

Faculty: Science Technology and Creative Arts  
School of Creative Arts

Title of Programme: Fine Art

Programme Code: CCFA

# Programme Specification

Start Date: September 2011

Date of Approval: 27 March 2011

Associate Dean (Academic Quality): PETROS KHOUDIAN

A handwritten signature in black ink, appearing to read 'Petros Khoudian', with a stylized flourish at the end.

Signature

# Programme Specification Fine Art

This programme specification (PS) is designed for prospective students, enrolled 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 for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

## Section 1

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	University of Hertfordshire
<b>University/partner campuses</b>	College Lane
<b>Programme accredited by</b>	Not applicable
<b>Final Award</b>	BA (Hons)
<b>All Final Award titles</b>	Fine Art Fine Art (Sandwich) Fine Art with Marketing (not available from September 2011 to new applicants) Fine Art with Marketing (Sandwich) (not available from September 2011 to new applicants)
<b>FHEQ level of award</b>	Honours (6)
<b>UCAS code(s)</b>	W100 BA/FA E100 BA/FA W1NM BA/FA WM, E1NM BA/FA WM

## A. Programme Rationale

The Fine Art Programme at the University of Hertfordshire focuses on contemporary art and the practice and theories that inform it. This is a studio-based programme that approaches art practice in a heuristic, investigative and experimental way. The ethos is pluralistic in approach, enabling students to specialise or work across media in such areas as painting, sculpture, printmaking, video, photography, performance/installation, digital media and collaborative practice. The emphasis is on establishing a personal direction through both process and critique. The programme is progressive in outlook, fostering an openness to new learning and emergent forms of practice, giving students the perspective to place both themselves and their work in a broader global context. Through discrete experience-based activities students acquire an informed and experiential awareness of the opportunities within the creative and cultural industries. The aspiration of the programme is to create enterprising and entrepreneurial students with the skills and confidence to function as creative practitioners in a range of professional settings<sup>1</sup>.

The aim of the Programme is to direct the student towards independent study by encouraging a studio practice based on debate, collaboration, enquiry and risk taking. The programme is structured to generate a synthesis between practice and theory. Through the shared experience of generating, discussing and testing ideas, students establish an understanding of the creative process and theoretical issues that inform it. This understanding is facilitated by lectures, visiting artists, tutorials and group seminars. By the end of the degree students have acquired the skills to research and author a final essay contextualising their practice. The studio work culminates in an ambitious and professional exhibition, which historically has been relocated to a major London venue.

As well as being part of a research active University that operates at international level the programme is part of the Faculty for the Creative and Cultural Industries, which gives students access to extensive media facilities. Additionally, the Critical and Cultural Studies elective module allows students to study

<sup>1</sup> The modules contribute to the transferable skills profile, noted by HEA as relevant to employability ('Art and Design', Student Employability Profile. A Guide for Practitioners, HEA, September 2006, pp.44-45)

related subjects such as film, art therapy, philosophy or psychology. A Faculty wide weekly lecture series ensures all students are exposed to global perspectives through the professional practice of artists working at international level. All academic staff on the programme are either practicing artists, writers or theorists working across all areas of Fine Art practice. Their research and international outlook feeds back into and informs the programme. The connection within the Social Sciences and Arts and Humanities Research Institute (SSAHRI) provides further learning opportunities beyond the subject of Fine Art.

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## B. Educational Aims of the Programme

The programme has been devised in accordance with the University's general educational aims of programmes of study as set out in UPR TL01.

### **Additionally this programme aims to:**

- provide students with the opportunity to develop an informed personal vision within Fine Art practice.
- inform and extend students' practice with a body of contextual and theoretical study.
- provide the students with the opportunity to develop competence and sensibility in the use of chosen media.
- produce graduates who are self-motivated, independent, resourceful and equipped to function as practising artists and in art-related activities.

In addition the BA (Hons) Fine Art with Marketing route aims to:

- enable the student to explore the marketing and commercial contexts of their discipline.
- enable the student to gain an understanding of marketing and its application and relevance to the creative and cultural industries.

### **Level descriptors for each level of study**

#### **Level 4**

- establish an understanding of the programme ethos and aims
- develop a basic understanding of fine art technical media areas and establish good workshop practice/Health and Safety
- develop investigative skills relevant to Fine Art including skills in selecting, recording and storing information
- begin to establish a personal agenda and a framework of forms and concepts which will form the basis of further study
- develop skills in critical awareness, analysis
- develop skills needed to engage in collaborative practice
- being to become more familiar with a range of contemporary art practices and the context in which they have been produced, circulated and consumed

#### **Level 5**

- establish a personal creative identity and working methods
- establish an understanding and knowledge of how to function as practice artists and in art related activities
- develop collaborative skills in personal interaction, presentation and co-operation within a professional context
- ability to appreciate cultural diversity and to think internationally/globally in regard to professional outcomes

- acquire a more developed critical insight into contemporary fine art practice and debates
- respond to changing contests and requirements – risk-taking, enterprise and flexibility
- ability to relate studio concerns to external contexts, markets and audiences

### Professional Studies

- gain understanding and knowledge of how to function as practicing artists and in art-related activities
- develop collaborative skills in personal interaction, presentation and co-operation within a professional context
- establish a professional direction in relation to future career aspirations
- to foster an entrepreneurial spirit of self motivation and self organisation in their approach to their practice

### Level 6

- develop an autonomous and reflective approach to studio practice
- critical analysis and evaluation, selection, progressive development and resolution of a self-defined proposal
- ability to present work professionally to specified audiences, markets, clients or consumers
- ability to be resourceful, enterprising and entrepreneurial and actively engage with professional opportunities
- personal organisation, time management, plan workloads, meet deadlines
- demonstrate the application of transferable personal skills necessary for future employability
- ability to research and investigate cultural, historical and sociological issue relevant to defined and theoretical interests

## C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for Art and Design (2007 and 2008) and the Framework for Higher Education Qualifications in England, Wales and Northern Ireland (2008), and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education 2003 have been used as a guiding framework for curriculum design.

Knowledge and Understanding of:	Teaching/learning methods & strategies	Assessment
A1-the conceptual and theoretical issues that support and inform contemporary fine art;	Acquisition of knowledge and understanding (A1 – A3) is through a combination of lectures, workshops, demonstrations, group seminars, presentations, external experiences, group discussions, individual tutorials, critiques and independent and directed study.  A1, A2 and A3 are acquired through both the practice and theoretical modules of the programme. Emphasis is placed upon the value of working within studio groups as this encourages the dissemination of information. This strategy is employed in learning outcome A3, together	Knowledge and understanding are assessed through a combination of: <ul style="list-style-type: none"> <li>▪ a body of studio practice giving evidence of experimentation, research and developmental work; (A1 A2 A3)</li> <li>▪ written assignments and documentation. (A2 A3)</li> </ul> <p>The assessment of each module is holistic. All material presented for assessment is taken as a whole and a single mark is</p>
A2-the cultural and historical contexts of contemporary fine art;		
A3-professional practice and an awareness of the ethical issues effecting contemporary fine art;		
A4-knowledge and competence in key areas of marketing and their application to the creative and cultural industries;		

<p>(with Marketing route only)</p> <p>A5-marketing theories and their application to art and design. (with Marketing route only)</p>	<p>with lectures, case studies and presentations introducing students to the scope of fine art practice and professional opportunities.</p> <p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learned and to broaden their individual knowledge and understanding of the subject.</p>	<p>given. The set criteria used for this assessment informs the process, the individual criteria are not weighted. There are no written examinations.</p>
<p><b>Intellectual skills - able to:</b></p>	<p><b>Teaching/learning methods &amp; strategies</b></p>	<p><b>Assessment</b></p>
<p>B1-an ability to critically analyse and evaluate fine art practice;</p> <p>B2-the ability to formulate and articulate independent critical judgements and arguments and respond to the critical judgement of others;</p> <p>B3-identify strengths and personal direction and demonstrate independent and inventive thinking through the production of innovative work;</p> <p>B4-ability to contextualise practice and articulate influences;</p> <p>B5-develop skills relevant to the operation of marketing as a consumer activity. (with Marketing route only)</p>	<p>Intellectual skills (B1 – B4) are developed throughout the programme by a combination of tutorials, lectures, critiques, presentations, group discussions, seminars, reviews, written assignments and independent and directed study.</p> <p>B1 to B4 are developed during the student's individual programme of study through group discussions, cross referencing of concepts and practice. Lectures and presentations are key teaching and learning methods where issues of theory/context are disseminated (B4). Written assignments allow the further development of these learning outcomes.</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study.</p>	<p>Intellectual skills are assessed through a combination of:</p> <ul style="list-style-type: none"> <li>▪ a body of practical work demonstrating the interconnection of concept and realisation; (B1 B2 B3 B4)</li> <li>▪ evidence of resolved work; (B1 B2 B3)</li> <li>▪ written assignments; (B1 B2 B4)</li> <li>▪ Reflective self-evaluation. (B3)</li> </ul> <p>The assessment of each module is holistic. All material presented for assessment is taken as a whole and a single mark is given. The set criteria used for this assessment informs the process, the individual criteria are not weighted. There are no written examinations.</p>
<p><b>Practical skills - able to:</b></p>	<p><b>Teaching/learning methods &amp; strategies</b></p>	<p><b>Assessment</b></p>
<p>C1-demonstrate autonomous, reflective and professional use of media within studio practice;</p> <p>C2-demonstrate the ability to progress work and realise</p>	<p>Practical skills are developed throughout the studio based modules as part of an ongoing exploration and expansion of individual practice. Health and safety issues are included in media and processes teaching.</p>	<p>Practical skills (C1 – C5) are assessed through a combination of:</p> <ul style="list-style-type: none"> <li>▪ experimental and developmental work;</li> <li>▪ a body of resolved practical work, its selection</li> </ul>

<p>ideas through to a resolved outcome;</p> <p>C3-demonstrate the development of practice through the use of speculative enquiry;</p> <p>C4-demonstrate relevant skills in selecting, presenting and/or installing studio practice;</p> <p>C5-demonstrate the ability to make work that engages an audience.</p>	<p>C1 to C5 are developed through media support activities, demonstrations, seminars, tutorials, presentations and group discussions.</p>	<p>and presentation.</p> <p>The assessment of each module is holistic. All material presented for assessment is taken as a whole and a single mark is given. The set criteria used for this assessment informs the process, the individual criteria are not weighted. There are no written examinations.</p>
<b>Transferable skills - able to:</b>	<b>Teaching/learning methods &amp; strategies</b>	<b>Assessment</b>
<p>D1-demonstrate a resourceful and enterprising approach to a range of professional contexts;</p> <p>D2-interact effectively with others through collaboration, dialogue and understanding the importance of professional networks;</p> <p>D3-articulate ideas and information comprehensively in visual, oral and written forms using academic conventions for referencing and acknowledging information sources where appropriate;</p> <p>D4-demonstrate the ability to work independently, with adaptability and responsiveness and to take on challenges in a committed and professional manner;</p> <p>D5-demonstrate the ability to research, evaluate and employ information from a variety of sources;</p> <p>D6-analyse and apply data. (with Marketing route only)</p>	<p>Transferable skills are developed through all aspects of the programme (D3) with active participation in seminars, tutorials and debates encouraged and expected. Small group tutorials and seminars encourage relaxed and open communication and develop skills in the articulation of ideas, self-presentation and critical reflection (D2 D3 D5 D6).</p> <p>Studio based activities normally include research, conceptual development, group discussions, peer self evaluation and collaboration (D1 D2 D3 D4 D5).</p> <p>During the Professional Practice and Employability module students are given the opportunity to undertake brief work experience or equivalent study (D1 D2 D3 D4 D6). The internet and use of information technology play an important part in visual research, both in studio practice and in critical and cultural studies modules (D5).</p> <p>Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.</p>	<p>Transferable skills are assessed throughout the programme in studio practice modules, critical and cultural studies modules and the employability module through a combination of:</p> <ul style="list-style-type: none"> <li>▪ a body of studio practice; (D1 D2 D3 D4 D5)</li> <li>▪ a body of research and developmental work; (D1 D2 D3 D4 D5)</li> <li>▪ written assignments and documentation. (D3 D4 D5)</li> </ul> <p>The assessment of each module is holistic. All material presented for assessment is taken as a whole and a single mark is given. The set criteria used for this assessment informs the process, the individual criteria are not weighted. There are no written examinations.</p>

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## D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full time (3 years), sandwich (4 years) and part time (5 years) modes and leads to the award of BA (Honours) Fine Art / BA (Honours) Fine Art with Marketing / BA Honours Fine Art (Sandwich). Entry is normally at level 4 (with appropriate qualifications) but it is possible at level 5 with appropriate prior experience and qualifications, or at level 6 with suitable qualifications (Foundation Degree, Diploma in HE, relevant HND). Intake is normally Semester A (September).

### Work-Based Learning, including Sandwich Programmes

A designated sandwich programme leads to a University award in the sandwich mode, and the word "sandwich" appears on the award certificate. In order for the BA to lead to an award in the sandwich mode, the student must undertake a period of approved work experience of not less than 48 weeks with no possibility of exemption, normally between the end of Year 2 and the beginning of Year 4. This will normally be completed within the United Kingdom but with approval may be completed within other countries. Progress of the students' training and development is monitored by visits from University academic staff. Students will be required to document this period of work in accordance with the guidelines produced by the Faculty/School. Students on the sandwich programme will be registered on the Sandwich Year Module (6CTA1008).

Students who have not achieved the minimum progression requirements at the end of level 5 may be prevented from undertaking a sandwich placement. The policy relating to progression onto the placement year from level 5 is given in the Faculty Guidelines on Placements. Students who are on the sandwich programme but have a Failed grade at any level 4 or 5 module will not normally be allowed to register to repeat this module until they return from placement.

### OTHER WORK EXPERIENCE

We encourage students to participate in work experience.

Student negotiated work experience is available, by agreement with the programme staff at Level 5. It is also possible for a student to negotiate with the programme leader a summer placement between level 5 and level 6.

It is the responsibility of the student to negotiate with the host organisation where detailed arrangements of timing, location and content of their work experience are a course requirement. Typically, work experience should contribute to:

- Development of competencies which prepare students for employment;
- An understanding of the professional context of their discipline;
- An enhanced understanding of their position in the context of a range of career options.

Students planning to undertake work experience during the approved modules are required to submit a proposal in which the arrangements are detailed and which demonstrates their understanding of their responsibilities and how the planned experience will meet the learning outcomes of the module(s). This is to be done using the template and guidance notes in the student handbook. Key characteristics of the placement that are mandatory are:

- The brief must be generated outside the programme of study and be part of a real working context (i.e. not a public competition brief);
- There must be a professional placement contact able to evaluate student performance;
- Minimum of 16 days in the placement context.

On completion of work experience, students are required to submit for assessment:

- A written report which reflects on and evaluates the learning experience;
- Evidence of work undertaken and / or a report from the host organisation.

The modules that are approved for work experience are:

5ARD0085 – Enterprise and Employability 2.1 - 15 Credits	)	Students may undertake a faculty work experience instead of one of these modules.
5ARD0086 – Enterprise and Employability 2.2 – 15 credits	)	
5ARD0083 – Fine Art Studio Practice A – 30 Credits	)	
5ARD0084 - Fine Art Studio Practice B – 30 Credits	)	

6ARD0061- Degree Studio Work Development 3.1 - 30 credits. Students may undertake a summer work experience during Semester C, between level 5 and level 6 which will contribute 5 credits towards this module.

The following modules are currently available for students wishing to undertake work experience:

- 5CTA1108 - Professional Work Experience 15: Visual Arts – 15 Credits
- 5CTA1009 - Professional Work Experience 30: Visual Arts – 30 Credits

There is a maximum of 45 credits of professional Work Experience for any student within any year of University study.

Additional advice on these modules is available in the student handbook and the Professional Work experience Definitive Module Document (DMD). Students will need approval of the programme leader or nominee for the work experience, to ensure that the level of challenge and learning is appropriate to the programme of study.

## Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 (in section 2) identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

**Mode of study** Full time  
**Entry point** Semester A

### Level 4

<b>Compulsory Modules</b>		<b>Module Code</b>	<b>Credit Points</b>	<b>% examination</b>	<b>% coursework</b>	<b>Semester</b>
Introduction to Studio Practice		4ARD0051	15	0	100	A
Fine Art Studio Practice 1.1		4ARD0052	30	0	100	A, B, AB
Critical and Cultural Studies L4: Visual Arts		4CTA1007	15	0	100	A
Working in Collaboration		4ARD0054	15	0	100	A
Fine Art Studio Practice 1.2		4ARD0056	30	0	100	A, B
<b>Optional Modules</b>		<b>Module Code</b>	<b>Credit Points</b>	<b>% examination</b>	<b>% coursework</b>	<b>Semester</b>
Choice of Theory Electives (C&CS 1)		See Table 3	15	0	100	B

Students also choose one appropriate optional module of 15 credits from the Critical and Cultural Studies elective modules. Choices are subject to availability and time-tabling constraints. The modules are listed in Table 3.

The Principles of Marketing is mandatory for 'with Marketing' students, but may be undertaken by level 4 students on the BA (Hons) Fine Art programme as a C&CS elective. Level 4 BA (Hons) Fine Art students that have successfully completed the Principles of Marketing module as an option may thus transfer to the BA (Hons) Fine Art with Marketing at level 5.

## Level 5

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Fine Art Studio Practice 2.1	5ARD0083	30	0	100	A, B,C AB, BC
Critical and Cultural Studies L5: Visual Arts	5CTA1014	15	0	100	B
Fine Art Studio Practice 2.2	5ARD0084	30	0	100	A, B,C AB, BC
Enterprise and Employability 2.2	5ARD0085	15	0	100	A
Enterprise and Employability 2.3	5ARD0086	15	0	100	A,B,C

  

<b>Optional Modules</b> Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
C&CS Choice of Theory Electives (C&CS 2)	See Table 3	15	0	100	A

Students also choose one appropriate optional module of 15 credits from the Critical and Cultural Studies elective modules. Choices are subject to availability and time-tabling constraints. The modules are listed in Table 3.

<b>Placement Modules</b> Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
Professional Work Experience 15: Visual Arts	5CTA1008	15	0	100	A, B
Professional Work Experience 30: Visual Arts	5CTA1009	30	0	100	A, B, AB

Students may have the option of taking one 15 or one 30 credit placement module at Level 5 as a substitute for either Fine Art Studio Practice 2.1 (30 credits) or Fine Art Studio Practice 2.2 (30 credits); or either Enterprise and Employability 2.2 (15 credits) or Enterprise and Employability 2.3 (15 credits). Part time students may take one 15 credit faculty placement module as a substitute for 5ARD0086 Enterprise and Employability 2.3. Students may only substitute one placement module.

There is a maximum of 45 credits of professional Work Experience for any student within any year of University study.

Additional advice on these modules is available in the student handbook and the Professional Work experience Definitive Module Document (DMD). Students will need approval of the programme leader or nominee for the work experience, to ensure that the level of challenge and learning is appropriate to the programme of study.

## Sandwich Year – Year 3 – OPTIONAL

<b>Modules</b> Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
Sandwich Year (Creative Arts)	6CTA1008	0	0	100	ABC

In order to achieve the Sandwich Award students must complete module 6CTA1008 between levels 5 and 6 of their study.

## Level 6 (Year 3 FT, Year 4 Sandwich)

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Degree Studio Work Development 3.1	6ARD0061	30	0	100	A, B
Critical and Cultural Studies L6: Degree Essay / Report (Visual Arts)	6CTA1005	30	0	100	A
Degree Fine Art Studio Practice 3.2	6ARD0063	60	0	100	A, B

## BA Hons Fine Art with Marketing

Knowledge and understanding of marketing theories and the application to the creative and cultural industries are delivered through the following sequence of modules:

*Principles of Marketing 1 (A&D)* in level 4, Semester B substitutes the 15 credit *Critical and Cultural Studies Elective* modules. The *Principles of Marketing 1 (A&D)* module is mandatory for all students on the Contemporary Craft with Marketing route.

*Marketing Planning: A&D* runs in Semester A of level 5 and substitutes for the 15 credit *Critical and Cultural Studies Elective* Modules.

*Marketing for the Creative and Cultural Industries: A&D* module runs in level 5 Semester B and substitutes for the *Professional Practice and Employability* module.

The 30 credit *Marketing Communications: A&D* module takes place in semesters A and B at level 6.

A part time study route is possible; Marketing modules take the place of C&CS elective and embedded modules at the equivalent level.

A Coordinator for Marketing modules and the Critical and Cultural Studies Electives programme liaises with the Programme Leader to assist in providing a clearly defined programme of study.

In accordance with UH academic regulations the Programme Board of Examiners confirms students' eligibility to progress at the end of each academic year.

### Level 4

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Introduction to Studio Practice	4ARD0051	15	0	100	A
Fine Art Studio Practice 1.1	4ARD0052	30	0	100	A, B, AB
Critical and Cultural Studies L4: Visual Arts	4CTA1007	15	0	100	A
Working in Collaboration	4ARD0054	15	0	100	A
Fine Art Studio Practice 1.2	4ARD0056	30	0	100	A, B
Principles of Marketing 1 (A&D)	4BUS0214	15	60	40	B

### Level 5

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Fine Art Studio Practice 2.1	5ARD0083	30	0	100	A, B, C AB, BC
Critical and Cultural Studies L5: Visual Arts	5CTA1014	15	0	100	B
Fine Art Studio Practice 2.2	5ARD0084	30	0	100	A, B, C AB, BC
Fine Art (with Marketing) Level 2 Professional Studies	5ART0070	15	0	100	A, B
Marketing Planning: A&D	5BUS0153	15	0	100	A
Marketing for the Creative and Cultural Industries: A&D	5BUS0159	15	0	100	B

### Sandwich Year – Year 3 – OPTIONAL

<b>Modules</b> Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
Sandwich Year (Creative Arts)	6CTA1008	0	0	100	ABC

In order to achieve the Sandwich Award students must complete module 6CTA1008 between levels 5 and 6 of their study.

**Level 6 (Year 3 FT, Year 4 Sandwich)**

<b>Compulsory Modules</b> Module Title	Module Code	Credit Points	% examination	% coursework	Semester
Degree Studio Work Development 3.1	6ARD0061	30	0	100	A, B
Critical and Cultural Studies L6: Degree Essay (with Marketing)	6CTA1006	15	0	100	A
Fine Art (with Marketing) Practice Level 3	6ART0029	45	0	100	B
Marketing Communications: A&D	6BUS0225	30	0	100	AB

**FINE ART****FULL TIME MODE (3 years)**Level 4:

<b>Semester A</b>	<u>Code</u>	<u>Credits</u>
Introduction to Studio Practice	4ARD0051	15
Fine Art Studio Practice 1.1	4ARD0052	30
Critical and Cultural Studies L4: Visual Arts	4CTA1007	15
<b>Semester B</b>		
Working in Collaboration	4ARD0054	15
Fine Art Studio Practice 1.2	4ARD0056	30
Choice of Theory Elective (C&CS 1)		15

Level 5:

<b>Semester A</b>	<u>Code</u>	<u>Credits</u>
Fine Art Studio Practice 2.1	5ARD0083	30
Enterprise and Employability 2.2	5ARD0085	15
Choice of Theory Elective (C&CS 2)		15
<b>Semester B</b>		
Fine Art Studio Practice 2.2	5ARD0084	30
Enterprise and Employability 2.3	5ARD0086	15
Critical and Cultural Studies L5: Visual Arts	5CTA1014	15

Level 6:

<b>Semester A</b>	<u>Code</u>	<u>Credits</u>
Degree Studio Work Development 3.1	6ARD0061	30
Critical and Cultural Studies L6: Degree Essay / Report (Visual Arts)	6CTA1005	30
<b>Semester B</b>		
Degree Fine Art Studio Practice 3.2	6ARD0063	60

## INDICATIVE PART TIME MODE (5 years)

### Year 1:

<b>Semester A</b>	<u>Code</u>	<u>Credits</u>
Introduction to Studio Practice	4ARD0051	15
Critical and Cultural Studies L4: Visual Arts	4CTA1007	15
<b>Semester B</b>		
Working in Collaboration	4ARD0054	15
<b>Semester A and B</b>		
Fine Art Studio Practice 1.1	4ARD0052	30

### Year 2:

<b>Semester A</b>	<u>Code</u>	<u>Credits</u>
Fine Art Studio Practice 1.2	4ARD0056	30
<b>Semester B</b>		
Fine Art Studio Practice 2.1	5ARD0083	30
Choice of Theory Elective (C&CS 1)		15

### Year 3:

<b>Semester A</b>	<u>Code</u>	<u>Credits</u>
Choice of Theory Elective (C&CS 2)		15
Enterprise and Employability 2.2	5ARD0085	15
<b>Semester B</b>		
Critical and Cultural Studies L5: Visual Arts	5CTA1014	15
<b>Semester A and B</b>		
Fine Art Studio Practice 2.2	5ARD0084	30

### Year 4:

<b>Semester A</b>	<u>Code</u>	<u>Credits</u>
Critical and Cultural Studies L6: Degree Essay / Report (Visual Arts)	6CTA1005	30
<b>Semester B</b>		
Enterprise and Employability 2.3	5ARD0086	15
<b>Semester A and B</b>		
Degree Studio Work Development 3.1	6ARD0061	30

### Year 5:

<b>Semester A and B</b>	<u>Code</u>	<u>Credits</u>
Degree Fine Art Studio Practice 3.2	6ARD0063	60

## **FINE ART WITH MARKETING**

### **FULL TIME MODE (3 years)**

#### Level 4:

<b>Semester A</b>	<u>Code</u>	<u>Credits</u>
Introduction to Studio Practice	4ARD0051	15
Fine Art Studio Practice 1.1	4ARD0052	30
Critical and Cultural Studies L4: Visual Arts	4CTA1007	15
<b>Semester B</b>		
Working in Collaboration	4ARD0054	15
Fine Art Studio Practice 1.2	4ARD0056	30
Principles of Marketing 1 (A&D)	4BUS0214	15

#### Level 5:

<b>Semester A</b>	<u>Code</u>	<u>Credits</u>
Fine Art Studio Practice 2.1	5ARD0083	30
Marketing Planning: A&D	5BUS0153	15
Fine Art (with Marketing) Level 2 Professional Studies	5ART0070	15
<b>Semester B</b>		
Fine Art Studio Practice 2.2	5ARD0084	30
Critical and Cultural Studies L5: Visual Arts	5CTA1014	15
Marketing for the Creative and Cultural Industries: A&D	5BUS0159	15

#### Level 6:

<b>Semester A</b>	<u>Code</u>	<u>Credits</u>
Degree Studio Work Development 3.1	6ARD0061	30
<b>Semester B</b>		
Critical and Cultural Studies L6: Degree Essay (with Marketing)	6CTA1006	15
Fine Art (with Marketing) Practice Level 3	6ART0029	45
<b>Semester A and B</b>		
Marketing Communications: A&D	6BUS0225	30

## INDICATIVE PART TIME MODE (5 years)

### Year 1:

<b>Semester A</b>	<u>Code</u>	<u>Credits</u>
Introduction to Studio Practice	4ARD0051	15
Critical and Cultural Studies L4: Visual Arts	4CTA1007	15
<b>Semester B</b>		
Working in Collaboration	4ARD0054	15
<b>Semester A and B</b>		
Fine Art Studio Practice 1.1	4ARD0052	30

### Year 2:

<b>Semester A</b>	<u>Code</u>	<u>Credits</u>
Fine Art Studio Practice 1.2	4ARD0056	30
<b>Semester B</b>		
Fine Art Studio Practice 2.1	5ARD0083	30
Principles of Marketing 1 (A&D)	4BUS0214	15

### Year 3:

<b>Semester A</b>	<u>Code</u>	<u>Credits</u>
Marketing Planning: A&D	5BUS0153	15
Fine Art (with Marketing) Level 2 Professional Studies	5ART0070	15
<b>Semester B</b>		
Critical and Cultural Studies L5: Visual Arts	5CTA1014	15
<b>Semester A and B</b>		
Fine Art Studio Practice 2.2	5ARD0084	30

### Year 4:

<b>Semester A and B</b>	<u>Code</u>	<u>Credits</u>
Degree Studio Work Development 3.1	6ARD0061	30
Marketing Communications: A&D	6BUS0225	30
<b>Semester B</b>		
Marketing for the Creative and Cultural Industries: A&D	5BUS0159	15

### Year 5:

<b>Semester A and B</b>	<u>Code</u>	<u>Credits</u>
Fine Art (with Marketing) Practice Level 3	6ART0029	45
Critical and Cultural Studies L6: Degree Essay (with Marketing)	6CTA1006	15

Progression to level 6 requires a minimum of 210 credits (including 90 at Level 4) and passes in all compulsory modules.

The award of an Honours degree in Fine Art requires 360 credit points passed with a minimum of at least 120 at level 6 including the final major project appropriate to the award title. The optional modules at levels 4 and 5 must be undertaken from those offered by the Faculty of Science, Technology and Creative Arts, or following consultation with and agreement of the programme tutor, equivalent modules offered by other Faculties within the University.

## Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in UPR AS14.

Module 6CTA1005 C&CS Level 6: Degree Essay / Report (Visual Arts) cannot be substituted with equivalent credits from any level to improve the degree classification of the award BA (Hons) Fine Art.

Module 6CTA1006 C&CS Level 6: Degree Essay (with Marketing) cannot be substituted with equivalent credits from any level to improve the degree classification of the award BA (Hons) Fine Art (with Marketing).

### Table 1b Final and interim awards available

The programme provides the following final and interim awards:

Award	Minimum requirements	Available at end of Level
University Certificate	45 credit points at level 4	4
Certificate of Higher Education	120 credit points at level 4	4, 5
University Diploma	180 credit points including at least 60 at level 5	5, 6
Diploma of Higher Education	240 credit points including at least 120 at level 5	5, 6
BA	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6
BA (Hons)	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6
BA Named Award (Sandwich)	300 credit points including 180 at level 5/6 of which 60 must be at level 6	6
BA (Hons) Named Award (Sandwich)	360 credit points	6

## E. Support for students and their learning

Students are supported by:

- Advice at the admissions stage to ensure they have a clear picture of the programme, with access to further information by email
- Orientation for overseas students
- An induction week at the start of each level of study
- A Programme Leader to help students understand the module structure
- An academic level co-ordinator to oversee and advise on programme related issues
- Tutors to provide academic and pastoral support
- A Faculty based Student Disabilities Co-ordinator
- Staff surgery hours
- A student mentor
- Student representatives on Programme Committees
- A designated programme administrator to deal with student enquiries
- StudyNet, a versatile on-line inter-active intranet and learning environment
- Access to extensive digital and print collections of information resources
- Attractive modern study environments in 3 Learning Resources Centres
- Guided student-centred through the use of StudyNet
- A substantial Student Centre, providing advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc.
- Office of Dean of students, incorporating Chaplaincy, Counselling, and nursery
- A Medical Centre
- An Equal Opportunities Officer
- The Students' Union
- The Careers service for all current students and graduates

## F. Entry requirements

The normal entry requirements for the programme are: 260 points from GCE A Levels including a 'creative' related subject. *Plus* GCSE English at Grade C or above. A minimum IELTS score of 6.0, TOEFL 550 (213 CBT) is required for those for whom English is not their first language.

Selection is based on a portfolio interview, after which students may be required to complete a Foundation Year or Foundation Diploma before progressing to the degree course.

Applications will be considered on an individual basis and are particularly welcomed from students with non-standard qualifications, or from a variety of backgrounds. Access course students without GCSEs are not required to take these qualifications in addition to their Access award, but must ensure that any required subjects are fully met within their Access course.

Additionally, applications are welcomed from students who are completing Advanced level qualifications in relevant subject areas. On successful admission, such applicants will be supported through specific address to essential visualisation and research methods common to degree level Art and Design study.

### English Language

Overseas and European students are required to demonstrate suitable levels of English language competence. This can be through previous study in English, but we often require specific performance in English tests. All undergraduates must be able to prove a minimum of IELTS 6.0, TOEFL 213 or equivalent.

Applicants will be evaluated against the following criteria:

- a) Academic attainment within general education at GCSE, A and VA Level GCE (12 unit award).
- b) Satisfactory academic reference.
- c) Personal statement or letter of application.
- d) Alternative or additional experience within art and design or appropriate subject areas.

They will normally be expected to provide evidence of previous study within art and design through a visual portfolio which demonstrates a range of art and design experience and evidence of study and commitment appropriate to the chosen subject area for degree study. Portfolio inspection may be accompanied by personal interview.

The normal entry requirements for the programme are:

- a portfolio of work demonstrating a broad-based approach to visual language and media handling
- visual communications and problem-solving skills
- an open-minded and questioning attitude to ideas and issues
- a desire to engage in contextual debate in relation to fine art practice
- written and verbal communication skills
  - an awareness of marketing and its relation to the discipline of study.

The programme is subject to the University's Principles, Policies, Regulations and Procedures for the Admission of Students to Undergraduate and Taught Postgraduate Programmes and will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

## Section 2

### Programme management

<b>JACS code(s)</b>	W100
<b>Modes of study</b>	Full time, Part time, Sandwich
<b>Intakes</b>	Semester A
<b>Relevant QAA subject benchmarking group</b>	Art and Design (2007 and 2008)
<b>Date of validation/last periodic review</b>	4 March 2008
<b>Date of production/ last revision of PS</b>	April 2008 / April 2010/ March 2011
<b>Relevant cohorts</b>	Level 4 2011/12; Level 5 2012/13; Level 6 2013/14
<b>Faculty</b>	Science, Technology and Creative Arts
<b>Administrative School(s)/Departments</b>	School of Creative Arts

#### Course (i.e. pathway) details

##### Course (i.e. Pathway Point) Titles

##### Course (i.e. Pathway Point) Codes

Fine Art	AFAF1, AFAF2, AFAF3, AFAF4
Fine Art with Marketing	AFAP1, AFAP2, AFAP3, AFAP4, AFAP5 FAMF1, FAMF2, FAMF3, FAMF4 FAMP1, FAMP2, FAMP3, FAMP4, FAMP5

**Note:** 'with Marketing' award is not available from September 2011 to new applicants.

The programme is managed by:

- Head of School.
- Associate Head of School who has overall responsibility for programmes in the School of Creative Arts.
- A Programme Leader who is responsible for the day to day management and who can advise students on the programme as a whole .
- Module Tutors who are responsible for individual modules and 'with Marketing' Co-ordinator.
- A Faculty Admissions Tutor with specific responsibility for open days and selection.
- A designated Administrator to deal with day to day administration associated with the programme.
- A programme committee, the membership of which includes the programme tutors and student representatives.

### Programme-specific assessment regulations

The programme is compliant with the University's generic assessment regulations (Structure and Assessment Regulations for Academic Programmes, UPR AS14) with the exception of those listed below, which have been specifically approved by the University:

Further points of clarification and interpretation relevant to this specific programme are given below:

The assessment of each module is based on the fulfilment of the module aims, as evidenced by the student's ability to demonstrate the learning outcomes as expressed on the Definitive Module Documents (DMDs).

**Formative** - on-going progress review, in critiques, presentations and tutorials

**Summative** - assessment that directly contributes to module grade. In the main, this happens at the end of the module.

Assessment methods are designed to reflect the learning undertaken within the course, and the requirements outlined within the learning outcomes. Specific requirements are described in the DMDs.

#### Formative Assessments

At regular points throughout the course, students' progress is monitored and reviewed by subject tutors and peers through critiques and presentations, when work in progress is seen and discussed and feedback is given.

### **Summative Assessments**

Within each module, specified elements of coursework are presented and marked.

Summative assessment normally takes place through critiques or presentations, when a selected portfolio of work is submitted for scrutiny. Students may be asked to provide a rationale for the work presented which forms the basis of self-assessment, alongside the tutor assessment, and verbal and/or written feedback is given.

Teaching and Learning strategies at each level are designed to enable students to progress through their programmes effectively.

Assessments on the programmes serve to provide the students with the opportunity to demonstrate the appropriate learning outcomes to a standard suitable for the award of a pass grade in the module assessed; or ultimately, to demonstrate their eligibility for the final award.

Students with documented special learning needs are able to negotiate arrangements for the submission of work for assessment.

The Programmes operate a Faculty-wide policy for treatment of extenuating circumstances and students receive details in the Student Handbook.

### **Degree Classification**

Module 6CTA1005 C&CS Level 6: Degree Essay / Report (Visual Arts) **cannot** be substituted with equivalent credits from any level to improve the degree classification of the award BA (Hons) Fine Art.

Module 6CTA1006 C&CS Level 6: Degree Essay (with Marketing) **cannot** be substituted with equivalent credits from any level to improve the degree classification of the award BA (Hons) Fine Art (with Marketing).

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### **Other sources of information**

- Definitive Module Documents
- Module Guides
- Student Handbook
- Programme Specification website:  
(StudyNet → Staff → Department Lists → Academic Quality Office → Programme Management → Programme Specifications)
- University of Hertfordshire Course website:  
<http://www.herts.ac.uk/courses/>
- QAA Benchmark Statement website:  
<http://www.qaa.ac.uk/academicinfrastructure/benchmark/default.asp>
- The Framework for Higher Education Qualifications in England, Wales and Northern Ireland, 2008:  
<http://www.qaa.ac.uk/academicinfrastructure/FHEQ/EWNI08/default.asp>
- SEEC Credit Level Descriptors for Further and Higher Education 2003: <http://www.seec-office.org.uk/creditlevel descriptors2003.pdf>
- External Quality Review report website:  
[http://www.qaa.ac.uk/revreps/inst\\_reports.asp?instID=H-0060](http://www.qaa.ac.uk/revreps/inst_reports.asp?instID=H-0060)
- UNISTATS website:  
<http://www.unistats.com/>
- University of Hertfordshire Academic Quality Office website:  
(StudyNet → Staff → Department Lists → Academic Quality Office)
- Structure & Assessment Regulations - Undergraduate & Taught Postgraduate Programmes, UPR AS14:  
<http://herts.ac.uk/secreg/upr/AS14.htm>
- Learning and Teaching Policy and General Educational Aims, UPR TL01:  
<http://herts.ac.uk/secreg/upr/TL01.htm>

- Admissions - Undergraduate & Taught Postgraduate Students, UPR SA03:  
<http://herts.ac.uk/secreg/upr/SA03.htm>
- Academic Quality, UPR AS17:  
<http://herts.ac.uk/secreg/upr/AS17.htm>  
Index of UPRs for students:  
[http://www.herts.ac.uk/secreg/upr/upr\\_azlist\\_student\\_info.htm](http://www.herts.ac.uk/secreg/upr/upr_azlist_student_info.htm)

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## Other information relevant to the programme

Students on all undergraduate programmes are offered the opportunity to participate in the SOCRATES Exchange Programme, allowing them to complete a part of their level 5 studies in a partner European Institution. We currently have reciprocal arrangements with institutions in Spain, Hungary, Poland, Bulgaria, Portugal, Ireland and Finland.

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## University policies relevant to the Programme

The University undertakes to use all reasonable endeavours to deliver, assess and administer this programme in accordance with this Programme Specification. At the same time it is recognised that it is in the nature of academic developments that changes, for example to the structure, curriculum, and assessment of a programme may be necessary in order to ensure that the programme remains up to date, in response to issues raised as a result of on-going monitoring and evaluation, and/or in order to conform to new regulatory requirements imposed by this institution, by professional or statutory bodies, or by national or governmental bodies.

The programme operates within the guidelines and policies relating to equal opportunities and environmental issues which may be agreed from time to time by the Board of Governors and/or the Academic Board of the University.

Where the programme is offered in collaboration with another institution these policies and guidelines will normally be those of the partner institution.

The programme operates in accordance with the University's Regulations Governing Studies Involving the Use of Human Subjects (UPR RE01) agreed from time to time by the Academic Board of the University. However, where the programme is offered in collaboration with another institution (for example through a franchise arrangement for all or part of the programme) then specific approval must be obtained from the University for the operation of the programme within ethical guidelines prepared by the partner institution. The partner institution will be responsible for all insurance liability in connection with the observance of ethical guidelines.



Signed \_\_\_\_\_ Date 27 March 2011  
Chair of Faculty Academic Quality Enhancement Committee

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If you would like this information in an alternative format please contact:

Mrs Anne Passmore, Senior Administrator (Academic Quality), Faculty of  
Science, Technology and Creative Arts  
Telephone: 01707 284102  
Email: [a.j.passmore@herts.ac.uk](mailto:a.j.passmore@herts.ac.uk)

## BA Hons Fine Art

**Table 2: Development of Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																	
		Knowledge & Understanding			Intellectual Skills				Practical Skills					Transferable Skills					
Module Title		Module Code	A1	A2	A3	B1	B2	B3	B4	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5
Level 4	Introduction to Studio Practice	4ARD0051	X			X				X						X			X
	Fine Art Studio Practice 1.1	4ARD0052	X			X		X		X					X	X	X	X	X
	Critical and Cultural Studies L4: Visual Arts	4CTA1007	X	X		X	X		X							X	X	X	X
	Working in Collaboration	4ARD0054	X						X	X						X	X		
	Fine Art Studio Practice 1.2	4ARD0056	X			X	X	X		X					X	X	X	X	X
	C&CS Elective	See table 3	X	X		X	X									X	X	X	
Level 5	Fine Art Studio Practice 2.1	5ARD0083	X	X		X	X		X		X					X		X	X
	Critical and Cultural Studies L5: Visual Arts	5CTA1014	X	X		X	X		X							X	X	X	X
	Fine Art Studio Practice 2.2	5ARD0084	X	X		X	X	X	X		X	X		X		X		X	X
	Enterprise and Employability 2.2	5ARD0085			X	X			X					X	X	X	X	X	X
	Enterprise and Employability 2.3	5ARD0086			X	X			X						X	X	X	X	X
	Professional Work Experience 15: Visual Arts	5CTA1008	X		X										X	X	X	X	
	Professional Work Experience 30: Visual Arts	5CTA1009	X		X										X	X	X	X	
	C&CS Elective	See table 3	X	X		X	X									X	X	X	
Sandwich Year (Creative Arts)	6CTA1008			X	X										X	X	X		
Level 6	Degree Studio Work Development 3.1	6ARD0061	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
	Critical and Cultural Studies L6: Degree Essay / Report (Visual Arts)	6CTA1005	X	X		X	X		X							X	X	X	X
	Degree Fine Art Studio Practice 3.2	6ARD0063	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

**Key:** Learning Outcome which is assessed as part of the module ☒

## Key to Programme Learning Outcomes

### Knowledge and Understanding

- A1. The conceptual, contextual and theoretical issues that support and inform contemporary fine art.
- A2. The cultural and historical contexts of contemporary fine art.
- A3. Professional practice and an awareness of the ethical issues effecting contemporary fine art.

### Intellectual Skills

- B1. An ability to critically analyse and evaluate fine art practice.
- B2. The ability to formulate and articulate independent critical judgements and arguments and respond to the critical judgements of others.
- B3. Identify strengths and personal direction and demonstrate independent and inventive thinking through the production of innovative work.
- B4. Ability to contextualise practice and articulate influences.

### Practical Skills

- C1. Demonstrate autonomous, reflective and professional use of media within studio practice.
- C2. Demonstrate the ability to progress work and realise ideas through to a resolved outcome.
- C3. Demonstrate the development of practice by the use of speculative enquiry.
- C4. Demonstrate relevant skills in selecting, presenting and/or installing studio practice.
- C5. Demonstrate the ability to make work that engages an audience.

### Transferable Skills

- D1. Demonstrate a resourceful and enterprising approach to a range of professional contexts.
- D2. Interact effectively with others through collaboration, dialogue and understanding the importance of professional networks.
- D3. Articulate ideas and information comprehensibly in visual, oral and written forms using academic conventions for referencing and acknowledging information sources where appropriate.
- D4. Demonstrate the ability to work independently, with adaptability and responsiveness and to take on challenges in a committed and professional manner.
- D5. Demonstrate the ability to research, evaluate and employ information from a variety of sources.

## BA Hons Fine Art with Marketing

**Table 2: Development of Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

		Programme Learning Outcomes (as identified in section 1 and the following page)																					
		Knowledge & Understanding					Intellectual Skills					Practical Skills					Transferable Skills						
Module Title		Module Code	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6
Level 4	Introduction to Studio Practice	4ARD0051	X					X					X						X			X	
	Fine Art Studio Practice 1.1	4ARD0052	X					X		X			X					X	X	X	X	X	
	Critical and Cultural Studies L4: Visual Arts	4CTA1007	X	X				X	X		X								X	X	X	X	X
	Working in Collaboration	4ARD0054	X								X		X						X	X			
	Fine Art Studio Practice 1.2	4ARD0056	X					X	X	X			X					X	X	X	X	X	
	Principles of Marketing 1 (A&D)	4BUS0214				X	X					X						X	X	X	X	X	
Level 5	Fine Art Studio Practice 2.1	5ARD0083	X	X				X	X		X			X					X		X	X	
	Critical and Cultural Studies L5: Visual Arts	5CTA1014	X	X				X	X		X								X	X	X	X	
	Fine Art Studio Practice 2.2	5ARD0084	X	X				X	X	X	X			X	X		X		X		X	X	
	Fine Art (with Marketing) Level 2 Professional Studies	5ART0070				X					X						X	X	X	X	X	X	X
	Marketing Planning: A&D	5BUS0153				X						X						X	X	X	X	X	
	Marketing for the Creative and Cultural Industries: A&D	5BUS0159				X						X						X	X	X	X	X	X
Level 6	Degree Studio Work Development 3.1	6ARD0061	X	X	X			X	X	X	X		X	X	X	X	X	X	X	X	X	X	
	Critical and Cultural Studies L6: Degree Essay (with Marketing)	6CTA1006	X	X	X			X	X									X	X	X	X	X	X
	Fine Art (with Marketing) Practice Level 3	6ART0029	X	X	X			X	X	X	X		X					X	X	X		X	X
	Marketing Communications: A&D	6BUS0225				X	X					X	X	X	X	X	X	X	X	X	X	X	X

**Key:** Learning Outcome which is assessed as part of the module

## Key to Programme Learning Outcomes (with Marketing)

### Knowledge and Understanding

- A1. The conceptual, contextual and theoretical issues that support and inform contemporary fine art.
- A2. The cultural and historical contexts of contemporary fine art.
- A3. Professional practice and an awareness of the ethical issues effecting contemporary fine art.
- A4. Knowledge of and competence in key areas of marketing and their application to the creative and cultural industries.
- A5. Marketing theories and their application to art and design.

### Intellectual Skills

- B1. An ability to critically analyse and evaluate fine art practice.
- B2. The ability to formulate and articulate independent critical judgements and arguments and respond to the critical judgements of others.
- B3. Identify strengths and personal direction and demonstrate independent and inventive thinking through the production of innovative work.
- B4. Ability to contextualise practice and articulate influences.
- B5. Develop skills relevant to the operation of marketing as a consumer activity.

### Practical Skills

- C1. Demonstrate autonomous, reflective and professional use of media within studio practice.
- C2. Demonstrate the ability to progress work and realise ideas through to a resolved outcome.
- C3. Demonstrate the development of practice by the use of speculative enquiry.
- C4. Demonstrate relevant skills in selecting, presenting and/or installing studio practice.
- C5. Demonstrate the ability to make work that engages an audience.

### Transferable Skills

- D1. Demonstrate a resourceful and enterprising approach to a range of professional contexts.
- D2. Interact effectively with others through collaboration, dialogue and understanding the importance of professional networks.
- D3. Articulate ideas and information comprehensibly in visual, oral and written forms using academic conventions for referencing and acknowledging information sources where appropriate.
- D4. Demonstrate the ability to work independently, with adaptability and responsiveness and to take on challenges in a committed and professional manner.
- D5. Demonstrate the ability to research, evaluate and employ information from a variety of sources.
- D6. Analyse and apply data.

**Table 3: Critical and Cultural Studies (C&CS) Elective Modules**  
(subject to availability)

**Level 4**

<b>Optional Modules</b> Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
Objects, Materials and the Body	4ART0018	15	0	100	B
Design and Decorative Arts Post 1950	4ART0022	15	0	100	B
An Introduction to Film	4ART0024	15	0	100	B
Contemporary Design and Criticism	4ART0074	15	0	100	B
Art and Psychology	4ART0029	15	0	100	B
Photography: Application and Context	4ART0030	15	0	100	B
Digital Culture	4ART0032	15	0	100	B
A Short History of Advertising	4ART0055	15	0	100	B
The Death of the Book	4ART0062	15	0	100	B
Comics, Animation and Popular Culture	4ART0037	15	0	100	B
Foundations of Marketing: Art and Design	4BUS0104	15	0	100	B
Sustainability: Past, Present and Future	4ARD0001	15	0	100	B
Gods and Monsters: the persistence of mythology	4ARD0007	15	0	100	B
Internet Cultures	4ARD0004	15	0	100	B
To Subvert and Divert: a particular history of animation	4ARD0006	15	0	100	B
If mouse then... : Exploring Interactive Media	4ARD0002	15	0	100	B
Death, Dancing and Diners	4ARD0026	15	0	100	B
Experiments with the Moving Image	4ARD0033	15	0	100	B
Take 2: Aspects of Film and TV 'mise en scene'	4ARD0032	15	0	100	B

**Level 5**

<b>Optional Modules</b> Module Titles	Module Code	Credit Points	% examination	% coursework	Semester
Image, Narrative and Representation	5ART0069	15	0	100	A
Contemporary Art and Criticism	5ART0024	15	0	100	A
Media Culture	5ART0017	15	0	100	A
Consuming Art and Design	5ART0020	15	0	100	A
Photography: Gender and Identity	5ART0021	15	0	100	A
Approaches to Arts Therapies Theories	5ART0032	15	0	100	A
The History of Technology	5ART0035	15	0	100	A
Approaches to Contemporary Film	5ART0038	15	0	100	A
Design and Desire	5ART0055	15	0	100	A
Gender, Psychoanalysis and Art Practice	5ART0053	15	0	100	A
Film in the Post-cinema age	5ARD0010	15	0	100	A
Sustainability in Practice	5ARD0005	15	0	100	A
Creating Cultural Spaces	5ARD0004	15	0	100	A
Taking the Ride: theatricality, body thrills, safe spills and simulation	5ARD0006	15	0	100	A
Sonic Worlds: sound, technology, design and meaning	5ARD0012	15	0	100	A
Advertising Worlds	5ARD0018	15	0	100	A
Joystruck: The Emergence of Games Culture	5ARD0092	15	0	100	A
Undressing Cinema: Relationships Between Film and Fashion	5ARD0093	15	0	100	A