



## Part 2: Educational Aims of the Programme

### Aims of the undergraduate modular scheme:

- to prepare students for professional creative practice within a chosen field of study;
- to provide an experience of higher education in art, media and design that offers students choice and independence in determining their own abilities and ambitions within a subject discipline;
- to equip students with the intellectual, practical, critical and creative skills necessary for them to locate themselves and their practice within professional, social, historical and cultural contexts;
- to give students the confidence to develop informed independent judgements with critical and intellectual rigour;
- to ensure that the development of key/transferable skills is an integrated part of the curriculum;
- to equip students with the necessary understanding of research techniques and appropriate methodologies;
- to sustain an environment in which individual students may realise their full potential.

### **Educational aims: Fine Art**

The programme aims to enable students to:

- Develop an individual Fine Art practice that is informed by an understanding of historical and contemporary visual art.
- Gain knowledge and understanding of appropriate media skills and methods to develop and sustain a Fine Art practice.
- Develop the intellectual and critical skills necessary to demonstrate critical reflection, evaluation and analysis in the development of their practice
- Develop the technical, contextual and key/transferable skills necessary to work in a professional environment or to undertake further study.

### **Educational aims: Art and Visual Culture BA (Hons)**

The programme aims to enable students to:

- Develop an informed view of relevant theoretical perspectives in relation to students individual practice.
- Demonstrate an understanding of the complex relationship between theory and practice through research, analysis and critical reflection.
- Understand and articulate the conceptual and theoretical context of their practice.

### **Educational aims: Fine Art BA (Hons)**

The programme aims to enable students to:

- Develop an individual Fine Art practice in the context of an informed awareness and understanding of issues and debates relevant to contemporary and historical precedents.
- Develop a working method that demonstrates appropriate knowledge and understanding of technical and professional practice skills in support of their practice

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- Identify and develop appropriate skills and knowledge necessary to present and exhibit artworks

### Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

Fine Art graduates will possess the practical, theoretical, and professional skills and knowledge that underpin a wide range of related Fine Art disciplines.

Graduates will be able to apply their thinking to a diverse range of subjects and relate these to the broad field of creative contexts and practices. They can critically evaluate the relationship between initial intent, content and delivery to inform the development and evaluation of a variety of creative outputs.

Graduates will be able to demonstrate skills in research and critical thinking in order to implement a range of creative, strategic and technical skills across diverse contexts and practice. They will have practical experience and theoretical knowledge a broad range of 2D and 3D disciplines together with moving image, and web based approaches to art making. Depending on their own Fine Art specialism, graduates will have acquired technical skills that may range from expertise in specific manufacturing processes, to design and information technology packages to events management and marketing skills.

Graduates will have the ability to work both as part of a team and independently. A strong emphasis is placed on the acquisition of independent analysis and creative initiative during the degree and this equips Fine Art students with the flexibility to progress into a broad range of professions both directly related to and distinct from their subject specialism. Fine Art graduates will be confident collaborators and possess the ability to present themselves and their work professionally as well as engage with a diverse range of people and audiences.

Fine Art graduates will be highly visually and conceptually literate and will excel at creative problem solving. They will have the ability to work as autonomous practitioners or within teams in a variety of contexts and for a variety of audiences.



#### Part 4: Student Learning and Student Support

##### Teaching and learning strategies to enable learning outcomes to be achieved and demonstrated

At UWE, Bristol there is a policy for a minimum average requirement of 12 hours/week contact time over the course of the full undergraduate programme. This contact time encompasses a range of face:face activities as described below. In addition a range of other learning activities will be embedded within the programme which, together with the contact time, will enable learning outcomes to be achieved and demonstrated.

On the Fine Art and Art & Visual Culture programmes teaching is a mix of *scheduled, independent and placement learning*. For the programmes Fine Art and Art & Visual Culture:

**Scheduled learning** includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; work based learning; supervised time in studio/workshop. Scheduled sessions may vary slightly depending on the module choices made.

**Independent learning** includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. Scheduled sessions may vary slightly depending on the module choices made.

**Placement learning:** may include a practice placement, work experience placement or optional semester abroad.

##### Description of any Distinctive Features

None

#### Part 5: Assessment

A: Approved to [University Regulations and Procedures](#)

##### Assessment Strategy

Assessment strategies within the programme reflect the Faculty of Art, Creative Industries and Education's philosophy which considers assessment to be part of the learning process.

Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements, and to support the monitoring of progress by tutors and students. Assessment methods used are varied, are relevant in demonstrating achievement to both academic and industry stakeholders, and form a coherent programme of assessment which is designed to offer students the maximum opportunity to demonstrate the skills, knowledge and experience that they have gained through the course of study, as well as to support ongoing and continuous improvement in their individual creative practice and development as practitioner-researchers.

The principle of 'learning through making' is core to learning strategies in the Department of Creative Industries – these learning activities are then expanded into and through an exploration of contemporary practice in relevant and related subject areas.



## Part 5: Assessment


<b>Compulsory Modules Level 2</b>										(100%)
	UAAARL-45-2									A (100%)
	UAAARG-15-2					A (70%)	A (30%)			
	UA1APS-15-2						A (100%)			
<b>Compulsory Modules Level 3</b>	UAAARH-30-3									A (100%)
	UAAARP-30-3									A (100%)
	UAAARJ-60-3									A (100%)
	UAAARQ-60-3									A (100%)
	UAAARK-15-3					A (70%)	A (30%)			
	UA1APT-15-3							A (100%)		
<b>Optional Modules Level 2</b>	UA1APR-45-2					A (20%)				A (80%)
	UAAARF-45-2									A (100%)

\*Assessment should be shown in terms of either **Written Exams**, **Practical exams**, or **Coursework** as indicated by the colour coding above.

## Part 6: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time student**, including: level and credit requirements, interim award requirements, module diet, including compulsory and optional modules

\*These modules are currently only available to students studying in Bristol

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
	Year 1	UAAARB-45-1 Introduction to Fine Art  UAAARC-45-1 Exploring Practice in Fine Art  UA1APQ-15-1 Critical Perspectives  UAAARD-15-1 Professional Practice and Work Experience 1	If credit is required:  UA1ASC-5-1 *Negotiated Presentation 1  Or  UA1ASF-10-1 *Negotiated Presentation and Reflective Statement 1	CERT HE Fine Art  • Credit requirements 120 credits at level 1 or above   Other requirements:
	Year 2	UAAARE-45-2 Developing Practice in Fine Art  OR  UAAARL-45-2 Developing Practice in Art and Visual Culture  UAAARG-15-2 Professional Practice and Work Experience 2  UA1APS-15-2 Creative Analysis	Choose one:  UAAARF-45-2 Developing Practice in Fine Art 2  UA1APR-45-2 *International Exchange  And if credit is required:  UA1ASD-5-2 *Negotiated Presentation 2  OR  UA1ASG-10-2 *Negotiated Presentation and Reflective Statement 2  AND/OR  UACASK15-2 *Professional Practice (International)	DIPHE Fine Art (if UAAARE-45-2 taken)  OR  DIPHE Art and Visual Culture (if UAAARL-45-2 taken)  • Credit requirements 240 credits at level 2



	Compulsory Modules	Optional Modules	Interim Awards
Year 3	UAAARH-30-3 Preparation for Extended Study in Fine Art  AND  UAAARJ-60-3 Extended Study in Fine Art)  OR  UAAARP-30-3 Preparation for Extended Study in Art & Visual Culture  AND  UAAARQ-60-3 Extended Study in Art & Visual Culture)  UA1APT-15-3 Independent Research Project  UAAARK-15-3 Professional Practice and Work Experience 3	If credit is required:  UA1ASE-5-3 *Negotiated Presentation 3  OR UA1ASH-10-3 *Negotiated Presentation and Reflective Statement 3	BA (Hons) Fine Art - 360 credits  BA Fine Art – 300 credits  OR  BA (Hons) Art and Visual Culture – 360 credits  BA Art and Visual Culture – 300 credits

**GRADUATION**

**Part time:**

The following structure diagram demonstrates the student journey from Entry through to Graduation for a typical **part time student**.

**Please note: a part-time route has not been approved for students studying in Cyprus**

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
Year 1	1.1	UAAARB-45-1 Introduction to Fine Art	If credit is required  UA1ASC-5-1 Negotiated Presentation	CERT HE Fine Art  • Credit requirements 120 credits at level 1 or above   Other requirements:
	1.1	UA1APQ-15-1 Critical Perspectives	or UA1ASF-10-1 Negotiated Presentation and Reflective Statement 1	
	1.2	UAAARC-45-1 Exploring Practice in Fine Art	1.1 or 1.2	
	1.2	UAAARD-15-1 Professional Practice and Work Experience 1		
Year 2	2.1	UAAARE-45-2 Developing Practice in Fine Art	UAAARF-45-2 International Exchange	DIPHE Fine Art  • Credit requirements 240 credits at level 2
	2.1	UA1APS-15-2 Creative Analysis	UAAARF-45-2 Developing Practice in Fine Art 2	
	2.2	UAAARG-15-2 Professional Practice and Work Experience 2	2.2 And if credit is required  UA1ASD-5-2 Negotiated Presentation OR UA1ASG-10-2 Negotiated Presentation and Reflective Statement 2 AND/OR UACASK-15-2 Professional Practice (International)	
			2.1 or 2.2	
		Compulsory Modules	Optional Modules	Interim Awards

Year 3	UAAARH-30-3 Preparation for extended study in Fine Art  OR  UAAARP-30-3 Preparation for extended study in Art & Visual Culture  3.1	If credit is required  UA1ASE-5-3 Negotiated Presentation 3  OR  UA1ASH-10-3 Negotiated Presentation and Reflective Statement 3	BA (Hons) Fine Art - 360 credits  BA Fine Art – 300 credits
	UA1APT-15-3 Independent Research Project  3.1	3.1 or 3.2	
	UAAARK-15-3 Professional Practice and Work Experience 3  3.2		
	UAAARJ-60-3 Extended Study in Fine Art  Or  UAAARQ-60-3 Extended Study in Art & Visual Culture  3.2		

## GRADUATION

Part 7: Entry Requirements
<p>The University's Standard Entry Requirements apply with the following additions/exceptions*:</p> <p>Applicants should normally have completed one of the following:</p> <ul style="list-style-type: none"> <li>• A Foundation course of at least one year's duration.</li> <li>• A BTEC certificate or diploma in an appropriate art and design subject or other evidence of potential to study at degree level.</li> <li>• An Access to HE programme in Art and Design or a related subject</li> </ul> <p>Level Three entry – suitable qualifications will include Foundation Degree, Diploma in Higher Education or HND (or equivalent) in an appropriate/related subject discipline).</p> <p><b>English Language Requirements:</b>            All students will normally have a recognised English Language qualification of at least GCSE grade C or equivalent standard. If English is not the first language test results such as IELTS 6.0, TOEFL 570 (230 if computer text), NEAB or Cambridge Proficiency grade C will be acceptable.</p>

## Part 7: Entry Requirements

All applicants invited for interview must produce a portfolio of work.

## Part 8: Reference Points and Benchmarks

This programme has been developed in relation to the following reference points:

- QAA Benchmark Statement for Art and Design and History of Art, Architecture and Design
- QAA National Qualifications Framework
- UWE Vision, Mission and Strategy
- UWE Learning and Teaching Strategy
- UWE Assessment Policy
- Staff research (See Appendix 1)
- Feedback from 'feeder' institutions
- Feedback from alumni
- Feedback from employers
- UWE QMEF requirements (15/30 credit structure)
- Student Feedback via module feedback, SRSF meetings, SU Rep for a
- Staff Feedback via programme reports, module specs, formal & informal meetings
- EE comments/reports
- Diversity and Disability profiles (sector-wide and department specific)
- Department of Creative Industries' 'Writing in the Curriculum Review' 2011/12

The programme structure, curriculum content, professional skills and industry engagements have been successfully scrutinised by professionally engaged external examiners and HE Teaching, Learning and Assessment in Creative Practices specialists. This scrutiny has been enhanced by the regular professional engagement of industry practitioners, the success of the course in national and international open professional awards and the strong track record of our graduating students and alumni in moving into professional practice, employment and further study. The course continually reassesses its professional currency via outward engagement, live commissions and industry events.

This specification provides a concise summary of the main features of the programme and the 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 learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications, available on the [University's website](#).