

**University of Plymouth**

Academic Partnerships

**Weymouth College**

**Programme Specification**

Foundation Degree in Art and Design Practice  
Internal Code 7139

Approval date: 25 May 2021

1. **Final award title** FdA Art and Design Practice
- UCAS code** W210
- HECOS code** 101361 Creative Art and Design Practice

2. **Awarding Institution:** University of Plymouth

**Teaching institution(s):** Weymouth College

3. **Accrediting body(ies)**

Not applicable

#### 4. **Distinctive Features of the Programme and the Student Experience**

The Foundation Degree in Art and Design Practice will develop skills in traditional disciplines and contemporary practices as well as exploring new media.

Level 4 will consist of five studio based and one professional practice module. Throughout these modules there will be a choice of sub briefs which will allow students to choose a project with equal learning experiences and opportunities allowing for outcomes appropriate for personal interests and professional aspirations.

Level 5 study is aimed at allowing students exploration and development of their personal creative practice and build upon their autonomy as practitioners. Two modules will establish a foundation for personal art and design practice. There is a project-based module giving the opportunity to define and explore a creative project allowing the student to develop their personal studio practice. Two further modules will allow the student to identify and test their creative practice within the studio and to present their creative conclusions. The final module will enable the student the opportunity to research and develop their professional persona and to establish an appropriate network of opportunities for their creative practice.

The programme will also provide students with:

- the opportunity to develop and refine practical skills to support a personal creative practice within Art, Design and Lens Based practice

- The opportunity to explore and develop a multidisciplinary approach within their personal creative practice
- an increased ability to explore and refine ideas to support a personal creative practice.
- the opportunity to develop an appropriate knowledge and awareness of Art, Design and Lens Based practice and theory.
- the skills appropriate for a critically reflective approach to a personal practice within Art, Design and Lens Based practice.
- an effective, creative and responsible attitude towards professional practice through development of personal professional context.

## 5. Relevant QAA Subject Benchmark Group(s)

1. Informed by subject benchmark for Art and Design (December 2019) (Framework for Higher Education Qualifications of UK Degree-Awarding Bodies)

## 6. Programme Structure

<b>Level 4 (Stage 1) Full-time</b>			
<b>Module</b>	<b>Credits</b>	<b>Term</b>	<b>Core or Option Module</b>
WEYM1056 Initiating Creative Practice	20	Autumn	Core
WEYM1057 Studio Practice 1: Fine Art	20	Autumn	Core
WEYM1058 Studio Practice 2: Visual Communication	20	Spring	Core
WEYM1059 Studio Practice 3: Lens Based Media	20	Spring	Core
WEYM1060 Personal Studio Practice	20	Summer	Core
WEYM1061 Professional Context	20	All Year	Core

<b>Level 5 (Stage 2) Full-time</b>			
<b>Module</b>	<b>Credits</b>	<b>Term</b>	<b>Core or Option Module</b>
WEYM2052 Research	20	Autumn	Core
WEYM2053 Creative Solutions	20	Autumn	Core
WEYM2054 Negotiated Project	20	Spring	Core
WEYM2055 Development of Visual Language	20	Spring/Summer	Core
WEYM2056 Consolidation	20	Spring/Summer	Core
WEYM2057 Professional Identity	20	All Year	Core

## 7. Programme Aims

The aims of the programme are to deliver appropriate and relevant learning opportunities in order to provide students with:

- the opportunity for students to develop their knowledge of their creative practice and contextual understanding
- the skills appropriate for a critically reflective approach to a Creative practice
- the means to develop research, analytical and communication skills which contribute to critical reflection on their own work and the work of others, allowing the student to develop and link ideas to develop their Creative practice
- an effective, creative and responsible attitude towards professional practice through development of personal professional context and presentation of work
- the ability for students to develop as creative practitioners with competence in a range of media and materials appropriate to practice

## **8. Programme Intended Learning Outcomes**

### **8.1. Knowledge and understanding**

On successful completion graduates should have developed:

1. the knowledge and understanding in a field of study that builds upon general prior learning or appropriate prior experience and is supported by advanced textbooks
2. the ability to communicate their understanding, skills and activities
3. the learning skills to undertake further studies with some autonomy
4. the ability to utilise a subject knowledge specific to own creative practice

### **8.2. Cognitive and intellectual skills**

On successful completion graduates should have developed:

1. the ability to apply, consolidate and extend their learning in different contextual frameworks and situations, both within and beyond the field of Art, Design and Lens Based practice
2. the ability to generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity
3. the skills to employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry, visualization and/or making
4. the ability to analysis and synthesize information

### **8.3. Key and transferable skills**

On successful completion graduates should have developed the ability to:

1. sustain an independent creative practice
2. utilise research and reflection to support a personal creative practice

3. understand the professional framework for their own creative practice
4. take responsibility for one's own work and learning

#### **8.4. Employment related skills**

On successful completion graduates should have developed:

1. communication and presentation skills
2. the ability to work effectively in groups
3. the ability to work to briefs and deadlines, including managing concurrent projects
4. the skills to engage and build links with industry

#### **8.5. Practical skills**

On successful completion graduates should have developed:

1. a well-developed set of appropriate Art, Design and Lens Based skills.
2. the ability to exploit a range of techniques and processes and demonstrate a high degree of technical competence.
3. a well-developed confidence to use a broad range of media and materials associated with a Creative practice, safely and effectively.
4. the ability to follow appropriate Health and Safety practice.

### **9. Admissions Criteria, including APCL, APEL and Disability Service arrangements**

All applicants should ideally have GCSE (or Level 2 equivalent) Maths and English at Level 4 (9-4) or Grade C or above.

Please note: a portfolio interview will be required where stated below.

<b>Entry Requirements for FdA Art and Design Practice</b>	
Foundation Diploma in Art and Design	48 UCAS points typically Pass profile or above
A-level/AS-level	48 UCAS points from AS and A-Levels to preferably include subjects in an area related to Art, Design or Photography
BTEC National Diploma/QCF Extended Diploma	48 UCAS points typically PPP profile or above
Access to Higher Education at level 3	Preferably in relevant subject area. 45 credits at level 3 Candidates will be interviewed before an offer is made.
	Mature applicants with relevant experience but without the stated qualifications will be considered individually and are encouraged to apply.

	Candidates will be interviewed before an offer is made.
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## **10. Progression routes/criteria for progression to Final and Intermediate Awards**

Students can apply for progression to Level 6 study at the University of Plymouth on the following awards:

- Lens Based – BA (Hons) Photography
- Visual Communication – BA (Hons) Illustration or BA (Hons) Graphic Design with Typography

Progression opportunities are available through application, followed by portfolio interview. The University of Plymouth will assess each application for progression in its own right and will offer the most appropriate in each. Students will need to successfully complete the FdA Art and Design Practice prior to progression.

The contribution of marks from prior levels of study to the progression award is governed by University regulations as outlined below:

- 10% from Level 4
- 30% from Level 5
- 60% from Level 6

## **11. Non Standard Regulations**

Not applicable.

## **12. Transitional Arrangements for existing students looking to progress onto the programme**

Students on the FdA Contemporary Fine Art Practice award who commenced prior to September 2021, will only be permitted to transfer to this award if they interrupt or repeat their studies.

**Appendix 1: Programme Specification Mapping (UG): module contribution to the meeting of Programme Intended Learning Outcomes**

Core Modules		Programme Intended Learning Outcomes contributed to (for more information see Section 8)																				Compensation Y/N	Assessment Element(s) and weightings [use KIS definition] E1- exam E2 – clinical exam T1- test C1- coursework A1 – generic assessment P1 - practical
		8.1 Knowledge & understanding				8.2 Cognitive & intellectual skills				8.3 Key & transferable skills				8.4 Employment related skills				8.5 Practical skills					
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4		
Level 4	WEYM1056	X	X	X	X	X	X	X	X	X	X	X	X	X		X		X	X	X	X	Yes	C1 – 100%
	WEYM1057	X	X	X	X		X	X	X		X		X			X		X	X	X	X	Yes	C1 – 100%
	WEYM1058	X	X	X	X		X	X	X		X	X	X	X		X	X	X	X	X	X	Yes	C1 – 100%
	WEYM1059	X	X	X	X		X	X	X		X	X	X			X	X	X	X	X	X	Yes	C1 – 100%
	WEYM1060	X	X	X	X	X	X	X	X	X	X	X		X	X	X		X	X	X	X	Yes	C1 – 100%
	WEYM1061	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X					Yes	C1 – 100%
<b>Level 4 LOs</b>		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
Level 5	WEYM2052	X	X	X	X	X	X	X	X	X	X	X	X	X		X						Yes	C1 – 80%, P1 – 20%
	WEYM2053	X	X	X	X	X	X	X	X	X	X	X	X	X	X			X	X	X	X	Yes	C1 – 70%, P1 – 30%
	WEYM2054	X	X	X	X	X	X	X	X	X	X	X	X	X	X							Yes	C1 – 100%
	WEYM2055	X	X	X	X	X	X	X	X	X	X	X	X	X		X		X	X	X	X	Yes	C1 – 100%
	WEYM2056	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X	X	Yes	C1 – 100%
	WEYM2057			X	X		X	X	X	X	X	X	X	X	X	X	X				X	Yes	C1 – 100%
<b>Level 5 LOs</b>		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
<b>Confirmed Award LOs</b>		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		

## Appendix 2: Work-based learning information

WBL is an essential element of Foundation Degrees and therefore needs to be detailed here.

FHEQ level: 4				
WBL Activity	Programme Intended Learning Outcomes	Related Modules	Assessed Learning Outcomes	Range of Assessments
<p>Each student will design and develop a simple online exhibition of selected work, using a website format.</p> <p>Each student exhibition will link to a FOYER hosted on weymouthcollegeartists.com</p> <p>Students will work as a group to design the concept and format of the FOYER</p> <p>Students will work as a group to promote the launch of their online exhibition to a considered audience.</p> <p>Students will critically reflect upon their and group activities in a written evaluation.</p>	<p>8.3</p> <p>8.4</p>	<p>WEY1061</p> <p>Professional Context</p>	<p>ALO4 Develop and present a professional portfolio in an appropriate format to contextualise own creative practice</p> <p>ALO1 Place themselves and their work in the context of their selected discipline</p> <p>ALO3 Reflect on appropriate presentation of own practice</p>	<p>100% Assessment of coursework</p>

An explanation of this map:

This activity supports the student's development of professional habits, such as engaging with agencies and clients, effective recording and listing of work, recording of work for presentation, development of personal marketing resources and the writing of statements that express their current ambitions, approaches, and intentions.

Each student will use a website platform (currently WIX) to create a personal, digital exhibition of a selection of work produced in the first practical modules.

Students will work to a strict deadline, using quality checking methods such as user tests and proof-reading to ensure their information is correct and well presented. Staff will be on hand to support technical development.

Using a variety of marketing tools and their own strengths, students will work as a group to promote this online exhibition for a given launch date.

This online exhibition will familiarise students with website development software and they may choose to develop this platform further as a professional website or portfolio (depending on ambitions)

Students will reflect upon these activities to build a clearer idea of how they might wish to work/participate in the creative industries.

WBL is an essential element of Foundation Degrees and therefore needs to be detailed here.

FHEQ level: 5				
WBL Activity	Programme Intended Learning Outcomes	Related Modules	Assessed Learning Outcomes	Range of Assessments

<p>Students plan and produce a creative enterprise project relevant to their own creative aspirations within the art and design sector.</p> <p>This activity is likely to include the production of practical work, resources, and written explanation for a relevant intended function or audience.</p> <p>It will require use of time management strategies.</p> <p>It will require professional interactions and activities.</p> <p>It may require marketing and promotion activities.</p> <p>Students will gather feedback from stakeholders/visitors/users using appropriate methods. They will use this feedback to reflect upon and direct improvements or critically reflect on approaches and ambitions.</p>	<p>8.3</p> <p>8.4</p>	<p>WEYM2057</p>	<p>ALO2 Plan an effective creative enterprise project or exhibition relevant to professional/creative aspirations.</p> <p>ALO3 Produce a creative enterprise project or exhibition relevant to professional/creative aspirations.</p>	<p>100% Assessment of coursework</p>
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[An explanation of this map:](#)

Students use their personal aspirations to research, develop, plan and produce a live creative enterprise project. This could be an exhibition, a submission, a teaching workshop, a commission, live client brief; the choice should be guided by the student's professional and artistic ambitions.

It MUST be a substantial, live, off-site activity that can be evaluated by the student in order assess ongoing professional developments.

It is likely that this activity will include elements of business practice, curation, and engagement with client groups or stakeholders.

Students will reflect upon these activities to assess the strengths, weaknesses, and opportunities of their approaches.