

Course Specification

Course Summary Information		
1	Course Title	BA (Hons) Art and Design BA (Hons) Art and Design with Creative Technologies
2	Course Code	US1205-01 – BA (Hons) Art and Design US1205-03 – BA (Hons) Art and Design with Creative Technologies US1207-01 – BA (Hons) Art and Design with Professional Placement Year US1207-03 – BA (Hons) Art and Design with Creative Technologies with Professional Placement Year
3	Awarding Institution	Birmingham City University
4	Teaching Institution(s) (if different from point 3)	
5	Professional Statutory or Regulatory Body (PSRB) accreditation (if applicable)	N/A

6	Course Description
	Our hybrid BA (Hons) is a course for the future, where you will explore the intersection of art and design, developing your practice based on your interests to create your career in the evolving creative industries. Many innovative creative studios now define themselves as interdisciplinary, a word which defines the fluid movement across the fields of art, design and technology. Rather than specialising in a particular creative discipline, our cutting-edge course reflects how these studios work in practice by exploring the intersection between art and design, with the implementation of new creative digital technologies. As a result, our course brings together people with a range of interests and backgrounds as makers, thinkers, coders, performers, technologists and designers. Our course will help prepare you for employment within the creative industries by supporting you to develop the long-term creative skills needed to map out your creative future. You will develop the necessary self-awareness to question, make, play and create with others. Our experimental studio environment is versatile, enabling you to explore the necessary collisions that innovative ideas creation now requires, while enhancing a range of core skills including design thinking, creative problem-solving, collaboration, communication, and making. We encourage collaborative practice and offer a cross-level learning approach, meaning you can work with students across all years of the course to create projects and share ideas. Whether you choose to combine creative coding with sensors, interactive design with projection mapping, 3D scanning and VR or interactive live performance with sound and light, you will respond to live briefs set by real-life clients. Students have worked on local, national and global

creative briefs, from working on immersive installations at Boomtown Festival, to virtual portals with Chicago and Kyiv in the Metaverse.

Our flexible approach to the curriculum is informed by professional practitioners and places you as the student at the centre, enabling you to be imaginative, confident and convincing in designing and shaping the roles you're able to play in the creative industries both now and in the future.

Creative Technologies Pathway

We introduce all students to the fundamentals of interdisciplinary art and design practice with a focus on new and emerging creative technologies. The optional pathway in Creative Technologies gives you the opportunity to focus specifically on further developing your digital skills through a breadth of technological approaches.

If you choose the Creative Technologies pathway you cover the same curriculum but focus on technology-based outcomes. You will be assessed in relation to your exploration, questioning and use of a range of contemporary digital technologies and your creative applications in relation to the module theme. Your work may still embrace a sense of physicality, but the focus will retain an element of Creative Technologies. You can either choose the Creative Technologies pathway at the start of your studies or transfer over to the Creative Technologies pathway at the end of each academic year subject to your level of engagement with the weekly Creative Technologies workshops.

7	Course Awards		
7a	Name of Final Award	Level	Credits Awarded
	Bachelor of Arts with Honours Art and Design	Level 6	360
	Bachelor of Arts with Honours Art and Design with Professional Placement	Level 6	480
	Bachelor of Arts with Honours Art and Design with Creative Technologies	Level 6	360
	Bachelor of Arts with Honours Art and Design with Creative Technologies with Professional Placement	Level 6	480
7b	Exit Awards and Credits Awarded		
	Certificate of Higher Education Art and Design Certificate of Higher Education Art and Design with Creative Technologies	Level 4	120
	Diploma of Higher Education Art and Design Diploma of Higher Education Art and Design with Creative Technologies	Level 5	240

	Bachelor of Arts Art and Design Bachelor of Arts Art and Design with Creative Technologies	Level 6	300
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8	Variation from the University Regulations
	N/A

9	Delivery Patterns			
Mode(s) of Study		Location(s) of Study	Duration of Study	Code(s)
Full Time		Margaret Street/City Centre	3 years	US1205
Full Time with Professional Placement Year		Margaret Street/City Centre	4 years	US1207

10	Entry Requirements
	The admission requirements for this course are stated on the course page of the BCU website at https://www.bcu.ac.uk , or may be found by searching for the course entry profile located on the UCAS website.

11	Course Aims
	The aims of the course are to: • Place students at the heart of the curriculum to enable them to develop a greater self-awareness to manage their own learning and potential as interdisciplinary practitioners. • Enable students to become more thoughtful and resourceful than those trained in a single specialism. • Raise student awareness of the barriers between the university and the world by removing traditional disciplinary siloes. • Provide students with a multi-tooled approach to thinking, making, doing and feeling. • Provide a flexible curriculum structure that will enable the course to keep adapting as the world is adapting. • Support students to become sustainable artists, designers and thinkers, able to contribute better to the fast-changing world we all live in. • Enable students to develop professional attributes both within and outside the curriculum through live briefs, employability events, specialist workshops, guest speakers and a work placement opportunity. • Provide students with a broad understanding of the evolving creative industries, and how business models, relationships and working patterns are changing,

	through the exploration of digital technologies, reflective problem solving, collaboration and team work. • Provide students with a futures-approach to art and design, with long-term skills and employability, to enable graduates to take up and even shaping their future roles as creative leaders and practitioners of change.
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12	Course Learning Outcomes
	Knowledge and understanding
	Relate to the needs of an identified client, user, community or audience in an empathetic, human-centred and planet-centred way.
	Critically evaluate the appropriateness of different art and design methodologies and making approaches through review, discussion and critique, to propose solutions.
	Construct a position for yourself locally, nationally or globally, in relation to a professional career within the creative industries.
	Critically evaluate the contextual, historical, conceptual, economic, social, environmental, and ethical dimensions of interdisciplinary art and design practice.
	Investigate the creative practitioner's relationship with audience, clients, markets, environments, users, consumers, participants, co-workers and co-creators within the professional environment.
	Critically evaluate the implications and potential for current and emerging media, in relation to interdisciplinary art and design practice.
	Skills and Attributes
	Engage with real-life problems relevant to sustainable development in different local, national and global communities and circumstances.
	Be flexible, resourceful and resilient, and adapt a problem-solving mindset to fit changing or unforeseen circumstances.
	Work collaboratively as part of an effective team, including confidence, critical self-awareness, listening, teamwork, decision making, negotiation and evaluation.
	Communicate verbally and visually and present complex ideas clearly and succinctly, to both specialist and non-specialist audiences.
	Take risks and learn from constructive failure.
	Construct complex problem-solving skills and processes using research, experimentation and reflection to identify relevant opportunities, purposes and solutions.

13	Level Learning Outcomes
	<i>Upon completion of Level 4 / the Certificate of Higher Education, students will be able to:</i>
	Knowledge and understanding
	Identify the needs of a client, user, community or audience, and the needs of the planet.
	Discuss the critical, contextual, historical, conceptual, economic, social, environmental, and ethical dimensions of interdisciplinary art and design practice.
	Communicate the appropriateness of different art and design methodologies and making approaches.
	Evaluate the role of interdisciplinary art and design practitioners within the evolving creative industries.
	Skills and Attributes
	Work collaboratively as part of an effective team.
	Verbally and visually communicate.
	Question and critique yourself and others.
	Engage in interdisciplinary discussion to inform thinking about sustainable futures.
	<i>Upon completion of Level 5 / the Diploma of Higher Education, students will be able to:</i>
	Knowledge and understanding
	Relate to the needs of an identified client, user, community or audience, and the needs of the planet.
	Apply appropriate art and design methodologies and making approaches through review, discussion and critique, to propose solutions.
	Critically analyse a position for yourself locally, nationally or globally.
	Critically analyse the role of interdisciplinary art and design practitioners within the evolving creative industries.
	Skills and Attributes
	Engage with real-life problems relevant to sustainable development in different local, national and global communities and circumstances.
	Work collaboratively as part of an effective team, including confidence, critical self-awareness, listening, teamwork, decision making, negotiation and evaluation.
	Communicate verbally and visually, and present ideas clearly and succinctly.

	Apply problem-solving skills and processes using research, experimentation and reflection to identify relevant opportunities, purposes and solutions.
	<i>Upon completion of 60 credits at Level 6 / the Bachelors Degree, students will be able to:</i>
	Knowledge and understanding
	Relate to the needs of an identified client, user, community or audience in an empathetic, human-centred and planet-centred way.
	Critically evaluate the appropriateness of different art and design methodologies and making approaches through review, discussion and critique, to propose solutions.
	Critically evaluate the contextual, historical, conceptual, economic, social, environmental, and ethical dimensions of interdisciplinary art and design practice.
	Critically evaluate the implications and potential for current and emerging media, in relation to interdisciplinary art and design practice.
	Skills and Attributes
	Be flexible, resourceful and resilient, and adapt a problem-solving mindset to fit changing or unforeseen circumstances.
	Work collaboratively as part of an effective team, including confidence, critical self-awareness, listening, teamwork, decision making, negotiation and evaluation.
	Communicate verbally and visually and present complex ideas clearly and succinctly, to both specialist and non-specialist audiences.
	Construct complex problem-solving skills and processes using research, experimentation and reflection to identify relevant opportunities, purposes and solutions.

14	Course Learning, Teaching and Assessment Strategy
	Learning and Teaching Using methods of learning and teaching that are student-centred and inclusive, with a focus on self-awareness from the very beginning of your student journey from 'I' to 'We', the course will ensure that regardless of background, race, gender, religion, age, sexual orientation or disability, you will be provided with the same opportunities and appropriate levels of support to engage and develop your learning. This flexible, impactful, student-centred curriculum is stimulating and challenging, offering impactful methods of learning and teaching that will ensure you are actively responsive and acquire the necessary self-awareness and practical and intellectual skills for personal excellence, graduate level employment and postgraduate and further study. The course represents the principle of practice-led teaching and learning. You will engage with real and authentic challenges which will allow you to apply knowledge, probe problems, and find purpose for and solutions to the multi-faceted complex problems faced by the creative industries profession. The course applies the Threshold Concept, giving you ownership, and just enough to be able to learn for yourself, and also

applies STEAM thinking which is naturally iterative. Therefore, this course will be iterative. The course will offer provision of relevant professional, practical and technical resources, including research-active academic and technical support staff, libraries, workshops, studios, media suits, IT suits, exhibition spaces and lecture rooms.

The delivery of the BA (Hons) Art and Design course will consist of: lectures; seminars; skills-based workshops; supervised group work; field trips; individual and group presentations; supported tutorials; directed learning; independent learning; and private study. The course will also offer extra-curricular activities, including reading groups and digital literacy technical workshops. The course is taught through the exploration of the 'Labs' providing the fundamentals of interdisciplinary design practice, and through a series of core external facing live projects with local, national and global industry and academic partners. A scaffolded, structured approach is used in level 4 and 5 modules, particularly around fundamental academic skills as well as design-specific. This will prepare you for more autonomy at level 6.

Key employability skills will be acquired through both working independently and interacting and collaborating effectively in teams. Guided learning will be used to support you through tasks designed to develop transferable skills and understanding and to promote communication, responsibility and appropriate decision-making processes. The course will be taught by an interdisciplinary team of staff working across departments, collaborating in the sharing of ideas, approaches, and best practice in a quest to continually improve the course, and will be supported by Artists in Residence.

The teaching, learning and assessment methods of the course will include classroom-based modules where you will learn essential thinking, communicating, collaborating, making, and presenting skills to ensure you are able to manage all aspects of your creative professional development. You will produce reflective written reports, case studies, audio-visual outcomes, professional artefacts and oral presentations. You will create '**Process Logs**' (digital blog/Padlet format) to record your work and demonstrate engagement and understanding of the creative industries. Throughout the course, skills-based workshops will be offered to build both physical and digital skills. You will create '**Workshop Logs**' (digital blog/Padlet format) to record your work and demonstrate engagement. A Personal Tutor will help you reflect on your employability, and support will also be provided with the Placement Officer and BCU's School-aligned Careers Advisors and Graduate Plus Teams. In line with the School of Art student contract, we will equip you to succeed as long as you engage with everything that is made available to you, by signing up for all recommended inductions and workshops.

Assessment

Our assessment strategy is to use **formative** assessment, **summative** assessment, and **self-assessment** structures in each module. Informal formative sessions will also be held on a weekly basis with communal round-ups and sharing in the Thought Lab – with the cohort, others levels, students and staff from other courses and external partners. The aim is to build confidence in presenting ideas and to critique yourself and others from the start. Submissions will be both physical and on-line course work, and individual and group presentations. As developing self-awareness is a priority for the course, a self-reflexive approach to assessment is critical. Therefore, a self-assessment model is also embedded throughout the course, to develop assessment literacy and promote academic integrity. This self-assessment model will support high levels of course progression and retention as it will guide your expectations and achievement in clear,

accessible and personal way, and will also demonstrate that the course values your voice.

15 Course Requirements

15a

Level 4:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 120 credits):

Module Code	Module Name	Credit Value
ART4236	Thought Lab	20
ART4241	Materials Lab	20
ART4240	Digital Lab	20
ART4238	Performance Lab	20
ART4239	Nature Lab	20
ART4237	Speculative Lab	20

Level 5:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 100 credits):

Module Code	Module Name	Credit Value
ADM5001	Live Project: Local (School module)	20
ART5145	Live Project: National	40
ART5146	Live Project: Global	40

In order to complete this course a student must successfully complete at least 20 credits from the following indicative list of OPTIONAL modules.

Module Code	Module Name	Credit Value
ADM5000	Work Placement	20
ADM5006	Collaborative Practice	20

Level 5:

In order to qualify for the awards with Professional Placement, a student must successfully complete all of the modules listed above as well as the following Level 5 module (totalling 120 credits):

Module Code	Module Name	Credit Value
PPY5003	Professional Placement	120

Level 6:

In order to complete this course a student must successfully complete all the following CORE modules (totalling 60 credits):

Module Code	Module Name	Credit Value
ART6146	Major Project Art and Design	40
ART6143	Futures Lab	20

Depending on which pathway students take – one of the below 60 credit modules must be successfully completed:

Module Code	Module Name	Credit Value
ART6144	Creation Lab: Creative Technologies	60
	<u>OR</u>	
ART6145	Creation Lab	60

15b Structure Diagram
Level 4

SEMESTER ONE	SEMESTER TWO	
Thought Lab (20 Credits – core)	Performance Lab (20 Credits – core)	Speculative Lab (20 Credits – core)
Materials Lab (20 Credits – core)		
Digital Lab (20 Credits – core)	Nature Lab (20 Credits – core)	

Level 5

Live Project: Local (20 Credits – core) (School Module)	Live Project: National (40 Credits – core)	Work Placement (20 Credits – optional) (School Module)	Live Project: Global (40 Credits – core)
		Collaborative Practice (20 Credits – optional) (School Module)	
		International Exchange (60 Credits – optional) (School Module)	

Level 5 – Professional Placement (optional)

<i>Semester 1</i>	<i>Semester 2</i>
<u>Professional Placement (120 Credits)</u>	

Level 6

Major Project Art and Design (40 Credits – core)	Creation Lab (60 Credits – core)
Futures Lab (20 Credits – core)	OR Creation Lab: Creative Technologies (60 Credits – core)

16 Overall Student Workload and Balance of Assessment

Overall student *workload* consists of class contact hours, independent learning and assessment activity, with each credit taken equating to a total study time of around 10 hours. While actual contact hours may depend on the optional modules selected, the following information gives an indication of how much time students will need to allocate to different activities at each level of the course.

- *Scheduled Learning* includes lectures, practical classes and workshops, contact time specified in timetable
- *Directed Learning* includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning
- *Private Study* includes preparation for exams

The *balance of assessment* by mode of assessment (e.g. coursework, exam and in-person) depends to some extent on the optional modules chosen by students. The approximate percentage of the course assessed by coursework, exam and in-person is shown below.

Level 4 Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	230
Directed Learning	730
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0
In-Person	0

Level 5

Workload

% time spent in timetabled teaching and learning activity

Activity	Number of Hours
Scheduled Learning	178
Directed Learning	782
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0
In-Person	0

Level 6**Workload****% time spent in timetabled teaching and learning activity**

Activity	Number of Hours
Scheduled Learning	102
Directed Learning	858
Private Study	240
Total Hours	1200

Balance of Assessment

Assessment Mode	Percentage
Coursework	100%
Exam	0
In-Person	0