

Graduate Diploma Art & Design

Award Document 2017/18

Course Map - Graduate Diploma Art & Design

Stage 1

Study Block 1	Study Block 2
AAD110 Art and Design 1 Compulsory (60 credits)	AAD120 Art and Design 2 Compulsory (60 credits)

General Course Information

Status	Approved
Qualification (course type)	Postgraduate Course
Course Title	Graduate Diploma Art & Design
Intermediate Qualification(s)	
Awarding Institution	Falmouth University
Location of Delivery	OFF CAMPUS (DISTANCE OR BLENDED LEARNING)
Duration of course	1 years
Professional, Statutory and Regulatory Body Accreditation	
Accreditation Renewal Date	
UCAS Code	
Relevant External Benchmarking	<ul style="list-style-type: none"> • Master's Degree Characteristics Statement (2015) - QAA • The UK Quality Code for Higher Education Part A: Setting and maintaining threshold academic standards • Art & Design (2008) - QAA • History of Art, Architecture and Design (2017) - QAA

Course Aims

The course is designed for students who wish to develop and take ownership of their creativity; consolidate principles of a UK art / design experience in order to prepare for relevant MA progression. Students need to be highly motivated and committed to the course of study as independence, commitment and self-management are essential. It is anticipated that students will become directional in selecting their own choice of research proposals, to becoming articulate in the dissemination of ideas and subjects that concern their studio practice with the potential for transition to MA applications and proposals.

The Graduate Diploma course aims to:

- Create a supported learning environment for the development of individual practice that recognises the importance of 'thinking through making' in art and design.
- Enable our graduates to become fluent in a range of technical art/design skills and in the strategic use of digital media, in order for students to progress their graduate study at MA level.
- Develop cognitive skills to support the role of innovation and to encourage independent practice and research and critical self-awareness whilst encouraging the development of students' ability to communicate effectively and appropriately.
- Provide students with the skills required to locate and solve self-initiated problems through intellectual and imaginative thinking, providing solutions informed by the contemporary contexts of art and design practice.
- Provide a framework for academic and personal professional development that enhances students' abilities in critical reflection, allowing them to speculate on new and effective approaches to art and/or design practice and to engage with problems and insights at the forefront of their disciplines.

Career/future study opportunities

The programme introduces students to critical thinking, evaluation and judgement, developing research skills and methods and communication skills that support their transition into postgraduate study. Workshops focused on technical and specialist skills enable students to develop skills necessary for their intended future art/design pathway. The focus on individual development and one-to-one advice on portfolio development and presentation is specifically designed to help students develop successful applications to Master's level study in the UK and internationally, as well as our own MA Art & Design.

Career advice is embedded throughout the programme. Teaching and Learning is provided by a team of experienced HE staff and supported by Visiting Lecturers in practice and/or industry, working in the fields of graphic design, visual communication, photography, illustration, fashion communication, fine art, curation, design research. The course provides students with expertise to pursue career possibilities in the expanding creative industries and cultural sector in the UK and worldwide.

All students entering the course with either 5.5 or 6.0 IELTS will be expected to attend compulsory English Language classes. Typically, English language classes have a Student Staff Ratio of 10:1. Four hours of English classes are timetabled for each week supported by a weekly one hour drop in surgery/ revision class.

Course Learning Outcomes

LO 1

Technical Competencies

Demonstrate a comprehensive understanding of techniques and skills applicable to your individual art / design practice and research.

LO 2

Experimentation

Develop strategies for solving problems visually; ability to take risks; apply these through experimentation and visual testing in the realisation of art / design concepts.

LO 3

Research and scholarship

Initiate and produce independent research and apply critical methodologies to advance your practice.

LO 4

Analysis

Analyse and critically evaluate complex issues both systematically and creatively.

LO 5

Subject Knowledge

Demonstrate a systematic understanding of the importance of communication as an artist or designer and a critical awareness of current discourse at the forefront of your practice.

LO 6

Personal and Professional Development

Exhibit qualities and transferable skills necessary for progression to further postgraduate study including ability to self-manage; self-direct and self-initiate work and projects; participate in complex decision-making.

LO 7

Communication and Presentation

Visually communicate your conclusions clearly with consideration of audience, user and client.

Teaching Strategy

The Graduate Diploma Art & Design course at CSVPA is an intensive, transformative studio practice-based course that promotes and sustains a distinctive pattern of teaching and learning practices by focusing on the delivery of high quality, relevant and engaging teaching; organised and clear communication; well delivered assessment and feedback with enhanced academic support. Teaching strategies have been developed closely in relation to specific art & design disciplines embedded within communication for creative art & design industries. Taking into consideration that students develop knowledge and understanding of their subject with distinction, with an emphasis placed on the management of complex digital media practices with self-initiated projects. The aims and learning outcomes of the modules are distinct in the practical projects undertaken by the student and are assessed individually and collectively in relation to the modules' learning outcomes.

The design of curriculum is a combination of staff and student-led learning principles and the overarching approach to learning and teaching related to both disciplinary and interdisciplinary knowledge. These principles relate to the exploration of creative practice that informs and reinforces parallels and links between historical and contemporary research and practice.

It is anticipated that graduates become fluent in digital media and technical skills and are able to locate and assimilate appropriate technologies for the planning and production of projects.

By streamlining the curriculum with the integration and provision of digital media practice in moving image, photography and sound, it places emphasis on the strategic approach for students to contextualise their practice through acquiring the knowledge of production and communication skills to better enable them to effectively articulate their ideas with clarity and accuracy. The accent is on individual student development within a working community, considering collaboration and knowledge exchange of the contemporary and future context for development with society, industry, and cultural organisations. A framework that assists Graduates to enhance and advance their creative practice with an informed awareness of the business of visual culture; its context and audience or user.

Indicative teaching and learning methods of practical creative projects incorporates:

- Lectures, seminars and screenings introduce the key concepts of practice in specific media
- Demonstrations, workshops will support students in the individual development of practical and specialist skills
- Teaching digital tools for creation and realization
- Equipment and the studio allow the creative slip between different methods of production and exploration.
- Presentations support students to test and prove their ideas appropriate to the project; assisting students to develop the ability for confident oral communication.
- Tutorials support students to develop tools and strategies for analysis, thinking and critique to challenge their ideas.
- Project reviews and critiques provide live feedback on student work in progress and opportunities to promote peer project discussion and debate.
- Encourage within students, to engage in self-reflective discourse and self-criticism in relation to a sustainable creative practice.

Course Assessment Strategy

Assessment is governed by the Assessment Regulations.

Graduate Diploma Art & Design uses both formative assessment and summative assessment to support students in their progression and their achievement on the programme.

Formative assessment (assessment for learning) provides opportunities for students to identify their strengths and areas for development and focus in order to improve. Formative assessment is continuous throughout the programme; integrated in the weekly seminars, tutorials, review of studio practice and portfolio; art/design journals and reflective writing. More formally, formative assessment takes place mid-way through each study block.

Summative assessment (assessment of learning) culminates at the end of each module and identifies what learning has been accomplished and therefore assessed marks count towards the module grade awarded. The assessment strategy and criteria are clearly described in every written brief and mapped appropriately to the module learning outcomes. Assessment criteria are additionally communicated at each project briefing.

Portfolio

A Portfolio of assessment is a body of work created in response to the learning activities agreed and undertaken throughout a module, including material outcomes and demonstrates engagement with, and fulfillment of module and course learning outcomes. Given the range of possible learning and teaching activities that may contribute to an individual student's experience of this course, the portfolio may include practical visual and material work, written essays, presentations and reports, visual and material studies, and / or a combination of these elements. In that the portfolio demonstrates the students' achievement and learning, it offers a developmental record and outcome of the course, and a platform for further study.

Assessment outcomes may include:

- Portfolio
- Art / Design Journal
- Written Presentations / context reports
- Critical reviews
- Practical creative projects
- Individual oral presentation
- Design development work
- Visual art / design summary
- Project outcomes
- Sketchbook / Notebooks

Legacy TPA table

Module Code	Level	Module Name	Credit	SB	Compulsory	Assessment methods*	Contributing towards the Learning Outcomes (Taught (T), Practised (P) and/or Assessed (A))						
					(C) Option		(O)	1	2	3	4	5	6
AAD110	6	Art and Design 1	60	1	C	PO	TPA	TPA	TPA	TPA	TPA	TP	TPA
AAD120	6	Art and Design 2	60	2	C	PO	TPA	TPA	TPA	TPA	TPA	TPA	TPA

*The following codes for assessment methods apply

(additional codes can be proposed through this process, if necessary): -

AR	Artefact	OR	Oral
CB	Computer-based	PC	Practical
CE	Critical evaluation	PF	Performance
CS	Case study	PL	Placement
DI	Dissertation or project	PO	Portfolio
ES	Essay	PR	Presentation
EX	Exam	RE	Individual report

Skills Development Strategy

Skills Development Strategies

The Graduate Diploma course has developed a strategic streamlined approach to help you develop and communicate your work effectively through the integration of acquiring knowledge and skills specific to your specialist field of practice combined with the ability to become proficient in the use of digital media to promote your practice with authority.

To help you with the development of your creative practice and critical thinking you will attend weekly sessions with negotiated specialist tutors. We have a pool of highly experienced professional lectures who work in the education sector alongside sustaining successful professional careers in industry. For instance at present we have a team of staff who have an expertise in graphic design for visual communication; filmmaking; animation; fashion communication; fashion design; industrial product design; interior/spatial design; digital media; photography; jewellery design; contemporary fine art and curation amongst others whose aims are to help you in your art/design practice.

Projects are built to help you develop your approach to research and evaluation by encouraging your engagement with research methods, to assist you to understand its relationship to the art/design process, promoting a personal style or stance to your engagement with solving creative problems.

Simultaneously to assist you in acquiring a comprehensive set of technical skills and abilities, within the department there are several lecturers who specialise in different digital media areas. When first working with students these tutors help you to understand workflow and techniques whilst introducing you to specific software applications.

In Study Block 1 the 4D tutor support this by offering inductions, and teaching workshops in Adobe Premiere Pro, After Effects and Audio software connecting workshops to tutor-led projects. In other complementary workshops the 3D tutor instructs students in the use of Adobe Creative Suite; teaching skills in InDesign, Photoshop and Illustrator software to support the process involved in content creation and layouts.

In Study Block 2 students are encouraged to use these diverse elements of digital media to produce portfolios; visual summaries (designed journals) suitable for output technologies such as printing and as high quality digital art/design files suitable for postgraduate applications and transition to creative industries.

To assist you in the development of building confidence in communicating your area of practice effectively to a range of audiences, you will be required to present your practice-based projects and self-initiated work to the group and to teaching staff. To help with the development of intellectual and creative skills you will articulate your ideas visually, verbally and in writing.

These communication skills are also nurtured through one to one tutorials and voice workshops for presentations.

Art/Design Practice and Critical Thinking

We help you to become confident in generating ideas and problem solving techniques applicable to your art/design discipline, by introducing you to creative processes from within and beyond your practice subject. We assist you to acquire analytical and discursive skills to critical and contextual consideration of creative ideas.

We help you to fulfill project briefs in Study Block 1 so that you can define an achievable negotiated capstone project in Study Block 2. A final major project that is meaningful to your creative concerns, is in alignment to your specialist field of practice, and supports your portfolio for future applications.

Research and Evaluation.

Development of skills in research methods and critical thinking is nurtured through participation in an ongoing series of lectures and seminars and through peer group crits and one to one tutorials.

We help you to define your research through the identification of the field of practice that is relevant to your project and through continual evaluation of both the work that you will produce and that of others in the group. This is supported by the compilation and production of a research art/design journal in which to document evidence of the trajectories and development of your practice-based projects throughout the year.

Many of the skills required for professional level practice are readily transferable to other professional environments. As you progress through the course you will develop the ability to:

Generic Skills

- Engage in research methodologies and critical thinking
- Become confident in using library and digital research mechanisms.
- To use sketch books as part of the creative process.
- Understand principles of art/design practice specific to your specialist area – through the provision of structured skilled workshops.
- To apply evaluative and technical skills to build and finalise the Art / Design Journal.
- To acquire a new knowledge with digital training; to gain a proficiency in Adobe Creative Suite specific focus on InDesign, Photoshop & Illustrator.
- To acquire a new knowledge with digital training to gain a proficiency in 4D digital media training in Premiere Pro / Adobe After Effects
- To become confident in communication (written) and presentation (oral) skills as part of project and peer review.
- To develop and complete projects and provide you with management skills
- To develop and enhance skills through personal professional development workshops.

Team Working

Collaborative group working is an integral component of the programme to encourage cohort identity and build communities of practice and thus support an international student body. Through inter-disciplinary workshops, projects and expositions/exhibitions, students are encouraged to work collaboratively, define roles, project manage and reflect on both their own contribution and issues arising from group work. Students have further opportunities for working in wider teams through initiatives such as peer mentoring.

Crits and small-group seminars encourage cohort-building and contribute to the development of a dynamic and supportive studio culture and community of practice.

Improving Learning and Performance

We are committed to improving our students learning and performance through a number of strategies at the heart of the CSVPA ethos.

- We are committed to small class sizes that ensure regular contact and support from our staff team.
- There is a minimum of 15 hours scheduled contact time each week.
- The flexible and diagnostic element of the graduate diploma at the start enables us to develop responsive and where necessary bespoke tuition accordingly; on the basis of an individual or cohort's needs.
- Our dedicated Study Skills Coordinator is available for group or 1:1 support in a wide range of academic skills including: academic writing, presentations, academic referencing and producing annotated bibliographies.
- Regular, weekly feedback from peers, Course Director and specialist tutors is delivered through seminars and tutorials
- Formative 'feedforward' in written and oral forms is provided at key moments during the course
- Extensive and personalised developmental feedback provided at summative assessment points
- Regular 1:1 tutorials

Career Management Skills

Reflective practice is encouraged throughout the programme, preparing students as reflective practitioners engaged with continuing professional development in life after education.

HEAR / Progress Files

All students are entitled to a transcript detailing the modules they have studied and the results given for those modules. The transcript is normally issued on completion of studies at the University. A more detailed Higher Education Achievement Record (HEAR) is under development in the sector.

Professional Standards

From the start, students are expected to approach the programme with professional standards, which is reflected in the college's expectations around timekeeping, attendance and absences.

As a minimum we expect:

- Regular attendance (minimum of 85%)
- Punctuality
- Respect for all learners regardless of background or culture
- Professional standards of behaviour in the Graduate Diploma studio
- Appropriate communication in person and in digital forms
- Independent time and workload management

Assessment Criteria

Learning Outcome	Assessment Criteria	Distinction 70-100%	Pass 50-69%	Fail – below 50%
LO1. Demonstrate a comprehensive understanding of techniques and skills applicable to your individual art / design practice and research.	Produce art / design projects, which demonstrate a proficiency in the technical skills necessary to support your specialist area of practice.	Work demonstrates <i>a comprehensive knowledge and understanding</i> in relevant techniques & skills applicable to the production of art/design projects.	Work shows <i>consistent creative application</i> of skills necessary in the means of production of art/design projects.	Work is <i>poorly supported by knowledge and understanding</i> of the relevant skills associated with them.
LO 2. Develop strategies for solving problems visually; ability to take risks; apply these through experimentation and visual testing in the realisation of art / design concepts.	Demonstrate an ability to solve problems through experimental, visual and innovative processes in order to realise project intentions.	Work demonstrates <i>exceptional creative application</i> of materials and methods for the innovative generation of art/design projects.	Work shows <i>consistent creative application</i> of materials and methods for the innovative generation of art/design projects.	Work depicts <i>limited creative application</i> of materials and methods, uninformed by conceptual practice.
LO 3. Initiate and produce independent research and apply critical methodologies to advance your practice.	Demonstrate the initiative to identify methods of research relevant to your specialist field of practice.	Work <i>demonstrates identification of appropriate research & comprehensive knowledge and understanding</i> of relevant art/design context.	Work <i>demonstrates knowledge</i> of the broad range of specialist issues and practices associated within your field of practice.	Work demonstrates a <i>limited understanding</i> of contextual ideas and a lack of knowledge in how to conduct independent research.
LO 4. Analyse and critically evaluate complex issues both systematically and creatively.	Produce work, which demonstrates analytical, critical and evaluative processes to the solving of complex issues through creative practice.	Work demonstrates <i>a high degree of analytical, critical and evaluative skills</i> in its generation and production.	Work demonstrates <i>analytical, critical and evaluative skills</i> in its generation and production.	Work demonstrates <i>limited analytical, critical and evaluative skills</i> ; <i>no consideration</i> of award objectives.
LO5. Demonstrate a systematic understanding of the importance of communication as an artist or designer and a critical awareness of current discourse at the forefront of your practice.	Produce work, which communicates effectively using appropriate media including digital with a critical awareness of current art/design practices at the forefront of your specialist field.	Work incorporating originality, independent thought and critical reflection. The work shows <i>exceptional creative application</i> of media and methods, in an appropriate original format, and has contemporary relevance.	Work showing <i>consistent creative thought, evidence of creativity and understanding of practices and application</i> of media and methods in an appropriate format.	The work shows <i>limited creative application</i> of media and methods. Demonstrates <i>limited understanding</i> of the positioning of your own practice within your field of study.

<p>LO6. Exhibit qualities and transferable skills necessary for progression to further postgraduate study including ability to self-manage; self-direct and self-initiate work and projects; participate in complex decision-making.</p>	<p>Demonstrate professional competence to self-manage, self-direct and self-initiate work and projects to support your progression to further postgraduate study.</p>	<p>Projects are completed with a <i>high degree</i> of professional competence and evidence of <i>clear development</i> achieved through planning, self-management informed by reflective discourse.</p>	<p>Work is developed professionally through evidence of planning informed by reflection.</p>	<p>Work is <i>incomplete or insufficiently developed</i>, evidence of poor planning, lack of organisation and no reflective skills.</p>
<p>LO7. Visually communicate your conclusions clearly with considerations of audience, user and client.</p>	<p>Produce work, which demonstrates a critical understanding to how it communicates effectively to its audience within a professional context.</p>	<p>The work is <i>communicated accurately, effectively</i> and <i>critically engages</i> with its intended audience in a professional context.</p>	<p>The work is <i>communicated accurately, effectively</i> and <i>critically engages</i> with its intended audience.</p>	<p>The work is <i>ineffectual</i> in its communication. There is <i>no or very little evidence of an awareness</i> of its intended audience.</p>