

Programme Specification

BA (Hons) Fine Art Professional Practice

2015/16

In the day to day context, whilst every endeavour will be made to provide the courses and services described in the Programme Specification, Blackpool and The Fylde College reserves the right to make such changes as may be appropriate for reasons of operational efficiency or due to circumstances including industrial action beyond its control.

This document is available in alternative formats on request.

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1. INTRODUCTION

The Programme Specification provides a summary of the main features of the B A Fine Art Professional Practice programme, and the learning outcomes that you might reasonably be expected to achieve and demonstrate 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 Student handbook
- B&FC Admissions Policy
- Work Based and Placement Learning handbook (Foundation Degrees)
- Student guide to assessment and feedback
- www.blackpool.ac.uk

2. KEY PROGRAMME INFORMATION

Name of the final award	B A (Hons) Fine Art Professional Practice
Programme title	B A (Hons) Fine Art Professional Practice
Teaching institution	Blackpool and The Fylde College
Name of awarding body/institution	Lancaster University
Details of Professional/Statutory body accreditation	NA
Length of programme/mode of study	3 years Full time or 5 years Part time
Subject Benchmark statements	Art and Design 2008
UCAS code	W100
Language of Study	English
Date of Validation	2015/16
Date of most recent review	2010
Date programme specification written/revised	November 2015

3. PROGRAMME OVERVIEW

Blackpool and the Fylde College remains committed to providing a highly responsive curriculum that is employment and future-focused and will enable you to develop the essential knowledge and skills that will prepare you for future success in work and life.

On the BA (Hons) Fine Art Professional Practice degree programme you will develop and refine your fine art knowledge and practical skills, define your emerging professional context and through professional practice realise both your creative and employment potential.

This vocational and creative programme is designed for students who want to become creative practitioners working within Fine Arts practice and the creative industries. On the programme you will be introduced to a range of artistic methods, processes and techniques and will be given the opportunity to develop your own style technique and artistic presence through projects, workshops, self-directed study and exhibitions. In addition to your creative development we aim to ensure that your practice is supported by knowledge understanding and skills directly relevant to the need of today and tomorrow's Creative industries

Art and Design has been taught at Blackpool and The Fylde College since 1937 and has gained a National and International reputation for the quality of the graduates it produces and employment opportunities offered. . A key-defining feature of this provision is one of utilising very high quality teaching and learning which puts the developing fine artist at the centre of activity. . Links to industry and engagement with employers in the creative industries is particularly strong and makes this programme stand out amongst many Fine Art degrees.

The B.A. (Hons) Fine Art Professional Practice programme has links with FY Creatives (FYC); a local Blackpool Council based cultural initiative. FYC works closely with key partners including the Grundy Art Gallery, Blackpool Council's Arts Service, Creative Lancashire and Blackpool and Fylde College on a range of initiatives and bespoke projects supporting the artistic, professional development and economic growth potential of local talented artists and creative practitioners.

In addition to our links with FYC we have an excellent facility in the Abingdon Street Studios-The Bridge, which is a creative space in the heart of the town with studio space, which is offered to third year students and graduates of the programme to help bridge the gap between graduation and employment.

The creative, experimental and vocational focus of the programme is maintained by teaching and technical staff that are themselves practitioners and who ensure that the programme of study is relevant to the needs of the contemporary creative sector. The wide range of specialisms offered by the teaching staff which includes conceptual and environmental, digital imaging, and traditional fine art techniques and processes enables you to receive a sound foundation in Level 4 and to specialise in Levels 5 and 6. On the BA (Hons) Fine Art Professional Practice you will be encouraged and given the opportunity to enter national and international competitions and exhibitions and we have an established history of being selected, nominated and in some cases winning significant prizes in the Creative sector e.g. Neo art prize North West, Saatchi gallery online competition, Double Negative top five graduates, Schwartz Gallery London, Lucky Jotter and the Works on Paper exhibition Brick lane Gallery London. You will have the opportunity to experience curating shows and exhibitions with a vibrant local and national cultural network of practitioners including 'Supercollider' a contemporary arts group, FY Creatives and local museums and galleries.

As a student on the BA (Hons) Fine Art Professional practice programme, you will have the opportunity to sign up for inspirational study visits to exhibitions and festivals including Berlin, Barcelona, Paris, and New York, where you will have the opportunity to explore cultural diversity in arts practice, contemporary and international perspectives which will enhance your development as an artist as well as providing networking opportunities and developing international contacts.

In addition to being industry and creative focussed with the opportunity to engage in visits, overseas trips and exhibitions, this programme can provide excellent resources and facilities to support your creative development. These include specially designated studio space, digital and drawing laboratories, to facilitate both individual and collaborative project and creative work.

This programme of study prepares you for a more varied, ever-changing and challenging work environment. In the creative and digital industries our aim as a fine art team is to enable you to develop a broad range of transferable skills including creative thinking and entrepreneurship and instil in you the confidence to use these elements with the flexibility to create and support a successful career in fine art.

In Level 4 you will become confident in exploring a range of fine art skills including composition, visual language, digital workflow, and printing. You will learn in workshops through demonstrations, lectures and discussions and will investigate and analyse historical and contemporary contexts of artistic and creative practice that will include advanced digital imaging. To support your understanding of contemporary and historical artistic movements and developments you will engage in a critical studies programme which will enhance and help refine your own artistic perspective and individual signature.

Taking a more self-directed role in Level 5 you will be introduced to the development of artistic concepts, You will be given the opportunity to apply concepts within the creative industries and will be given the opportunity to work with live briefs and industry standard competitions. In today's creative sector interdisciplinary practice reflects the nature of the industry and on this programme you will explore other creative disciplines and their influences including mixed media, digital imaging, 3 dimensional. Laser cutting and ceramic hybrid practices. Interaction and collaboration with practicing fine arts and creative practitioners and designers will also contribute to your understanding of the emerging issues within the creative industries.

In your final year Level 6, you will have the opportunity to extend your creative potential and specialist focus through your dissertation and self-directed, projects, which will culminate in your graduate exhibition. This gives you the opportunity to develop your entrepreneurial and teamwork skills by fundraising, marketing, curating and branding your graduate exhibitions in Manchester and Blackpool, this also gives you valuable opportunities to develop relationships with potential employers and clients.

To help you gain confidence in your creative potential, our programme of personal development tutorials support your individual progress throughout the programme.

This programme combines excellent teaching and learning opportunities with specialised and industry informed staff to develop your creative and employment potential.

4. ADMISSION CRITERIA

Entry for Level 4

Admission to level 4 would normally be by:-

All applicants are invited to submit an electronic portfolio of eight images. The Fine Art team will review this material and those successful will be offered a place within three working days. The decision making team will inform admissions of their decision within 1 working day. Alongside this process applicants will be invited to attend a series of open days / workshops, For those not holding the qualifications for traditional entry, attendance at one of these University Days is essential. Unsuccessful applicants can request feedback on their applications and all feedback will be forward facing to support future applications.

Mature learners without the 200 UCAS points in an appropriate discipline and those with relevant industry/subject experience will also be considered for interview.

Entry for Level 5

Level 5 may be considered if applicants can demonstrate successful completion of 120 Level 4 modular credits or equivalent with similar or exact learning outcomes.

Admissions Policy

Our admissions policy clearly aligns to the indicators identified in the QAA Quality Code. All information clearly describes the process for application and admission. The academic environment and the nature of student support are transparent and support students in making informed decisions.

Whilst we have tried to keep the costs of art materials you will be using, to a minimum, the cost of basic core materials for research and experimentation on level 4 would be £250 this would also include memory sticks and basic printing. This costing would exclude International and National study visits. Level 5 and 6 costs are very dependent on your emerging art practice and the methods and processes you have chosen in developing your Fine Art Identity. Presenting and Exhibiting your artwork in Exhibitions at level 6 can be formal or informal and is dependent on your target audience. Consideration should include transport to venues and printing/marketing self-promotion. A web presence and e portfolio on levels 5 and 6 should also be factored into your estimated costs.

5. PROGRESSION OPPORTUNITIES

Outlined below are some of the core career pathways and broader career options and opportunities available to you as a graduating student:-

- Fine Artist,
- Commercial Artist,
- Printmaker,
- Art teacher/lecturer,
- Arts Therapists,
- Graphical Illustrator,
- Mural Artist (commissioned public art works),
- Tattooists,
- Art Conservation and Restoration,
- Special Effects makeup,
- Museum and Gallery Curator,
- Public/Community Arts Project Manager,
- Private/Corporate Arts investment consultant,
- Model maker (film industry).
- Self-employment as a freelance Fine Artist linked to a Gallery.
- Photography industries, some students go on to specialise in fashion styling, or product/retail styling.
- Career acquisition within the post-production /re-touching industry
- Picture Researcher
- Art Director
- Gallery Curator
- Events Manager
- Progression on to Post-Graduate study

There has been a recent increase in graduates from our degree programme securing employment in the Tattoo Industry. There has also been a recent shift to graduates pursuing Masters Degrees in Art and Health/therapy.

6. PROGRAMME AIMS

This programme seeks:

- To provide an Honours level fine art culture with a focus on the public, commercial, collaborative and studio aspects of professional practice.
- To empower students to manage their own creative aspirations and careers, in the professional practice of fine art and associated creative industries.
- To develop and apply skills in the chosen disciplines of drawing, painting, digital and mixed media to professional practice.
- To develop an understanding of and apply a range of concepts, theories and approaches to fine art and professional practice.
- To develop written and digital skills in critical analysis, research and communication in fine art professional practice and related Creative Industries.
- To encourage the development of interpersonal, transferable and employability skills and work collaboratively to develop and produce professional industry standard work.

7. PROGRAMME OUTCOMES

On completing the programme you will be able to:

A: Knowledge and understanding:

1. Identify and interpret contexts and issues relating to the professional practice of chosen specialisms in fine art, drawing, painting, digital and mixed media for the creative industries.
2. Analyse traditional and contemporary theories and practices in drawing, painting, digital and mixed media appropriate to the Creative Industries
3. Examine the interrelationship between drawing, painting, digital and mixed media relating to professional practice, exploring expressive potential and its role within the contemporary creative industries.
4. Critically analyse traditional and contemporary issues in fine art and professional practice and examine, compare and contrast the fine artists' relationship with audiences, clients and markets.
5. Research, evaluate and construct effective self-promotion appropriate to the needs of the Creative Industries.

B: Critical Thinking Intellectual Skills

6. Apply the skills needed for academic study and enquiry in order to articulate and synthesise knowledge and understanding in the context of Fine Art.
7. Solve problems through analytical thinking and critical judgement, which can be used to inform decisions and produce appropriate solutions in professional practice context.

C: Practical Skills:

8. Apply technologies and media through methods and processes in fine art and professional practice.
9. Produce creative and commercial artworks, in response to set briefs, and self- directed briefs.

10 Use a range of appropriate fine art/design based methodologies to a professional creative industry standard.

D: You will have had the opportunity to acquire transferable skills, which will allow you to:

11 Manage your own learning reflecting on personal strengths and weaknesses to identifying clear personal objectives recognising the need for continual professional development

12 Interact effectively with others as part of a group and undertake collaborative projects to communicate ideas and information in visual, oral and written forms.

13 Present ideas and exhibit work to audiences in a range of situations expected in the creative industries.

14 Locate and retrieve information by using a range of resources, which are both traditional, and computer based.

15 Identify opportunities for enterprise and entrepreneurship appropriate to fine art professional practice.

8. PROGRAMME CONTENT

All Higher Education programmes delivered at Blackpool and The Fylde College consist of modules. A module is a coherent unit of subject material, which is complete with its own learning outcomes and assessments. More detailed information on module content is available in the programme handbook.

Level 4 – 120 Credits

Module Code	Title	Credits
FAPP401	Thinking and Making	20
FAPP402	Professional Fine Art Practice	20
FAPP403	Fine Art Painting Practice	20
FAPP404	Fine Art Drawing Practice	20
FAPP405	Applied Creative Drawing Practice	20
FAPP406	Applied Painting Interdisciplinary and Digital Practice.	20

Level 5 – 120 Credits

Module Code	Title	Credits
FAPP501	Research into Practice	20
FAPP502	Professional Practice Employer/Industry Engagement	20
FAPP503	Fine Art Digital Imaging for Industry	20
FAPP504	Selective Fine Art Practice (site specific)	20
FAPP505	Negotiated Fine Art Identity	20
FAPP506	Developing a Fine Art Language for Professional Practice	20

Level 6 – 120 Credits

Module Code	Title	Credits
FAPP601	Independent Research Project	20
FAPP602	Continuing Professional Development	20
FAPP603	Specialist Studio Practice	40
FAPP604	Professional and Studio Practice Synthesis	40

9. AN OVERVIEW OF TEACHING, LEARNING & ASSESSMENT

The B A Fine Art and Professional Practice programme of study adopts a core central strand with branches that signpost fine art skills that can be developed throughout the three levels of study. This programme of study will skill you in a number of fine art disciplines relevant to contemporary practice. It will enable you to confidently enter a number of satellite Industries. You will continually develop critical and practical based skills, through exploring and experimenting with drawing, painting, digital imaging and mixed media. Your journey is recorded by you in artworks, sketchbooks and journals. This diary provides a record of your development and is used to plan your progression in tutorials, peer reviews, formative and summative assessments through out the course. These are used to underpin your professional profile and personal career pathway. This scaffolding is used to build your critical and fine art skills and knowledge within the broad based creative industries.

Teaching and learning is centred on project learning. This is the vehicle by which you can focus, plan research and set personal aims and objectives. This progressive learning structure provided by the programme, will encourage you to take increasing responsibility for the content and direction of your work as you progress through the programme. You will follow the Atelier approach to teaching and learning, where you learn through practice in an apprenticeship based, hands- on approach to processes theories and practices in fine art. Working alongside colleagues and peers in exploring materials and applications, these often lead to Collaborative opportunities

You will be taught through a series of workshops exploring the methodologies and systems of Drawing Painting and Digital practices, testing the strengths and weaknesses of each medium and constantly developing and aligning these to your concepts and Fine Art Identity. Descriptive, analytical, expressive, automatic, kinaesthetic, objective and narrative constructs are explored in Drawing and Digital media. Water based, oil based, mixed media, and non-art based, materials, are explored along with glazing, scumbling, drybrush, wet into wet and cumulative methodologies in painting. These will provide a sound knowledge/skills base, which you can further develop and refine in levels 5 and 6.

The curriculum is designed to enhance and develop your self-directed learning and promote a continuous learning process. Through skills developed in demonstrations and practical hands on workshops and the development of digital skills, you will acquire blended approaches to practice, both analogue and digital. Independent learning, problem solving and good time management are all highly valued transferable skills by employers in today's Creative Industries.

We use a mixture of teaching and learning methods and these differ from module to module to enable you a variety of opportunities to achieve your full creative potential. These include:

- Project learning and assessment - which provides opportunities for you to take control and manage your own learning and to demonstrate skills and competencies in areas such as problem-solving and primary research
- Group appraisals and peer reviews involving peers and tutors – which provide you with opportunities to develop intellectual skills and construct and support arguments.
- Live briefs– offer opportunities for you to demonstrate knowledge and understanding of, and apply practical skills in, professional working practices in the Creative Industries.

- Formal presentations – which reflect professional practice and provide opportunities for the development of transferable communication skills together with intellectual skills, such as critical analysis and evaluation
- Written Assignments – which provide opportunities for you to demonstrate competencies in research techniques, critical evaluation and transferable skills.
- Self-Directed Projects – which provide excellent opportunities for you to demonstrate effective self-managed learning whilst demonstrating a full broad range of competencies from technical skills and research/enquiry through to independence of thought and critical analysis.
- Practical Demonstrations– which provide you with opportunities acquire skills in and explore a range of art based media
- Individual and group tutorials – which enable you to discuss, confirm, plan and consolidate your learning/personal aims.
- Sketchbook/ Journal – which provides you opportunities for critical reflection and personal development planning

To further enrich and enhance your study we arrange visiting speakers and study trips, these are critical in providing a context for your art practice

On this programme Tutorials are regarded as an essential part of the teaching and learning strategy.

These enable you to reflect, plan, develop and achieve your creative potential.

There are different types, and these consist of fixed point tutorials, used to review your progress, discuss aspirations and options, identify necessary remedial actions, plan future progression via individual action plan, assist and provide general counselling.

On demand tutorials –used as a guide to problem solving.

Progress review tutorials used to review, evaluate progress and plan further development.

Students deemed “at risk” are closely monitored and negotiate an action plan with the Fine Art Team.

In personal Development Planning you reflect, evaluate and plan your individual career pathway, Personal Development Planning tutorials underpin the School of Creative Arts and Digital industries. It is described in the school as 'the means by which students can monitor, build and reflect upon their personal development'. These tutorials build on the PDP module in the third year by preparing you for entering the Creative Industries sector.

Assessment is an integral part of your Fine Art and professional practice honours Degree.

The assessment methods used on this programme of study will provide you with feedback, help to assist in formulating your profile for personal development planning and contribute to the grading of course work, and your final award.

It also supports the Fine Art learning and teaching strategy, the programme aims and learning outcomes.

(Further details on assessment, procedures and criteria is covered in the programme handbook you will receive this at Induction

10. INTEGRATION OF WORK BASED LEARNING

In the module Professional Practice Employer and Industry Engagement. You will be provided with the opportunity to take part in a research based Industry engagement. This research-based project provides you with a real life experience of placing your studio practice and research in a creative Industries context. The engagement will be negotiated with the Fine Art Team according to your area of interest and developing fine art and professional practice skills built, on the level 4 modules. This will take place in Level 5, Semester Two.

It is expected that this engagement will be a research based project and will be formally assessed through a reflective Blog and a 3000 word written report at the end of the Semester.

You can expect individual Tutorial guidance from tutors during the module, and a series of Lectures to contextualise Professional practice within Industry. .

This module provides you with an opportunity to reflect upon professional working practices in your chosen discipline, alternatively if you are already in industry you will have the opportunity to analyse, evaluate and redefine your industrial practice to ensure that you have experiential and practice based opportunities to complement the theoretical knowledge and skills aspects of the course.

Personal Development Planning

PDP is integrated into reflective modules throughout the programme and is tracked through the production of tutorial records. However, as you may have little or no experience of reflective practice at the start of your learning, an introduction to the benefits of reflection as an aid to learning will be delivered in the early stages of the programme. This will offer you a variety of ways in which to carry out and evidence your individual reflective practice thereby allowing tutors the opportunity to monitor and assess your progress.

Personal development planning in the first year is delivered through group activities and one to one tutorials. The focus is initially on pastoral matters, time management, study/ life balance, study skills, the HE experience and identifying learning support needs.

You will develop an increased understanding of the HE environment, and will be able to identify your own strengths and weaknesses relating to study skills, and your subject specific knowledge within Fine Art.

In the third year personal development planning is integrated through the Continuing Professional Development module 6014 and the focus is on you developing a clear career industry based pathway post-graduation. You will produce a Personal Development Plan (relevant to your career aims) and a Continuing Professional Development profile, outlining career aspirations, professional practice research and a web-based profile. This will align with your studio based Fine Art practice and individual creative signature.

11. SUMMARY OF RELEVANT ACADEMIC GUIDELINES

- UK Quality Code for Higher Education
- QAA Subject and Foundation Degree Benchmark Statements for Art and Design 2008.
- QAA Framework for Higher Education Qualifications (FHEQ)
- B&FC Teaching Learning and Assessment Strategy
- B&FC Undergraduate Regulatory Framework
- Validating Partner's Undergraduate Regulatory Framework
- B&FC Undergraduate Assessment Regulations

(QAA Review May 2013)



QAA's judgements about Blackpool and The Fylde College

The QAA review team formed the following judgements about the higher education provision at Blackpool and The Fylde College.

- The academic standards that the College offers on behalf of its awarding bodies **meet UK expectations** for threshold standards.
- The quality of student learning opportunities at the College **meets UK expectations**.
- The quality of information produced by the College about its learning opportunities **is commended**.
- The enhancement of student learning opportunities at the College **is commended**.

Good practice

The QAA review team identified the following **features of good practice** at Blackpool and The Fylde College:

- The clear link between the College's commitment to inclusivity and employability, and the resulting innovative assessment tasks
- the variety of assessment tasks and their relevance to the world of work, which was valued by students and employers
- the College's anticipatory approach to the consideration of and investment in learning resources
- the extensive and valuable contribution of students to the quality assurance and enhancement activities of the College
- the integrated approach to the provision of learning opportunities to enable the entitlements of disabled students to be met in the wider context of a College ethos of inclusivity
- the integrated and innovative approach to the provision of blended learning opportunities and e-resources using the virtual learning environment, which is both comprehensive and reliable
- the high-quality website, which provides a user-friendly point of contact for the College's intended audiences
- the positive contribution made by the role of the Higher Education Development Manager to the development and production of high-quality and accessible course data and management information
- the comprehensive and continuing development of the virtual learning environment that facilitates effective dissemination of information, providing a 'one-stop shop' for students and staff
- the positive contribution of the College's equality and diversity agenda to the enhancement of learning opportunities across its higher education provision
- the embedded culture of enhancement, as exemplified by the strategic leadership provided by the Higher Education Directorate and the complementary high levels of awareness among, and involvement of, staff and students across the College