



University of the  
West of England

**CORPORATE AND ACADEMIC SERVICES**

**PROGRAMME SPECIFICATION**

<b>Part 1: Basic Data</b>		
<b>Awarding Institution</b>	UWE	
<b>Teaching Institution</b>	UWE	
<b>Delivery Location</b>	UWE, Bower Ashton Campus	
<b>Faculty responsible for programme</b>	Arts, Creative Industries and Education	
<b>Department responsible for programme</b>	Creative Industries	
<b>Modular Scheme Title</b>	Undergraduate Modular Degree Scheme	
<b>Professional Statutory or Regulatory Body Links</b>		
<b>Highest Award Title</b>	BA (Hons) Drawing and Print	
<b>Default Award Title</b>		
<b>Fall-back Award Title</b>		
<b>Interim Award Titles</b>	BA Drawing and Print DipHE Drawing and Print Cert HE Drawing and Print	
<b>UWE Progression Route</b>		
<b>Mode(s) of Delivery</b>	FT / PT	
<b>Codes</b>	<b>UCAS: E110</b>	<b>JACS:</b>
	<b>ISIS2: E110</b>	<b>HESA:</b>
<b>Relevant QAA Subject Benchmark Statements</b>		
<b>CAP Approval Date</b>	7 January 2014	
<b>Valid from</b>	September 2014	
<b>Valid until Date</b>		
<b>Version</b>	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;
- 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 Print

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 Print 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

range of challenges	X	X	X	X	X	X	X	X	X	X	X	X	X
<i>demonstrate effective personal management skills: time management, self-evaluation, access to and organisation of resources</i>	X	X	X	X	X	X	X	X	X	X	X	X	X
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

### 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 Print programme teaching is a mix of *scheduled, independent and placement learning*. For the programme Drawing and Print:

**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 Print 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

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 Print*

		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%			

Part 5: Assessment										
Compulsory Modules Level 3	UAAAQB-30-3									A 100%
	UAAAQC-60-3									A 100%
	UAAAQD-15-1				A 70%	A 30%				
	UA1APT-15-3						A 100%			
Optional Modules Level 2	UAAAQ9-45-2									A 100%
	UA1APR-45-2				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 <b>full time student</b> , including: level and credit requirements, interim award requirements, module diet, including compulsory and optional modules

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

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

## GRADUATION

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

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

	UAAAQA-15-2 Professional Practice and Work Experience in Drawing and Print 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 Print  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 Print – 300 credits
	UA1APT-15-3 Independent Research Project  3.1		
	UAAAQD-15-1 Professional Practice and Work Experience in Drawing and Print 3  3.2		
	UAAAQC-60-3 Extended study in Drawing and Print  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).

#### English Language Requirements:

All students will normally have a recognised English Language qualification of at least GCSE grade C or

## Part 7: Entry Requirements

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.

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](#).