Programme Handbook

BA (Hons) Digital Design & Advertising

2022-2023

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Contents

Section One

About the Programme Handbook

This handbook provides you with basic information about your programme. Through the approved programme specification, it provides you with the introduction, aims and objectives of the programme, and outlines the content and how this will be delivered.

It also provides some important information about key policies that apply to your academic studies, which you should ensure that you read; and explains how students can be involved in the decision-making process at both programme and School level.

You should keep this handbook as a reference document.

Your programme is subject to a rigorous process of quality assurance and enhancement. This may result in changes to individual modules as the programme develops, to ensure that the relevance and quality of the programme are upheld. You will be consulted either directly or through your elected student representatives (see Section Three of this handbook) before any changes are made.

Every effort has been made to ensure the accuracy of all the information contained in this handbook, but it is possible that some of the details will change during the course of your studies. Any such changes will be notified to you.

The Programme Handbook should be used in conjunction with the HE Regulatory Framework & Undergraduate Assessment Regulations, your module handbooks and other relevant policies and procedures, which are available to you on the VLE.

More detail on the various topics covered in this handbook will also be available on the VLE, and key concepts will be introduced to you by your academic programme team. Please read this Handbook and the relevant information on the VLE, and consult your Faculty leader or academic staff if you have any queries.

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Your Programme Handbook is available in alternative formats on request.

Programme Specification

The Programme Specification provides a summary of the main features of the **BA (Hons) Digital Design and Advertising** programme, and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if they pass 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) 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	W211
Language of study	English
External Examiner for programme:	Jamie Steane Northumbria University
Please note that it is not appropriate for students to contact External Examiners directly	
Date of validation	April 2022
Date of most recent review	April 2018
Date programme specification is written/revised	April 2027*

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 and digital advertising. 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 design will allow you to fully explore the lifecycle of a digital service or campaign experience from research, design execution, through to market.

The programme is closely linked to the BA (Hons) Graphic Design programme with a digital and campaign driven focus. 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 your field of study 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 your field of study, 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

By the end of the programme you will be able to:

PO1　Demonstrate a systematic understanding of key areas of your field of study and its cultural, ethical 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 arguments, solve problems, and use ideas and techniques appropriate to your field of study

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

PO5　Apply an appropriate range of practical and technical skills to produce solutions and outcomes relevant to your field of study 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
- Framework for Higher Education Qualifications [FHEQ]
- AUB Undergraduate Regulatory Framework
- The Northern School of Art Strategic Plan
- The Northern School of Art Academic 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 Faculty 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
- Seminars - discussions that develop your critical responses
- 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
- 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 creative technicians 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.

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

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. For students who started their course prior to 2022-2023, 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. For students who started in 2022-2023, the final classification is determined using all module marks at Levels 5 and 6 using a single algorithm. The algorithm is also outlined in full in the Regulatory Framework and Undergraduate Assessment Regulations (available on the VLE).

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 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 advertising, and to develop the skills required for employment, entrepreneurship and professional practice within the digital communication industries, or for progression to postgraduate 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 digital-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 digital 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 and Experimentation** 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 software for digital 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 **Conceptual Advertising** module (20 credits), you will be introduced to advertising fundamentals, while continuing to develop your technical competency. Through workshops, practical sessions and lectures, you will apply a range of practical and technical skills and processes relevant to commercial frameworks. This module introduces the idea of the advertising concept through the creative potential of digital processes in presentation, message, and use of image. The use of relevant industry-standard software applications will be explored as stand-alone tools as well as in combination. You will be encouraged to experiment with software and hardware peripherals and to produce new and innovative forms and modes of digital design, exploring concept through the introduction to photographic outcomes, art direction and image as metaphor.

The **Creative Thinking** module (20 credits) outlines the role of critical thinking in relation to creativity, creative practice, design and advertising. The module considers how your practice is informed by cultural developments, its chronology and history and linked disciplines. The module is designed to equip you with the skills necessary for understanding how creativity evolves and the issues that affect visual and advertising culture. Throughout the module, you will be encouraged to realise the relevance of social, political, and cultural contexts in relation to your own specialist studies. This includes selecting and organising information and initiating research findings according to recognised academic protocols and presenting an essay to

explain your findings and thoughts. Throughout the module, you will be expected to consider the relevance of the social, political and cultural contexts discussed and how this applies to the development of your own creative practice.

The **Visual Communication** module (20 credits) aims to promote a deeper understanding and relationship to your practice and the creative sector. It will strengthen your skills in problem solving, through the exploration and development of your research, ideas and experiments, generating a solution in response to a set brief. This module introduces theories, practices and problem-solving technique to enable you to creatively engage with visual communication in the context of commercial branding, campaign, advertising, information and instructional graphics. Examples of sequential 'brand stories' and interactive possibilities will be explored and developed. You will be encouraged to creatively apply your knowledge and understanding of semiotic theory, layout, image-making and composition, making effective use of appropriate design media and communication technologies. The module explores ways in which visual communication can inform, persuade and impact the world around us.

The **Digital Design Impact** module (40 credits) builds and consolidates the skills developed during Level 4 to enable you to creatively engage with the wider world and develop your role as a creative practitioner, storyteller and changemaker. You will recognise the importance of observation, collaboration and communication within your practice of study. Digital design has been increasingly instrumental in facilitating modern societal change. This module enables you to generate and explore creative ideas through the positive social and culture impact of digital design practice. Through investigative research of contemporary social, environmental or economic themes, you will consider the design solutions through the means of digital communication, to help create positive change, impact behaviour and/or create awareness. The module will provide a foundation for you to engage with social issues in a diverse and challenging landscape, providing you the tools to develop meaningful design solutions with impact. You will have opportunities to engage and collaborate with peers and external providers (charities, live briefs, etc). The module will explore ways in which design can impact change and how this is used across various digital and social media outputs. This module responds to an emerging trend towards ethical and social activism while developing the wider meaning of your own creative voice.

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 enable you to explore the design process in greater depth. The final module enables you to negotiate a personal route of inquiry 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 seek and negotiate work experience of up to two weeks, which should be appropriate to your individual development and areas of interest within digital advertising / advertising. However, whilst the School can give you help and support in finding work experience, it cannot guarantee that suitable opportunities will be available. It is your responsibility to organise your work experience, which will be negotiated and approved with the framework of the *Undergraduate Work Experience Release Procedure.* This 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 your period of absence from the School; and also requires that rigorous risk assessment procedures are followed to ensure your health and safety.

The **Advanced Digital Production** module (20 credits) extends and develops the concepts and skills learnt throughout Level 4, developing advanced knowledge and technical ability. You will explore advanced production methods and technical skills throughout the module in a series of workshops, lectures and practical sessions. This module extends the fundamental concepts and skills in digital application by developing advanced digital literacy and proficiency, production for digital applications and software while also exploring efficient workflows, file management and technical skillsets. You will be encouraged to consider the multi-purposing of digital design elements for, but not restricted to digital outputs. This may include front-end app development, motion graphics, social media content, digital design communication, emerging digital technologies, as well as the creative adaptation of digital processes in contemporary communication contexts. Route within digital design will be explored and you will be encouraged to consider the area of digital literacy you want to develop.

The **Advertising Communication** module (20 credits) is an integral part of your programme as the material covered within this module will encourage commercial thinking within your digital design and advertising practice, helping to inform your own work and prepare you for the digital industry. The lectures will cover topics and strategic tools to generate strong conceptual solutions, copy writing and contexts in transmedia communication and digital advertising across both traditional and progressive media channel, embodied in a curriculum that involves a wide range of sources and contexts, all of which are relevant to your own creative studies.

The **Design Innovation** module (40 credits) further encourages you to consider and develop your specialism as a creative practitioner in digital design and advertising. Throughout this module you will consolidate and extend your skills and knowledge within a specialist project of your choice. You will be encouraged to develop your personal style and creative identity which will provide the foundation for employability and the basis of a professional portfolio.

This module further consolidates and extends your skills in, and knowledge and understanding of design and innovative practice. You will be encouraged to develop

your personal style and creative identity, whilst strengthening your skills and conceptual thinking in a particular aspect of digital design practice depending upon your personal attributes and ambitions. The module provides opportunities to work on a single large-scale project or multiple self-negotiated projects, with flexibility to consider working towards global competitions, working with live clients, or in collaboration with students from other disciplines within the framework and introduction of the Learning Agreement.

The **Future Industries** module (40 credits) aims to enhance and extend your skills as you explore the future of the industry and start to find your place within it. Within this module you will explore emerging and existing technologies and platforms within the digital design, advertising and communication sector as you consider the future of the digital advertising and digital industry. You will expand your practice as you consider specialist skills and the future of work. You will be challenged to consider the environmental and economic aspects of the sector on a local and global scale. You will continue to expand your knowledge of innovative approaches and sustainable ways of working, with consideration of the challenges we face in a changing world. You will also investigate opportunities of emerging technologies, software's and practical processes throughout the module.

Level 6

At Level 6, you are able to consolidate and demonstrate 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 & advertising portfolio to a professional standard.

The Level 6 modules have been devised to enable you to design your individual pathway through the final year, resulting in a focused package of skills which is supported by extensive critical and analytical research, and is 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 structure of Level 6 modules is common to all undergraduate programmes at The Northern School of Art and consists of four consecutive modules that enable you to research, plan, undertake and conclude a pathway of study that is specific to your individual areas of focus and interest within your creative discipline. The common structure also provides opportunities to work collaboratively with students from other disciplines, and the potential cross-fertilisation of creative practice is intended to reflect the realities of the contemporary creative industries.

The modules are structured to promote the integration of theory and practice and to ensure 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 written investigative study 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 a personal project that will enable you to consolidate and demonstrate your individual creative identity. This should reflect the individual focus of your creative practice and career aspirations; and be underpinned by extensive research, analysis and development work that supports the realisation and production of your creative outcomes in the Final Major Project. You will be able to research, define and develop a complex project that challenges your existing practice, and to consider potential collaborations in preparation for working in the creative industries, or for postgraduate study. The research, planning and development that you undertake during the Project Research and Preparation module will include identifying and negotiating the topic of your written investigative study for the Dissertation / Report module, which will be devised to inform and enhance your practical work.

The **Dissertation / Report** module (20 credits) provides you with the opportunity for extended research and investigation into a negotiated individual topic based on an aspect of your creative practice. The choice of either a theoretical argument (dissertation) or a factual report (for example, on an aspect of potential entrepreneurial activity) should be determined by your individual aims and aspirations after graduation. Both options will equip you with a wide range of skills that can be applied to research, information retrieval and academic writing.

The **Final Major Project** module (40 credits) enables you to focus on your specialism and to apply the knowledge, skills and intellectual abilities acquired and developed throughout your programme. You will realise the conceptual, theoretical and professional inquiry identified in the Learning Agreement that you produced in the Project Research and Preparation module in order to bring your ideas to a reasoned conclusion, based on problem-solving, decision-making and critical evaluation. Your ability to manage a complex project with an independent and professional approach is a key aspect of this module. The final creative outcomes should be executed and presented to a standard appropriate to Level 6 Honours degree study and to their commercial or professional 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 a critical creative practitioner. The opportunity to create an outward-facing exhibition that showcases your creative practice and achievements is your chance to take the first steps into the creative industries. Working with a provided space, you will manage and deliver an individual 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	Credit Weighting
Level 4		
HDIF465	Creative Processes and Experimentation	20 credits
HDIF466	Conceptual Advertising	20 credits
HDIF467	Creative Thinking	20 credits
HDIF468	Visual Communication	20 credits
HDIF469	Design Impact	40 credits
Level 5		
HDIF565	Advanced Digital Production	20 credits
HDIF566	Advertising Communications	20 credits
HDIF567	Design Innovation	40 credits
HDIF568	Future Industries	40 credits
Level 6		
HDIF661	Project Research and Preparation	40 credits
HDIF662	Dissertation / Report	20 credits
HDIF663	Final Major Project	40 credits
HDIF664	Final Show and Portfolio	20 credits

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 4																														
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 - 7

HDIF465
Creative Processes and Experimentation
(20 credits)

Week 8 - 14

HDIF466
Conceptual Advertising
(20 credits)

Weeks 1- 18

HDIF467
Creative Thinking
(20 credits)

INTERIM WEEK

Week 15 – 21

HDIF468
Visual Communication
(20 credits)

Weeks 22 – 28

HDIF469
Design Impact
(40 credits)

WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS

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 – 7

HDIF565
Advanced Digital Production
(20 credits)

Week 8 - 21

HDIF567
Design Specialism & Innovation
(40 credits)

Weeks 1- 16

HDIF566
Advertising Communications
(20 credits)

INTERIM WEEK

Week 8 – 21 (continued)

HDIF567
(continued)

Weeks 22 – 28

HDIF568
Future Industries
(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	

<table>
<tr>
<td rowspan="2">WELCOME WEEK AND INDUCTION</td>
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Weeks 1 – 9

HDIF661
Project Research and Preparation
(40 credits)

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Weeks 4 – 14

HDIF662
Dissertation/ Report
(20 credits)

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<td rowspan="2">INTERIM WEEK</td>
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Weeks 15 – 23

HDIF663
Final Major Project
(40 credits)

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Weeks 24 – 28

HDIF664
Final Show and Portfolio
(20 credits)

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<td rowspan="2">WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS</td>
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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 Experimentation 20 credits	Conceptual Advertising 20 credits	Creative Thinking 20 credits	Visual Communication 20 credits	Design Impact 40 credits
Gather, describe and apply research that informs the development of your investigation, identifying appropriate and relevant material.		LO1	LO1		LO1
Apply problem-solving skills through the research exploration and development of your ideas, generating solutions in response to a set design brief				LO1	LO2
Select and experiment with a range of materials, processes or environments in development of your ideas.	LO1			LO2	
Reflect upon and evaluate your progress in order to identify your strengths and areas for development				LO3	LO3
Apply a range of practical and technical skills relevant to the development of core skills within digital design and advertising	LO2	LO2			
Communicate the results of your study accurately and reliably with structured and coherent discussion and representation			LO2		LO4

Level 5 Outcomes On successful completion of Level 5, you will be able to:	Advanced Digital Production 20 credits	Advertising Communications 20 credits	Design Innovation 40 credits	Future Industries 40 credits
Demonstrate knowledge and critical understanding and articulate relevant findings from research sources appropriate to your ideas and investigation		LO1		LO1
Apply and reflect on independent judgements, drawing on research and analysis, experimentation and generation of new ideas and/or solutions	LO1		LO1	
Critically evaluate the appropriateness of different approaches to solving problems in the area of digital design in order to propose solutions			LO2	LO2
Apply reflective practice and evaluation to the negotiation and management of your own learning and the identification of individual routes of inquiry			LO3	LO3
Select and apply appropriate practical and technical skills relevant to digital design and advertising in order to develop existing skills and acquire new competences	LO2			LO4

Effectively communicate information, arguments, concepts and analysis in a variety of forms to specialist and non-specialist audiences		**LO2**	**LO4**	

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 systematic understanding of key areas of your field of study and its cultural, ethical and professional contexts	LO1		LO1	LO1
Synthesise, evaluate, reference and apply research from appropriate sources to make independent judgements and to initiate and carry out projects	LO2	LO1		
Demonstrate conceptual understanding that enables you to devise and sustain arguments, solve problems, and use ideas and techniques appropriate to your field of study	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 your field of study 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.

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.

Pastoral support and guidance

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

The Student Services team is based at Church Square 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 [formerly, 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 recently, in May 2022, Arts University Bournemouth conducted an Institutional Review of the School. Arts University Bournemouth were satisfied that the School

was able to demonstrate full engagement with national reference points and that its application of standards was appropriate.

The Arts University Bournemouth Institutional Review Panel commended the School on:

- The confident and mature approach demonstrated during the discussions, reflecting a coherent institution that had a clear strategic vision and effective operational arrangements;
- The student-centred focus, with the student experience being at the heart of everything they did;
- The honest and open approach taken by the institution with regards to this review; and
- The articulate and responsive students, who were extremely supportive of the Institution.

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
- Student Charter
- School policies and procedures

Section Two

Level 4 Modules

Module Title: **Creative Processes and Experimentation**

Module Code: HDIF465
Level: 4
Credit Points: 20
Weighting: 1.0
Study Time: 200 hours

Description

This module explores core practices and is delivered through a series of introductory workshops in which you will have the opportunity to develop essential idea generation, experimentation, technical ability, and core skills.

In the Creative Processes and Experimentation module 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 digital 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.

You will be introduced to the creative process and methods of initiating and developing solutions to digital design problems by means of experimentation from open-ended starting points and visual or verbal stimuli. You will investigate the formal elements of visual composition and the expressive qualities of a range of materials, media and processes.

Indicative outline syllabus

An indicative guide to the content covered by this module:

- Research, analysis and interpretation from primary and secondary visual sources and starting points
- The design process
- Image making, digital illustration and digital processes
- Experimentation
- Iteration and design synthesis
- Problem solving
- Design principles: composition, colour, form and aesthetic considerations
- Introduction to digital techniques and digital software
- Core practical and technical skills
- Development of reflective practice through introduction of the process book and self- evaluation

Method of delivery
Studio-based teaching, demonstrations, workshops, critiques, tutorials and independent learning through set assignment briefs and tasks. Educational visits and visiting speakers may be used, where appropriate, to support the module delivery.

Aims
LA1 To enable you to acquire a fundamental understanding of the visual and theoretical principles applied to digital design and representation

LA2 To enable you to explore creative practical and technical approaches to the initiation and development of ideas in the context of digital design

Learning outcomes
On completion of this module, you will be able to:

LO1 Select and experiment with a range of materials, processes or environments in development of your ideas.

LO2 Apply a range of practical and technical skills relevant to the development of core skills within your subject area

Assessment components
A body of work including a process book, experimental prototypes, visual solutions and a 500-word* evaluation of the work produced during the module - 100%

***You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.**

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

Reference material
A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook.

Module Title: **Conceptual Advertising**

Module Code: HDIF466
Level: 4
Credit Points: 20
Weighting: 2.0
Study Time: 200 hours

Description
Within this module you will continue to develop your technical competency. Through workshops, practical sessions and lectures, you will apply a range of practical and technical skills and processes relevant to commercial frameworks.

In the Conceptual Advertising module, you will be introduced to advertising fundamentals, while continuing to develop your technical competency. Through workshops, practical sessions and lectures, you will apply a range of practical and technical skills and processes relevant to commercial frameworks. This module introduces the idea of the advertising concept through the creative potential of digital processes in presentation, message, and use of image. The use of relevant industry-standard software applications will be explored as stand-alone tools as well as in combination. You will be encouraged to experiment with software and hardware peripherals and to produce new and innovative forms and modes of digital design, exploring concept through the introduction to photographic outcomes, art direction and image as metaphor.

Issues of readability, communication, style, meaning and the relationships between type and image will be examined in the context of research and practical projects. Your rights and responsibilities under intellectual property law and advertising standards will be examined in the context of your own practice.

Indicative outline syllabus
An indicative guide to the content covered by this module:

- Conceptual direction and image as metaphor
- Digital image making and commercial photography
- Digital manipulation
- Concept, meaning and message
- Presentation and context
- Digital layouts, colour, type and image
- Advertising Standards and Intellectual Property Law
- Creative use digital design, photography and software applications for image manipulation
- Publishing and commercial printing methods

Method of delivery
Studio based teaching, demonstrations, lectures, seminars, workshops, critiques, tutorials and independent learning through set assignment briefs and tasks. To support independent learning, links to demonstration videos may be included on the VLE. Educational visits and visiting speakers may be used, where appropriate, to support the module delivery

Aims

LA1   To enable you to acquire an understanding of appropriate historical, cultural research that informs your development in advertising

LA2   To provide opportunities to explore and develop conventional and experimental forms of advertising through development of core skills, practical workshops and digital software's.

Learning outcomes

On completion of this module, you will be able to:

LO1   Gather, describe and apply research that informs the development of your investigation, identifying appropriate and relevant material.

LO2   Apply a range of practical and technical skills relevant to the development of core skills within a body of work.

Assessment components

A body of work including a resolved outcome and a process book and a 500-word* evaluation - 100%

***You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.**

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

Reference material

A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook.

Module Title: **Creative Thinking**

Module Code: HDIF467
Level: 4
Credit Points: 20
Weighting: 1.0
Study Time: 200 hours

Description

The Creative Thinking module outlines the role of critical thinking in relation to creativity, creative practice, design and advertising. The module considers how your practice as a designer is informed by cultural developments, its chronology and history and linked disciplines. The module is designed to equip you with the skills necessary for understanding how creativity evolves and the issues that affect visual and advertising culture. Throughout the module, you will be encouraged to realise the relevance of social, political, and cultural contexts in relation to your own specialist studies. This includes selecting and organising information and initiating research findings according to recognised academic protocols and presenting an essay to explain your findings and thoughts. Throughout the module, you will be expected to consider the relevance of the social, political and cultural contexts discussed and how this applies to the development of your own creative practice.
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Outline syllabus

An indicative guide to the content covered by this module:

- A range of themes and design topics across the creative discipline
- Seminars that link creative and theory to the creative practice of advertising and digital design
- Connections between the history and culture of art-based subject and specialist creative studies
- Analysis of key texts that define society and culture
- Discussions that link the board range of issues in the visual arts and culture
- The relationship between critical thinking and creative practice
- How to structure an essay
- Understanding and application of academic protocols and referencing in essay writing

Method of delivery

Lectures, group seminars, research, tutorials, independent study. Educational visits and visiting speakers may be used, where appropriate, to support the module delivery.

Aims

LA1   To develop your knowledge of creative culture and the influences on its historical and contemporary development

LA2   To develop your skills in the selection and organisation of research and the use of academic protocols such as referencing, citing and presentation

Learning outcomes

On completion of this module you will be able to:

LO1   Gather, describe and apply research that informs the development of your investigation, identifying appropriate and relevant material

LO2   Communicate the results of your study accurately and reliably with structured and coherent discussion and representation within a referenced essay.

Assessment components

A 2000-word* essay - 100%

***You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.**

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

Reference material

A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook.

Module Title: **Visual Communication**

Module Code: HDIF468
Level: 4
Credit Points: 20
Weighting: 2.0
Study Time: 200 hours

Description
This module aims to promote a deeper understanding and relationship to your practice and the creative sector. It will strengthen your skills in problem solving, through the exploration and development of your research, ideas and experiments, generating a solution in response to a set brief.

This module introduces theories, practices and problem-solving technique to enable you to creatively engage with visual communication in the context of commercial branding, campaign, advertising, information and instructional graphics. Examples of sequential 'brand stories' and interactive possibilities will be explored and developed. You will be encouraged to creatively apply your knowledge and understanding of semiotic theory, layout, image-making and composition, making effective use of appropriate design media, advertising and communication technologies. The module explores ways in which visual communication can inform, persuade and impact the world around us.

Indicative outline syllabus
An indicative guide to the content covered by this module:

- Problem solving through visual communication
- Communication technologies
- Commercial advertising and campaign development
- Visual identity, branding and semiotics
- Social media marketing
- OOH advertising
- 'Brand stories' and 'visual narratives'
- Advertising ethics & standards (ASA)
- Trademarks and Intellectual property
- Industry structures
- Sequential design for print publications and screen presentations
- Introduction to interactive design
- Competition and live briefs

Method of delivery
Studio-based teaching, demonstrations, workshops, critiques, tutorials and independent learning through set assignment briefs and tasks. Educational visits and visiting speakers may be used, where appropriate, to support the module delivery.

Aims
LA1   To enable you to acquire and apply problem solving skills, through research and exploration of cultural and commercial contexts of digital design

LA2   To provide opportunities to research and creatively develop visual communication in the context of branding, advertising, information and instructional graphics

LA3   To develop your ability to reflect on your progress and identify your strengths and areas for development and improvement in order to complete an advertising and digital project

Learning outcomes
On completion of this module, you will be able to:

LO1   Apply problem-solving skills through the research exploration and development of your ideas, generating solutions in response to a set brief

LO2   Select and experiment with a range of ideas, materials and processes in the development of your practice

LO3   Reflect upon and evaluate your progress in order to identify your strengths and areas for development

Assessment components
A body of work including a resolved outcome and a process book and a 500-word* evaluation - 100%

You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.

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

Reference material
A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook.

Module Title: **Design Impact**

Module Code: HDIF469
Level: 4
Credit Points: 40
Weighting: 2.0
Study Time: 400 hours

Description

This module builds and consolidates the skills developed during Level 4 to enable you to creatively engage with the wider world and develop your role as a creative practitioner, storyteller and changemaker. You will recognise the importance of observation, collaboration and communication within your practice of study.

Digital design has been increasingly instrumental in facilitating modern societal change. This module enables you to generate and explore creative ideas through the positive social and culture impact of digital design practice. Through investigative research of contemporary social, environmental or economic themes, you will consider the design solutions through the means of digital communication, to help create positive change, impact behaviour and/or create awareness.

The module will provide a foundation for you to engage with social issues in a diverse and challenging landscape, providing you the tools to develop meaningful design solutions with impact. You will have opportunities to engage and collaborate with peers and external providers (charities, live briefs, etc.).

The module will explore ways in which design can impact change and how this is used across various digital and social media outputs. This module responds to an emerging trend towards ethical and social activism while developing the wider meaning of your own creative voice.

Indicative outline syllabus

An indicative guide to the content covered by this module:

- Problem solving and digital design solution
- Visual storytelling and advertising campaign and communication
- Contextual research
- Social media and digital platform development
- Information advertising
- Engagement and building awareness though different medias
- Wider purpose and social diversity
- Problem solving and ideation
- Social, cultural and wider discussion
- Collaboration
- Ethical consideration

Method of delivery
Studio-based teaching, demonstrations, workshops, critiques, tutorials and independent learning through set assignment briefs and tasks. Educational visits and visiting speakers may be used, where appropriate, to support the module delivery.

Aims

LA1   To provide opportunities to research and creatively develop design solutions and advertising output

LA2   To enable you to acquire and apply an understanding of theoretical and cultural contexts of communication in the construction of narrative and you the changemaker

LA3   To develop a reflective process to your practice and identify your strengths and areas develop as your progress into your study.

LA4   To provide opportunities to develop the qualities and transferable skills necessary for progression at undergraduate level that require the exercise of personal responsibility

Learning outcomes
On completion of this module, you will be able to:

LO1   Gather, describe and apply research that informs the development of your investigation, identifying appropriate and relevant material.

LO2   Apply problem-solving skills through the research exploration and development of your ideas, generating solutions in response to a set brief

LO3   Reflect upon and evaluate your progress in order to identify your strengths and areas for development

LO4   Communicate the results of your study accurately and reliably with structured and coherent discussion and representation

Assessment components
A body of work including a resolved outcome and a process book and a 1000-word* evaluation - 100%

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

You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.

Reference material
A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook. In addition, you should

work with your tutors and Library staff to identify material that is appropriate to the individual nature of your research.

Level 5 Modules

Module Title: **Advanced Digital Production**

Module Code: HDIF565
Level: 5
Credit Points: 20
Weighting: 1.0
Study Time: 200 hours

Description

This module extends and develops the concepts and skills learnt throughout Level 4, developing advanced knowledge and technical ability. You will explore advanced production methods and technical skills throughout the module in a series of workshops, lectures and practical sessions.

This module extends the fundamental concepts and skills in digital application by developing advanced digital literacy and proficiency, production for digital applications and software while also exploring efficient workflows, file management and technical skillsets. You will be encouraged to consider the multi-purposing of digital design elements for, but not restricted to digital outputs. This may include front-end app development, motion graphics, social media content, digital design communication, emerging digital technologies, as well as the creative adaptation of digital processes in contemporary communication contexts. Routes within digital design will be explored and you will be encouraged to consider the area of digital literacy you want to develop.

With its emphasis on production methods, the module also encourages you to examine and respond to the role as an advertiser and designer in a rapidly developing technological environment, with a focus on industry structures and employment possibilities. You will produce digital outcome proposals in response to a range of short workshops that will enable you to evaluate your technical ability and ambitions within the industry.

Indicative outline syllabus

An indicative guide to the content covered by this module:

- Digital workflow optimisation, file and colour management
- Advanced digital and technical production process
- Advanced practical and production methods
- Commercial ideation and planning
- Project management
- Storyboarding
- Principles of motion graphics
- Videography, sound and image composition
- Industry structures and specialisms
- Digital fluency and professional file management

Method of delivery
Studio-based teaching, workshops, demonstrations, projects, critiques, tutorials and independent learning through a range of short assignment briefs and tasks. Educational visits and visiting tutors and speakers may be used, where appropriate, to support the module delivery. To support independent learning, links to demonstration videos may be included on the VLE.

Aims

LA1   To generate commercial ideas and enable you to develop efficient and effective working practices and project management relevant to the digital design and advertising profession

LA2   To enable you to develop appropriate practical and technical skills in line with industry standards in a range of digital design outputs for digital media

Learning outcomes
On completion of this module, you will be able to:

LO1   Apply and reflect on independent judgements, drawing on research and analysis, experimentation, and generation of new ideas and/or solutions

LO2   Select and apply appropriate practical and technical competency in a range of technical and advanced working methods in line with industry standards

Assessment components
A body of work including a resolved outcome and a process book and a 500-word* evaluation - 100%

You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.

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

Reference material
A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook.

Module Title: **Advertising Communications**

Module Code: HDIF566
Level: 5
Credit Points: 20
Weighting: 1.0
Study Time: 200 hours

Description
Advertising communication is an integral part of your programme as the material covered within this module will encourage commercial and critical thinking within your digital design and advertising practice, helping to inform your own work and prepare you for the industry. The lectures will cover topics and strategic tools to generate strong conceptual solutions, copy writing and contexts in transmedia communication and digital advertising across both traditional and progressive media channel, embodied in a curriculum that involves a wide range of sources and contexts, all of which are relevant to your own creative studies.

This module deconstructs the role of advertising and marketing communication relevant to the role of a designer, by focussing on the fundamentals of communication strategy, particularly in the ever-evolved digital world. The seminars contextualise how digital design and advertising practice is informed by the societal impact, while also considering user-experience, consumer behaviour as well as political, ethical, socio-cultural and technological frameworks. The module is designed to equip you with the skills necessary for understanding how the digital and advertising industries evolve and how advertising communication and theory underpins the design industry. Throughout the module, you will contextualise, deconstruct, debate and evaluate the way digital advertising and marketing communication works in society and the impact this has on the role of a digital designer and the wider world.

Indicative Outline syllabus
An indicative guide to the content covered by this module:

- Contextual issues relating to the creative industry within the region and from wider global perspectives
- Fundamental of marketing strategy and consumer theory
- Historical and cultural research
- Broad range of issues and debate in digital advertising and culture, society and commercialism
- Copy writing and digital advertising processes and fundamentals
- Engagement and brand loyalty and management
- Social media content design, content creation and skills
- Forecasting and consumer behaviour
- Analysis of contemporary key texts that define and review the social implications of specialist sectors
- Seminars that provide opportunities for broad discussions of creativity
- Connections between creative theory and design practice
- Advanced academic writing, discussion and debate
- Communicating to appropriate audiences

- Ethical consideration
- Referencing and academic protocols
- Essay writing and forming a debate

Method of delivery
Lectures, group seminars, research, tutorials, independent study. Educational visits and visiting speakers may be used, where appropriate, to support the module delivery.

Aims
LA1   To extend your critical awareness of ethical requirements within advertising, marketing and communication creative theory

LA2   To develop your ability to communicate a critical debate and form conclusions through independent research and essay writing with adherence to academic protocols

Learning outcomes
On completion of this module you will be able to:

LO1   Demonstrate knowledge and critical understanding and articulate relevant findings from research sources appropriate to your ideas and investigation.

LO2   Effectively communicate information, arguments, concepts and analysis in a variety of forms to specialist and non-specialist audiences

Assessment components
A 3000-word* essay - 100%

***You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.**

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

Reference material
A list of reference materials for this module, including key and recommended texts and online resources, is included in the Module Handbook.

Module Title: **Design Innovation**

Module Code: HDIF567
Level: 5
Credit Points: 40
Weighting: 2.0
Study Time: 400 hours

Description

This module further encourages you to consider and develop your specialism as a creative practitioner in digital design and advertising. Throughout this module you will consolidate and extend your skills and knowledge within a specialist project of your choice. You will be encouraged to develop your personal style and creative identity which will provide the foundation for employability and the basis of a professional portfolio.

This module further consolidates and extends your skills in, and knowledge and understanding of design and innovative practice. You will be encouraged to develop your personal style and creative identity, whilst strengthening your skills and conceptual thinking in a particular aspect of digital design practice depending upon your personal attributes and ambitions. The module provides opportunities to work on a single large-scale project or multiple self-negotiated projects, with flexibility to consider working towards global competitions, working with live clients, or in collaboration with students from other disciplines.

Within the framework of the Learning Agreement, you will be expected to negotiate and develop your work by exploring a variety of design contexts which could include corporate identity, typography, advertising and information graphics, social media design, app development and/ or design for print and screen. The development of your professional practice can be enhanced within this module through participation in optional work experience, which will be negotiated within the Learning Agreement if appropriate opportunities are available.

Outline syllabus
An indicative guide to the content covered by this module:

- Learning Agreement
- Live assignment and negotiated projects
- Client and end user/audience considerations
- Design for innovation
- Project research, planning, development and execution.
- Linking theory to digital design and advertising practice
- Cultural, practical, financial, commercial contexts and costing
- Advertising and digital design specialisms including digital, motion and social
- Design project management and client communication
- Opportunities for work experience and collaborative projects
- Professional portfolio and employability
- Self-reflection and analysis
- Advancing skills for self-development

Method of delivery
Negotiated assignments, including potential live assignments or collaborative projects, studio and workshop practice, practical workshops, lectures, seminars, independent study, research, tutorials and critiques. Educational visits and visiting speakers may be used, where appropriate, to support the module delivery.

Aims
LA1   To enable you to link theory with practice in commercial and cultural outcomes

LA2   To develop as reflective practice and identify your strengths and area for self-development as you continue your study.

LA3   To enable you to reflect critically on and develop your individual areas of interest and routes of enquiry in preparation for Level 6 of the programme

LA4   To develop communication skills to communicate information and the planning of a specialist brief in written, oral or numeric form.

Learning outcomes
On completion of this module you will be able to:

LO1   Apply and reflect on independent judgements, drawing on research and analysis, experimentation, and generation of new ideas and/or solutions

LO2   Critically evaluate and develop your individual interests and personal strengths through critical self-evaluation and decision-making.

LO3   Apply reflective practice and evaluation to the negotiation and management of your own learning and the identification of individual routes of inquiry

LO4   Effectively communicate information, arguments, concepts and analysis in a variety of forms to specialist and non-specialist audiences

Assessment components
Project work as defined in the Learning Agreement, including a 1000-word* evaluative report of your specialist digital design and advertising project - 100%

You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.

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

Reference material
A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook.

With its emphasis on production methods, the module also encourages you to examine and respond to the role and place of digital designers and advertisers in a

rapidly developing technological environment, with a focus on industry structures and employment possibilities. You will produce design proposals in response to a range of short workshops that will enable you to evaluate your specialisms and ambitions within the industry.

Module Title: **Future Industries**

Module Code: HDIF568
Level: 5
Credit Points: 40
Weighting: 2.0
Study Time: 400 hours

Description
This module aims to enhance and extend your skills as you explore the future of the industry and start to find your place within it. Within this module you will explore emerging and existing technologies and platforms within the digital design, advertising and communication sector as you consider the future of the digital advertising and digital industry. You will expand your practice as you consider specialist skills and the future of work.

You will be challenged to consider the environmental and economic aspects of the sector on a local and global scale. You will continue to expand your knowledge of innovative approaches and sustainable ways of working, with consideration of the challenges we face in a changing world. You will also investigate opportunities of emerging technologies, software's and practical processes throughout the module.

Throughout the module you will have opportunities to explore ways to communicate, collaborate, and form partnerships with peers or colleagues as you discover and reflect upon the significance of creating an industry presence. The Learning Agreement will be used to focus and define the students learning.

Indicative outline syllabus
An indicative guide to the content covered by this module:

- Critical self-evaluation
- Advanced research skills
- Future consideration and technology developments
- Employability, self-employment and professional practice
- Environmental considerations
- Technology, social media and communication skills
- Collaboration and networking
- The future of the creative industry
- Emerging and innovative technologies
- Social media & advancements in advertising
- Sustainable and ethical processes
- Environmental consideration
- Economic services and ways of working

Method of delivery
Negotiated assignments, studio and workshop practice, practical workshops, lectures, seminars, independent study, research, tutorials and critiques. Educational visits and visiting speakers will be used, where appropriate, to support the module delivery.

Aims

LA1   To extend and develop your knowledge and awareness of the future of the industry, professional practices and future technologies.

LA2   To evaluate your practice and develop convergent thinking in the practice of developing your personal strengths and transferrable skills

LA3   To develop your creative inquiry and developing your own learning, workload and independence within your practice.

LA4   To extend your understanding of ethical and sustainable processes.

Learning outcomes
On completion of this module, you will be able to:

LO1   Demonstrate knowledge and critical understanding and articulate relevant findings from research sources appropriate to your ideas and investigation

LO2   Critically evaluate and develop your individual interests and personal strengths through critical self-evaluation and decision-making

LO3   Apply reflective practice and evaluation to the negotiation and management of your own learning and the identification of individual routes of inquiry

LO4   Select and apply appropriate practical and technical competency in a range of technical and advanced working methods in line with industry standards

Assessment components
Project work as defined in the Learning Agreement, including a 1000-word* evaluative report of your specialist digital design and advertising project - 100%

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

You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.

Reference material
A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook. In addition, you should work with your tutors and Library staff to identify material that is appropriate to the individual nature of your research.

Level 6 Modules

Module Title: **Project Research and Preparation**

Module Code: HDIF661
Level: 6
Credit Points: 40
Weighting: 2.0
Study Time: 400 hours

Description

This module provides you with the opportunity to initiate, negotiate and research an in-depth and challenging project that you can extend, develop and consolidate throughout Level 6. The aim of the Project Research and Preparation module is to enable you to prepare and produce extensive concept development, research, planning and creative investigation that forms the basis for further development and consolidation throughout the subsequent Level 6 modules.

Your proposal will be subject-related and referenced for an identified output or market. This focus of study will highlight your individual areas of interest and require you to work with increasing independence and autonomy, supported by effective reflection and evaluation and your ability to generate ideas and proposals. You will identify, negotiate and agree the range of research required, resource implications for the agreed course of action and the personal skills required to plan a project, which will include the topic of your dissertation or report.

You are expected to demonstrate your awareness of the current and future requirements of your relevant market or chosen sector and direct your development appropriately to your own requirements. You should also indicate how the proposed topic for the Dissertation / Report module will inform and enhance your practical work.

This module, negotiated within a detailed Learning Agreement, should also challenge and extend your knowledge and critical understanding of specialist practice, including its cultural, ethical and professional contexts, through intellectual, contextual and creative inquiry. Your time-management plan should highlight areas of collaboration and define how you will project manage individual elements of your Final Major Project, Dissertation / Report and Final Show and Portfolio modules.

Outline syllabus
An indicative guide to the content covered by this module:

- Learning Agreement
- Visual, contextual and market research
- Research ethics, methodologies, sources and bibliographies
- Research evaluation and analysis
- Concept development
- Experimental investigation and development work
- Selection and application of appropriate media, materials, processes and techniques

- Project scope within an agreed timescale
- Resource implications for the agreed course of action
- Problem-solving techniques, e.g. setting criteria to evaluate a solution
- Project planning and organisation, e.g. action plans and setting goals
- Reflective and analytical approaches to initiating, researching and devising a project
- Business skills and methods as applicable to specific sector needs
- Funding applications and business plans (if appropriate)
- Presentation of work

Method of delivery

This module will draw on several teaching and learning strategies including lectures, one to one tutorials with academic staff, directed learning, independent research, independent learning and practical workshop skills.

Aims

LA1   To extend your knowledge and understanding of the cultural, ethical and professional contexts of your field of study

LA2   To enable you to identify, analyse and apply research that informs your creative and personal development

LA3   To enable you to develop ideas and devise concepts for an individual specialist application that will provide you with opportunities for sustained investigation

LA4   To extend and develop your ability to take responsibility for your learning and working in preparation for professional practice or postgraduate study

Learning outcomes

On completion of this module you will be able to:

LO1   Demonstrate a systematic understanding of key areas of your field of study and its cultural, ethical and professional contexts

LO2   Synthesise, evaluate, reference and apply research from appropriate sources to make independent judgements and to initiate and carry out projects

LO3   Demonstrate conceptual understanding that enables you to devise and sustain arguments, solve problems, and use ideas and techniques appropriate to your field of study

LO4   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

Assessment components

Project planning and development portfolio that consists of a Learning Agreement with a personal study plan for the Final Major Project and Dissertation / Report modules, creative development work and referenced research - 100%

The component will enable you to critically review and evaluate the direction of your work whilst also demonstrating the breadth and depth of research and analytical skills supporting the planning of your Learning Agreement and project proposal.

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

Reference material
A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook. In addition, you should work with your tutors and Library staff to identify material that is appropriate to the individual nature of your research.

Module Title: **Dissertation / Report**

Module Code: HDIF662
Level: 6
Credit Points: 20
Weighting: 1.0
Study Time: 200 hours

Description
This module provides you with the opportunity for extended research and academic investigation into a self-initiated and negotiated topic, and equips you with a wide range of skills that can be applied to any area of information retrieval and analysis, and academic writing. The nature and content of the dissertation or report is intended to inform and enhance your individual creative practice in your specialist subject.

Within the Project Research and Preparation module, you will negotiate the topic of your dissertation or report with subject-specialist academic staff alongside the research and preparation for your Final Major Project proposal. The initial teaching sessions for the Dissertation / Report module focus on extending your ability to reference and research practical and theoretical issues associated with your specialist subject.

You can select from one of the two following options, both of which must demonstrate rigorous adherence to the required academic protocols, including referencing, bibliography, presentation and the ethical implications of how to research your chosen topic.

Option 1 - Dissertation
A dissertation is a theory-based discussion presented as the answer to a key question. Based on a self-initiated topic relevant to your specialist subject, you will produce a structured and focused argument of 5000 words that demonstrates appropriate levels of critical understanding, analysis and theoretical application. Research activity should identify appropriate primary and secondary reference material to support your theoretical argument.

Option 2 – Report
A report is an evaluation of facts or results of data-based research, presented as evidence on a key theme. You will produce a factual report of 5000 words on a negotiated topic with an industrial, entrepreneurial or technical focus which aligns to your individual creative practice and career aspirations. The report should inform and evaluate ideas that will underpin business and professional practice, based on extensive and well-researched supporting evidence.

Outline syllabus
An indicative guide to the content covered by this module:

- Structure of written work and development of academic writing skills
- Development of critical argument through the application of research (dissertation)

- Development of analysis and evaluative outcomes of research (report)
- Use of theoretical frameworks
- Application of academic protocols, including compiling a bibliography, research ethics, referencing and presentation
- Realisation of dissertation or report

Method of delivery
Supervisory tutorials, seminars, independent study, research.

Aims
LA1   To develop your ability to compile a coherent evidence base for critical evaluation by using appropriate research methods and sources

LA2   To extend your ability to analyse evidence and to synthesise ideas within a specific area of study, either in critical writing or a report

LA3   To develop your autonomy as a learner and your communication skills by producing and presenting a sustained piece of academic writing using appropriate academic protocols

Learning outcomes
On completion of this module you will be able to:

LO1   Synthesise, evaluate, reference and apply research from appropriate sources to make independent judgements and to initiate and carry out projects

LO2   Demonstrate conceptual understanding that enables you to devise and sustain arguments, solve problems, and use ideas and techniques appropriate to your field of study communicated in an appropriate format to specialist and non-specialist audiences.

LO3   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

Assessment components
A 5000-word* written dissertation or report based on a negotiated topic and which adheres to appropriate academic protocols - 100%

You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.

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

Reference material
Specialist reference material will be determined by the individual nature of your dissertation or report; guidance on primary and secondary sources and other appropriate material will be provided by your tutor or supervisor. A list of recommended texts about dissertation and report writing is included in the Module Handbook.

Module Title: **Final Major Project**

Module Code: HDIF663
Level: 6
Credit Points: 40
Weighting: 2.0
Study Time: 400 hours

Description
The Final Major Project module provides you with the opportunity to apply and consolidate the knowledge, technical skills and intellectual abilities acquired and developed during the programme within the practical, theoretical, technical, ethical and professional contexts of your specialist subject. It is designed to challenge you and enable you to demonstrate your understanding of a complex body of knowledge and practice, some of which may be at the current boundaries of the discipline.

Based on the planning and specialist creative concept defined in the Learning Agreement* produced in the Project Research and Preparation module, you will develop your work to its final conclusions through extensive investigation, evaluation and critical analysis to produce a significant body of work appropriate to the level of Honours degree study. This will require you to collaborate effectively with others and to apply your specialist and creative abilities in order to achieve your goals and to produce resolved creative outcomes.

The module is also designed to enable you to critically reflect on the work you have produced during the Final Major Project against your Learning Agreement* and the finished body of work.

*Your proposed work may have moved on from your original Learning Agreement negotiated in the Project Research and Preparation module due to further development or a change of plan. If this is the case, you will be required to rationalise the reasons for the changes to your original Learning Agreement as an introduction to the Final Major Project module before starting your final body of work.

Outline syllabus
An indicative guide to the content covered by this module:

- Individual investigation and practice as defined in the Learning Agreement
- Project management
- Critical reflection and evaluation
- Use and application of appropriate media and materials
- Specialist techniques, processes and technical skills
- Professional practice and collaboration
- Evaluation and presentation of final work

Method of delivery
Studio and workshop practice on a group and individual basis, independent study and research, tutorials and critiques.

Aims

LA1   To provide you with the opportunity to apply and enhance your knowledge and abilities in the development and realisation of a body of creative work appropriate to Level 6 study

LA2   To encourage you to learn from the increased complexity and rigour of creative production required for this module

LA3   To provide you with the opportunity to work independently, but with access to support as required, in order to develop your work in a way that reflects contemporary professional practice

LA4   To encourage you to experiment with and apply practical and specialist technical skills that will enable you to produce a body of technically competent work

Learning outcomes

On completion of this module you will be able to:

LO1   Demonstrate a systematic understanding of key areas of your field of study and its cultural, ethical and professional contexts

LO2   Demonstrate conceptual understanding that enables you to devise and sustain arguments, solve problems, and use ideas and techniques appropriate to your field of study

LO3   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   Apply an appropriate range of practical and technical skills to produce solutions and outcomes relevant to your field of study and related professional practice

Assessment components

Project work as defined in the Learning Agreement, including a 1000-word* critical self-evaluation - 100%

You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.

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

Reference material

You are expected to refer to books and journals appropriate to the individual nature of your investigation for this module. These could be available from the School Library, and it is your responsibility to work with your tutors and Library staff to identify material that is useful and appropriate for your research.

Online resources and websites should be based on individual research and specific to the specialist route of your Final Major Project.

Module Title: **Final Show and Portfolio**

Module Code: HDIF664
Level: 6
Credit Points: 20
Weighting: 1.0
Study Time: 200 hours

Description
This module aims to consolidate your practice and knowledge of key aspects of self-promotion in developing, supporting and maintaining your future professional or postgraduate practice.

It is designed to provide you with the practical knowledge and theoretical understanding of the professional context of your specialist subject through the realisation of a final show and discipline-specific portfolio of work. These should be appropriate to your individual practice and aspirations, and will be supported by your own promotional or exhibition materials.

You will work individually and/or collaboratively to manage a final show from concept to preview night, and aim to deliver a professional exhibition or viewing that communicates your intentions and responds to audience expectations.

Indicative outline syllabus
An indicative guide to the content covered by this module.

- Reflection and evaluation of development
- Planning for progression to postgraduate study and/or engagement with the creative industries
- Production of individual promotional and business materials
- Portfolio building and networking
- Developing online presence, internet and social media
- Communication skills
- Professional and technical skills, specialist techniques and processes
- Planning and preparing individual or group exhibitions/viewings to professional standards as appropriate to your creative discipline

Method of delivery
Seminars, discussions, tutorials, research, independent study. Visiting speakers may be used, where appropriate, to support the module delivery.

Aims
LA1   To enhance your knowledge and understanding of professional practice within your field of study

LA2   To develop your skills in communication and presentation to a professional standard in the context of a public exhibition/viewing of your work

Learning outcomes
On completion of this module, you will be able to:

Learning outcomes

On completion of this module, you will be able to:

LO1   Demonstrate a systematic understanding of key areas of your field of study and its cultural, ethical and professional contexts

LO2   Communicate information, ideas, problems and solutions in a range of appropriate formats to specialist and non-specialist audiences, including potential employers and professional networks

Assessment components

A final portfolio of work specific to the professional context of your creative discipline with related promotional materials and the presentation of a final exhibition/viewing, including a 500-word* personal statement - 100%

You can exceed the stated word count by up to 10% but you must not submit less than the stated word count.

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

Reference material

A list of reference material for this module, including key and recommended texts and online resources, is included in the Module Handbook. In addition, you should work with your tutors and Library staff to identify material that is appropriate to the individual nature of your research.

Section Three

Transferable Skills and Employability

To be successful, graduates need to be multi-skilled, responsive and adaptable people who are innovative and flexible enough to operate in a fast-changing world. During the course of undergraduate study, you will develop specialist skills and knowledge in your subject area. However, you will also develop a range of skills and behaviours that prepare you for employment in a wide range of fields. These skills and behaviours are variously known as 'transferable skills', 'graduate skills' or 'generic skills', which employers expect all graduates to possess; indeed, many employers value these skills more than subject-specific knowledge, given the rapid pace of change within the creative disciplines.

In the first year of your programme, transferable skills will include academic protocols (such as referencing) and good academic practice (such as the avoidance of plagiarism); information retrieval; and general skills which support academic study within higher education. As you progress through the programme, you will increasingly be expected to demonstrate advanced skills in communication (verbal, visual and written); an ability to apply knowledge to new situations; critical reflection and self-evaluation; an ability to research, evaluate and analyse information; team-working; and higher-level problem-solving. You will also be expected to develop your organisation and time management skills, and to demonstrate through your work the professionalism required of a graduate.

You will be encouraged to reflect on the development of your transferable skills throughout the programme.

To ensure that you have the opportunity to graduate with the personal attributes and attitudes required to practice effectively at a professional level, your programme provides a wide range of experiences and opportunities that develop your knowledge and understanding of the workplace, such as:

- Live assignments
- Educational visits
- Exhibiting work at national exhibitions
- Work experience opportunities
- Opportunities to enter competitions and awards
- Visiting lecturers and speakers from the professional community

You will be taught by professionally qualified staff who are subject specialists and understand the requirements of the relevant industries, so their knowledge and experience will provide valuable support to help you develop your potential and plan your career.

All students can access the extra-curricular Folio employability and enterprise service which provides individual mentoring, networking, additional visiting lecturers and seminar programmes. The scope of Folio activity includes post-graduate progression (Masters and Initial Teacher Training), enterprise, marketing and work experience alongside mock interviews and business pitches.

Personal Development Planning

Personal Development Planning [PDP] is a process that will give you the opportunity to plan and reflect on your learning and development throughout your programme in preparation for future professional practice. PDP will help you to measure and monitor your academic and professional progress based on your own self-evaluations, and on feedback from tutors, peers and interaction with potential clients (e.g. within live assignments). It will also help you to develop a range of skills and information that will contribute towards the development of independent learning and employability.

PDP will benefit you by:

- Providing a clear overview of your studies
- Helping you to reflect critically on your progress and performance
- Enabling you to become more independent
- Encouraging you to take an active role in your learning and career development
- Providing you with opportunities for self-evaluation, forward planning and working towards the achievement of personal goals
- Enhancing your opportunities for learning and development

Work Experience

Work experience refers to any period of industrial, professional or commercial experience arranged with an employer or an external agency while you are studying on the programme. It can be an invaluable aspect of your development towards employability, providing you with the opportunity to put your knowledge and skills into a professional context and to give you a realistic view of employment. It can also provide professional contacts and potential future employment opportunities. Your tutors can help you to find appropriate work experience, and more information is available in the Work Experience Handbook, which you can access on the VLE.

If your period of work experience takes place during term-time, you should apply for release from academic study to ensure that your work experience is approved by the School and that you are given the best opportunity to complete the module(s) you are studying during your period of work experience. The HE Work Experience Policy and the HE Work Experience Release Procedure are available on the VLE.

Equality and Diversity

The Northern School of Art is committed to the principles of equality and diversity and aims to ensure that all students, staff and School users are treated fairly and equally regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

The School's Equality and Diversity Policy, which is available on the VLE, aims to prevent discriminatory practices and to promote an inclusive culture where all

students and staff have the opportunity to work and study in an accepting environment that fosters their ability to reach their full potential.

It is the School's policy to select and treat all students and staff on the basis of their merits only and irrespective of any protected characteristics. In addition, the School is committed to providing a learning, working and social environment in which the rights and dignity of all its members are respected, and people's differences are embraced and celebrated; which is free from discrimination, prejudice, intimidation and all forms of bullying and harassment; and which ensures equal access to opportunities to enable students to fully participate in the learning process.

Induction

Induction is the process of introducing you to your programme and is an essential element of all undergraduate programmes at the School. The aim of the induction process is to enable you to settle into the School as soon as possible and to give you the best chance of succeeding in your chosen programme and future career path. It helps you to understand the expectations of study in higher education, the academic structure of your programme and what your responsibilities are as a student.

The induction process provides a range of activities and information that help you to adapt to your learning environment at the School, and aims to support you to progress and complete your programme of study. Therefore, induction continues across the academic year and between levels of study with content relevant to each stage of your development. It is essential that you access and become familiar with any information that is provided for you as part of your induction, including relevant policies, procedures and regulations.

Attendance

As a student, you have a responsibility to attend all learning and teaching sessions required in your programme. This requirement facilitates student engagement and good professional practice and promotes a healthy and supportive learning environment for all students. Unsatisfactory attendance will always be investigated and may result in the termination of your studies.

When do I have to attend School?

- Attendance is required for all scheduled teaching sessions, whether they are lectures, demonstrations, workshops, seminars or tutorials

Why do I need to attend all scheduled teaching sessions?

- Absence from scheduled teaching sessions will affect your overall progress and attainment on the programme
- Most modules introduce new material which requires your involvement and engagement
- You are expected to develop effective team working skills, which are an important element of many modules and are essential to getting the most out of your programme

- You are often dependent on the input from your fellow team members to achieve the expected outcomes, and they are equally dependent on you

What happens if I am late?

- If you arrive within 30 minutes of the start of the teaching session or timetabled activity, this will be recorded as a late attendance
- If you arrive after 30 minutes of the start of the teaching session or timetabled activity, you will be recorded as absent and may be asked to leave the class
- Lateness causes an unacceptable disruption to teaching sessions and timetabled activities, and regular lateness is considered a form of absence

If you need more information about attendance, the HE Student Attendance and Engagement Procedure is available on the VLE.

Please add the following contacts to your mobile phone for reference:

To report sickness or late attendance

Telephone: 01429 858458

Email: sickness@northernart.ac.uk

Working in Studios and Workshops

It is important that we maintain a good environment in the workplace and your assistance is vital in leaving these areas clean, presentable and tidy.

Health and Safety

It is essential that everyone in the School recognises their responsibilities regarding Health and Safety. Not only are there legal obligations which all of us must satisfy, but it is also necessary to ensure that none of our actions put at risk the health and safety of ourselves or our colleagues.

The School is committed to providing and maintaining a safe and healthy working environment for all its students, staff, visitors and any other people who may be affected by its activities, as set out in the School's Health and Safety Policy and related procedures, which are available on the School website and VLE.

The key responsibilities of students and staff are summarised below.

Students and staff of the School must:

- Be familiar with the School's Health and Safety policies and procedures and be fully familiar with the sections of these policies and procedures which directly affect their particular activities
- Report to supervisory staff about any accidents or dangerous occurrences, whether or not an injury is sustained, and any unsafe practices
- Report systems of work or conditions which they consider may create risks to the health and safety of themselves or others, or damage to equipment and premises
- Not interfere with or misuse, either intentionally or recklessly, anything provided by the School in the interests of health, safety or welfare

- Comply with all instructions given, written and verbal, to ensure their personal safety and the safety of others
- Use appropriate personal protective safety equipment [PPE], clothing and devices provided
- Ensure that tools and equipment are maintained in good condition, and report any defects to their supervisor
- Not (unless the written consent of the School's Health and Safety Advisor / Facilities Manager is given) introduce any equipment for use on School premises, alter any fixed installations, alter or remove health and safety notices, equipment, or otherwise take any action which may create hazards for persons using the premises
- Fully comply at all times with all fire, safety and security procedures – Fire Marshals should note and report any instances of non-compliance

Student Access to Resources

If you wish to access resources outside normal opening hours, including during vacations, you must obtain permission from your Faculty Leader and the School's Facilities Manager using the Out of Hours Access Procedure, which is available on the VLE.

Out of term time, any students wishing to access the School must have supervision at all times, which will be organised and provided by the relevant Faculty leader. On arrival, students must sign in at Reception at Church Street, and sign out when they leave so that the School knows who is on site at all times in case of emergency.

Statement on Complementarity

One of the most exciting opportunities for study at a specialist institution is the opportunity to concentrate on a specialist subject. However, there is an equally interesting opportunity to work on projects across programmes where the skills of students on other specialist programmes can be brought together for mutual benefit. There is no restriction on collaboration, and you may find that your particular interests lead you to work together with students on other programmes. The term given to this mutual activity is complementarity, which means that the two disciplines complement each other to produce an output and offer a model of working within the professional creative industries.

The curricula at the School are designed to enable this complementary working where possible. Some programmes might formally share modules, offer some common teaching, or work on a joint project such as an exhibition; but all students are entitled to collaborate with their peers on other programmes on projects of mutual interest, which will enhance their understanding of the professional context of their work and the general role of such activities within the creative industries. Such joint working must be approved by the Faculty leaders of each programme, and be articulated in the students' Learning Agreements.

Research Ethics

During the course of your studies at the School, you will be required to undertake research, and to present the outcomes through both practical and written project work. It is important that you consider any ethical implications of your research, and abide by the School's Research Ethics Policy and Procedure, which can be accessed on the VLE.

All researchers must act with integrity. This includes dealing honestly with all participants and any other interested parties. Dealing honestly means that you are clear about the nature of your project (what you are doing and why), what outcomes you expect, and where you expect these to be exhibited or presented.

The key principles of research ethics are that you respect the rights and interests of others; and that you do your best to ensure that these rights and interests are protected. This will include considering how you will maintain the confidentiality, anonymity and privacy of research subjects. You will also need to ensure that you acknowledge the work of others, and making sure that any results you publish or use as part of your research have not been changed or falsified unless you have made this clear in advance. A project may, for instance, involve the manipulation of images given voluntarily and with full consent. Where informed written consent has been given for this manipulation, no issues arise.

In summary, there are likely to be ethical dimensions to consider if your research includes other people through the use of their work, their image or their views (including, for instance, views collected through questionnaires). This may be staff or students, but it could also be members of the public or children and young people. You may also need to consider ethical issues if your research involves animals.

The UK Government has introduced legislation which is designed to monitor those who are at risk of committing acts of extremism. This includes support for groups such as ISIS and Al-Qaeda, but also right-wing extremism such as the English Defence League or Britain First; and in some cases, animal rights activists. If any of your work is likely to involve looking at the websites of this kind of organisation – even if it is to challenge them – you MUST ensure that you tell your Faculty leader, who will contact the School's Prevent team. If you do not do this, you may be identified through routine Police monitoring and subject to significant scrutiny. Letting us know in advance means that we can confirm that your interest is purely academic.

If you believe that research that you plan to undertake may be covered by any of the above, you should access and read the Research Ethics Policy and Procedure, and if necessary take further advice from your Faculty leader or another member of staff.

Within Level 6, whilst completing your learning agreement, an ethics release form is incorporated to ensure all ethical considerations are met.

Academic Dishonesty Procedure

Cheating in all its forms is regarded as a serious offence at the School. The HE Academic Dishonesty (Cheating) Policy and Procedure, which is available on the

VLE, sets out the definition of academic dishonesty and cheating, and the procedure to be followed where an instance of academic dishonesty is suspected. You should familiarise yourself with this policy. Staff will also discuss good academic practice with you, and explain the appropriate way to use and reference your sources.

The School uses systems for plagiarism detection, such as Turnitin (for textual plagiarism) and Tineye (for visual plagiarism), and work is routinely checked using these software packages. In cases where plagiarism is detected, the HE Academic Dishonesty (Cheating) Policy and Procedure are always applied.

You will also be required to complete and hand in an Assessment Submission Form when you submit your work for assessment of each module, which includes a Plagiarism Disclaimer to confirm that the work you have submitted is your own and that it has been appropriately and correctly referenced.

Retention of Submitted Work

You should always ensure that you keep one copy of all work submitted for assessment to ensure that, in the unlikely event of work being lost or damaged, a replacement piece is available for assessment. You should also back up your work regularly so that, if you do experience computer failure, you have a recent version stored to work from. You should note that computer failure is not normally considered grounds for mitigation or a reason to grant an extension to a deadline.

For your own security and for recording purposes, the Assessment Submission Form that you will be asked to complete and hand in with your work for the assessment of each module requires you to list the work you have submitted.

Student Representation

You will have opportunities for informal contact with academic staff throughout your programme. However, there are also formal, structured mechanisms to ensure that students are involved in the decision-making process, and can give feedback about their programme and its development.

Each programme has two Student Representatives for each cohort (although this may be one representative for small cohorts). The Student Representatives act as the spokespeople for each respective cohort of students and bring forward any student issues for discussion. Twice a year, Student Representatives, in collaboration with Faculty leaders, organise Student Assemblies, where students for each level can give feedback about their learning experience on the programme. The Student Representatives attend Programme Boards of Study meetings, which are held three weeks after each round of Student Assemblies to consider the general operation and organisation of the programme and respond to student feedback. Sometimes, staff may also wish to raise issues with the Student Representatives to seek student views. The Student Representatives will collect feedback from you in advance of any meetings.

It is important that feedback is given through the right channels, and constructive comment is essential to bring about improvements. Student Representatives for each programme are elected at the start of each academic year and are provided

with training, support and advice by the School's Student Engagement Manager. If you are interested in becoming a Student Representative, you could discuss this with your Faculty leader, the Student Engagement Manager, or with one of the Students' Union officers.

The School takes the views of its students very seriously, and there is formal student representation on several of the School's key committees. For example, there is an HE Student Governor on the Governing Body, who also represents students on the Academic Board along with other Student Representatives. If you are interested in representing students on a School committee, you can discuss this with the Student Engagement Manager at the start of the academic year.

If you are elected to serve on a School committee, you will be invited to a brief meeting with the Student Engagement Manager to discuss the operation of the committee, and its key concerns, so that the first meeting is not too daunting for you.

Elected Students' Union officers also represent students more broadly, for example through affiliation to the National Union of Students, and on a more local level in meetings with School staff to discuss matters of concern.

Further information about student representation is available on the Student Engagement area of the VLE.

NOTES

You can use these pages for your own personal notes