



# Programme Specification

## AD-AP-HND-2023: Art & Design (Arts Practice)

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Pearson Higher National Certificate awarded by Blackpool and The Fylde College (FHEQ Level 4)

Pearson Higher National Diploma awarded by Blackpool and The Fylde College (FHEQ Level 5)

Programme Status: Approved | Version: 1

## Introduction

This programme specification provides a summary of the main features of the Art & Design (Arts Practice) programme and includes the learning outcomes that you as a student are expected to have achieved on successful completion of the programme.

Further detailed information related to this programme and the College can be found in the following resources:

- Programme Handbook
- B&FC Admissions Policy
- Work based and placement learning handbook (for foundation degrees)
- Student guide to assessment and feedback

When undertaken as part of a Degree Apprenticeship additional information is available in the following resources:

- The Programme Delivery Plan
- The End Point Assessment Guide
- B&FC Mentor Guide
- B&FC Apprenticeship Strategy

## Key Programme Information

<b>Programme Code</b>	AD-AP-HND-2023
<b>Programme Title</b>	Art & Design (Arts Practice)
<b>Teaching Institution</b>	Blackpool and The Fylde College
<b>Professional, Statutory and Regulatory Body (PSRB) Accreditation</b>	None
<b>UCAS Code</b>	
<b>Language of Study</b>	English
<b>Version</b>	1
<b>Approval Status</b>	Approved
<b>Approval Date</b>	07 September 2023
<b>JACS Code</b>	B900: Others in subjects allied to medicine (B900)
<b>Programme Leader</b>	Nicholas Kowalski

## Programme Awards

<b>Award</b>	<b>Award Type</b>	<b>Level</b>	<b>Awarding Body</b>
Pearson Higher National Certificate	Higher National Certificate	Level 4	Pearson
Pearson Higher National Diploma	Higher National Certificate	Level 4	Scottish Qualifications Authority
Pearson Higher National Diploma	Higher National Certificate	Level 4	Blackpool And The Fylde College
Pearson Higher National Diploma	Higher National Certificate	Level 4	Pearson
Pearson Higher National Diploma	Higher National Certificate	Level 4	Lancaster University
Pearson Higher National Diploma	Higher National Certificate	Level 4	University of Salford

Pearson Higher National Diploma	Higher National Certificate	Level 4	Liverpool John Moores University
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## Programme Overview

The B&FC HNC and HND in Art and Design, provides a broad and creative learning experience that will help you develop as a dynamic and enterprising individual, well equipped to succeed in the diverse sector which makes up the creative industries. The programme has been designed to be wide ranging and multi-disciplinary offering learning opportunities across the arts that will support your specialism in terms of knowledge, skills and understanding. You will not only study within your own specialism but have the chance to learn alongside others in the Art and Design cluster developing an insight and proficiency across many areas. The input from our experienced tutors and the exciting range of resources that the school of art offers, will support your vision and creativity, and allow you to gather a variety of transferable skills.

The Art Practice pathway provides exciting opportunities for you to study a vibrant industry-relevant curriculum that develops multi-skilled creative practitioners in art practice that are aligned to a range of Fine Art careers in the creative industries. The programme allows you the freedom to experiment across a variety of specialisms and will equip you with the necessary knowledge and technical skills to enter the fine art industry, develop a freelance profile or progress to further studies at BA Hons degree level. This programme will provide you with a platform to begin or enhance your career and incorporate both technical training and practical elements that are highly desirable in a range of roles in the fine art industry and broader visual arts sectors.

You will benefit from the expertise of the curriculum team who are actively engaged with the fine art industry which provide real world work-based experiences and training. You will have access to multiple College resources. These include fantastic Fine art studios, as well as photographic equipment, a print and 3D room, traditional dark room and cutting-edge 3D design and technology suite. The Arts Practice programme also utilises the Transit gallery for works in progress and the stunning public gallery. The fine art studios are equipped with the latest industry standard technology and provide a spacious and inspiring environment in which to work. The Fine art studios can be accessed during both contact and non-contact times. Class sizes are normally small and again this is very beneficial, affording the opportunity for a tailored personal learning situation with lots of tutorial guidance and support.

Our university campus is well-positioned to the local art and design community and creative sectors which are incredibly diverse, there are many small and large-scale industry-based businesses and events for you to engage with. These vary from local galleries such as The Grundy and Abingdon Studios, Left Coast, Aunty social and Creative Lancashire.

## Admission Criteria

### Entry Requirements

Grade 4/C in both GCSE Maths and English, or L2 equivalent

- A minimum of 48 UCAS points in an appropriate discipline **which may include**

- 2x A Levels in appropriate discipline **or**

- Level 3 Extended Diploma or Merit from Level 3 Diploma in an appropriate discipline

**or**

- Level 3 Access to Higher Education Diploma or Foundation Diploma **or**

- An international equivalent of the above qualifications

Anyone who can demonstrate relevant work/life skills or knowledge can also be considered on an individual basis. Recognised prior learning may also be considered in accordance with the awarding body's regulations.

If English is not your first language, you will need to achieve an IELTS score of at least 5.5.

The admission criteria for the HND Art & Design (Arts Practice) is successful completion of the HNC Art & Design (Arts Practice).

## Career Options and Progression Opportunities

### Further Studies

The Level 4 Higher National Certificate provides a solid grounding in the disciplines of art and design, which you can build on, should you decide to continue your studies beyond the certificate stage.

The Level 5 Higher National Diploma is recognised by Higher Education providers as meeting admission requirements to many relevant art and design courses, for example:

- University of Central Lancashire (UCLan)
- University of Salford
- Manchester School of Art
- UAL CSM

### Employment Opportunities

Artists and designers create work for a range of creative outputs and may be involved in exhibitions, publications, commissions and in support of the wider creative industry.

Other employment opportunities include:

- Freelance Fine Artist
- Freelance Commercial Artist
- Bespoke Portrait Painter
- Mural Artist
- Private and Commercial Public Artwork
- Tattoo artist
- Fine Arts Technician
- Commercial Illustrator – on-line shop / Art Fairs
- Printmaker / Print Technician

## Programme Aims

- Prepare individuals with entrepreneurial understanding and art and design skills for success in a range of roles within the fine art industry.
- Enable progression to a university degree by supporting the development of appropriate academic study skills.
- Develop a wide range of technical art and design production skills and techniques and transferrable skills that are essential to succeed in the fine art industry.
- Enable students to perform effectively in their chosen field with the qualities necessary for employment in situations requiring the exercise of personal responsibility and decision-making.
- Inform creative outputs through contextual approaches and critical thinking, with a focus on

current and future fine art industry practices.

• To provide an alternative route into HE for those who wish to pursue education relevant to their level of study and ability, which serves as a foundation for further study and/or the workplace.

## **Programme Learning Outcomes**

### **Level 4**

Upon successful completion of this level, students will be able to:

1. Evaluate their own continuing professional development in line with wider commercial awareness of the fine art industry trends and the employment market
2. Produce visual and creative outputs to industry standards and be competent with a range of technical processes
3. Plan projects and implement time management strategies
4. Collaborate with others offering different knowledge, views and experiences
5. Communicate ideas, design concepts and information to audiences using a range of presentation methods
6. Apply a range of entrepreneurial tools and techniques to create a professional marketing presence required for effective networking in the fine art industry
7. Develop concepts and proposals for briefs in accordance with basic theories and concepts

### **Level 5**

Upon successful completion of this level, students will be able to:

8. Produce finished projects and creative outputs to industry standard requirements
9. Produce creative outputs, using fine art industry standard materials, techniques and processes in a professional context.
10. Critically evaluate own work and that of others to inform and enhance their creative and professional practice
11. Communicate effectively with others to identify solutions to complex problems
12. Generate ideas, concepts and proposals independently and collaboratively in response to set briefs and self-directed projects
13. Apply technical competencies in a variety of visual arts contexts

## Programme Structure

Module	Level	Credits	%	Category	Description	Length/Word Count	Grading Method
<b>Stage 1</b>							
D/615/3515/UNIT4: Techniques & Processes (Mandatory)	4	15	100%	Practical: Other	n/a	0	Pass/Merit/Dist
D/615/3532/UNIT22: Printmaking (Mandatory)	4	15	100%	Coursework: Portfolio / e- Portfolio	n/a	0	Pass/Merit/Dist
F/615/3538/UNIT28: Communication in Art & Design (Mandatory)	4	15	100%	Coursework: Project	n/a	0	Pass/Merit/Dist
L/615/3512/UNIT1: Professional Development (Mandatory)	4	15	100%	Coursework: Report	Research Journal and Report	0	Pass/Merit/Dist
L/615/3526/UNIT15: Media Practices (Mandatory)	4	15	40%	Coursework: Project	Project proposal	1500	Pass/Merit/Dist
			60%	Practical: Portfolio / e- Portfolio	n/a	1500	Pass/Merit/Dist
R/615/3513/UNIT2: Contextual Studies (Mandatory)	4	15	100%	Coursework: Project	Project review	0	Pass/Merit/Dist
R/615/3527/UNIT16: Material Practices (Mandatory)	4	15	100%	Coursework: Live Project	n/a	3000	Pass/Merit/Dist
Y/615/3514/UNIT3AP: Individual Project (Mandatory)	4	15	100%	Practical: Portfolio / e- Portfolio	n/a	3000	Pass/Merit/Dist
<b>Stage 2</b>							
D/615/3563/UNIT50: Material Selection & Specification (Mandatory)	5	15	100%	Coursework: Portfolio / e- Portfolio	n/a	3000	Pass/Merit/Dist
J/615/3542/UNIT32: Professional Practice (Mandatory)	5	15	100%	Coursework: Portfolio / e- Portfolio	n/a	0	Pass/Merit/Dist
K/615/3551/UNIT40: Advanced Art Practice Studies (Mandatory)	5	30	100%	Practical: Portfolio / e- Portfolio	Completed artworks, rationale and evaluation	6000	Pass/Merit/Dist
R/615/3544/UNIT33: Applied Practice – Collaborative Project (Mandatory)	5	30	100%	Coursework: Project	n/a	0	Pass/Merit/Dist
Y/615/3559/UNIT47: Branding & Identity (Mandatory)	5	15	100%	Coursework: Portfolio / e- Portfolio	n/a	0	Pass/Merit/Dist
Y/615/3562/UNIT49: Art Direction (Mandatory)	5	15	100%	Coursework: Portfolio / e- Portfolio	Research journal, sketchbook, portfolio of work and reflective evaluation.	0	Pass/Merit/Dist

## Study Workload

For each unit, you will have a number of hours timetabled each week where you will be supported by a subject specialist academic tutor. You are expected to attend all timetable sessions. If you wish to see a member of staff at another time either drop in, make an appointment in person, by phone or email. In addition to your timetabled sessions, you will be expected to undertake further study independently as described in the section on teaching and learning.

## Programme Delivery: Learning and Teaching

Throughout this programme, you will take an active role in your learning through a combination of enquiry, project, and problem-based learning by working collaboratively and in partnership with your fellow students, staff and employers to take ownership of your personal and professional development.

The Level 4 units lay the foundation of learning by providing you with a broad introduction to Fine Art Practice. This will develop and strengthen your core skills while preparing you for specialist subjects at Level 5 or to enter employment with the qualities necessary for job roles that require some personal responsibility. You will gain a wide range of Fine Art practice knowledge and contexts linked to practical skills gained through research, independent study and directed study. You will engage in processes such as problem solving, analysing, evaluating reflecting, deconstructing, and experimenting, these are all relevant to Art Practice industry linked assignments. Our teaching methods provide a broad range of skills and strategies to enable you to develop an understanding of contemporary and traditional Fine Art practices. Collaboration and mutuality with other programmes across the School of Art both formally and informally, will enrich your learning environment, supporting your transferable skills by utilising a broad approach to learning across all levels.

Employment related activities will also help to develop your transferable skills such as communication, teamwork, research, and analysis, which are highly valued in higher education and in the workplace. Such activities as group appraisals, peer reviews, study visits, visiting Industry professionals, lecturers and artists and opportunities to partake in and curate exhibitions will help you build your professional profile and fine art Identity.

By the end of Level 4, you will have sound knowledge of the basic concepts of Fine Art practice and will be competent in a range of subject-specific skills as well as in general skills and qualities relevant to key areas of Fine Art. These include techniques and processes in drawing, painting, and working with the properties of colour, mixed media, photography, and digital imaging. As well as successfully completing the level 4 units you will have proposed, researched, developed and completed a piece of artwork to a commissioned industry-based brief.

The Level 5 units will prepare you to move on to specific areas of Fine Art practice which can further be developed with a top up degree at Level 6. You may wish to enter employment on completing level 5 with the qualities and abilities necessary for roles that require personal responsibility and decision-making. The Units on level 5 enable you to explore concepts and techniques and processes in fine art practice in greater depth. You will be able to develop and apply your own ideas to assignment briefs and to deal with uncertainty and complexity, to explore solutions, demonstrate critical evaluation and use both theory and practice in a wide range of fine art practice contexts. By the end of Level 5, you will have a sound understanding of the principles in your area of specialist study and will know how to apply those principles more widely in the creative industries. As well as successfully completing the level 5 units you will have built a specific fine art practice identity in the commercial, community or studio practice sectors, and have an online portfolio and website.

Throughout the HNC/D in Art Practice you will acquire an insight into industry through

Professional Practice units, research, lectures, seminars group appraisals, peer reviews, exhibitions, and live briefs, this will support you in the transition from student to industry practitioner. You will acquire skills in image construction using analogue and digital techniques and will develop and refine hands-on practical skills such drawing, painting, printmaking, mixed media, collage, assemblage, and 3D. Art Practice sessions will be delivered through workshops with tutor led demonstrations, enabling one to one guidance and development and peer review and group work. The Professional development and contextual studies sessions will be delivered through lectures, seminars, visiting speakers, and study visits. These will take place in the lecture theatre, in the digital suites and in the fine art practice studios enabling a range of contextual environments to help you build a context for your practice



## Programme Delivery: Assessment

Assessment strategies will be varied so that you are able to develop transferable skills such as independence, collaborative working, digital and communication skills as well as subject specific knowledge for preparation into a successful and long-term employment sector.

For the majority of practical units, you will be asked to submit a portfolio which comprises of a body of work including the planning and development stages as well as the final output. Written evidence should also be submitted containing references, creative development, and written reflections.

For many units, the practical demonstration of skills is necessary, and, for others, you will need to carry out your own research and analysis, working independently on self-directed projects or as part of a team. Overall, you will be assessed using a variety of methods:

- Written essays and reports
- Reviews and evaluations
- Individual and group presentations
- Critical self and peer-evaluation
- Individual online portfolios/promotion of work
- Group and individually produced artefacts
- Tasks aimed at the assessment of specific skills (for example digital skills, production skills, research skills and skills of application)
- Professional Development
- Practical skills assessment

The assessment for learning strategies will include:

- Independent written research to develop arguments, reflection and evaluation through sketchbooks, reports, and essays
- Group work to develop problem solving through collaborative assignment briefs
- Demonstrating techniques, recorded as experimental development such as artworks demonstrating refining a process.
- Potential assessment of a work placement/session: using industry standard resources to demonstrate readiness for employment through reports, journals blogs and essays.
- Review of progress in the form of continuous self-reflection setting and achieving targets to improve professional practice through journals, sketchbooks, and presentations.
- The assessment of a project/product which may include multiple assessments in different formats.

In the first year, you will be encouraged to experiment with research and creative forms, independently and collaboratively. You will be given opportunities to submit work for formative feedback on week 10 to help you to improve before summative assessments take place on week 15.

In the second year, assessment will build on the skills acquired in the first year and will demand a greater degree of autonomy, which will result in an emerging visual art practice identity and personal signature. This will arise through further collaborative practice with peers and staff, as well as the continuation of independent study.

You will be expected to evidence a breadth of subject knowledge, supported by an art practice industry context. Critical analysis of existing creative outputs, peer work or individual work will evidence engagement in the reflective process supported by engagement in critical debate and argument. Art practice production skills, technology practices and communication skills will also be assessed in both theoretical and practical demonstrations.

## **Programme Delivery: Work Based and Placement Learning**

This programme provides work-related learning opportunities which are designed to embed and develop a range of transferrable skills to prepare you for employment opportunities in a range of related creative professions. These include skills in spoken, written and visual communication, the ability to manage collaborative and independent projects, creative problem-solving.

The curriculum team are also working professionals engaged in various aspects of the industry, alongside the expertise of the team, local employers will be engaged in certain aspects of the course which will be tailored to your development, skill set and knowledge.

External engagement with industry representatives may include:

- field trips to local destinations and environments
- inviting members of the local creative communities to present guest lectures
- using employers to judge the quality of assessed presentations and/or products.

## **Programme Delivery: Graduate Skill Development**

Upon the successful completion of your programme of study not only do we want to ensure that you have a great qualification but it's important to us that you are fully ready to embark on an exciting career and join our successful graduates working in the creative industries. To ensure this, we've placed an enormous focus on developing and refining graduate attributes through teaching, learning, assessment, and engagement with a wide range of peers, employers and other stakeholders. We call these graduate attributes, and they are designed to help you prepare for employment and succeed throughout your career.

As a B&FC graduate, you'll benefit from these graduate attributes:

- A commitment to lifelong learning and career development
- Collaborative teamwork and leadership skills
- Personal and intellectual autonomy
- Ethical, social and professional understanding
- Communication, information and digital literacies
- Global citizenship
- Research, scholarship and enquiry skills
- Enterprise and entrepreneurial awareness and capabilities

## **Study Costs: Equipment Requirements**

You will need to spend approximately £250 p.a. on basic materials such as brushes, acrylics, oils, charcoal, drawing equipment etc, as well as an SD card and hard drive. A full list of material requirements will be issued to you after enrolment. You should also be aware that there may be additional costs to consider such as optional educational visits and photocopying/printing.

## **Study Costs: Additional Costs**

There will be a variety of trips and other activities that may incur a small fee, as well as the cost of materials and basic equipment listed above.

## Related Courses

The college offers a range of Higher Education programmes in complementary disciplines such as Graphics and Illustration, Acting, Music, Filmmaking and English which offer avenues for collaborative working with other students. This ethos is at the heart of our Higher Education provision and is something that truly enhances your experience whilst you study with us. We will develop your ability to network, internal and external to the college, and enhance your prospects of landing the employment you seek. In addition, upon completing the Art practice course you can continue with further study in this field or a related discipline. This avenue allows a more focused approach to your learning and gives you the opportunity to continue your education.