



Programme Specification

Art and Writing [Bower]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Art and Writing [Bower]

Highest award: BA (Hons) Art and Writing

Interim award: BA Art and Writing

Interim award: DipHE Art and Writing

Interim award: CertHE Art and Writing

Awarding institution: UWE Bristol

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

School responsible for the programme: CATE School of Arts, College of Arts, Technology and Environment

Professional, statutory or regulatory bodies: Not applicable

Modes of delivery: Full-time, Part-time

Entry requirements:

For implementation from: 01 September 2021

Programme code: W50A13

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: The aims of the undergraduate modular scheme are:

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.

Features of the programme:

Educational Aims: 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.

Programme Learning Outcomes:

On successful completion of this programme graduates will achieve the following learning outcomes.

Knowledge and Understanding

- A1. Locate their own practice within the broader context of visual communication and Fine Art practice
- A2. Informed awareness of the relevance and function of modes of presentation
- A3. Identify personal strengths and needs and apply this knowledge to developing an effective Fine Art practice
- A4. Experience and engage in contemporary and historical art forms in a range of contexts

Intellectual Skills

- B1. Identify and synthesise the connections between processes and ideas
- B2. Evaluate, discuss and critically reflect upon their own and others artwork
- B3. Seek and analyse relevant sources of information to support their art practice and their own conceptual development

Subject/Professional Practice Skills

- C1. Develop direct and sustain an art practice to a focused resolution
- C2. Work with a range of practical media skills appropriate to their practice
- C3. Negotiate, communicate and interact comprehensibly with others
- C4. Present and document their work professionally and coherently

Transferable Skills and other attributes

- D1. Ability to manage their own learning and access an appropriate range of resources
- D2. Ability to communicate their ideas visually, verbally and in writing
- D3. Identify relevant career and further study opportunities

Assessment strategy: Assessment strategies within the programme reflect the School of Arts' philosophy which considers assessment to be part of the learning process.

The Pass / Fail Assessment Strategy for this programme's modules at Level 4 has been designed to:

1. Establish a more authentic and subject appropriate approach to the assessment process, placing greater emphasis on assessment as learning, rather than an assessment of learning – which is more aligned to the iterative nature of art practice.
2. Establish a less marks driven approach to assessment, particularly during the early stages of a student's journey, will provide students with an opportunity to build confidence and develop individual approaches to iterative practice and creative risk-taking without the perceived pressure / punitive nature of a marks driven culture.
3. Remove the emphasis from final marks, making explicit the role of feedback in students future learning and progression. Greater emphasis on assessment feedback will enable staff and students to establish a broader shared language and understanding of assessment away from the granular detail of marks.
4. Signal a more holistic, inclusive approach to assessment and would align with the University's wider priorities of inclusivity and accessibility.

At Levels 5 and 6 summative assessment students receive a moderated mark for each module – with written and / or verbal feedback clearly indicating their levels of achievement and areas for further development.

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 School of Arts – 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.

Student support:

Part B: Programme Structure

Year 1

Part time students must take 60 credits from the modules in Year 1.

Full time students must take 120 credits from the modules in Year 1.

Year 1 Compulsory Modules (Full Time)

Full time students must take 120 credits from the modules in Compulsory Modules (Full Time).

Module Code	Module Title	Credit
UAAARC-45-1	Exploring Practice in Fine Art 2023-24	45
UAAARB-45-1	Introduction to Fine Art 2023-24	45
UAAARD-15-1	Introduction to Professional Practice 2023-24	15
UA1APQ-15-1	Visual Culture 1 2023-24	15

Year 1 Compulsory Modules (Part Time)

Part time students must take 60 credits from the modules in Compulsory Modules (Part Time).

Module Code	Module Title	Credit
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UAAARB-45-1	Introduction to Fine Art 2023-24	45
UA1APQ-15-1	Visual Culture 1 2023-24	15

Year 1 Optional Modules Exchange (Part Time and Full Time)

Please select one of the following modules if additional credit is required by the exchange student on a part time or full time delivery.

Module Code	Module Title	Credit
UA1ASC-5-1	Negotiated Presentation 1 2023-24	5
UA1ASF-10-1	Negotiated Presentation with Reflective Statement 1 2023-24	10

Year 2

Part time students must take 60 credits from the modules in Year 2.

Full time students must take 120 credits from the modules in Year 2.

Year 2 Compulsory Modules (Full Time)

Full time students must take 60 credits from the modules in Compulsory Modules (Full Time).

Module Code	Module Title	Credit
UA1APS-15-2	Visual Culture 2 2024-25	15
UAAARL-45-2	Developing Practice in Art and Writing 2024-25	45

Year 2 Compulsory Modules (Part Time)

Part time students must take 60 credits from the modules in Compulsory Modules (Part Time).

Module Code	Module Title	Credit
UAAARC-45-1	Exploring Practice in Fine Art 2024-25	45
UAAARD-15-1	Introduction to Professional Practice 2024-25	15

Year 2 Optional Modules 1 (Full Time)

Full time students must take 45 credits from the modules in Optional Modules 1 (Full Time).

Module Code	Module Title	Credit
UAAARF-45-2	Developing Practice in Fine Art 2 2024-25	45
UA1APR-45-2	International Exchange 2024-25	45

Year 2 Optional Modules 2 (Full Time)

Full time students must take 15 credits from the modules in Optional Modules 2 (Full Time).

Module Code	Module Title	Credit
UADB3E-15-2	Collaborate 2024-25	15
UAAARG-15-2	Professional Practice: Work Experience 2024-25	15

Year 2 Optional Modules Exchange (Full Time)

Full time students can select from the modules below if additional credit is required by the exchange student.

The Optional Modules Exchange (Full Time) rules are:

EITHER:

UA1ASD-5-2 Negotiated Presentation 2

OR

UA1ASG-10-2 Negotiated Presentation and Reflective Statement 2

AND/OR

UA1ASK-15-2 Professional Practice (International)

Module Code	Module Title	Credit
UA1ASD-5-2	Negotiated Presentation 2 2024-25	5

UA1ASG-10-2	Negotiated Presentation with Reflective Statement 2 2024-25	10
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UA1ASK-15-2	Professional Practice (international) 2024-25	15
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Year 2 Optional Modules Exchange (Part Time)

Please select one of the following modules if additional credit is required by the exchange student on a part time delivery.

Module Code	Module Title	Credit
UA1ASC-5-1	Negotiated Presentation 1 2024-25	5
UA1ASF-10-1	Negotiated Presentation with Reflective Statement 1 2024-25	10

Year 3

Part time students must take 60 credits from the modules in Year 3.

Full time students must take 120 credits from the modules in Year 3.

Year 3 Compulsory Modules (Full Time)

Full time students must take 75 credits from the modules in Compulsory Modules (Full Time).

Module Code	Module Title	Credit
UAAARQ-60-3	Extended Study in Art and Writing 2025-26	60
UAAARK-15-3	Professional Practice: Graduate Strategies 2025-26	15

Year 3 Compulsory Modules (Part Time)

Part time students must take 60 credits from the modules in Compulsory Modules (Part Time).

Module Code	Module Title	Credit
UA1APS-15-2	Visual Culture 2 2025-26	15
UAAARL-45-2	Developing Practice in Art and Writing - Withdrawn 2025-26	45

Year 3 Compulsory Modules Choices (Full Time)

Full time students choose either:

UAAARP-30-3 Preparation for Extended Study in Art Visual Culture
and UA1APT-15-3 Independent Research Project
OR

UA1AVJ-30-3 Independent Research Project and
UAAAWL-15-3 Preparation for Extended Study in Art & Visual Culture

Module Code	Module Title	Credit
UAAARP-30-3	Preparation for Extended Study in Art and Writing 2025-26	30
UAAAWL-15-3	Preparation for Extended Study in Art and Writing 2025-26	15
UA1APT-15-3	Visual Culture 3 2025-26	15
UA1AVJ-30-3	Visual Culture 3 2025-26	30

Year 3 Optional Modules Exchange (Full Time)

Please select one of the following modules if additional credit is required by the exchange student on a full time delivery.

Module Code	Module Title	Credit
UA1ASE-5-3	Negotiated Presentation 3 2025-26	5
UA1ASH-10-3	Negotiated Presentation with Reflective Statement 3 2025-26	10

Year 3 Optional Modules Exchange (Part Time)

Please select from the modules below if additional credit is required by the exchange student on a part time delivery.

The Optional Modules Exchange (Part Time) rules are:

EITHER:

UA1ASD-5-2 Negotiated Presentation 2

OR

UA1ASG-10-2 Negotiated Presentation and Reflective Statement 2

AND/OR

UA1ASK-15-2 Professional Practice (International)

Module Code	Module Title	Credit
UA1ASD-5-2	Negotiated Presentation 2 2025-26	5
UA1ASG-10-2	Negotiated Presentation with Reflective Statement 2 2025-26	10
UA1ASK-15-2	Professional Practice (international) 2025-26	15

Year 4

Part time students must take 60 credits from the modules in Year 4.

Year 4 Optional Modules 1 (Part Time)

Part time students must take 45 credits from the modules in Optional Modules 1 (Part Time).

Module Code	Module Title	Credit
UAAARF-45-2	Developing Practice in Fine Art 2 2026-27	45
UA1APR-45-2	International Exchange 2026-27	45

Year 4 Optional Modules 2 (Part Time)

Part time students must take 15 credits from the modules in Optional Modules 2 (Part Time).

Module Code	Module Title	Credit
UADB3E-15-2	Collaborate 2026-27	15
UAAARG-15-2	Professional Practice: Work Experience 2026-27	15

Year 4 Optional Modules Exchange (Part Time)

Part time students must take a maximum of 25 credits from the modules in Optional Modules Exchange (Part Time).

Module Code	Module Title	Credit
UA1ASD-5-2	Negotiated Presentation 2 2026-27	5
UA1ASG-10-2	Negotiated Presentation with Reflective Statement 2 2026-27	10
UA1ASK-15-2	Professional Practice (international) 2026-27	15

Year 5

Part time students must take 45 credits from the modules in Year 5.

Year 5 Compulsory Modules Choices (Part Time)

Part time students choose either:

UAAARP-30-3 Preparation for Extended Study in Art Visual Culture and UA1APT-15-3 Independent Research Project
OR

UA1AVJ-30-3 Independent Research Project and
UAAAWL-15-3 Preparation for Extended Study in Art & Visual Culture

Module Code	Module Title	Credit
UAAARP-30-3	Preparation for Extended Study in Art and Writing - Withdrawn 2027-28	30
UAAAWL-15-3	Preparation for Extended Study in Art and Writing - Withdrawn 2027-28	15
UA1AVJ-30-3	Visual Culture 3 2027-28	30

UA1APT-15-3	Visual Culture 3 2027-28	15
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Year 5 Optional Modules Exchange (Part Time)

Please select one of the following modules if additional credit is required by the exchange student on a part time delivery.

Module Code	Module Title	Credit
UA1ASE-5-3	Negotiated Presentation 3 2027-28	5
UA1ASH-10-3	Negotiated Presentation with Reflective Statement 3 2027-28	10

Year 6

Part time students must take 75 credits from the modules in Year 6.

Year 6 Compulsory Modules (Part Time)

Part time students must take 75 credits from the modules in Compulsory Modules (Part Time).

Module Code	Module Title	Credit
UAAARQ-60-3	Extended Study in Art and Writing 2028-29	60
UAAARK-15-3	Professional Practice: Graduate Strategies 2028-29	15

Year 6 Optional Modules Exchange (Part Time)

Please select one of the following modules if additional credit is required by the exchange student on a part time delivery.

Module Code	Module Title	Credit
UA1ASE-5-3	Negotiated Presentation 3 2028-29	5
UA1ASH-10-3	Negotiated Presentation with Reflective Statement 3 2028-29	10

Part C: Higher Education Achievement Record (HEAR) Synopsis

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 D: External 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

Staff Feedback via programme reports, module specs, formal and informal meetings

External Examiner 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.

Part E: Regulations

Approved to University Regulations and Procedures.