THE NORTHERN SCHOOL OF ART

Programme Specifications

BA (Hons) Digital Design & Advertising

2019-2020

TEF Gold

northernart.ac.uk

Contents

Section One 4
Programme Specification 6
Key Programme Information 6
Programme Introduction 8
Programme Aims 9
Programme Outcomes 9
Reference Points 10
Learning, Teaching and Assessment 10
Programme Structure 15
Programme Content 15
Programme Modules 20
Programme Diagram 23
Mapping of Module Learning Outcomes to Level Outcomes 26
Resources 29
Student Support 30
Monitoring the quality of your programme 32
Indicators of quality and standards 32

Section One

Programme Specification

The Programme Specification provides a summary of the main features of the BA (Hons) Digital Design & Advertising programme, and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if he/she passes the programme.

Further detailed information on the learning outcomes, content and learning and teaching methods of each module can be found in your module handbooks.

Key Programme Information	
Final award	BA (Hons)
Programme title	BA (Hons) BA (Hons) Digital Design & Advertising
Teaching institution	The Northern School of Art
Awarding Institution	Arts University Bournemouth [AUB]
Professional accreditation	None
Length of programme/mode of study	3 Years Full-Time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement(s)	Art and Design
UCAS code	W213
Language of study	English
External Examiner for programme:	Neil Leonard University of the West of England
Please note that it is not appropriate for students to contact External Examiners directly	
Date of validation	April 2018
Date of most recent review	Not Applicable
Date programme specification is written/revised	April 2018

Programme Introduction

The BA (Hons) Digital Design & Advertising is a future focused programme developed in response to evolving industry demand. Digital design innovation is accelerating and brands have more choice than ever before to reach their audience through digital advancements. Additionally, consumers are empowered by advancing technology, allowing them to be selective as to the brands they engage with.

The role of a digital designer is shifting and increasingly more challenging. Cross-over between creative design and digital advertising, branding and marketing is more prominent as technology pushes designers to deliver meaningful human-centred design experiences. Connecting with an audience on an emotional and personal level through design requires a unique, combined skillset.

The programme will deliver an exploration of technical and creative digital design paired with consumer driven strategy to create leading digital design experiences and campaigns. This combined skillset will prime graduates as digital specialists and brand experience leaders creating focused, digital solutions from concept to realisation.

The BA (Hons) Digital Design & Advertising degree aims to provide a programme and curriculum that allows individual investigation of design thinking, focusing on the 'why' as much as the 'how' and the 'what'. The framework enables coherent and holistic learning encompassed in a curriculum of digital marketing theory and industry relevant digital design skills across three levels. The modules will introduce a digital focus and full repertoire of design and digital advertising briefs to include skills in graphics, branding, integrated campaign design, social media, app and front-end web development and digital prototyping, amongst others. An understanding of digital marketing theory and human-centred digital design will allow you to fully explore the lifecycle of a digital service or campaign experience from research, design execution, through to market.

You will be encouraged to engage with and challenge existing solutions through creative activities and processes. The interplay between technology, media and people will provide a forum for problem solving and visual thinking with a digital focus. You will be encouraged to explore your individual potential to develop and realise innovative ideas and visualisations.

Practitioners in the digital design and digital advertising industries need to be confident and effective communicators in professional and commercial environments. Therefore, the programme aims to produce graduates with relevant transferable skills and knowledge, and the ability to seek employment in the digital design and digital advertising industries, or in an entrepreneurial capacity as self-employed designers and practitioners. This programme is designed to prepare you for the fast pace of industry.

Programme Aims

PA1 To enable you to review, consolidate and extend your knowledge and understanding of digital design and digital advertising and apply this to a range of contexts

PA2 To provide opportunities for individually-focused research and investigation that informs your creative practice and personal development

PA3 To enable you to identify, analyse, interrogate and integrate the relationship between theories and practice

PA4 To encourage independent approaches to creative practice and project management, including planning and organisation, investigation, evaluation and collaboration

PA5 To enable you to produce work to a standard appropriate to the professional context of digital design and digital advertising, informed by research and experimentation

PA6 To enable you to communicate effectively in a variety of forms appropriate to a range of contexts and audiences

Programme Outcomes

PO1 Demonstrate a comprehensive and detailed knowledge of digital design and digital advertising and its theoretical, technical and professional contexts

PO2 Synthesise, evaluate, reference and apply research from appropriate sources to make independent judgements and to initiate and carry out projects

PO3 Demonstrate conceptual understanding that enables you to devise and sustain your arguments using theory and practice to solve problems, and use ideas and techniques appropriate to digital design and digital advertising.

PO4 Manage your own work and learning as an autonomous practitioner and collaborate with others in preparation for employment, continuing professional development and/or further study

PO5 Apply an appropriate range of practical and technical skills to produce solutions and outcomes relevant to digital design and digital advertising and related professional practice.

PO6 Communicate information, ideas, problems and solutions in a range of appropriate formats to specialist and non-specialist audiences, including potential employers and professional networks

Reference Points

UK Quality Code for Higher Education, including:

- Subject Benchmark Statement: Art and Design, April 2017
- Framework for Higher Education Qualifications [FHEQ]

AUB Regulatory Framework and Undergraduate Assessment Regulations
The Northern School of Art Strategic Plan
The Northern School of Art Higher Education Learning, Teaching and Assessment Strategy

Learning, Teaching and Assessment

Learning and Teaching Strategies

Your programme has been designed to give you a clear and logical learning experience, which encourages you to take an active part in the learning process. Each level of the programme has explicit learning outcomes that indicate the range of your knowledge and understanding, including intellectual, practical, professional and transferable skills.

The programme helps you to develop the ability to plan, manage and evaluate your learning, which is vital to the process of becoming an independent and professional practitioner. It also encourages you to take a more questioning approach, so that you can resolve problems with increasing confidence in your own judgements.

Formative feedback throughout modules helps you to evaluate your progress and identify your individual strengths and areas for development, based on feedback from tutors, other students, and your own self-evaluations.

The programme objectives are met by deploying a wide variety of teaching and learning methods including assignments, projects, lectures, seminars, group critiques and tutorials. In consultation with the Programme Leader, academic staff are responsible for coordinating individual modules of study, and for selecting appropriate methods of delivery according to the subject matter and the student experience.

The learning and teaching methods used to enable you to develop the skills, knowledge and critical awareness required to become a creative practitioner and promote the development of transferable skills, which are essential for employability.

The study time allocated to each module in the programme incorporates a balance of formal teaching, tutorial support and independent learning. The programme is structured progressively to provide increased opportunities for independent learning as you reach the later stages of the programme. The promotion of independent learning reflects your anticipated maturity as a student and allows you to direct your learning towards individual goals.

The integration of theory and practice is crucial in your development as a well-rounded and informed creative practitioner. This is promoted and reinforced through a team-teaching approach in both practical and written modules. Lectures, seminars

and tutorials may be delivered by academic staff, as appropriate, in the creative environment of the studio, lecture theatre and seminar rooms.

Level 4 – Foundation and Orientation

Level 4 provides you with an introduction to the concepts, skills and knowledge associated with your subject area. You can access guidance and support from tutors during teaching sessions, but you are also expected to use independent study time to develop your skills further. Verbal and written formative feedback in tutorials and teaching sessions provides you with a clear indication of your progress, and you can use formative self and peer evaluation to help you to develop your critical and evaluative abilities.

Level 5 – Development and Exploration

The learning and teaching strategies used in Level 5 encourage you to take more responsibility for your learning and personal development, underpinned by formative self and peer evaluation. You are provided with opportunities to extend your subject knowledge and associated skills, and to study specific areas in greater depth. As you progress through Level 5, you are able to focus increasingly on your individual areas of interest and specialism. This is determined through the introduction of Learning Agreements, in which you can negotiate your own routes of inquiry, including research, development and realisation, in response to module learning outcomes. Elements of work-related learning, such as live projects, enable you to develop your professional practice and experience of working in a commercial context. Throughout Level 5, you are also encouraged to seek and negotiate your own work experience, if suitable opportunities are available.

Level 6 – Consolidation and Expertise

In Level 6, you are encouraged, within a supportive environment, to interrogate your specialism, consider your future direction and use the opportunity to effectively and meaningfully plan, prepare and move forward. Through analysing and defining your individual direction, you will develop a range of intellectually and practically challenging work that helps you to consolidate your prior experience, knowledge and skills to a higher level of expertise. Emphasis is placed on self-initiated projects and your ability to plan and manage your own learning within all modules. You are expected to work with a considerable degree of independence and to exercise effective critical analysis, evaluation and professional practice. However, specialist academic tutors will give you guidance throughout Level 6 in order to provide a structured and supportive learning environment, promoting a manageable level of student autonomy, while continuing to address any potential issues. Individual student-initiated projects are developed, negotiated and undertaken within the module framework to assist you in the realisation of your creative aspirations as an independent practitioner.

Methods of Learning Glossary

A variety of methods are used to help you to engage with your learning, both by you as a student and by your tutors – some of these methods are described below.

Timetabled teaching sessions

Your student timetables indicate the teaching sessions that have been arranged for you across the modules that you are studying, and are available to you on the VLE. Within your teaching sessions, you will take part in a variety of activities that will help you to learn and develop as appropriate to each module and assignment. Specific learning and teaching strategies used in teaching sessions can include:

- Projects and assignments - covering a range of learning areas
- Tutorials - for appraisal and development as an individual or in groups
- Critiques - to provide formative feedback and to develop your presentation skills
- Lectures - formal and informal
- Flipped Learning – introduced to the learning material before class, with classroom time then being used to deepen understanding through discussion with peers and problem-solving activities
- Seminars - discussions that develop your critical responses
- Demonstrations - practical and workshop-based activities

Independent study

In addition to teaching sessions, the development of your skills and knowledge requires extra individual input defined as independent study. This will appear on your timetables and is an important part of the learning hours required for each module.

During these periods, tutors are not timetabled to teach you, but technician demonstrators and Library staff are available to help you to undertake research and the development of ideas and practical work. It is your responsibility to make good use of independent study time and the facilities available. It is essential that you access the specialist workshops during this time to develop your skills with materials, equipment and processes. The School's opening times and access to resources are intended to provide extra opportunities for you to benefit from your studies and to achieve your goals.

Assignments

A strategy based on practical and/or written work, ranging from staff-initiated activities at Level 4, and leading progressively to increasingly student-led activities at Levels 5 and 6.

Live assignments or live briefs

An assignment negotiated between a tutor and a relevant external agency, providing an opportunity for you to work within the constraints of a commercial brief. Live assignments/live briefs can also include competitions and awards.

Projects

An activity initiated by you as a student in which the emphasis is on student-centred learning. The tutor acts as a supervisor, negotiating the choice of topic with you through the Learning Agreement (see below), and supporting you throughout the

project, including ethical considerations, which will be undertaken on an individual basis and/or in groups.

Lectures

A structured presentation of ideas, concepts and content knowledge by academic staff and visiting lecturers to groups of students, followed by feedback, questions and answers.

Academic tutorials

A meeting with an academic tutor or tutors either to discuss the progress of your work on a formative basis or to give summative feedback about your achievement in individual modules or the programme in general. Academic tutorials can take place on an individual basis, or with a group of students.

Seminars

A group activity involving the open discussion and analysis of topics – seminars may be tutor-led or student-led and can include short presentations.

Group critiques

These involve students in presenting and discussing work with tutors and the peer group within modules, giving you the opportunity to evaluate and respond to feedback.

Workshops

Specific activities within specialist modules that provide the skills required for assignments and can be delivered by tutors and/or technician/demonstrators. Technical and practical skills are developed in a range of techniques, processes and materials relevant to your area of study and specialism.

Educational visits

Educational visits to a range of external venues provide opportunities for you to broaden your field of research and knowledge related to your area of study. You will be given information about your programme’s planned educational visits throughout the academic year.

Personal Development Planning [PDP]

Personal Development and Planning [PDP] are linked to all Levels of the programme through methods of reflective practice and planning which are integral to each module and help you to plan, integrate and take responsibility for your personal, academic and career development. In dialogue with tutors through formative feedback, you are encouraged to identify strengths and areas for development and establish learning goals that might improve perceived weaknesses and enhance your strengths.

Learning Agreements

As you progress through the programme, there are increasing opportunities for you to negotiate your own learning. Learning Agreements are introduced at Level 5 as a mechanism to support you in defining your individual learning in the context of the programme. Within the Learning Agreement, you will outline how you intend to fulfil the module aims and outcomes and how you plan to achieve this. This enables you to vary the work you produce according to your own personal and professional goals and aspirations whilst meeting the specified aims and learning outcomes of the module. The Learning Agreements contribute towards evidence of your Personal Development Planning. At level 6, the learning agreement includes an ethical approval process showing evidence of ethical awareness processes to overcome issues.

Assessment

Each module is assessed separately, and the assessment forms part of the module. Assessment both provides a measure of your achievement and also gives you regular feedback on how your learning is developing.

At every Level of your programme, you will be provided with a Module Handbook for each module, which contains information about the individual modules you will be studying. This includes what you are expected to learn within each module; the work that you have to submit; how it will be assessed; the deadline for submitting your work for assessment; and when you can expect to receive summative feedback.

You will receive a final mark for each module in the form of a percentage, which is recorded on your formal record of achievement (transcript). Each component of assessment is marked using a notched marking scale, whereby only certain marks are used within each banding of marks. The only marks available within any ten-point band are *2, *5 and *8 (e.g. 62, 65, 68). These marks correspond to a low, mid, and high level of achievement within each banding of marks.

All learning outcomes must be passed to successfully complete the module.

On successful completion of your Honours degree programme, you will be awarded a degree classification based on your module marks. The final classification is determined using all module marks at Levels 5 and 6 using two different algorithms, which are detailed in the Undergraduate Regulatory Framework and Assessment Regulations (available on the VLE). If the two algorithms produce different results, you will be awarded the higher class of degree.

If you have joined Level 6 either through the Accreditation of Prior Learning [APL] route or having completed a Foundation Degree [FdA], the final classification is determined using only your module marks at Level 6.

For further information on progression, awards and classifications, please visit the VLE.

Programme Structure

All students are registered for the award of BA (Hons); however, exit awards are available if you leave the programme early, having successfully completed one or two Levels. If you successfully complete a level of the programme, you will automatically be entitled to progress to the next level.

For the award of a Certificate of Higher Education (CertHE), you must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if you leave the School following successful completion of the first year of your programme.

For the award of a Diploma of Higher Education (DipHE), you must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification may be awarded if you leave the School following the successful completion of the second year of your programme.

For the award of a BA (Hons), you must have achieved a minimum of 360 credits of which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of your programme.

A BA without Honours may be awarded if you have achieved 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

Programme Content

The programme is structured to provide you with the skills, knowledge and abilities that will help you to become increasingly independent as a creative practitioner in digital design, and to develop the skills required for the advertising industry. The programme will aim to prepare you for employment and professional practice, or further study.

The programme's modules have been designed and organised to provide opportunities for you to develop, integrate and consolidate a wide range of knowledge and expertise. The practical and design-based modules enable you to develop the skills and abilities you will need to produce creative solutions, underpinned and enhanced by the theoretical modules through integrated activities and the development of knowledge and key transferable skills. The module structure provides you with a holistic and coherent learning experience and a comprehensive framework for assessment and progression that will enable you to gain recognition for your progress and achievement.

The programme consists of three levels (4, 5 and 6), each lasting one academic year of full-time study. Each Level is divided into modules, which may vary in size. A standard module represents 200 hours of study and is worth 20 credits. However, to accommodate the complexity and the potentially shifting nature of visual communications, most of the practical and design-based modules are larger 40 credit modules. This will enable you to better appreciate the holistic nature of the

subject. At Level 6 in particular, it will also promote a deeper exploration of your individual interests within the discipline.

Level 4

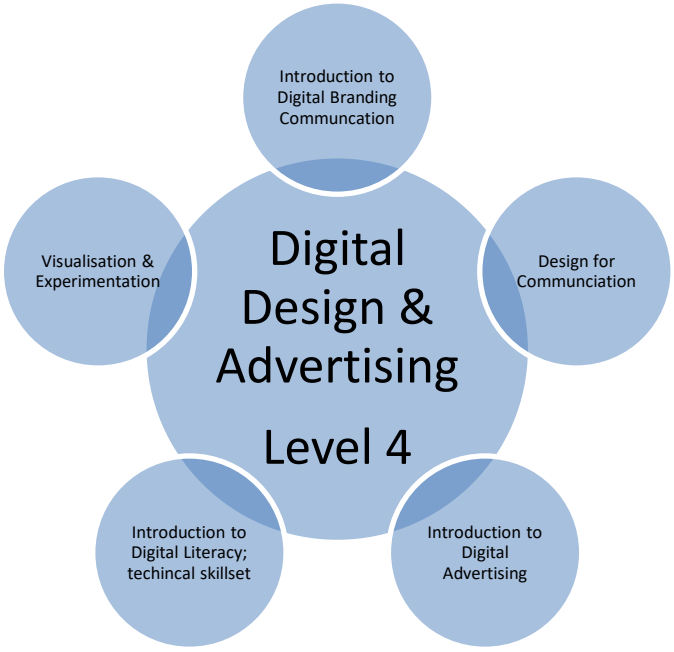
The structure of Level 4 modules introduces the different aspects of design thinking and production processes for digital design and advertising, and provides the foundation of skills and knowledge required for you to extend and develop as you progress through the programme. The first Level 4 module is 20 credits in value, and is delivered in the first five weeks of the academic year to help to orientate you to the principles of the discipline. The following Level 4 design-based modules are 40 credits in value to allow you to explore a range of design processes with more depth and investigation. The 40 credit modules are supplemented with a concurrent module of 20 credits that will introduce visual culture, and in particular its historical context.

In the Creative Processes & Visualisation module (20 credits), you are introduced to strategies for the generation, analysis and synthesis of ideas in order to produce original and appropriate concepts that can be applied in the digital design process. These are expressed and communicated through the development of analogue and digital mark-making, drawing, printing, collage, photographic and image-making in a combination of experimental work and reference to established practical processes and digital solutions. This important process is essential to develop a deep understanding of design communication and will instil the importance and benefits of developing ideas in traditional media before moving to a digital outcome. Creative methodologies and experimental processes are central to this module, including research skills, accessing library resources, IT communication as well as producing a considered outcome and project presentation strategies.

In the Introduction to Digital Design Production module (40 credits), the practical and visual tools introduced in the previous module for image making and experimentation are further developed in the context of processing and developing technical skills in digital production for commercial viability. Introductions to digital design principles to include digital layout, typography, brand and conceptual visual content and composition for commercial digital design are introduced in this module. This is underpinned by theoretical and legal awareness, in the fields of digital branding, iconography and intellectual property. You will be introduced to an enhanced range of software and hardware for commercial digital production, developing your digital literacy. You will explore technical parameters and conventions appropriate to commercial production and communication theory. The module provides core digital design skills such as an introduction to digital typographic and brand practice through the analysis of historical and contemporary examples. You will be introduced to the terminology and origins of letterform and branding, and are encouraged to create digital typographic and iconographic compositions and lettering and branding which conform to and challenges current conventions, trends, commercial viability and communicative method.

The Design for Communication module (40 credits) builds on the skills developed in the previous module to put to practice skills in digital production and enable you to creatively engage with digital story-telling and communicative design linked to digital advertising, user engagement, signposting, navigation and hierarchy. You will be encourage to build on your skills developed in the previous module in layout, digital imagery, particularly, but not restricted to, digital environments. Therefore, this module responds to an emerging digital trend towards storytelling in visual communications while consider the commercial value of your outcomes through digital and transmedia advertising. You will be encouraged to explore the interactions between the user and technology to engage deeply with the design process and validity of your concepts. These are explored through practical projects across various media. You will extend your research and planning and consider digital design and narrative used in various media outputs and digital applications.

The Introduction to Digital Advertising module (20 credits) introduces the development of research and study skill, essay writing, academic conventions and analytical skills through the exploration of the digital marketing communication. You will explore the growing future focused digital culture in the form of lectures and research seminars. You will be encouraged to understand and appreciate the commercial value of your design solutions and the importance of a digital shift. The lectures will cover topics and strategic tools to generate strong conceptual solutions in transmedia communication and creative digital advertising across both traditional and progressive media channels. From fundamentals of communication strategy to skills in copywriting, digital optimisation and digital marketing theory, the module will underpin the creative design process required in all other modules and encourage you to deconstruct and evaluate the way digital advertising works in society and how this impacts your design outcomes as a digital designer.



Level 5

Level 5 modules have been designed to enable you to explore and study specific subject areas in greater depth and to extend your understanding of future career routes.

The Learning Agreement is introduced in Level 5 to enable you to take more responsibility for your learning through negotiation with your tutors. It is used to help you to identify and plan your individual focus within specific modules and supports the progression of independent learning.

In Level 5 the design-based modules are 40 credits in value to allow for a more in-depth development of the entire design process. The final module enables you to negotiate a personal route of enquiry and development in which you can produce design outcomes appropriate to your individual and increasing specialism in preparation for Level 6.

During Level 5, you will be encouraged to participate in work experience of up to two weeks, which will be appropriate to your individual development and areas of interest within graphic design. This will be negotiated and approved with the framework of the Undergraduate Work Experience Release Procedure, which enables you to apply for extensions to assessment submission deadlines of up to two weeks to correspond with the length of the work experience, for modules being studied during the period of work experience.

The Advanced Digital Design Production module (20 credits) builds on the fundamental principles and skills of digital design production introduced in Level 4. You will investigate, through technical and experimental workshops and research, the preparation and development of digital design skills to standards and conventions required in the digital design industries, allowing you to build your digital literacy. This may include digital workflow methodologies and processes, digital branding, motion graphics, web and mobile application, ecommerce as well as the creative adaptation of digital processes in contemporary communication contexts. You will examine, research and respond to the role of digital designers in a rapidly developing technological environment.

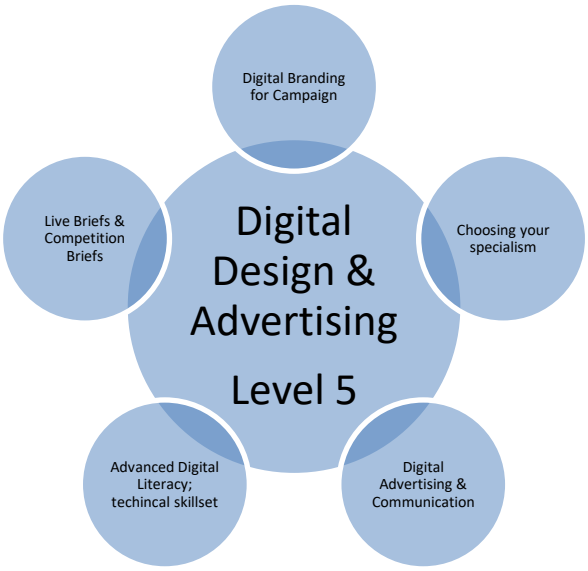
The Design for Campaign module (40 credits) aims to promote a deeper understanding of relationship and meaning between digital design and the development of a digital advertising campaign and puts to practice skills in convergent storytelling, user engagement and the commercial value of consumer driven design. Your research and have the free reign to explore an array of current and emerging technologies and design solutions in this module with a digital focus. Taking you on a full journey from market research, design concept through to realisation and campaign delivery, you will begin to investigate design campaign and communication at new levels. During this module you will work on campaign and problem solving projects that integrate in digital media with potential to work

collaboratively with other programmes such as BA (Hons) Commercial Photography. Such projects may be in response to national and international competition briefs, such as those set by Design & Art Direction [D&AD], and Young Creative Network [YCN]. Other options may be live projects based in the community, commissioned by clients or commercial studios, or potentially an entrepreneurial project. Within this module, you will be introduced to the Learning Agreement, which will enable you to negotiate an individual project proposal in response to the module learning outcomes.

The Digital Specialism & Negotiated Briefs module (40 credits) provides an opportunity for you to negotiate a particular disciplinary direction. Therefore, the Learning Agreement is used in this module to evaluate and define your individual areas of interest and focus within the discipline. The range of digital design and digital advertising production is plentiful and can include and combine several recognised sub-disciplines, such as digital brand communication, app or web design, motion graphics and digital advertising amongst others. To enable you to approach any of these production modes with confidence at Level 6, this module allows you to develop digital literacy and professional design proficiency, whilst strengthening your skills and conceptual thinking in a particular aspect of digital design and advertising.

The Digital Advertising & Communication module (20 credits) extends the development of research, commercial and analytical skills through the continued exploration of the digital advertising market build within the level 4 module. Building fundamental skills in conceptual thinking, the module aims to focus on the future of communication and the advantages of digital marketing. You will be encouraged to consider and appreciate the commercial value of your own design outputs and develop your ability as a problem solver. The lectures will continue to develop topics and cultural awareness to generate strong conceptual solutions and campaign driven design across transmedia communication. From digital marketing strategy to skills in digital advertising, storyboarding and art direction, the module will underpin the creative process and decipher the way digital advertising has influenced the role of a digital designer while developing study skills, written communication and the adherence to academic conventions. During this module you will continue to take

increasing responsibility for your own learning.



Level 6

At Level 6, you are able to demonstrate and consolidate the knowledge, understanding and skills you have gained in Levels 4 and 5, and to develop increasing levels of expertise and independence in preparation for future professional practice or postgraduate study. Extended projects encourage in-depth study and sustained research towards the realisation and presentation of a substantial digital design portfolio to a professional standard.

The Level 6 modules have been devised to enable you to individually design your personal pathway through the final year, resulting in a focused package of skills supported by extensive critical and analytical research, which is clearly demonstrated in your visual language. For students who wish to progress onto postgraduate study, the emphasis will be focused on the requirements of a successful application.

The modules are structured to ensure the connection between creative work and theory, and that concepts are realised in a manner that will support your personal and professional development. The final module concludes with a degree show that will focus on your future intentions with relevant written and practical work. The dissertation or report will inform the work for your final portfolio and develop a self-identified theoretical hypothesis that relates directly to your creative practice.

Throughout Level 6, you will be provided with a curriculum that allows for individual progression and development, and is integrated with opportunities that enhance the realisation of your own vision to enable you to graduate as a professional and informed creative practitioner.

Level 6 modules are either 20 credits or 40 credits in value.

In the **Project Research and Preparation** module (40 credits), you will identify, initiate and negotiate, through a Learning Agreement, a personal project that will lead into the preparation of your academic or vocational presence. It should reflect

your individual focus of markets and career aspirations, and will be informed by extensive in-depth analysis that projects into your final creative outcomes. You will produce innovative outcomes that have identifiable commercial or vocational potential and demonstrate critical thinking. This module provides you with the opportunity to define and manage a complex project which challenges your existing practice, with consideration of collaborative practice. The work will directly relate to your professional practice and your developing vision for working in the creative industries or onto postgraduate study through a business or progression plan. The consolidation of required professional standards will encompass your practice and inform the final outcomes.

The **Dissertation/Report** module (20 credits) provides you with the opportunity for extended research into an individually negotiated topic based on an aspect of your creative practice, whether industry-facing or academic research, or a vocational opportunity with particular reference to individual practice, or entrepreneurial activity. It also equips you with a wide range of skills that can be applied to any area of academic writing and information retrieval writing. The two pathways, of either a dissertation or a report, allow for the production of a document that is relevant to your individual aims and aspirations after graduation.

The **Final Major Project** module (40 credits) is focused on the realisation of the conceptual, theoretical and professional enquiry of each individual student. Developed around your initial Learning Agreement produced in the Project Research and Preparation module, the practical work will be presented in a number of ways that will be defined by your creative sector. For example, you may produce a professional and vocationally relevant portfolio which is supported by a sound business or a personal progression plan with appropriate marketing tools. Having clear personal direction for ideas and generation of concepts, with an independent and professional approach to the management of a complex project, are key aspects that link into the Final Major Project. The outcomes should be executed and presented to the relevant academic or vocational standards and may be produced in a variety of formats as appropriate to their commercial or vocational focus.

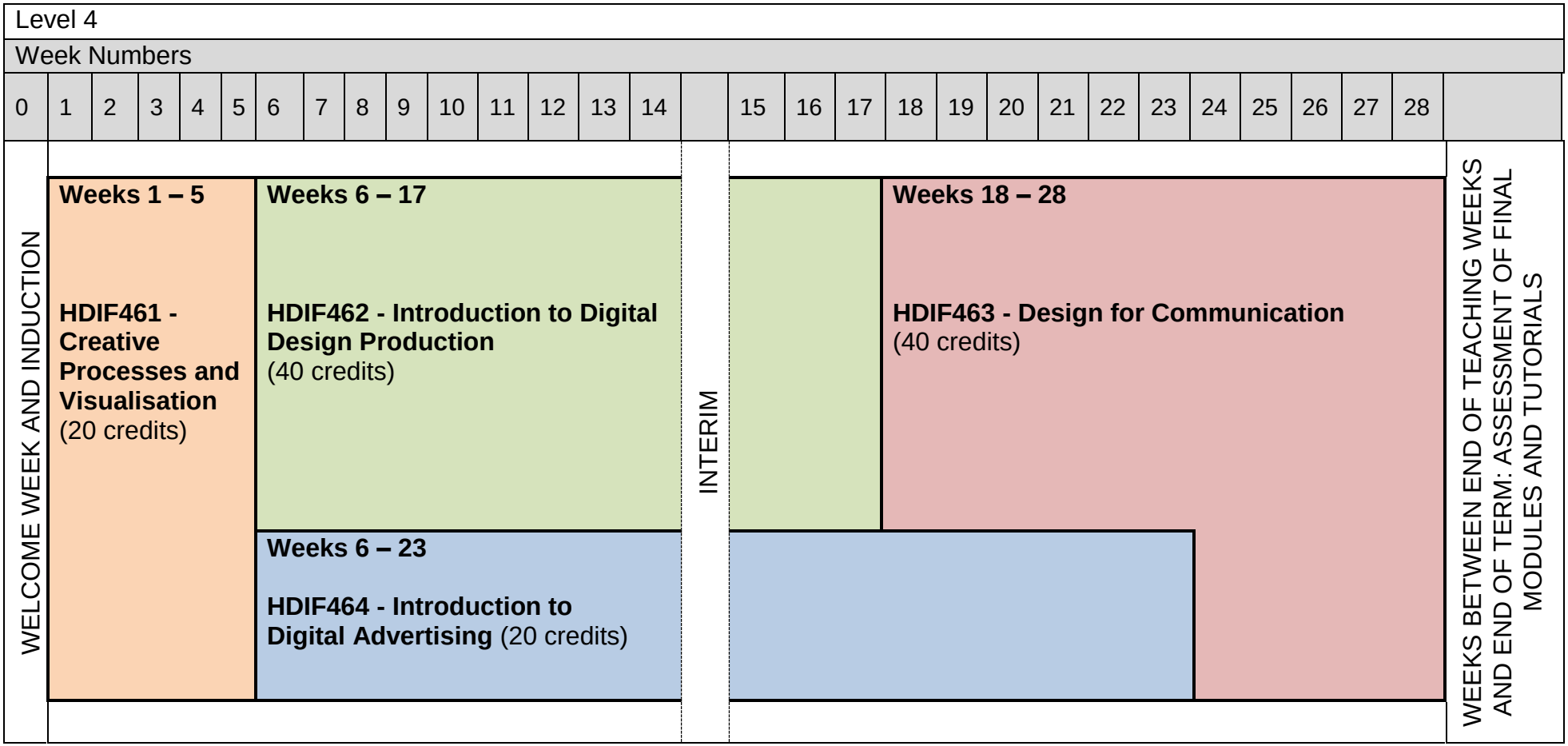
The **Final Show and Portfolio** module (20 credits) is a launch point for your commercial vision or progression to postgraduate study. You will present yourself and your work in a relevant professional context that highlights the progression you have made as an academic and creative individual. This opportunity to create a showcase for yourself, and deliver an exciting and outward-looking exhibition that consolidates your knowledge and skills developed throughout the programme, is your chance to take the first steps into the creative industries. By working with a provided space, you will manage and deliver an individual and complex show that promotes your final portfolio of work, supported by self-promotion and marketing tools directed at your own professional aspirations.

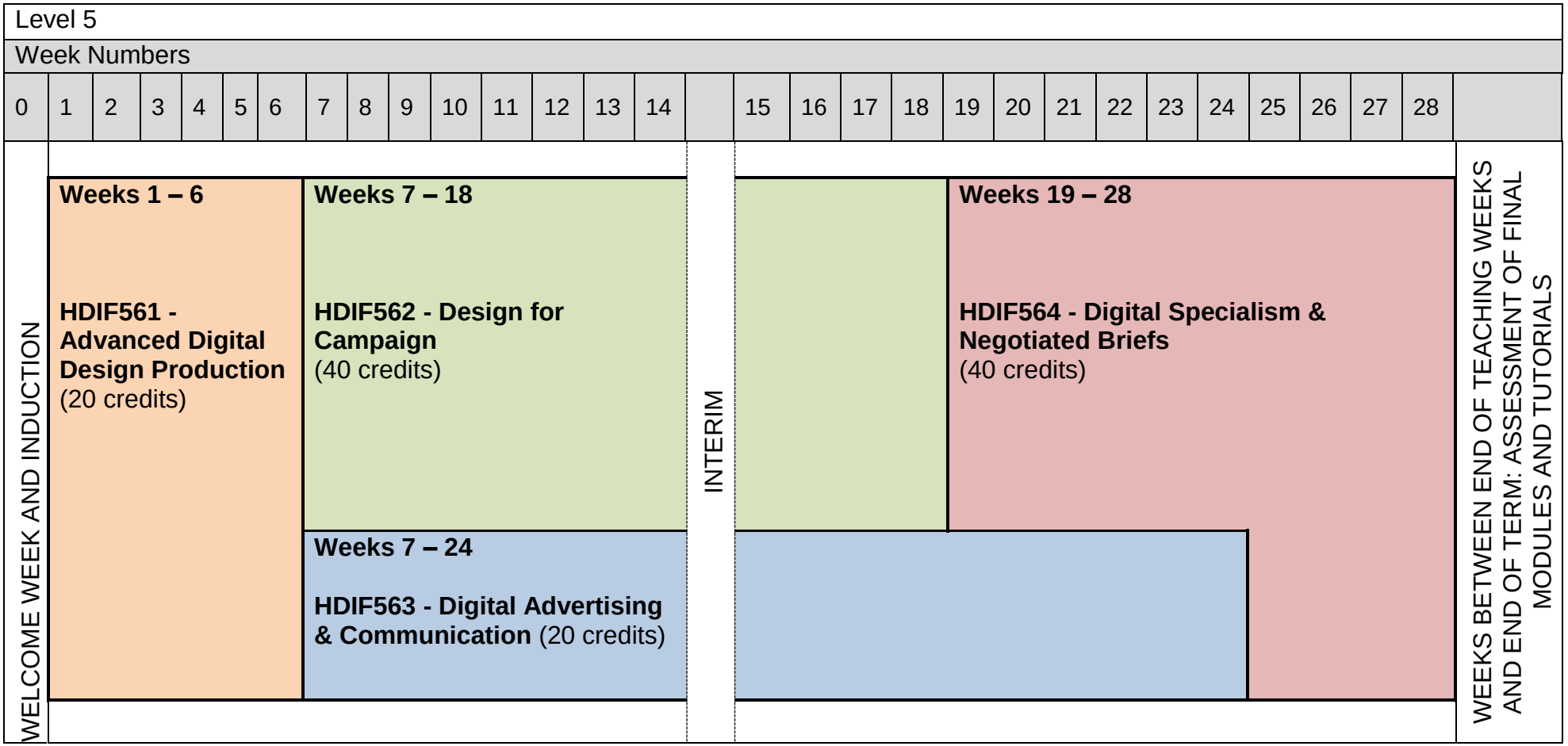
Programme Modules

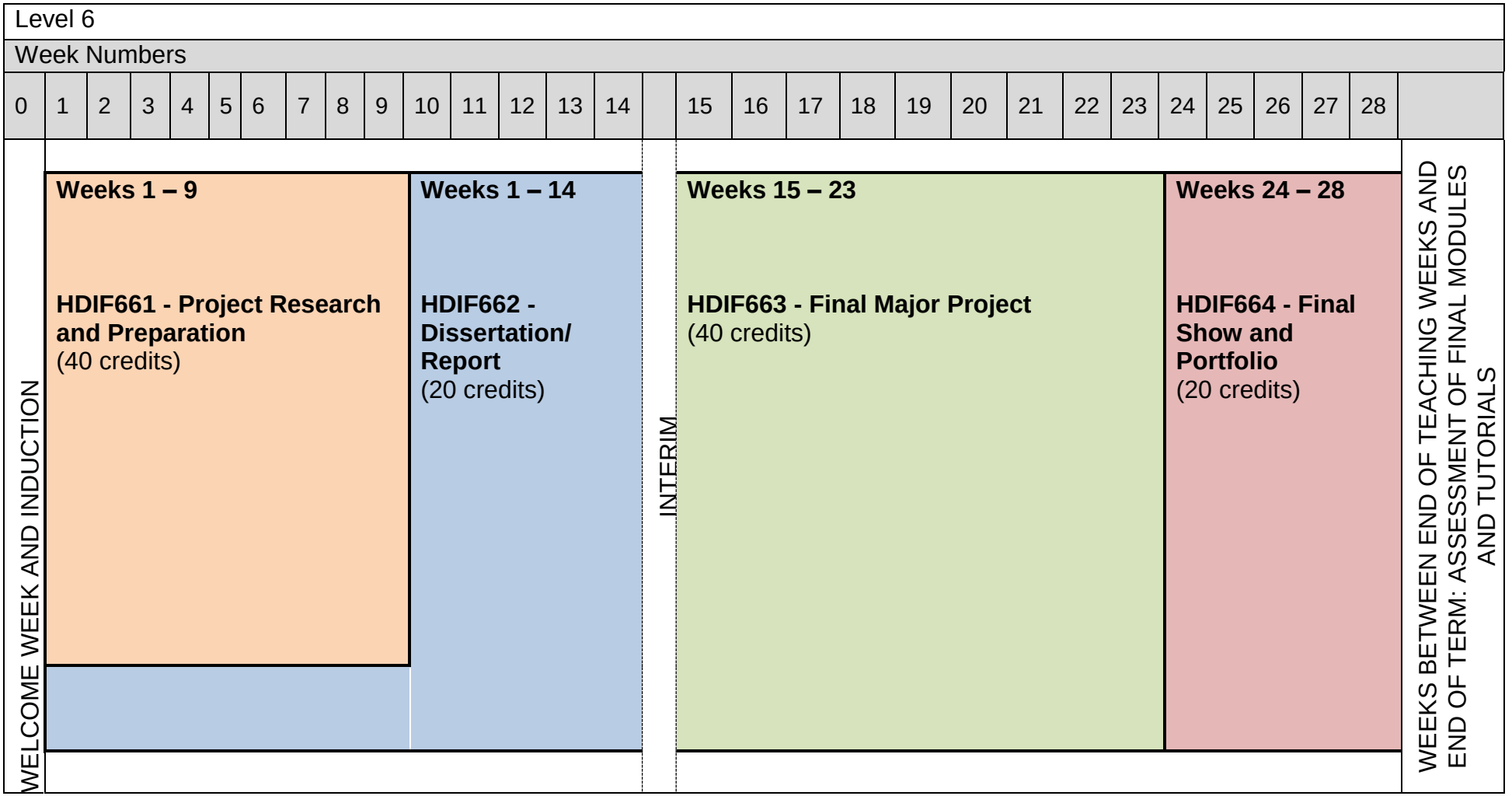
Module Code	Module Title	Credits
Level 4		
HDIF461	Creative Processes and Visualisation	20
HDIF462	Introduction to Digital Design Production	40
HDIF463	Design for Communication	40
HDIF464	Introduction to Digital Advertising	20
Level 5		
HDIF561	Advanced Digital Design Production	20
HDIF562	Design for Campaign	40
HDIF563	Digital Advertising & Communication	40
HDIF564	Digital Specialism & Negotiated Briefs	20
Level 6		
HDIF661	Project Research and Preparation	40
HDIF662	Dissertation/Report	20
HDIF663	Final Major Project	40
HDIF664	Final Show and Portfolio	20

Programme Diagram

This diagram indicates the proposed start and end dates for each module and shows teaching weeks only; holiday periods are not included. Further information on the structure of each module is included in your Module Handbooks.




Level 5
Week Numbers
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28
WELCOME WEEK AND INDUCTION
Weeks 1 – 6
HDIF561 - Advanced Digital Design Production (20 credits)
Weeks 7 – 18
HDIF562 - Design for Campaign (40 credits)
Weeks 7 – 24
HDIF563 - Digital Advertising & Communication (20 credits)
INTERIM
Weeks 19 – 28
HDIF564 - Digital Specialism & Negotiated Briefs (40 credits)
WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS


Level 6
Week Numbers
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28
WELCOME WEEK AND INDUCTION
Weeks 1 – 9
HDIF661 - Project Research and Preparation
(40 credits)
Weeks 1 – 14
HDIF662 - Dissertation/ Report
(20 credits)
INTERIM
Weeks 15 – 23
HDIF663 - Final Major Project
(40 credits)
Weeks 24 – 28
HDIF664 - Final Show and Portfolio
(20 credits)
WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS

Mapping of Module Learning Outcomes to Level Outcomes

Level 4 Outcomes **On successful completion of Level 4, you will be able to:**	**Creative Processes and Visualisation** **20 credits**	**Introduction to Digital Design Production** **40 credits**	**Design for Communication** **40 credits**	**Introduction to Digital Advertising** **20 credits**
Describe, explain and use key elements of knowledge and key concepts of digital design & advertising in defined contexts	* **LO1**	* **LO1**	* **LO1**	* **LO1**
Gather, describe and apply research from a defined range of primary and secondary sources in order to develop ideas and make sound judgements			* **LO2**	* **LO2**
Evaluate the appropriateness of different approaches to solving problems related to digital design and advertising	* **LO2**	* **LO2**		
Reflect upon and evaluate your progress in order to identify your strengths and areas for development		* **LO2**	* **LO3**	
Apply a range of practical and technical skills relevant to digital design and advertising in defined contexts		* **LO3**	* **LO4**	
Communicate the results of your study accurately and reliably with structured and coherent discussion and representation.			* **LO4**	* **LO2**

Level 5 Outcomes **On successful completion of Level 5, you will be able to:**	**Advanced Digital Design Production** **20 credits**	**Design for Campaign** **40 credits**	**Digital Specialism & Negotiated Briefs** **40 credits**	**Digital Advertising & Communication** **20 credits**
Demonstrate knowledge and critical understanding of established and emerging principles of digital design and advertising and apply these to a range of activities	* **LO1**	* **LO1**		
Analyse, apply and interpret research from a variety of primary and secondary sources			* **LO1**	* **LO1**
Apply an enquiring approach to the changing nature of knowledge and concepts relevant to digital design and advertising in order to link theory and practice in problem-solving			* **LO1**	* **LO2**
Apply a ranges of approaches to learning and identify and reflect upon your strengths and areas for development in order to manage work on an increasingly independent basis	* **LO1**		* **LO2**	
Apply appropriate practical and technical skills relevant to digital design and advertising with increasing confidence and competence	* **LO2**	* **LO2**		
Communicate information, arguments, concepts and analysis in a variety of forms to specialist and non-specialist audiences		* **LO3**	* **LO3**	* **LO1**

Level 6 Outcomes **On successful completion of Level 6, you will be able to:**	**Project Research and Preparation** **40 credits**	**Dissertation / Report** **20 credits**	**Final Major Project** **40 credits**	**Final Show and Portfolio** **20 credits**
Demonstrate a comprehensive and detailed knowledge of your sector and its theoretical, technical and professional contexts	* **LO1**		* **LO1**	* **LO1**
Synthesise, evaluate and apply research from a diverse range of appropriate sources to make independent judgements	* **LO2**	* **LO1**		
Demonstrate conceptual understanding that enables you to devise and sustain arguments, solve problems, and use ideas and techniques appropriate to digital design and advertising	* **LO3**	***LO2**	* **LO2**	
Manage your own work and learning as an autonomous practitioner and collaborate with others in preparation for employment, continuing professional development and/or further study	* **LO4**	* **LO3**	* **LO3**	
Apply an appropriate range of practical and technical skills to produce solutions and outcomes relevant to digital design and advertising and related professional practice			* **LO4**	
Communicate information, ideas, problems and solutions in a range of appropriate formats to specialist and non-specialist audiences, including potential employers and professional networks		* **LO2**		* **LO2**

Resources

Library

The Library provides specialist art and design resources to support the learning, research and curriculum needs of both students and staff at the School. All new students receive a Library induction and a subject-specific resource guide which is followed up by an information skills. Additional help is available within the Library for research, and there is a proofreading service for essays and dissertations to check for spelling and grammatical errors.

The Library holds a variety of learning materials including books, academic journals, DVDs, and magazines. There is also a wide range of specialist electronic resources focusing on art, design and media, including e-books and online e-journals. The Library resources are catalogued onto the Heritage Library Management System, which can be accessed either within the Library or by the online version via the VLE and the School portal.

The Library is Wi-Fi enabled, and facilities include study spaces and a photocopier. The resources, and help from the knowledgeable, friendly staff, make the Library a popular space for work and study.

The Library consistently receives high scores in both the in-house and national student surveys, which are carried out annually.

Information technology [IT] and digital learning resources

The School provides a comprehensive range of IT resources based around Apple Macintosh computers and Windows PCs using the latest in specialist hardware and software solutions. In our studio and open access facilities every computer is pre-loaded with the latest versions of Adobe Creative Cloud and Microsoft Office 365 applications. Specialist programmes demand specialist requirements and the School caters for this with IT resources utilising industry standard software and hardware solutions.

Studio and open access facilities are complemented by our Bring Your Own Device system allowing access of personal hand-held devices to our wireless network and the internet.

IT resources are supported by a knowledgeable and friendly IT team that endeavours to put the student first and resolve any issues. IT support is accessible via our in-house helpdesk, which is open from 8.30am to 5.00pm Monday to Thursday and 8.30am to 4.30pm on Fridays, email: helpdesk@northernart.ac.uk.

The School provides access to a variety of programme and School related information including Programme Handbooks, Module Handbooks and online learning materials through the VLE.

Student Support

Academic guidance and support

Academic staff are responsible for providing you with feedback on your work and your general academic progress, and for providing academic support and guidance through the programme. This is provided through critiques and written feedback, as well as guidance on practical work and informal discussion about your progress. These sessions may be individual or, in the case of collaborative work, in small groups.

Academic tutorials are scheduled to allow you to have in-depth discussions about your work or the programme in general. You will be entitled to at least one formal recorded academic tutorial per semester with a nominated member of your Programme Team. For further information about academic tutorials, you can refer to the HE Academic Tutorial Policy, which is available on the VLE.

Support and advice are also provided on an informal basis throughout the programme, through discussions between staff and students.

The School's HE Academic Support facility provides additional taught sessions and talks for all students in areas that will support your academic studies. These sessions are scheduled to align with the curriculum and relevant module deadlines and are delivered within programme areas as requested by academic staff or students.

- Academic referencing
- Academic research/reading
- Note-taking
- Essay and dissertation preparation
- Report writing
- Understanding module requirements
- Understanding summative and formative feedback
- Writing a self-evaluation
- How to complete a Learning Agreement
- Personal Development Planning [PDP]
- Time-management
- Confidence-building

In addition, HE Academic Support provides one-to-one and group support tutorials for all students throughout the academic year.

More information is available on the HE Academic Support section of the VLE.

Career education, information and guidance

Advice and guidance for careers support and further training are offered throughout your programme to help you understand the career routes available within your chosen profession. In addition to activities on your programme that will help to guide you towards your individual career path, it is important that you do your own additional research into potential careers. The academic staff on your programme,

many of whom are creative practitioners, will be able to give you further advice about careers in your subject area. Additional support and mentoring to assist in your career planning and research is available from the School's Employability and Enterprise Centre (Folio), and there is also a careers section in the Library.

Support for students with disabilities (including dyslexia)

The School is committed to the principles of equality and diversity and welcomes applications from students with a disability or learning difficulty. The School aims to support all students' individual needs wherever possible to enable all students to achieve their full potential.

If you experience a disability, mental health condition, specific learning difficulty, e.g. dyslexia, Autistic Spectrum Disorder, or long-term health condition, the Student Services team will support you to access additional funding (Disabled Students Allowances - DSA), which may fund the cost of any your support needs. A member of the Student Services team will contact you before you enrol to ask about any support you need, and put in place interim support while they are helping you to access DSA funding.

In addition, all students have the opportunity to complete a dyslexia screening test when they start their programme. This is called the LADS (Lucid Adult Dyslexia Screening) test and helps to identify if you need any extra support, even if you have never accessed support before. If you do, the team will work with you to identify what support you need and help you to access further diagnostic tests and funding. The Student Services team can also offer dyslexic thinkers one-to-one support from a specialist tutor to help develop learning skills, as well as offering all students facilities such as a proofreading service via the Library.

Pastoral support and guidance

Support and advice on non-academic matters is provided through trained and qualified professional staff within the Student Services team.

The Student Services team is based in the main building behind reception and is open 5 days a week. There is no need for an appointment, you can access support at any time, and the team are all contactable by email or through the online chat facility on the VLE.

The team can help with a variety of issues from practical support in areas such as finance, funding, accommodation and health-related issues, to support and advice on personal issues.

The team also has an onsite counselling service, which you can access whether or not you have seen a counsellor before. This service can help to find positive solutions to issues such as bereavement, mental health issues, and support in managing stress and anxiety. This service is entirely confidential. If the counsellor feels that they are unable to support you or that you would benefit from a different type of service, they will discuss this with you, and help you to seek the support that is appropriate for you.

You can find contact details and further information about Student Services in the Student Services section on the VLE and in various printed booklets available on the noticeboard outside the Student Services office.

Monitoring the quality of your programme

The programme is subject to rigorous quality assurance procedures which involve subject specialist and peer review of the programme by the Arts University Bournemouth at periodic intervals, normally of 5 years. This process ensures that the programme remains up to date, and is preparing you for a career in the creative industries while also delivering a high-quality student experience.

In addition, all programmes undertake an Annual Programme Review, which takes account of relevant information such as:

- External Examiners' Reports
- Key statistics including data on application, retention and achievement
- Results of the National Student Survey [NSS]
- Results of the internal Student Perception Survey [SPS]
- Feedback from Student Representatives, Student Assemblies and Programme Boards of Study
- Feedback from relevant employer groups.

All programmes develop an Action Plan from the Annual Programme Review process, which is monitored by the School. Your Student Representatives can keep you informed about progress against the programme Action Plan.

Staff development priorities for the Programme Team as a whole are identified through the Annual Programme Review process, and for individuals through the staff Performance Management process.

Indicators of quality and standards

All students on taught higher education programmes at the School are enrolled on a programme validated by the Arts University Bournemouth, which was granted taught degree awarding powers by the Privy Council in 2008; and University status was conferred in 2013.

In February 2016, the School underwent a Higher Education Review [HER] with the Quality Assurance Agency for Higher Education [QAA], which formed the following judgements about the higher education provision at The Northern School of Art [formally, Cleveland College of Art & Design]:

- The maintenance of the academic standards of awards offered on behalf of degree-awarding bodies meets UK expectations
- The quality of student learning opportunities meets UK expectations
- The quality of the information about learning opportunities meets UK expectations
- The enhancement of student learning opportunities is commended

This was an excellent outcome, and confirms that our quality assurance mechanisms are robust, meaning that we can have full confidence in the standard of programme outcomes, and the quality of the educational experience we deliver.

More detailed information to support your study on the programme is available in the following documents, which are available on the VLE:

- Online programme information
- Module Handbooks
- Regulatory Framework and Undergraduate Assessment Regulations
- HE Student Regulations
- Student Charter
- School policies and procedures