

# BA (HONS) FASHION COMMUNICATION AND PROMOTION

## COURSE SPECIFICATION

<b>Awarding Body:</b>	<b>Norwich University of the Arts</b> The University is a recognised body with taught degree awarding powers. The University is subject to regulation by the <a href="#">Office for Students</a> (OfS).
<b>Course Title:</b>	BA (Hons) Fashion Communication and Promotion
<b>Level of Study:</b>	Level 6 of the Framework for Higher Education Qualifications in England (FHEQ). For further information see: <a href="https://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf">https://www.qaa.ac.uk/docs/qaa/quality-code/qualifications-frameworks.pdf</a>
<b>Award:</b>	Bachelor Degree with Honours (BA (Hons))
<b>Mode of Study:</b>	Full-time
<b>Duration of Course:</b>	3 years
<b>Language of Study:</b>	English
<b>Course Accreditation:</b>	None
<b>Relevant QAA Subject Benchmarks:</b>	<b>Art and Design (2017)</b> Subject Benchmark Statements set out expectations about standards of degrees in a range of subject areas. They describe what gives a discipline its coherence and identity, and define what can be expected of a graduate in terms of the abilities and skills needed to develop understanding or competence in the subject.  For further information see: <a href="https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16">https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16</a>
<b>Tuition Fees:</b>	For details of tuition fees see: <a href="http://www.nua.ac.uk/study/finance/">http://www.nua.ac.uk/study/finance/</a>
<b>Other Course Costs:</b>	The cost of materials for producing course work is not included in the tuition fee. Due to the choice and diversity it is not possible to generalise about the costs that you might incur. On average students of arts, design and media courses spend around £250 in their first year rising to £375 in their second year and £600 in their graduating year.  The course may also offer an opportunity to attend one or more study visits. These visits are not compulsory and costs vary depending on the location and duration of the study visit.  For details see: <a href="https://www.nua.ac.uk/wp-content/uploads/2019/09/Fashion-Communication-and-Promotion-course-costs.pdf">https://www.nua.ac.uk/wp-content/uploads/2019/09/Fashion-Communication-and-Promotion-course-costs.pdf</a>

# BA (HONS) FASHION COMMUNICATION AND PROMOTION

## ADMISSION REQUIREMENTS

### Entry Requirements / Interview / Portfolio

When you apply to BA (Hons) Fashion Communication and Promotion degree at NUA, we will ask you to send in a written submission. This and your personal statement are used to assess your suitability for the course. These elements should clearly demonstrate your passion for the subject and your individual creativity.

Detailed information regarding entry requirements and portfolio guidance can be found here:

<https://www.nua.ac.uk/study-at-nua/courses/ba-hons-fashion-communication-promotion/>

## AIMS AND OUTCOMES OF UNDERGRADUATE STUDY

### The Aims of Undergraduate Study are to:

- Provide students with an inclusive and stimulating curriculum for the specialist study of art, design, architecture and media.
- Maintain and nurture a commitment to intellectual and personal development as a basis for a lifetime of learning and professional practice.
- Provide students with opportunities for innovative, imaginative and intellectually rigorous opportunities for creative practice along with skills appropriate to the named award.
- To enable students to establish and develop key skills in areas of creative practice, research and professional practice as they apply to the subject.
- Provide students with the required practical and project management skills to realise ideas.
- Provide courses that prepare students for employment and professional practice and/or further study.
- Provide courses that enable graduates to make a useful contribution to the social, economic and cultural life of the region and beyond.
- Enrich curriculum content and ensure course currency through the professional practice, research and scholarship of staff.
- Emphasise the cultural, technical and vocational relevance of course provision.
- Develop effective collaborations with the creative and cultural industries, professional bodies, other HEIs and wider art, design, architecture and media communities.

## BA (HONS) FASHION COMMUNICATION AND PROMOTION

### GENERIC SKILLS

#### Holders of Undergraduate Awards will:

- Have developed the skills to embark on a professional career or further course of study in a related field.
- Demonstrate a professional approach and work towards achieving their full potential as a creative or technical practitioner.
- Possess the qualities and transferable skills necessary for employment and progression to other qualifications assuming personal responsibility and decision-making.
- Be digitally literate in relation to the skills essential for professional practice and its representations.
- Be able to locate their work within relevant professional, cultural and historical frameworks.
- Be able to practice professionally in an area appropriate to their subject skills and expertise.
- Have developed the capacity to critically examine the context within which their practice is based.
- Be able to analyse information and experience to formulate and present reasoned arguments.
- Have an understanding of the extent of their knowledge, and how this influences analysis and interpretation based on that knowledge in their area of practice.
- Be able to interpret and communicate their practice using spoken, written and visual language.
- Be able to work flexibly to manage change and uncertainty.
- Be able to work independently and collaboratively while having regard to the views and needs of other stakeholders
- Have developed the ability to make effective use of processes and materials appropriate to the subject.
- Be able to work with due regard to Health and Safety, Ethics, Sustainability and Risk Assessment considerations as they apply in in a range of professional contexts.

### COURSE DIAGRAM

<b>BA1a: Creative Learning</b>	<b>BA1b: Explore and Experiment</b>
40 Credits	80 Credits
10 Weeks	20 Weeks

<b>BA2a: Global Contexts</b>	<b>BA2b: Collaboration</b>
80 Credits	40 Credits
20 Weeks	10 Weeks

<b>BA3a: Research and Preparation</b>	<b>BA3b: Resolution and Career Development</b>
40 Credits	80 Credits
10 Weeks	20 Weeks

# BA (HONS) FASHION COMMUNICATION AND PROMOTION

## Course Overview

Our BA (Hons) Fashion Communication and Promotion degree will offer you insight into the technical expertise and creative strategies that successful fashion businesses use to grab attention.

As you build your knowledge of fashion marketing, you will develop skills that will make you attractive to employers, including:

- Market segmentation
- Branding and brand development
- Promotional strategies
- Competitor analysis and more!

And you will follow in the path of graduates who are set up for successful fashion media and marketing careers after work experience, live projects and internships with brands like *Adidas*, *Vivienne Westwood* and *Vogue*.

## Creative fashion marketing

On our multi-disciplinary course, you will learn to combine your new analytical, editorial and marketing expertise with your preferred creative skills, whether you favour graphic design and illustration, or film and photography.

The result will be original and imaginative content driven by your strategies for promotional campaigns, events, magazines and media, both print and digital.

## Skills for the fashion industry

There will be opportunities to collaborate with students from other NUA courses, giving you valuable experience of multi-disciplinary working common in agencies and the fashion industry.

And you'll use an enviable range of facilities, including NUA's [Digital User Experience Laboratory](#), studio space and workshops – supported by experienced tutors and expert technicians.

## Typical career paths include

- Fashion Stylist
- Style Scout
- Trend Forecaster
- Fashion Buyer
- Visual Merchandiser
- Fashion Marketer
- Brand Strategist
- Social Media Strategist
- Creative/Art Director
- Promotion and PR
- PR and Event Manager
- Fashion Writer
- Fashion Editor
- Fashion Blogger
- Fashion Vlogger
- Fashion Illustrator

You'll also get specialist creative careers advice from our Careers Team in the [Ideas Factory<sup>NUA</sup>](#) to help support you as you plan your career.

# **BA (HONS) FASHION COMMUNICATION AND PROMOTION**

## **Course Content**

### **YEAR 1**

- Examine the theory and practice of fashion trends and trend forecasting, marketing and branding as well as historical and contemporary fashion writing and journalism
- Explore a range of graphic and illustration skills using traditional drawing techniques and digital applications
- Undertake an introduction to photography
- Apply your creative and conceptual abilities to fashion styling and illustration projects
- Undertake critical and reflective writing exercises to underpin your industry understanding and self-awareness.

### **YEAR 2**

- Extend your conceptual and theoretical awareness of campaign strategy techniques, visual merchandising and the use of film and video as a promotional tool
- Develop collaborative working practices with students from other courses to explore the interaction between different design media and genres
- Undertake an introduction to digital film making and 3D digital modelling
- Design and create a 360-degree fashion campaign
- Develop an understanding of professional practice in areas of professional pitching, network building and self-promotion.

### **YEAR 3**

- Identify an area of study that reflects your intended professional practice culminating in a substantial and focused body of creative work
- Expand your technical, creative and management skills relevant to your practice
- Take part in live projects and competitions such as briefs from Graduate Fashion Week and the British Fashion Council
- Compile a professional portfolio of work in appropriate physical and digital formats
- Write a Research Report on a topic broadly related to fashion and your own individual practice.

**Unit Title:** Creative Learning  
**Reference:** BA1a  
**Year:** 1  
**Credit Points:** 40  
**Duration:** 10 Weeks  
**Study Time:** 320 Hours

**Description**

This unit will introduce you to the University’s resources and campus and help you to understand the fundamentals of studying on a degree course. Within the unit you will learn skills relevant to your subject and have opportunities to explore and experiment.

You will be introduced to cultural, sustainable and ethical concepts that influence, and are influenced by, creative practice. You will be looking at methods for gathering information and investigate the ways in which that information can be interpreted. You will practice presentation techniques and consider how best to communicate your ideas through the presentation of your work.

The unit will help you to develop skills towards becoming an independent learner, i.e. someone with the ability to use initiative to advance their skills, knowledge and understanding and take responsibility for their own education.

**Topics covered in this unit**

<b>Creative Practice</b>	<b>Research and Communication</b>	<b>Careers and Employability</b>
Getting inspiration and ideas	How to research and why it is important	Getting the best from the University and your studies
Learning technical skills and exploring materials and processes	Gathering and interpreting information	Planning your time
Organising and presenting work	Communicating your ideas	Health and Safety Awareness

**In this unit we aim to support you in:**

- Familiarising yourself with the University and what it has to offer
- Developing creative and practical skills in your subject
- Learning the importance of research and how to gather and interpret information
- Gaining an understanding of the wider influences and challenges related to your discipline

## **Learning Outcomes**

Upon successful completion of this unit, you will be able to:

- LO1:** Use RESEARCH skills to find out about the influences on your subject
- LO2:** Show an EXPLORATION of the fundamental techniques, processes and concepts related to your subject
- LO3:** Show that you have DEVELOPED SKILLS and KNOWLEDGE that are key to your studies
- LO4:** Present work in an organised way which COMMUNICATES your ideas and development throughout the unit

## **Assessment Requirements**

You are required to submit all the following for assessment:

- Body of creative work
- Supporting documentation
- Reflective Learning Summary

**Unit Title:** Explore and Experiment  
**Reference:** BA1b  
**Year:** 1  
**Credit Points:** 80  
**Duration:** 20 Weeks  
**Study Time:** 680 Hours

**Description**

In this unit you will explore and experiment with techniques, materials and media. You will learn how iterative processes allow you to develop and refine your work. There will be a focus on awareness of sustainable and responsible ways of thinking and working which will become embedded in your practice as you progress through the course.

Developing your understanding of the key concepts and challenges that exist for your subject and how they may be addressed is an essential aspect of the unit. You will be introduced to past and present influences on society and be encouraged to map them against the movements, styles, genres and theories associated with your creative discipline.

Understanding the importance of research and how evidence can give weight to your ideas and opinions is central to your degree course. We will explain how to gather relevant information, analyse your findings and communicate what you have discovered in writing, with images and verbally.

You will find out about some of the possible careers you may go into and the businesses and organisations who may become your employers. We will support you in developing the transferable skills required by graduate roles, in particular: planning, organisation and working as part of a team.

**Topics covered in this unit**

<b>Creative Practice</b>	<b>Research and communication</b>	<b>Careers and employability</b>
Explore and experiment with techniques and processes	Understanding key cultural, social and historical issues	Team working and shared responsibility
Developing subject-specific technical and practical skills	Selecting, gathering and evaluating information	Industry awareness
Using an iterative approach to evaluate your work	Analysing images and objects	Presentation skills
Ethical and sustainable practices	Effective writing for a variety of audiences	Organisation and project planning
Critical reflection and evaluation		Understanding Health & Safety issues



**In this unit we aim to support you in:**

- Gaining specialist skills in your discipline
- Developing your approach to independent learning, planning, organisation and time management
- Gaining knowledge of some of the key influences on your subject and how to interpret them
- Developing an awareness of social and economic concerns that help to inform an ethical and sustainable practice
- Exploring and experimenting using iterative processes to help solve problems and generate ideas
- Developing skills in visual, written and oral communication
- Learning how to work effectively with others as part of a team

**Learning Outcomes**

Upon successful completion of this unit, you will be able to:

- LO1:** Show **SPECIALIST KNOWLEDGE** of your discipline and issues of **SUSTAINABILITY** that relate to it
- LO2:** Use **RESEARCH** skills to find out about the historical and cultural influences on your discipline and **INTERPRET** your findings
- LO3:** Use an **ITERATIVE** approach to **SOLVE PROBLEMS** using relevant techniques, processes and concepts
- LO4:** **COMMUNICATE** your ideas and what you have learnt in an organised, structured and consistent way
- LO5:** Show how you have used **INDEPENDENT LEARNING** to identify your training needs and **DEVELOPED SKILLS** necessary to become proficient in your discipline
- LO6:** Show that you have developed an understanding of key **CAREER** and **EMPLOYABILITY SKILLS** and the **RESPONSIBILITIES** of working as part of a team

**Assessment Requirements**

You are required to submit all the following for assessment:

- Body of creative work
- Supporting documentation
- Reflective Learning Summary
- Research essay (2,000 words)
- Group presentation
- Industry folder

**Unit Title:** Global Contexts  
**Reference:** BA2a  
**Year:** 2  
**Credit Points:** 80  
**Duration:** 20 Weeks  
**Study Time:** 680 Hours

**Description**

This unit will enable you to expand your specialist knowledge and skills and help you to identify areas for personal development through independent study. You will be asked to consider your work in different ways and how it is situated within a global context. You will be expected to advance your understanding of the challenges faced in protecting and improving the world we live in, and consider how your practice can be used to raise awareness and solve problems.

We will help you develop your critical evaluation skills and encourage reflection on your creative practice in terms of the professional, commercial, ethical, sustainable and contextual influences that surround it. The unit will support you to continue to develop your research, analysis and communication skills, exploring writing for different audiences, how to develop an argument and presenting your findings succinctly.

The unit supports you in making considered decisions about your future career through engagement with industry such as competition entry, working with live briefs and/or other forms of work-related learning such as work placements. You will prepare for employment opportunities by developing relevant self-promotional materials such as a CV, web site and/or professional social media presence.

**Topics covered in this unit**

<b>Creative Practice</b>	<b>Research and communication</b>	<b>Careers and employability</b>
Developing and advancing technical skills	Identifying and adopting appropriate research sources and methods	Self-promotion and preparation for employment
Identifying and proposing solutions to problems related to social, ethical and global challenges	Evaluating evidence	Understanding the creative and cultural economy
Diversity and experimentation in materials and processes	Identifying and applying appropriate theories and concepts	Work-related learning, competition entry, live briefs and/or opportunities to promote your work
Considering a variety of contexts and audiences for your work	Persuasive written and verbal communication	Risk assessments and professional Health and Safety considerations

**In this unit we aim to support you in:**

- Developing a breadth and depth of experimentation and the application of techniques, processes and materials
- Generating ideas and considering how to identify and solve problems related to your practice and wider global challenges
- Gaining an understanding of a range of research methods relevant to your discipline and developing your understanding of their application
- Identifying and applying relevant theories and ideas to your practice
- Communicating and presenting ideas to different audiences clearly and persuasively

**Learning Outcomes**

Upon successful completion of this unit, you will be able to:

- LO1** Use **SPECIALIST KNOWLEDGE** and skills relevant to your discipline, showing how you have applied **SUSTAINABLE** approaches to the production of your work
- LO2** Show how you have used **ITERATIVE** processes to identify and put into practice appropriate approaches to creative **PROBLEM SOLVING**
- LO3** **EVALUATE** your practice and how it can be **APPLIED** to a range of audiences in wider global contexts
- LO4** Show that you have used the processes of **INDEPENDENT LEARNING** and **REFLECTION** effectively in identifying the influences and possible interpretations of your work
- LO5** Use **RESEARCH** and **COMMUNICATION** to substantiate and explain the decisions you have made in producing your work to advance your studies
- LO6** Use **CAREERS** and **EMPLOYABILITY SKILLS** to identify the potential careers and roles that match your interests and abilities

**Assessment Requirements**

You are required to submit the following for assessment:

- Body of creative work
- Supporting documentation
- Reflective Learning Summary
- Written report (3,000 words)
- Personal planning folder

<b>Unit Title:</b>	Collaboration
<b>Reference:</b>	BA2b
<b>Year:</b>	2
<b>Credit Points:</b>	40
<b>Duration:</b>	10 Weeks
<b>Study Time:</b>	320 Hours

**Description**

This unit focuses on helping you to understand your practice in a wider context through collaboration and interdisciplinary working, with the opportunity to test different working practices. You may, for example, get involved in collaborations within your course which explore generic team-working skills, cross-course collaborations and/or collaborations with industry. Working with other groups will help you to understand your own discipline from alternative perspectives and allow you to learn new skills and gain knowledge from colleagues. Team-working, project management and the ability to communicate effectively with a variety of stakeholders are essential skills that you will develop as part of this unit.

This unit will equip you with the skills to identify the intended focus of your practice and career and become a more autonomous learner in preparation for your final year of study. You will complete a Research Report Proposal to help you to identify research questions and appropriate methodologies. You will develop an understanding of the debates in and around your chosen subject area that can further enhance your creative practice. It is expected that your chosen topic of research and your creative practice will be related and relevant to your future career.

**Topics covered in this unit**

<b>Creative Practice</b>	<b>Research and Communication</b>	<b>Careers and Employability</b>
Developing a collaborative practice	Developing a research question	Working with internal and external partners
Interdisciplinary working methods	Research sources and methods	Professional pitches and presentations
Project Management	Structuring longer written texts	Understanding professional responsibilities and Health and Safety considerations
Creative decision-making	Communicating effectively through word and image	

**In this unit we aim to support you in:**

- Gaining an understanding of collaborative and interdisciplinary working practices
- Consolidating your knowledge, skills and experiences as an independent learner and informed practitioner
- Strengthening your understanding and application of appropriate research methods for your study
- Preparing you for Year 3 study

## **Learning Outcomes**

Upon successful completion of this unit, you will be able to:

- LO1:** Use COLLABORATION to extend your work into other contexts and assume the RESPONSIBILITIES of working in teams with external and/or internal partners
- LO2:** Identify and use appropriate methods to conduct effective RESEARCH and ANALYSIS related to your subject
- LO3:** Show how working with others has assisted in your REFLECTION on the extent of your SPECIALIST KNOWLEDGE
- LO4:** COMMUNICATE your ideas effectively to different specialist and non-specialist audiences and/or markets

## **Assessment Requirements**

You are required to submit the following for assessment:

- Body of collaborative work
- Supporting documentation
- Research Report Proposal
- Reflective Learning Summary

<b>Unit Title:</b>	Research and Preparation
<b>Reference:</b>	BA3a
<b>Year:</b>	3
<b>Credit Points:</b>	40
<b>Duration:</b>	10 Weeks
<b>Study Time:</b>	320 Hours

## **Description**

This is the first and shorter of the two units that make up your final year of undergraduate study. The purpose of this unit is to develop your transferable skills in the areas of research, practice and careers. Guided study and independent learning will help develop your understanding of how to initiate and plan projects that extend your practice and enable you to work towards realising your career aspirations in their widest sense.

You are expected to identify the skills, knowledge, methods, processes and materials needed to advance your learning, and with the support of your tutors, independently develop the expertise required to execute your final project(s) in the next unit.

Within this unit you will produce a 5,000 word Research Report which expands on the research ideas you proposed in unit BA2b. You will also participate in projects, competitions and events to help you define your creative direction in the following unit and ensure you are actively pursuing your wider career goals.

By the end of the unit you should feel well prepared to work independently on your final project and have a clear trajectory towards launching your professional career as a graduate of NUA.

## **In this unit we aim to support you in:**

- planning and managing the production of a substantial written project
- developing a body of independently-sourced reference material, applied through creative experimentation and text-based research
- gaining expertise and experience in using appropriate methods and processes
- furthering your knowledge of relevant theories, histories and concepts
- developing skills for effective communication
- identifying and developing the transferable skills needed for employment or further study
- identifying and developing a further awareness of entry level graduate jobs and business opportunities

## Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO1 RESEARCH effectively by gathering information from a broad range of appropriate primary and secondary sources, making a detailed and thorough ANALYSIS of these.
- LO2 Use SPECIALIST KNOWLEDGE in an area related to your subject and the industry you wish to enter, drawing on current and emerging research.
- LO3 Engage in creative RISK-TAKING having used appropriate methods of EXPERIMENTATION in the development of your practice.
- LO4 REFLECT on your learning and use EVALUATION to improve to your practice.
- LO5 INITIATE projects relevant to your subject using appropriate resources to manage your time effectively within the context of INDEPENDENT LEARNING.
- LO6 COMMUNICATE effectively in ways relevant to intended audiences using word and image.
- LO7 Identify and develop your CAREERS and EMPLOYABILITY SKILLS and knowledge required to enter your chosen career or further study opportunity.

## Assessment Requirements

You are required to submit all the following for assessment:	Learning Outcomes tested
5,000 word Research Report with appropriate in-text references and a bibliography	LO1, LO2, LO6
Body of experimental practice	LO2, LO3
Final Project Proposal	LO4, LO5, LO7
Supporting documentation	LO1

<b>Unit Title:</b>	Resolution and Career Development
<b>Reference:</b>	BA3b
<b>Year:</b>	3
<b>Credit Points:</b>	80
<b>Duration:</b>	20 Weeks
<b>Study Time:</b>	680 Hours

## **Description**

This is the second and final of the two units that make up your final year of undergraduate study. The unit is a culmination of your study at degree level and builds on everything you've learnt so far. Engaging with this unit will enable you to advance your practice to a professional level and sharpen your career preparations to ensure you are well on your way to getting your first job, starting your business or enrolling in post-graduate study.

The Final Project Proposal, developed and submitted for unit BA3a will form a basis for navigating this unit. While it is natural for some ideas to change as your project develops, there should be a clear rationale for any changes you propose to make, and these will be articulated through your Project Evaluation Document submitted at the end of the unit.

Throughout your course there has been an emphasis on reflective practice and this should now be embedded in your working methods. You will demonstrate your reflections on your learning in this unit through submission of a Project Evaluation Document.

By the submission date you are expected to have completed a body of resolved practice, in other words we expect to see work that has moved from concept to execution, is technically adept, appropriate to your subject and professionally presented. We will support you to achieve this through group sessions and tutorials.

Throughout the unit you will engage in work designed to help you get started in your career. We expect you to develop your self-promotional strategy, showing that you have undertaken thorough research into a wide range of professional career options which are available to you. As a final year student you should be prepared to apply your skills and experience to enable you to identify and gain employment in entry level graduate jobs, set up a business or embark on further study. By the end of the unit you will have developed a Career Development Plan and should feel confident and well prepared to launch your career as a graduate of NUA.



**In this unit we aim to support you in:**

- Executing a substantial creative project or series of projects
- Advancing your specialist skills and knowledge
- Promoting yourself and your work
- Using professional and appropriate communication methods for different audiences
- Understanding and articulating the transferable skills needed for employment or further study
- Applying for entry level graduate jobs and further study
- Setting up a business and working as a freelancer

**Learning Outcomes**

Upon successful completion of this unit, you will be able to:

- LO1 Apply the skills of RESEARCH and ANALYSIS to the practices, individuals and institutions that inform your final projects and the decisions you have taken regarding your future career direction.
- LO2 Use SPECIALIST KNOWLEDGE and expertise of contemporary and future practice in making your creative and career decisions.
- LO3 SOLVE PROBLEMS that are complex and relevant to your subject area, taking the concepts you develop to RESOLUTION.
- LO4 Use the skills of critical REFLECTION in different contexts and apply EVALUATION as a key transferable skill.
- LO5 EXECUTE relevant projects using appropriate resources and time management effectively, to demonstrate your understanding of INDEPENDENT LEARNING as a key transferable and lifelong skill.
- LO6 Present work professionally and use appropriate strategies for COMMUNICATION for the range of audiences most relevant to your creative practice and/or future career.
- LO7 Show that you have developed and applied the relevant specific and transferable CAREERS and EMPLOYABILITY SKILLS to enable you to embark on your future career.

**Assessment Requirements**

You are required to submit all the following for assessment:	Learning Outcomes tested
Body of resolved practice	LO2, LO3, LO5, LO6
Career Development Plan	LO1, LO2, LO7
Supporting documentation	LO1
Project Evaluation Document	LO4, LO5

### LEARNING AND TEACHING

Learning and teaching at NUA is a blend of on-campus practical sessions in our studios, workshops and labs, live-streamed digital sessions, and pre-recorded digital materials you can use on-demand. NUA emphasises learning and discovery through studio and workshop practice, critical reflection and experimentation with ideas, processes and materials.

Our approach reflects the mix of in-person and digital interaction that has become the way that creative industries work—helping to prepare students for their future careers.

- **On-campus taught sessions**

Teaching and learning sessions that are delivered on campus in a Covid-19 Secure environment such as group teaching sessions, technical and academic workshops and project activities. They appear on your timetable as scheduled sessions and enable you to meet the requirements and expectations of your course of study.

- **On-campus booked time**

You can book time on campus to access a workshop, computer or studio space via NUA's Virtual Learning Environment (VLE). The course can also book a studio space or computer lab for group work in addition to taught sessions to allow you to use the space to continue your work on campus, if you choose to do so. This will appear on your timetable as 'flexible study time'.

- **Live-streamed digital sessions**

These may be lectures, including visiting lecturer sessions, group teaching, seminars or tutorials and these live sessions enable us to deliver material that does not require you to be present on campus. These will appear on your timetable as scheduled sessions.

- **Pre-recorded, on-demand materials**

These additional materials supplement live streamed teaching and on-campus learning and are available through the course VLE.

Your progress will be assessed in a number of ways. All courses provide clear information about the work required for assessment, and the criteria which are used in assessment. Courses often make use of group reviews in which where students present their work to their colleagues for discussion. Self-evaluation and peer evaluation are used to help students engage with their learning and understand their progress on the course. You will have access to a wide range of staff, all of them committed to supporting learning. As well as academic staff, these include staff in technical workshops, the Library, Employability Service, and Student Support.

To fully benefit from the course, students are expected to attend all of the taught sessions that are included on the timetable. Timetables are made available at the start of term. For undergraduate students, the balance between taught study and independent learning changes as students progress through the course. As an approximation, an undergraduate student can expect to attend taught sessions for 35% of their time in Year 0, 30% in Year 1, 26% in Year 2 and 24% in Year 3. Postgraduate taught students can expect to attend taught sessions for approximately 20% of their study time.

### **Independent Learning**

Independent learning complements the teaching you receive on your course and allows time for skills and knowledge to be developed. Key aspects of learning develop through the acquisition of research skills, the generation and development of ideas, and independent study.

At undergraduate level, an increasing emphasis is placed on independent learning as students progress through their course. This enables them to make the best use of the University's resources in support of individual creative development. Independent learning may be based on projects or assignments set by staff, or it may be self-initiated. There are significant opportunities for self-initiated study at both undergraduate and postgraduate levels.

### **PAL Mentor Scheme**

Each undergraduate degree course has a system of peer support known as Peer Assisted Learning or PAL. This means that Year One students have ready access to trained Year Two students from their course, from before they arrive through to the end of the first year. The advice and support given by the PAL mentors is directly relevant to first year students and is delivered by Year Two or Three students who have had similar experiences themselves. This extra layer of support for first year students has been found to be very effective in helping to smooth the transition to higher education.

### **Collaboration**

One of the most exciting aspects of study at NUA is the opportunity for students to concentrate on their creative discipline. However, there are also valuable opportunities to learn from the experience of working collaboratively or as part of a team with students on other courses, or with external organisations. Collaborative projects may form part of the approved content of a course unit, with the outcomes of the collaboration being formally assessed, or they can be negotiated as part of a learning agreement. The chief benefit of collaborating in this way is that it reflects the realities of professional practice in the creative industries, and thus it enhances students' understanding of the professional context for their work.

### **Work-Related Learning**

All NUA courses offer students opportunities whenever possible to undertake work-related learning in order to reinforce their professional development and awareness. This includes: guest lectures or workshops led by visiting artists and designers; 'live' projects or commissions for external clients; mentoring by practising artists and designers; work placements and projects which simulate professional practice in the creative sectors. In addition, students are encouraged to participate in regional and national competitions for artists and designers such as the Starpack Packaging Awards and Design & Art Direction Awards, often achieving significant success.

Students also undertake voluntary projects, for example in schools, hospitals and the wider community. This experience is particularly valuable for those who want to pursue a career in teaching or community work. NUA is developing mechanisms by which such activity can be accredited towards a degree. The University regularly takes advice from the creative and cultural industries in order to maintain the currency of its courses and to ensure that the learning experience is relevant to future employment, freelance work and progression to postgraduate study.

**Strategy for Learning**

All of these features of learning, teaching and assessment are underpinned by NUA's Strategy for Learning which sets out its principle aims and the ways in which learning and teaching will be enhanced at NUA. Academic and other staff involved in teaching and the support of learning regularly identify and share good practice with colleagues within the University and nationally. Each year NUA recognises the contribution made by staff through the Vice-Chancellor's Teaching Excellence Award.

Staff are able to apply for small grants for the development of new approaches to learning and teaching, and for funding to promote the application of their research and creative practice to inform and update their teaching. The University is committed to providing a future-focussed learning environment in which digital and physical learning and teaching sit side by side; supported and enhanced by the digital resources available through Workshops and the Library.

## **ASSESSMENT**

Assessment is the process of evaluating or assessing your learning. Sometimes it will involve consideration of work in progress, while at others it concentrates on work which you have completed and submitted as assessment requirements for each unit of study.

The University assesses you through the coursework that you produce as you complete each unit. Each unit will require that you present a portfolio of work which may include finished pieces of work, written work, your research, and a reflective journal which allows you to evaluate your learning and highlight your strengths and areas for further development.

There are two types of assessment that you will receive while on your course:

- Formative assessment is the process whereby your work and progress are assessed at regular intervals with accompanying feedback from staff in order to help to improve your performance. Staff will provide you with feedback on the progress of your work before you reach the assessment point at the end of the unit. This may take place one-to-one with a tutor (e.g. in a tutorial) or in group sessions.
- Summative assessment is the process whereby your work is evaluated and given a mark at the end of course unit. Summative assessment formally records your achievement of the unit's learning outcomes.

You will be assessed against the approved unit learning outcomes and assessment requirements as outlined in Unit Outlines. Project Briefs guide you through the specific areas of work in which you will be engaged in order to produce the work required for assessment and so successfully achieve the unit learning outcomes.

Many courses also employ self and peer evaluation or assessment within their overall assessment processes. Self-evaluation and self-assessment require you to reflect upon your learning and performance and to submit this to tutors. Peer evaluation and peer assessment are used when students have been working in teams and require each team member to reflect upon their peers' performance and to submit this to tutors.

### **Feedback Following Assessment**

Formative assessment is itself a process of feedback on your progress. You are also given feedback on your performance following each summative assessment. This is delivered in accordance with your unit outline and with reference to the NUA Student Agreement. Feedback on assessment performance will be given to you in a written report with opportunities to meet your tutor for further discussion.

### REQUIREMENTS FOR PROGRESSION ON THE COURSE

The general requirements for progression are as follows:

Progression from Year 1 to Year 2 (Honours degree): you must pass all Year 1 units and be awarded 120 credits (FHEQ Level 4)

Progression from Year 2 to Year 3: (Honours degree): you must pass all Year 2 units and be awarded 120 credits (FHEQ Level 5)

If you do not pass a unit at first attempt you will normally be offered at least one further attempt to pass the unit through resubmission. If you do not pass the unit after a resubmission attempt you will not be allowed to progress to the next stage of study and may have your course terminated. See the University's Student Regulations and Procedures <https://www.nua.ac.uk/study-at-nua/undergraduate-apply/>.

If you fail all 120 credits in a year of study you will not normally be offered resubmission opportunity and may have your course terminated, or be required to repeat the year, depending on your circumstances.

### REQUIREMENTS FOR THE AWARD OF A QUALIFICATION

To qualify for the award of Bachelor of Arts with Honours [BA (Hons)] you must have achieved a pass in all units and be awarded 360 credits.

*If you do not complete your course for any reason, you may qualify for an exit award as follows:*

- Completion of Year 1 – Certificate of Higher Education (120 credits at Level 4 (FHEQ))
- Completion of Year 2 – Diploma of Higher Education (240 credits with 120 credits at Level 5 (FHEQ))
- Partial completion of Year 3 – BA Degree (Unclassified) (280 credits with 60 credits at Level 6 (FHEQ))

### CIRCUMSTANCES THAT MAY RESULT IN COURSE TERMINATION

The University may terminate your place on a course if:

- Your attendance is deemed unsatisfactory;
- You do not meet the requirements for progression as set out in the Student Regulations and Procedures;
- You do not pay the University fees and/or any other required payments in line with our Undergraduate or Postgraduate (Taught) Student Tuition Fees Payment policies;
- You are found to have broken specific course or other regulations about student conduct or anti-social behaviour; or
- You need a visa to study at NUA and have broken the terms and conditions of that visa as set out by UK Visas and Immigration (UKVI). UKVI is the part of the Home Office responsible for deciding who has the right to visit or stay in the country, including the right to study.

### QUALITY ASSURANCE

The University was established as an independent higher education institution under Section 121 of the Education Reform Act 1988, and is a recognised body with taught degree awarding powers. The University is regulated by the Office for Students (OfS). Information about the University's status can be found on the [OfS Register](#) and on the [list of recognised bodies](#) published on the UK Government (GOV.UK) website. The OfS regulatory framework came fully into force from 1 August 2019. As part of its registration with the OfS the University is required to satisfy a number of conditions that relate to quality and standards.

Prior to 2016, the University was quality assured by the QAA. Read [NUA's latest review](#).

Quality in the University is assured by a number of systems and procedures. Many of these notably those which contribute to annual monitoring work to an annual cycle. Others, such as the Periodic Review of courses, operate over longer timescales. The objectives of the QME systems and procedures are:

1. To enhance the quality of courses and university professional services;
2. To attract a high quality student application and intake;
3. To ensure that the University is a reflective community committed to continuous enhancement;  
and
4. To retain the confidence of key stakeholders, including external accreditors and funding bodies.

**Date of Course Specification:** September 2020