular medium. The interconnected paintings, photographs, videos, animations, illustrations and interactive pieces will be curated and exhibited in the gallery and online. Through this cycling of ideas, media and constant peer and tutor led feedback, you will develop ideas, a full range of creative practices and realise their potential for the degree course and for professional and artistic futures.

Our foundation year gives you the opportunity to explore new ideas, opening up new perspectives on the key debates within your chosen field. The core modules are designed to accelerate your academic and professional development, bringing together like-minded students to think about the 'big ideas' within your discipline. You will also take modules within your chosen field, giving you the chance to develop a cross-disciplinary perspective on your course. By working with students from a range of backgrounds and disciplines, you will develop important teamwork skills which will enable you to solve problems with added confidence.

You will have the opportunity to explore all that London offers, including field trips which will allow you to engage with a range of cultural industries and organisations. You will be inspired to think imaginatively and critically about your chosen subject, with our core modules giving you the chance to develop the key skills for academic and professional success.

### What will you be expected to achieve?

Learning outcomes are statements on what successful students have achieved as the result of learning. These are threshold statements of achievement the learning outcomes broadly fall into four categories:

- The overall **knowledge and understanding** you will gain from your course (KU).
- **Graduate attributes** are characteristics that you will have developed during the duration of your course (GA).
- **Professional and personal practice learning outcomes** are specific skills that you will be expected to have gained on successful completion of the course (PPP)
- **Key transferable skills** that you will be expected to have gained on successful completion of the course. (KTS)

### Level 3 learning outcomes

Upon completion of level 3 (foundation year) you will be able to:

L3.1 Demonstrate foundational understanding of some of the different disciplinary areas that make up Art and Design; (KU, PPP)

L3.2 Identify the key academic reading, writing, research and assessment skills appropriate to the study of Art and Design; (KU, PPP)

L3.3 Exhibit awareness of your own strengths and weaknesses as a student, and feel confident that you have the capacity to work independently as well as a member of a team; (PPP, KTS)

L3.4 Show confidence in your ability to understand and formulate basic arguments, and to begin to think critically, creatively and ethically; (KU, GA, PPP)

L3.5 Engage with and be curious about key topics, debates, and theories in Art and Design; (KU)

L3.6 Demonstrate a range of employability and study related skills and knowledge and have an understanding of you own identity in learning and professional contexts. (KTS, GA)

Learning Outcome	Modules Where Addressed
L3.1	Art and Design Explorations 1 and 2, Seeing and Doing
L3.2	Introduction to Academic Practice; Critical Thinking for Academic and Professional Development. Art and Design Explorations 1 and 2
L3.3	Introduction to Academic Practice; Critical Thinking for Academic and Professional Development. Art and Design Explorations 1 and 2, Making and Modelling.

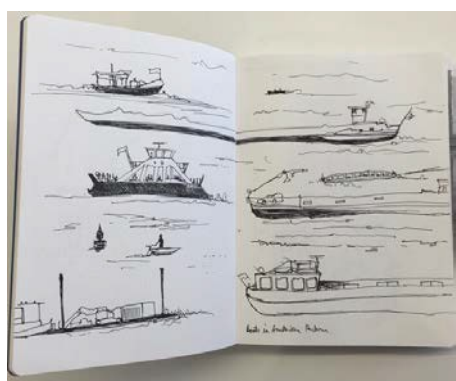
L3.4	Introduction to Academic Practice; Critical Thinking for Academic and Professional Development. Art and Design Explorations 1 and 2, Seeing and Doing
L3.5	Art and Design Explorations 1 and 2, Seeing and Doing, Making and Modelling
L3.6	Introduction to Academic Practice; Critical Thinking for Academic and Professional Development, Making and Modelling

### How will you learn?

The foundation year in Media and Design is constructed around a clear and rigorous sense of the skills required for success in Higher Education. In keeping with this, innovative and imaginative methods of learning and teaching will engage you and inspire in you a keen sense of the lively and changing nature of your subject. These methods are focused particularly in developing in you a critical self-reflexivity and an awareness of your own learning experience throughout the modules, not just when engaging in summative assessments. A distinctive feature of the degree is that it encourages you to make connections between the various modules and subjects you are engaging with in your foundation year.

Our foundation year has been designed to place supported independent learning at the heart of the curriculum. Our learning environment is structured to enable students to address key issues and themes in their broad discipline in a way that is both relevant and creative. Our active learning sessions are concerned with learning to critically and creatively evaluate the skills required for studying Media and Design. We provide a learning environment that encourages students to reflect on key concepts, issues and debates beyond the formal classroom environment. We encourage our students to 'own' the classroom and this is reflected in the fact that we have adopted a model of learning which values student partnership and student enquiry as the primary focus on all our modules.

As many students on the foundation year programme are returning to study after a period of time, the Personal Tutorial System will provide additional opportunities for students to develop or enhance appropriate study skills and to gain the confidence required to make the transition to Higher Education.



A number of innovative and distinct learning environments and experiences are offered to students on foundation year in Media and Design, including:

**Lectures:** Lectures involve presentations by academic staff, practice-based professionals, and/or external speakers. Many lectures involve an interactive and/or 'blended learning' element and we encourage students to participate fully in lectures, either by responding to questions or posing their own questions.

**Workshops:** Many modules will offer interactive workshops that allow students to explore a topic, theme or subject through their own knowledge and informed analysis of a problem.

**Seminars:** Seminars are informal teaching/discussion sessions in smaller groups and involve greater interaction with the lecturer and with small peer groups.

**Tutorials:** In a tutorial students meet with their tutor either individually or as a part of a small group. Tutorials provide an opportunity to discuss problems and issues, providing a pastoral ethos to support learning.

**Reading groups:** Provide students with the opportunity to respond and interact with a set text or reading. These semi-structured discussions are an excellent opportunity for students to evaluate key ideas, texts and concepts.

**Fieldtrips:** Students will undertake fieldwork or visit relevant international organisations or research establishments as part of their studies. National, and local galleries and museums will feature prominently.

**Creative Workshops - seeing, doing and making.** Many modules will offer interactive workshops that allow students to explore a topic, theme or subject through their own knowledge and informed analysis of a problem.

**Technical Workshops** will be engaged in all key practice skills areas in state of the art facilities

**Interactive Work reviews and critiques (crits)** - with peers and tutors  
a constant cycle of feedback and review on presentation of products forms a cornerstone of art and design work research development and realisation of the work.

#### **Guest speaker programmes**

from artists, designers and professionals in a full range of media fields ,



#### **How will you be assessed?**

Our foundation year programme offers a variety of assessment methods that aim to foster creative and critical thinking through an awareness of their chosen subject in Media and

Design. The course offers a variety of assessment to students in order to nurture as well as assess your academic development. Assessment helps you to demonstrate what you have learned in particular modules and across the range of the foundation year.

Varying assessment activities can help to motivate students with an increasingly diverse range of experiences, learning modes, and competencies. We have adopted a mixture of assessment types to reduce over-assessment and ensure that students develop a broader range of skills for professional success than would be transferred by traditional assessment methods alone.

Our external examiners routinely comment on how successful and innovative our portfolio of course assessments are. We have developed our assessment framework to ensure that Learning Outcomes are 'joined up' to reflect the importance of formative, summative and synoptic approaches. The core modules *Introduction to Academic Practice* and *Critical Thinking for Academic and Professional Success* make use of a Learner Journal to develop, document, and reflect on the key transferable skills required for success and achievement in Higher Education.

In designing the assessment strategy for the foundation year, your course team has sought to ensure a balance between traditional and innovative forms of assessment. We have mapped our assessment on both core and optional modules to ensure a good balance between formative, summative, and synoptic methods.

In this regard, students would typically be exposed to the following forms of assessment:

- Project Work
- Art and design products, artefacts and artworks
- Exhibition and display
- Multimedia productions (video, animation, interactive display)
- Essays
- Examinations
- Blogs/Wikis
- Individual Presentations
- Group Presentations
- Debates
- Roleplays
- Critical Reflections
- Learner Journals and logbooks
- Self-assessment
- Peer assessment
- Reports
- Book reviews
- Posters
- Simulations/Games

## Employment and further study opportunities

Upon completion of four years of study, students will be able to demonstrate the following five Graduate Attributes

- Critical and creative thinkers
- Literate and effective communicator
- Entrepreneurial
- Global in outlook and engaged in communities
- Social, ethically and environmentally aware

Upon successful completion of the foundation year, you will be eligible to progress onto the BA programme within the University of Westminster.

Recent studies show that students who do well on a foundation year course frequently graduate with higher classification degrees in their chosen subject than those who enter at level 4. The focus on 'Graduate Attributes' provides students with a broad framework for students to assess their learning and to develop professional level skills which are valued in a range of professional settings and contexts.

All courses at the University of Westminster capitalise on the benefits that London—as a global city and a major creative, intellectual, and technology hub—can offer for the learning environment and experience of our students.

### Alignment of Graduate Attributes to the Learning Outcomes at Foundation Level.

Graduate Attribute	Learning Outcome
Critical and creative thinkers	L3.4, L3.5
Literate and effective communicator	L3.2, L3.5
Entrepreneurial	L3.3, L3.6
Global in outlook and engaged in communities	L3.5
Social, ethically and environmentally aware	L3.5

### Course structure

This section shows the core modules offered as part of the course and their credit value. Full-time Undergraduate students study 120-credits per year. There are no optional or elective modules offered at Level 3, as the focus is on the development of key academic skills through a broad understanding of Media and Design.

Credit Level 3				
Module Code	Module Title	Status	UK Credit	ECTS
TBC	Introduction to Academic Practice	Core	20	10
TBC	Critical Thinking for Academic and Professional Development	Core	20	10
TBC	Art and Design Explorations 1	Core	20	10
TBC	Making and Modelling	Core	20	10
TBC	Art and Design Explorations 2	Core	20	10
TBC	Seeing and Doing	Core	20	10

**Award of Foundation Certificate available or progression to level 4**

### Module delivery:

Semester 1	Semester 2
Introduction to Academic Practice (Theory	Critical Thinking for Academic and Professional



Module)	Development (Theory Module)
Seeing and Doing (Art Module)	Making and Modelling (Art Module)
Art and Design Explorations 1 (Design	Art and Design Explorations 2 (Design Module)

### Professional Body Accreditation or other external references

Not applicable for level 3 provision. Please refer to programme specifications at Level 4-6 for any specific Professional Body Accreditation requirements.

### Academic regulations

The current Handbook of Academic Regulations is available at [westminster.ac.uk/academic-regulations](http://westminster.ac.uk/academic-regulations)

### Course Specific Regulation

Not applicable

### How will you be supported in your

#### studies? Course Management

Your course is managed through the Westminster School of Media, Arts and Design. The Course Leader and the teaching team will meet you in the induction week programme and will help you with enrolment, registration, and orientation to the university, its processes and the culture of higher education. The Course Leader is responsible for development and management of the course in conjunction with the Associate Head of School (Education) and Head of School.

The course is monitored each year by senior members of the School to ensure that it is running effectively and that issues that might affect the student experience have been appropriately addressed. Staff will consider the outcomes from each Course Committee, evidence of student progression and achievement to evaluate the effectiveness of the course. The Teaching Committee audits this process and the outcomes are reported to the Academic Council of the University, which has overall responsibility for the maintenance of quality and standards in the University.

### Academic Support

Upon arrival, an induction programme will introduce you to the staff responsible for the course, the campus on which you will be studying, the Library and IT facilities, additional support available and to your Registry Office. You will be provided with the Course Handbook, which provides detailed information about the course. Each foundation year will have a nominated Course Leader or Foundation Co-Ordinator. All students enrolled on a full-time course and part-time students registered for more than 60 credits a year have a personal tutor, who provides advice and guidance on academic matters. The University uses a Virtual Learning Environment called Blackboard where students access their course materials, and can communicate and collaborate with staff and other students.

## **Learning Support**

The Academic Learning Development Centre supports students in developing the skills required for higher education. As well as online resources in Blackboard, students have the opportunity to attend Study Skills workshops and one to one appointments.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. Students can search the entire library collection online through the Library Search service to find and reserve printed books, and access electronic resources (databases, e-journals, e-books). Students can choose to study in the libraries, which have areas for silent and group study, desktop computers, laptops for loan, photocopying and printing services. They can also choose from several computer rooms at each campus where desktop computers are available with the general and specialist software that supports the courses taught at their College. Students can also securely connect their own laptops and mobile devices to the University wireless network.

## **Support Services**

The University of Westminster Student Affairs School provide advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers, specialist advice for international students and the chaplaincy providing multi-faith guidance. The University of Westminster Students' Union also provides a range of facilities to support students during their time at the University.

## **How do we ensure the quality of our courses and continuous improvement?**

The course was initially approved by a University Validation Panel in 2018. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course is also monitored each year by the School to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, including the outcomes from Course Committees, evidence of student progression and achievement and the reports from external examiners, to evaluate the effectiveness of the course. Each School puts in to place an action plan. This may for example include making changes on the way the module is taught, assessed or even how the course is structured in order to improve the course, in such cases an approval process is in place.

A Course review takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with review panels to provide feedback on their experiences. Student feedback from previous years e.g. from Course Committees is also part of the evidence used to assess how the course has been running.

## **How do we act on student feedback?**

Student feedback is important to the University and student views are taken seriously. Student feedback is gathered in a variety of ways.

- All students are invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- Final year Undergraduate students will be asked to complete the National Student Survey which helps to inform the national university league tables.

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<sup>1</sup> Students enrolled at Collaborative partners may have differing access due to licence agreements.

## **Appendix A: Level 4 Transfer Eligibility**

A student who successfully progresses to level 4 in accordance with the University Academic Regulations may be eligible to apply to transfer to other courses with a foundation pathway. Students wishing to transfer must do so in accordance with the published procedure, and

- must normally do so at the end of the foundation year
- must obtain the approval of both the School Foundation Course Leader and the Course Leader of the proposed course

<b>Courses which student would be eligible for transfer onto at Level 4</b>
BA Fine Art Mixed Media BA Photography BA Contemporary Media Practice BA Animation BA Illustration and Visual Communication BA Graphic Communication Design