

# PROGRAMME SPECIFICATION

## Bachelor of Arts with Honours in Creative Imaging

<b>Awarding institution</b>	Liverpool John Moores University
<b>Teaching institution</b>	Southern Regional College
<b>JACS Code</b>	W200
<b>Programme Duration</b>	Part-Time: 2 Years
<b>Language of Programme</b>	All LJMU programmes are delivered and assessed in English
<b>Subject benchmark statement</b>	Art & Design - September 2008
<b>Programme accredited by</b>	
<b>Description of accreditation</b>	
<b>Validated target and alternative exit awards</b>	Bachelor of Arts with Honours in Creative Imaging Diploma of Higher Education in Creative Imaging Certificate of Higher Education in Creative Imaging
<b>Link Tutor</b>	Peter Appleton

## Educational aims of the programme

The programme is a vocationally-orientated course, which will consolidate existing knowledge and prepare students for a variety of Creative Imaging associated practice. The course aims to ensure that the student achieves the academic and practitioner standards as laid out in the QAA Benchmark Statements relevant to Art & Design.

All modules on the course are rated at honours level.

The aims of the programme are:

To offer a programme which enables HND graduates the opportunity to develop their creative potential and design ingenuity within a Creative Imaging context by addressing sequentially more demanding intellectual issues which are relevant to Honours level study.

To provide a flexible range of modules which can be integrated to stimulate and foster aesthetic, product, consumer and global awareness understanding and expertise.

To offer a programme which responds flexibly to the requirements of the design industry by evaluating, reviewing and updating course content and its relationship with the market place.

To promote a genuinely inter-disciplinary ethos which establishes a common language for the convergent technologies within the Creative Industries.

To offer a course which provides the tools to satisfy the demands of suppliers, designers and users within the Creative Industries.

### **Alternative Exit/ Interim Award Learning Outcomes - Certificate of Higher Education**

*A student who is eligible for this award will be able to:*

Evaluate the appropriateness of different approaches to solving problems related to their area(s) of study and/or work.

Communicate the results of their study/work accurately and reliably, and with structured and coherent arguments.

Undertake further training and develop new skills within a structured and managed environment.

And will have qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility.

### **Alternative Exit/ Interim Award Learning Outcomes - Diploma of Higher Education**

*A student who is eligible for this award will be able to:*

Use a range of established techniques to initiate and undertake critical analysis of information, and to propose solutions to problems arising from that analysis.

Effectively communicate information, arguments, and analysis, in a variety of forms, to specialist and

non-specialist audiences, and deploy key techniques of the discipline effectively.

Undertake further training, develop existing skills, and acquire new competences that will enable them to assume significant responsibility within organisations.

Use qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making.

## **Target award Learning Outcomes - Bachelor of Arts with Honours**

*A student successfully completing the programme of study will have acquired subject knowledge and understanding as well as skills and other attributes.*

### **Knowledge and understanding**

*A student who is eligible for this award will be able to:*

A1. The fundamental concepts and practices underlying visual communication and design.

A2. The practices and tools used in the specification, design implementation, documentation and evaluation of visual communication and design.

A3. The key professional, legal, moral and ethical issues involved in the application of design processes and applications and the opportunities offered by developing technologies

#### **Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated**

Assignment based practical studio sessions supported by lectures, group seminars, individual tutorials and group critiques.

#### **Assessment**

Essays, seminars, dissertations, studio practice. (Summative & Formative).

### **Skills and other attributes**

#### **Intellectual Skills**

*A student who is eligible for this award will be able to:*

B1. Specify, design and create solutions to specific problems.

B2. Evaluate and test solutions with respect to their purpose, quality and future potential.

B3. Communicate effectively reasoned responses to set briefs to a range of audiences by a range of means.

B4. Apply facts, concepts, principles and theories of visual design and production. Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated.

#### **Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated**

Assignment based practical studio sessions supported by lectures, group seminars, individual tutorials and group critiques.

#### **Assessment**

Essays, seminars, dissertations, studio practice.

### **Professional practical skills**

*A student who is eligible for this award will be able to:*

C1. Recognize and analyse criteria and specifications appropriate to specific problems and plan creative and innovative strategies for implementation.

C2. Write and generate reports for various audiences.

C3. Be guided by appropriate professional, legal and ethical practices when faced with moral and ethical issues relevant to the visual communications industry.

C4. Assess the implications, risks or safety aspects involved in the use of hardware and software. Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated.

#### **Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated**

Assignment based practical studio sessions supported by lectures, group seminars, individual tutorials and group critiques.

### **Assessment**

Essays, seminars, dissertations, studio practice.

## **Transferable / key skills**

*A student who is eligible for this award will be able to:*

D1. Effective research methodology, critical vocabulary and self-confidence in oral and visual communication.

D2. An appropriate level of understanding and self-confidence in engaging in critical analysis and value judgements.

D3. Self-reliance and proficiency in self-generated, independent study and practice.

D4. Ability to work effectively independently, under guidance or supervision.

D5. Ability to manage their own learning and development including time management and organisational skills. Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated.

### **Teaching, learning and assessment methods used to enable outcomes to be achieved and demonstrated**

Lectures, comprehensive course and module handbooks, tutor and student led seminars, practical productions, class discussions, reading lists, assignments, dissertations and examinations.

### **Assessment**

Essays, seminars, dissertations, studio practice.

## **Programme structure - programme rules and modules**

### **Programme rules**

The programme offers a broad contextual framework within which students can explore diverse and relevant media. All students are encouraged to develop their skills attributed to previous studies in a framework that encourages creativity through research and development to enhance their area of specialism. The programme normally has a span of one year (2 semesters) of full time study or two years (4 semesters) of part-time study. Upon satisfactory completion students will be eligible for the award of BA (Hons) Creative Imaging.

All of the modules in the programme are at Honours level. Major project modules occur throughout and are complemented by modules Professional Development with Business Planning and Dissertation.

Level 6, Semester 1 & 2 Full-time Mode (pro rata part-time) Key theme: applied practice

Major Project A for Creative Imaging (Advertising), Semester 1 and Major Project B for Creative Imaging (Fine Art), Semester 2.

Both modules offer an opportunity to explore a chosen subject in some depth and all end results are derived from thorough research and development, which in turn is applied to the design process. Both modules require students to undertake specific craft or technical processes relevant to their chosen topic. Both modules are underpinned by studio workshops and, visiting lecturers and individual tutorials.

Professional Development with Business Planning, Standard Year Long.

This module requires students to convert a business proposal into a business plan. Gain an understanding of aspects of business and marketing. Identify key external and internal issues impacting on business planning. Explore the final major project via in-depth market research and evaluate the proposed design application and its market.

Dissertation, Standard Year Long.

Explores the role or research within design practice.

Demonstrate critical capacity in relation to text as well as images, and demonstrate independence of judgment.

Present written work of a professional standard, using the Harvard System of annotation and reference.

Major Project C for Creative Imaging (Project Design) and Major Project D for Creative Imaging (Expressive Media), Semester 1 and Major Project E for Creative Imaging (Professional Practice), Semester 2.

These projects though self-directed are supported by individual tutorials, group seminars and a series of lecturers/seminars based on the application and importance of historical and contextual referencing in art and design. Students are encouraged to develop projects based on their individual interests and abilities.

Level 6	Potential Awards on completion	Bachelor of Arts with Honours
Core	Option	Award Requirements
6601CI MAJOR PROJECT A FOR CREATIVE IMAGING (Advertising) (20 credits) 6602CI MAJOR PROJECT B FOR CREATIVE IMAGING (Fine Art) (20 credits) 6603CI DISSERTATION (20 credits) 6604CI MAJOR PROJECT C FOR CREATIVE IMAGING (Project Design) (10 credits) 6605CI PROFESSIONAL DEVELOPMENT WITH BUSINESS PLANNING (10 credits) 6606CI MAJOR PROJECT D FOR CREATIVE IMAGING (Expressive Media) (20 credits) 6607CI MAJOR PROJECT E FOR CREATIVE IMAGING (Professional Practice) (20 credits)		120 core credits at level 6 0 option credits at level 6

## Information about assessment regulations

All programmes leading to LJMU awards operate within the University's Academic Framework.  
<https://www.ljmu.ac.uk/about-us/public-information/academic-quality-and-regulations/academic-framework>

## Opportunities for work-related learning ( location and nature of activities)

It would be desired that the students would seek and secure some form of work within the creative industries during their studies.

## Criteria for admission

### Higher national diploma

HND in Visual Communications or its equivalent with an award profile of 50% of units at merit level, with at least 2 distinctions in 2 units.

Satisfactory completion of an interview.

Successfully complete Preparatory Studies.

Submission of an appropriate portfolio of art work that demonstrates a high level of creative and innovative thinking.

HNDs considered as applicable include:

Art and Design

Graphic Design

Interactive Media

Photography

Other relevant subjects will be considered through the LJMU RP(E)L process.

### Other

All students would enter this programme as direct entrants at the beginning of Level 6. Levels 4 and 5 are delivered with in a separate programme.

Compulsory preparatory studies

Compulsory preparatory studies work will be carried out prior to the commencement of the course and will consist of preparation for the following modules: PDB/Dissertation/Major Project. The emphasis in preparatory studies will be on the key features of final year Degree work, which are stated on all Design Department undergraduate courses.

Students will receive the assignments post interview for completion prior to the start of the programme in

September.

This work will not be formally assessed/graded but will act as a vehicle for tutorial discussion with the student at the beginning of the course.

### **Mature entry**

A student seeking credit within the structure of the course may claim accreditation or prior learning (RPL) or prior experiential learning RP(E)L which is equivalent to that arising from relevant modules of study. It is important to note that no RP(E)L will be granted for Level 6 modules. The Faculty Recognition Group will look at each applicant individually to assess whether the applicant has acquired the necessary skills and knowledge deemed appropriate to be granted credit where applicable on the course.

### **Overseas qualifications**

Evidence of a satisfactory level of English Language such as a pass at GCSE level or IELTS 6.0 or TOEFL 550 (paper based) or TOEFL 213 (computer based).

## **External Quality Benchmarks**

All programmes leading to LJMU awards have been designed and approved in accordance with the UK Quality Code for Higher Education, including the Framework for Higher Education Qualifications in the UK (FHEQ) and subject benchmark statements where applicable.

The University is subject to periodic review of its quality and standards by the Quality Assurance Agency (QAA). Published review reports are available on the QAA website at [www.qaa.ac.uk](http://www.qaa.ac.uk)

Programmes which are professionally accredited are reviewed by professional, statutory and regulatory bodies (PSRBs) and such programmes must meet the competencies/standards of those PSRBs.

## **Support for students and their learning**

The University aims to provide students with access to appropriate and timely information, support and guidance to ensure that they are able to benefit fully from their time at LJMU. All students are assigned a Personal Tutor to provide academic support and when necessary signpost students to the appropriate University support services.

Students are able to access a range of professional services including:

- Advice on practical aspects of study and how to use these opportunities to support and enhance their personal and academic development. This includes support for placements and careers guidance.
- Student Advice and Wellbeing Services provide students with advice, support and information, particularly in the areas of: student funding and financial matters, disability, advice and support to international students, study support, accommodation, health, wellbeing and counselling.
- Students studying for an LJMU award at a partner organisation will have access to local support services

## **Methods for evaluating and improving the quality and standards of teaching and learning**

### **Student Feedback and Evaluation**

The University uses the results of student feedback from internal and external student surveys (such as module evaluations, the NSS and PTES), module evaluation questionnaires and meetings with student representatives to improve the quality of programmes.

### **Staff development**

The quality of teaching is assured through staff review and staff development in learning, teaching and assessment.

### **Internal Review**

All programmes are reviewed annually and periodically, informed by a range of data and feedback, to ensure quality and standards of programmes and to make improvements to programmes.

### **External Examining**

External examiners are appointed to programmes to assess whether:

- the University is maintaining the threshold academic standards set for awards in accordance with the FHEQ and applicable subject benchmark statements
- the assessment process measures student achievement rigorously and fairly against the intended outcomes of the programme(s) and is conducted in line with University policies and regulations

- the academic standards are comparable with those in other UK higher education institutions of which external examiners have experience
- the achievement of students are comparable with those in other UK higher education institutions of which the external examiners have experience

and to provide informative comment and recommendations on:

- good practice and innovation relating to learning, teaching and assessment observed by external examiners
- opportunities to enhance the quality of the learning opportunities provided to students

**Please note:**

*This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content, teaching, learning and assessment methods of each module can be found in module and programme guides.*