



CORPORATE AND ACADEMIC SERVICES

PROGRAMME SPECIFICATION

Part 1: Basic Data		
Awarding Institution	UWE	
Teaching Institution	UWE	
Delivery Location	UWE, Bower Ashton Campus	
Faculty responsible for programme	Arts, Creative Industries and Education	
Department responsible for programme	Creative Industries	
Modular Scheme Title	Undergraduate Modular Degree Scheme	
Professional Statutory or Regulatory Body Links		
Highest Award Title	BA (Hons) Drawing and Applied Arts	
Default Award Title		
Fall-back Award Title		
Interim Award Titles	BA Drawing and Applied Arts DipHE Drawing and Applied Arts Cert HE Drawing and Applied Arts	
UWE Progression Route		
Mode(s) of Delivery	FT / PT	
Codes	UCAS: E110	JACS:
	ISIS2: E110	HESA:
Relevant QAA Subject Benchmark Statements		
CAP Approval Date	March 2013; November 2013	
Valid from	September 2013	
Valid until Date		
Version	9.1	

Part 2: Educational Aims of the Programme

Aims of the undergraduate modular scheme:

- to provide an opportunity to develop a creative practice within a chosen field of study;

Part 2: Educational Aims of the Programme

- to provide an experience of higher education in art, media and design that offers student's 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 and 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: BA (Hons) Drawing and Applied Arts

The programme aims to enable students to:

- develop knowledge, understanding and skill through an exploration of interdisciplinary practice;
- understand drawing as fundamental to the development of a sustainable creative practice;
- understand the potential range of applications of drawing in the realisation of a creative methodology;
- develop their intellectual, critical, technical and key/transferable skills (necessary) to work in either a professional environment or to undertake further study;
- demonstrate critical reflection, evaluation and analysis in the development of their practice;
- develop a personal methodology that recognises research, development and realisation as three key components;
- understand their work in a professional, critical, cultural, historical and social context.

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

BA (Hons) Drawing and Applied Arts is a broad based course which supports the development of creative independence using drawing as a means to develop ideas and individual creative innovation.

The award is interested in the dialogue between applied and fine art practice. The resulting tension provides a stimulating and progressive environment for learning. The award has developed teaching and learning strategies which enable students to understand and take ownership of their personal progression and to develop individual programmes of study, leading to the development of excellent transferable skill sets and specialist knowledges.

Part 3: Learning Outcomes of the Programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:

Part 3: Learning Outcomes of the Programme

organisation of resources

identify key issues/problems and implement appropriate skills in the resolution/realisation of a solution

x	x	x	x	x	x	x	x	x	x	x	x	x	x
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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 Drawing and Applied Arts programme teaching is a mix of *scheduled, independent and placement learning*. For the programme Drawing and Applied Arts:

Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; external visits; work based learning. Scheduled sessions may vary slightly depending on the module choices made.

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

Placement learning: may include a practice placement, other placement, year abroad.

Description of any Distinctive Features

BA (Hons) Drawing and Applied Arts is a broad based course which supports the development of creative independence using drawing as a means to develop ideas and individual creative innovation. Central to the award is a fundamental belief in drawing as a critical, conceptual and multi-disciplinary language, and students will be encouraged to develop ideas through a variety of media. The programme supports the view that when drawing is reinforced and developed through another medium, it is often reinvented, thus enabling students to consider new possibilities to the development of their work. Printmaking, ceramic, photographic, and moving image processes will therefore be introduced to provide students with a breadth of experiences from which to expand their creative and critical approaches to practice.

The award is interested in the dialogue between applied and fine art practice. The resulting tension provides a stimulating and progressive environment for learning. Students are encouraged to take risks, be ambitious, intuitive, experimental and resourceful, thus leading to a diverse range of outcomes.

This approach to creative development is underpinned throughout by a programme of cultural and theoretical studies intended to enable students to understand the range of possibilities inherent in the study of drawing.

The course team has been brought together for their breadth of experience and range of views on drawing.

The award has developed teaching and learning strategies and implemented structures designed to help students understand and take ownership of their personal progression and to develop individual programmes of study.

Part 5: Assessment

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

Assessment Strategy

Part 5: Assessment

Assessment strategy to enable the learning outcomes to be achieved and demonstrated:

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.

At assessment, therefore, students are expected to present evidence of work which demonstrates engagement with the minimum number of learning hours for the module (contact and independent study hours).

Forms of assessment used as part of the overall programme include:

- Presentation and participation in studio-critique
- Poster presentation
- Group and individual visual presentations
- Group and individual verbal presentations
- Written Assignments – forms of writing relevant to the creative industries, including academic/essay and industry focused/report writing
- Group critiques
- Peer and self-assessment
- Evaluative and reflective outcomes, including visual, verbal and written

Formative and summative assessment activities that involve students participating in the evaluation of presented work (their own and others') take place throughout the programme. Participation in and attendance at these sessions forms part of the assessed content of the module as a result of this.

Feedback (verbal and/or in writing) at regular points throughout the module provides students with a clear understanding of their progress and advice about how this can be improved.

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Assessment Map

The programme encompasses a range of **assessment methods** including; written assignments, presentations, and practical work. These are detailed in the following assessment map:

Assessment Map for BA (Hons) Drawing and Applied Arts

		Type of Assessment*									
		Unseen Written Exam	Open Book Written Exam	In-class Written Test	Practical Exam	Practical Skills Assessment	Oral assessment and/or presentation	Written Assignment	Report / Project	Dissertation	Body of practical/visual work
Compulsory Modules Level 1	UAAAQ5-45-1										A 100%
	UAAAQ6-45-1										A 100%
	UAAAQ7-15-1						A 70%	A 30%			
	UA1APQ-15-1							A 100%			
Compulsory Modules Level 2	UAAAQ8-45-2										A 100%
	UAAAQA-15-2						A 70%	A 30%			
	UA1APS-15-2							A 100%			
Compulsory Modules Level 3	UAAAQB-30-3										A 100%
	UAAAQC-60-3										A 100%
	UAAAQD-15-1						A	A			

Part 5: Assessment										
							70%	30%		
									A 100%	
Optional Modules Level 2										A 100%
							A 20%			A 80%

*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

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
Year 1		UAAAQ5-45-1 Introduction to Drawing and Applied Arts	If credit is required: UA1ASC-5-1 Negotiated Presentation 1 Or UA1ASF-10-1 Negotiated Presentation and Reflective Statement 1	Other requirements:
		UAAAQ6-45-1 Exploring Practice in Drawing and Applied Arts.		
		UAAAQ7-15-1 Professional Practice and Work Experience in Drawing and Applied Arts		
		UA1APQ-15-1 Critical Perspectives		
Year 2		UAAAQ8-45-2 Developing Practice in Drawing and Applied Arts	UA1APR-45-2 International Exchange UAAAQ9-45-2 Developing Practice in Drawing and Applied Arts 2	Other requirements:
		UAAAQA-15-2 Professional Practice and Work Experience in Drawing and Applied Arts 2		
		UA1APS-15-2 Creative Analysis		

> ☉	Compulsory Modules	Optional Modules	Interim Awards
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	UAAAQB-30-3 Preparation for Extended study in Drawing and Applied Arts	And if credit is required: UA1ASD-5-2 Negotiated Presentation 2	Other requirements:
	UAAAQC-60-3 Extended study in Drawing and Applied Arts	Or UA1ASG-10-2 Negotiated Presentation and Reflective Statement 2	
	UAAAQD-15-3 Professional Practice and Work Experience in Drawing and Applied Arts 3	And/or UACASK15-2 Professional Practice (International)	
	UA1APT-15-3 Independent Research Project		

GRADUATION

PART TIME				
ENTRY		Compulsory Modules	Optional Modules	Interim Awards
Level 1	UAAAQ5-45-1 Introduction to Drawing and Applied Arts 1.1	If credit is required UA1ASC-5-1 Negotiated Presentation Or UA1ASF-10-1 Negotiated Presentation and Reflective Statement 1 1.1 or 1.2	Cert HE Drawing and Applied Arts – 120 Credits at Level 1 or above Other requirements:	
	UA1APQ-15-1 Critical Perspectives 1.1			
	UAAAQ7-15-1 Professional Practice and Work Experience in Drawing and Applied Arts 1.2			
	UAAAQ6-45-1 Exploring Practice in Drawing and Applied Arts. 1.2			
Level 2	UAAAQ8-45-2 Developing Practice in Drawing and Applied Arts 2.1	UA1APR-45-2 International Exchange 2.2	Dip. HE Drawing and Applied Arts – 240 credits at Level 2 or above	
	UA1APS-15-2 Creative Analysis 2.1	UAAAQ9-45-2 Developing Practice in Drawing and Applied Arts 2 2.2		

	UAAAQA-15-2 Professional Practice and Work Experience in Drawing and Applied Arts 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	Other requirements:
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	Compulsory Modules	Optional Modules	Interim Awards
Level 3	UAAAQB-30-3 Preparation for Extended study in Drawing and Applied Arts 3.1	If credit is required UA1ASE-5-3 Negotiated Presentation 3 Or UA1ASH-10-3 Negotiated Presentation and Reflective Statement 3 3.1 or 3.2	BA Drawing and Applied Arts – 300 credits
	UA1APT-15-3 Independent Research Project 3.1		
	UAAAQD-15-1 Professional Practice and Work Experience in Drawing and Applied Arts 3 3.2		
	UAAAQC-60-3 Extended study in Drawing and Applied Arts 3.2		Other requirements:

GRADUATION

Part 7: Entry Requirements

The University's Standard Entry Requirements apply with the following additions/exceptions*:

Applicants should normally have completed one of the following:

- A Foundation course of at least one year's duration.
- A BTEC certificate or diploma in an appropriate art and design subject or other evidence of potential to study at degree level.
- An Access to HE programme in Art and Design or a related subject

Level Three entry – suitable qualifications will include Foundation Degree, Diploma in Higher Education or HND (or equivalent) in an appropriate/related subject discipline).

Part 7: Entry Requirements

English Language Requirements:

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.

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

Part 8: Reference Points and Benchmarks

Description of **how** the following reference points and benchmarks have been used in the design of the programme:

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
- QAA Benchmark Statement for Art and Design and History of Art, Architecture and Design

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.

APPENDIX 1

Dawn Mason

Dawn Mason is the Programme Manager for Drawing and Applied Arts at the Faculty of Creative Arts, UWE, overseeing the running and academic development of the programme. She has taught at both Nottingham Trent University and at UWE. The main area of her creative practice is textile design, particularly knit and stitch and she has worked in a broad range of professional environments both commercially and for private commission. Her current interests are in works which explore the notion of inheritance and testimony, producing both artefacts and site specific work.

John France

John France is second year co-ordinator and senior lecturer in Drawing and Applied Arts. He is a painter and curator and was born in London in 1952. In 1976, he gained an MA in painting from Chelsea School of Art. His work has been exhibited widely in Britain and Europe where he has received numerous awards and prizes including an Arts Council of Great Britain Award and a John Moores Painting Prize. Recent exhibitions include 'Hand Paper Paint', Sanskriti Foundation, New Delhi, India and the curation of exhibitions for the British Council called 'Message to India', in New

Part 8: Reference Points and Benchmarks

Dehli and touring India. Between 1998 and 2002, he was Reader in Fine Art at the University of Derby.

Yvonne Buchheim

Yvonne is a full time member of the Drawing and Applied Arts teaching team and is third year co-ordinator, although she also contributes across all years. She was born in 1972 in Weimar in East-Germany and gained her first degree from the Fachhochschule Munich. Yvonne followed this by a Masters in Fine Art at the Ulster University at Belfast in 2000.

In her art practice she is concerned with the definitions of drawing through a variety of media such as sculpture, photography and video. This often takes the form of collaborative practice and site-specific installations. She has participated on several international artist in residence programmes and exhibited widely including solo-shows in Germany, Ireland, Greece and the U.K. She was awarded the Evelyn Williams Drawing Fellowship at the University of Derby in 2000-01. Yvonne has been a visiting lecturer at a number of universities in Europe and the U.K. and has recently taught drawing at the National College of Art and Design at Dublin, Eire.

***Richard Kenton Webb** is a Senior Lecturer for the Drawing and Applied Arts degree. He teaches into all three years but has particular responsibilities for the first year students. Richard gained his M.A. in painting at The Royal College of Art and has considerable experience in teaching drawing, the understanding of colour, and developing creativity and the abstract generally. His work in colour both as a tutor and a painter is one of his principal considerations.*

Richard's teaching practice draws from a broad research base. His reading envelops art history, neurology, anthropology, philosophy, psychology, psychoanalysis, children's art, mental growth, history and education to explore the vast subject of colour, creativity and the imagination. This is inspired by his desire to facilitate and awaken creativity across the senses, thus helping his students to be more inventive and individual. He has recently created some hand-crafted colour boxes and a colour alphabet as practical tools to help his students make the right decisions about their work.

Since 2000 his creative practice has involved making a colour grammar in a series of 44 paintings. These have now extended into a series of 22 sculptures which he calls 'colour forms'. Drawing has always underpinned his work. Since 2000, he has also worked with a composer, exploring the marrying of sound, image and place. The composer is responding with different instruments for each of the 22 colour spectrum of forms. Richard has participated in international artist in residence programs and exhibits in the UK and overseas. You can find out more on his website: www.richardkentonwebb.com.

Ian Chamberlain

Ian completed his undergraduate degrees in UWE in Illustration and MA Printmaking. Ian teaches on Drawing & Applied Arts and MA Printmaking at UWE with his background in Illustration, Drawing, Printmaking and Artists' Books.

Ian has exhibited his Drawings and Prints nationally and internationally in various galleries and group exhibitions. Within Printmaking he has considerable experience using the Collagraph and Etching processes.

His current practice deals with form and function and how Drawing offers a direct and immediate method of recording an object, interpreting the three-dimensional world in two-dimensional space. He uses the etching process to compliment and emphasize the layering and the reworking of the image.

Suzanne Mooney

Suzanne Mooney is a part-time senior lecturer in Drawing and Applied Arts. Within her own artistic practice, she employs a variety of media including photography, appropriated objects, postcards, slideshows, drawing and installation. The relationship between production, function and mediation of everyday objects is central to her practice. Since graduating from the Royal College of Art in 2005, Suzanne has received much national and international attention and has been shown in numerous solo and group exhibitions in spaces including, Arnolfini, Bristol; Gimpel Fils, London; Arles Photography Festival, France; The Gallery of Photography, Dublin; Galleria Civica, Comune di

Part 8: Reference Points and Benchmarks

Modena, and Dashanzi International Art Festival, Beijing.

Suzanne has previously lectured onto undergraduate degree programs in University of Wales, Newport; Camberwell College of Art, London and Goldsmiths College, University of London.

Associate Lecturers

In addition to the full-time staff, an Associate Lecturer may also teach you. These are part-time members of staff who are employed to teach on the course due to their specific expertise in teaching and/or professional practice. Many Associate Lecturers have established careers in the field of Art and Design. Visiting Lecturers bring a wide range of expertise to the programme that reflects the diversity of practices undertaken by students on this award.

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](#).