



## **Programme Specification**

### **Art and Writing [Bower]**

Version: 2022-23, v1.0, 31 Jan 2024

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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:** ACE Dept of Art & Design, Faculty of Arts  
Creative Industries & Education

**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 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.

**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
UA1APQ-15-1	Critical Perspectives 2022-23	15
UAAARC-45-1	Exploring Practice in Fine Art 2022-23	45
UAAARB-45-1	Introduction to Fine Art 2022-23	45
UAAARD-15-1	Introduction to Professional Practice 2022-23	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
UA1APQ-15-1	Critical Perspectives 2022-23	15
UAAARB-45-1	Introduction to Fine Art 2022-23	45

**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 2022-23	5
UA1ASF-10-1	Negotiated Presentation with Reflective Statement 1 2022-23	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	Creative Analysis 2023-24	15
UAAARL-45-2	Developing Practice in Art and Writing 2023-24	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 2023-24	45
UAAARD-15-1	Introduction to Professional Practice 2023-24	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 2023-24	45
UA1APR-45-2	International Exchange 2023-24	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 2023-24	15
UAAARG-15-2	Professional Practice: Work Experience 2023-24	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)

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UA1ASD-5-2	Negotiated Presentation 2 2023-24	5
UA1ASG-10-2	Negotiated Presentation with Reflective Statement 2 2023-24	10
UA1ASK-15-2	Professional Practice (international) 2023-24	15

**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.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UA1ASC-5-1	Negotiated Presentation 1 2023-24	5
UA1ASF-10-1	Negotiated Presentation with Reflective Statement 1 2023-24	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).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UAAARQ-60-3	Extended Study in Art and Writing 2024-25	60
UAAARK-15-3	Professional Practice: Graduate Strategies 2024-25	15

**Year 3 Compulsory Modules (Part Time)**

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

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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UA1APT-15-3	Independent Research Project 2024-25	15
UA1AVJ-30-3	Independent Research Project 2024-25	30
UAAARP-30-3	Preparation for Extended Study in Art and Writing 2024-25	30
UAAAWL-15-3	Preparation for Extended Study in Art and Writing 2024-25	15

**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.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UA1ASE-5-3	Negotiated Presentation 3 2024-25	5
UA1ASH-10-3	Negotiated Presentation with Reflective Statement 3 2024-25	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)

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UA1ASD-5-2	Negotiated Presentation 2 2024-25	5
UA1ASG-10-2	Negotiated Presentation with Reflective Statement 2 2024-25	10
UA1ASK-15-2	Professional Practice (international) 2024-25	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).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UAAARF-45-2	Developing Practice in Fine Art 2 2025-26	45
UA1APR-45-2	International Exchange 2025-26	45

**Year 4 Optional Modules 2 (Part Time)**

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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UADB3E-15-2	Collaborate 2025-26	15
UAAARG-15-2	Professional Practice: Work Experience 2025-26	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).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
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 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

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UAAARP-30-3	Preparation for Extended Study in Art and Writing - Withdrawn 2026-27	30
UAAAWL-15-3	Preparation for Extended Study in Art and Writing - Withdrawn 2026-27	15
UA1AVJ-30-3	Visual Culture 3 2026-27	30
UA1APT-15-3	Visual Culture 3 2026-27	15

**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.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UA1ASE-5-3	Negotiated Presentation 3 2026-27	5
UA1ASH-10-3	Negotiated Presentation with Reflective Statement 3 2026-27	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).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UAAARQ-60-3	Extended Study in Art and Writing 2027-28	60

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UAAARK-15-3	Professional Practice: Graduate Strategies 2027-28	15
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**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 2027-28	5
UA1ASH-10-3	Negotiated Presentation with Reflective Statement 3 2027-28	10

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**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.