

## Course Specification

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<b>Status:</b>	Validated

## Core Information

<b>Awarding Body / Institution:</b>	University of Wolverhampton		
<b>School / Institute:</b>	Wolverhampton School of Art		
<b>Course Code(s):</b>	AA002H01UV AA002H31UV	Full-time Part-Time	3 Years 6 Years
<b>Course Title:</b>	BA(Hons) Applied Arts		
<b>Hierarchy of Awards:</b>	Bachelor of Arts with Honours Applied Arts Bachelor of Arts Applied Arts Diploma of Higher Education Art and Design Certificate of Higher Education Art and Design University Statement of Credit University Statement of Credit		
<b>Language of Study:</b>	English		
<b>Date of DAG approval:</b>	19/May/2017		
<b>Last Review:</b>	2013/4		
<b>Course Specification valid from:</b>	2012/3		
<b>Course Specification valid to:</b>	2019/2		

## Academic Staff

<b>Course Leader:</b>	Mr Paul Mcallister
<b>Head of Department:</b>	Ms Margaret Ayliffe

# Course Information

Location of Delivery:	University of Wolverhampton
Category of Partnership:	Not delivered in partnership
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

## Entry Requirements:

Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS)

### 2017 Entry

#### Other Requirements

Applicants will also be required to provide satisfactory reference. Those meeting the entry requirements may be shortlisted for a [Portfolio Review](#).

Students must have studied a minimum of two years post GCSE level. However, it is expected that some applicants will be mature students with work experience, who wish to further their career development. These applicants will be processed through standard procedures, which may involve an interview as part of the process. Please see <http://wlv.ac.uk/mature> for further information.

Applicants who do not meet the entry requirements may be offered an alternative course.

- CCC from 'A' levels.
- BTEC QCF Extended Diploma grade MMM, BTEC QCF Diploma grade DD
- Access to HE Diploma full award (Pass of 60 credits - of which a minimum of 45 credits must be at level 3 including 18 at Merit or Distinction)
- If you've got other qualifications or relevant experience, please contact [The Gateway](#) for further advice before applying.
- International entry requirements and application guidance can be found [here](#)
- Successful completion of the [International Foundation Year in Social Sciences](#) or [International Foundation Year in Arts](#)

## Distinctive Features of the Course:

- Applied Arts is a diverse and vibrant course in the Wolverhampton School of Art. It embraces a traditional range of specialist applied arts media including Glass and ceramics with options to extend your studies into fine art media and methods which include: painting, sculpture, printmaking, conceptual and social practice, film, video, photography, performance and installation.
- The course aims to support media specialist practitioners in Fine Art and Applied Art alongside students who want to work across media and subject disciplines and forge new relationships between conceptual and material approaches to practice.
- The course is taught by practising artists with strong research profiles and highly specific subject knowledge across the broad range of contemporary Fine Art and Applied Arts Practice.
- A programme of practice led research modules will enable you to develop an in depth knowledge of the history, concepts and ideas aligned to your art practice.
- Exhibition and European study visits provide an exciting opportunity for you to engage with a wide range of contemporary Fine Art and Applied Arts practice from around the world.
- Specialist sculpture, printmaking, ceramics, glass and digital workshops enable you to develop a range of

technical skills and produce work to a high professional standard.

- Off site projects and placement opportunities regularly encourage students to present their art work and knowledge in a variety of professional situations. The Fine Art and Applied Arts team retain strong links with the graduate community and you will find yourself part of a much wider community of artists and makers stretching out from the University.
- Visiting artists provide context and experience of 'life after art school'.
- An optional placement year will give you extended real world experience

### Educational Aims of the Course:

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The contemporary visual arts degree programme comprises of two closely linked, practice based courses in Fine Art and Applied Art. The courses share a common first year in which students are encouraged to adopt an interdisciplinary approach to contemporary visual arts practice and can work in painting, print, sculpture, film, photography, ceramics and glass. Increasingly students will be encouraged to understand and adopt positions in relation to Fine Art and Applied Art enabling them to follow more specialist routes through the programme at Level 5 & 6. The programme aims to support media specialist practitioners in both areas alongside students who want to work across media and subject disciplines and forge new relationships between conceptual and material approaches to practice.

The Applied Arts course at Wolverhampton is an intensive studio based programme, supported by technical workshops, theoretical engagement and a wide range of study visits and opportunities to promote and exhibit your work throughout the course. The course aims to:

- Provide you with an exciting and diverse introduction to contemporary Applied Arts and Fine Art practice.
- Support you to acquire specialist knowledge and practical experience of working in Glass, ceramics and a range of Fine and Applied Art media and approaches including: painting, sculpture, printmaking, conceptual and social practice, film, video, photography, performance and installation
- Encourage you to test and explore different approaches to Fine Art and Applied Arts practice and to critically evaluate the relationship between idea, media, method and outcome.
- Enable you to develop an individually negotiated practice informed by a relevant theoretical and contextual framework.
- Produce informed independent and reflective practitioners who can adapt their knowledge, understanding and skills for a variety of professional contexts.

### Intakes:

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September

### Major Source of Funding:

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HE FUNDING COUNCIL FOR ENGLAND (HEFCE)

### Tuition Fees:

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Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2017/8	H	Full Time / Sandwich	£9250.00
2017/8	EU	Full Time / Sandwich	£9250.00
2017/8	Overseas	Full Time / Sandwich	£11475.00
2017/8	H	Part Time	£2835.00
2017/8	EU	Part Time	£2835.00
2017/8	Overseas	Part Time	£5738.00

PSRB:

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None

Course Structure:

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### September (Full-Time)

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year; 60 credits semester 1 and 60 credits semester 2.

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

Module	Title	Credits	Period	Type
4FP012	Models for Practice	20	SEM1	Core
4FP013	Studio Practice: Introduction	20	SEM1	Core
4FP015	Media and Methods: Introduction	20	SEM1	Core
4FP014	Studio Practice: Negotiated Project	20	SEM2	Core
4FP016	Media and Methods: Applied	20	SEM2	Core
4AD010	Introduction to Art and Design in Context	20	SEM2	Core
5FP007	Off Site Projects	20	SEM1	Core
5FP008	Studio Practice: Research	20	SEM1	Core
5FP012	Applied Art Practice: Exploration	20	SEM1	Core
5AD008	Critical and Contextual Issues in Art and Design	20	SEM2	Core
5FP013	Applied Art Practice: Progression	20	SEM2	Core

Group 12 | Min Value: 20 | Max Value: 20

5FP010	Studio Practice: Development	20	SEM2	Core Option
5AD009	Professional Experience 1	20	SEM2	Core Option
6FP007	Major Project: Applied Art	40	YEAR	Core
6AD002	Dissertation	20	SEM1	Core
6AD001	Employability in the Creative Industries	20	SEM2	Core
6FP009	Applied Arts Practice: Self Directed 2	20	SEM2	Core

Group 11 | Min Value: 20 | Max Value: 20

6FP008	Applied Arts Practice: Self Directed 1	20	SEM1	Core Option
6AD003	Professional Experience 2	20	SEM1	Core Option

# Learning, Teaching and Assessment

Academic Regulations Exemption:

None

## Reference Points:

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QAA Benchmark Art & Design:

Teaching, Learning and Assessment 5.1.3, 5.3.2

Generic Knowledge. Attributes and Skills 4.4  
Standards and Achievement 6

Subject Specific Knowledge and Understanding. Attributes and Skills 6.3

4.3 Generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity

4.3 Develop ideas through to material outcomes, for example images, artefacts, products, systems and processes, or texts.

<http://www.qaa.ac.uk/academicinfrastructure/benchmark/statements/drafts/ADHAAD.asp>

Equality Act 2010 - <https://www.gov.uk/guidance/equality-act-2010-guidance>

## Learning Outcomes:

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CertHE Course Learning Outcome 1 (CHECLO1)

"Demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study, and an ability to evaluate and interpret these within the context of that area of study"

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CertHE Course Learning Outcome 2 (CHECLO2)

"Demonstrate an ability to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of your subject(s) of study."

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CertHE Course Learning Outcome 3 (CHECLO3)

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

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CertHE Course Learning Outcome 4 (CHECLO4)

"Communicate the results of your study/work accurately and reliably, and with structured and coherent arguments"

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CertHE Course Learning Outcome 5 (CHECLO5)

Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility

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DipHE Course Learning Outcome 1 (DHECLO1)

"Demonstrate knowledge and critical understanding of the well-established principles of your area(s) of study, and of the way in which those principles have developed with an understanding of the limits of your knowledge, and how this influences analyses and interpretations based on that knowledge."

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DipHE Course Learning Outcome 2 (DHECLO2)

"Demonstrate the ability to apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context"

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DipHE Course Learning Outcome 3 (DHECLO3)

"Demonstrate knowledge of the main methods of enquiry in the subject(s) relevant to the named award, and ability to evaluate critically the appropriateness of different approaches to solving problems in the field of study"

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DipHE Course Learning Outcome 4 (DHECLO4)

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

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DipHE Course Learning Outcome 5 (DHECLO5)

"Effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences, and deploy key techniques of the discipline effectively"

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DipHE Course Learning Outcome 6 (DHECLO6)

"Demonstrate the qualities and transferable skills necessary for employment, requiring the exercise of personal responsibility and decision-making and undertake further training, developing existing skills and acquire new competences that will enable them to assume significant responsibility within organisations."

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Ordinary Degree Course Learning Outcome 1 (ORDCLO1)

"Understand the material, critical and contextual dimensions of Applied Arts and Fine Art practice and its place within the wider culture."

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Ordinary Degree Course Learning Outcome 2 (ORDCLO2)

"Critically generate new ideas, take creative risks and produce works within defined Applied Art or Fine Art contexts."

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Ordinary Degree Course Learning Outcome 3 (ORDCLO3)

"Act independently and demonstrate the ability to reflect upon a range of practice, your own and other peoples', and make appropriate and creative decisions in response."

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Ordinary Degree Course Learning Outcome 4 (ORDCLO4)

Develop audiences for your work and communicate effectively with a range of external and professional agencies.

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Ordinary Degree Course Learning Outcome 5 (ORDCLO5)

Manage your own time and co-operate with others towards collective and individual aims.

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Ordinary Degree Course Learning Outcome 6 (ORDCLO6)

Demonstrate appropriate expertise in presentational strategies and self-promotional marketing through a variety of professional and academic situations.

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Honours Degree Course Learning Outcome 1 (DEGCLO1)

"Understand the material, critical and contextual dimensions of Applied Arts and Fine Art practice and its place within the wider culture."

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Honours Degree Course Learning Outcome 2 (DEGCLO2)

"Critically generate new ideas, take creative risks and produce works within defined Applied Art or Fine Art contexts."

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Honours Degree Course Learning Outcome 3 (DEGCLO3)

"Act independently and demonstrate the ability to reflect upon a range of practice, your own and other peoples', and make appropriate and creative decisions in response."

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Honours Degree Course Learning Outcome 4 (DEGCLO4)

Develop audiences for your work and communicate effectively with a range of external and professional agencies.

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Honours Degree Course Learning Outcome 5 (DEGCLO5)

Manage your own time and co-operate with others towards collective and individual aims.

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Honours Degree Course Learning Outcome 6 (DEGCLO6)

Demonstrate appropriate expertise in presentational strategies and self-promotional marketing through a variety of professional and academic situations.

Overview of Assessment:

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Module	Title	Course Learning Outcomes
4AD010	Introduction to Art and Design in Context	CHECLO1, CHECLO3, CHECLO5
4FP012	Models for Practice	CHECLO1, CHECLO2, CHECLO3, CHECLO5
4FP013	Studio Practice: Introduction	CHECLO2, CHECLO4
4FP014	Studio Practice: Negotiated Project	CHECLO2, CHECLO4, CHECLO5
4FP015	Media and Methods: Introduction	CHECLO3
4FP016	Media and Methods: Applied	CHECLO3, CHECLO5
5AD008	Critical and Contextual Issues in Art and Design	DHECLO1, DHECLO3, DHECLO5
5AD009	Professional Experience 1	DHECLO2, DHECLO4, DHECLO6
5FP007	Off Site Projects	DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6
5FP008	Studio Practice: Research	DHECLO2, DHECLO4, DHECLO5
5FP010	Studio Practice: Development	DHECLO2, DHECLO4, DHECLO5
5FP012	Applied Art Practice: Exploration	DHECLO1, DHECLO2, DHECLO4
5FP013	Applied Art Practice: Progression	DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6
6AD001	Employability in the Creative Industries	DEGCLO1, DEGCLO3, DEGCLO4, DEGCLO6, ORDCLO1, ORDCLO3, ORDCLO4, ORDCLO6
6AD002	Dissertation	DEGCLO1, DEGCLO3, ORDCLO1, ORDCLO3
6AD003	Professional Experience 2	DEGCLO1, DEGCLO3, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO3, ORDCLO4, ORDCLO5
6FP007	Major Project: Applied Art	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6FP008	Applied Arts Practice: Self Directed 1	DEGCLO2, DEGCLO3, DEGCLO5, DEGCLO6, ORDCLO2, ORDCLO3, ORDCLO5, ORDCLO6
6FP009	Applied Arts Practice: Self Directed 2	DEGCLO2, DEGCLO3, DEGCLO5, DEGCLO6, ORDCLO2, ORDCLO3, ORDCLO5, ORDCLO6

## Teaching, Learning and Assessment:

Most of the Applied Art and Fine Art teaching takes place in studios and workshops. However, you will be actively engaged throughout the course in developing essential research skills using on line and first hand investigations in galleries, lectures and off site events. You will also be expected to develop a strong understanding of how your practice as a student artist might fit into broader social and cultural contexts and the marketing and presentational skills you might need to pursue a future career in the creative industries. The written and contextual learning activities aim to make you familiar with a variety of writing skills and styles including: formal academic essays, objective reporting, reflective personal evaluations, speculative proposals and promotional marketing.

- Level 4: What is Applied Art?

At level 4 you will have freedom to explore your own ideas in a supportive environment, working across all media specialisms including some traditional Fine Art and Applied Arts media and methods. You will be encouraged to develop your making and thinking through technical workshops and the study of historical and theoretical issues. Specific learning activities include:

- collaborative group projects
- self directed studio practice projects

- independent studio practice
- specialist media workshops
- tutorials
- exhibitions
- field trips
- lectures and seminars
- online research exercises
- online course dialogues
- presentations using power point
- documentation and archiving of work – e portfolio and research/reflective journal
- academic essay writing
- presentation and exhibition of work
- Level 5: The Art World and Cultural Awareness

At level 5 you will develop a more independent approach to Applied Arts practice and the course structure will allow you to deepen your understanding of your chosen media and establish the critical framework for your practice within a global market. You will also have the opportunity to engage in placements and exhibitions reflecting your interests and career aspirations.

- collaborative group projects
- self directed studio practice projects
- independent studio practice
- tutorials
- exhibitions and work placements
- field trips
- lectures and seminars
- online research
- online course dialogues
- presentations using power point
- documentation and archiving of work – e portfolio and research/reflective journal
- academic essay writing
- report writing
- promotional and marketing opportunities
- Level 6: Developing Practice: A Launch pad for the Future

Intensive studio practice is core to Level 6, but you will also have the opportunity to explore in depth the specific relationship between medium, technique and theory in your own studio work. This is developed through tutorials, group seminars, extended writing projects and presentations to your peers. The course culminates in the Degree Show exhibition. This public event is widely attended, and is your launch pad for the future.

- self directed studio practice projects
- independent studio practice
- tutorials
- exhibitions and work placements
- field trips
- lectures and seminars
- online research
- online course dialogues
- presentations using power point
- documentation and archiving of work – e portfolio and research/reflective journal
- academic essay writing
- proposal and letter writing
- creating self promotional material: digital portfolio or web site/ CV/ Artists Statement

Learning and Teaching Methods:

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This data indicates the proportion of time in each year of study that students can expect to engage in the following activities (expressed as a percentage for each level).

Level	Teaching	Independent	Placement
4	24	76	0
5	25	75	0
6	21	79	0

### Assessment Methods:

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This data indicates the proportion of summative assessment in each year of study that will derive from the following: (expressed as a percentage for each level).

Level	Written Exams	Practical Exams	Coursework
4	0	0	100
5	0	8	92
6	0	0	100

### Student Support:

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#### School support:

Study support is available through the Personal Academic Tutorial system with course tutors who are familiar with your area of study. At the start of each year of your course you will be assigned a Personal Tutor who will guide you through the induction process and provide support and academic counselling throughout the year on an appointment basis. They should be able to offer you advice and guidance to help you liaise with other staff and support facilities in the School and University. You should meet your Personal Tutor regularly, which must include meetings that you are invited to at critical points in your course.

The Personal Tutor provides academic counselling and will be accessible on an appointment basis to discuss requests for extensions, requests for extenuating circumstances, general concerns about study and student life and general programme planning. The Personal Tutor will act as a first point of contact in relation to leave of absence (including returning after leave), withdrawal, transferring to another course (internal and external) and changes to mode of attendance. Your Course Leader will be available thereafter for meetings by appointment to discuss leave of absence, withdrawal, transferring to another course (internal and external), changes to mode of attendance, returning after leave of absence and direct entrants.

#### Subject support:

Tutorials, workshops, seminars and meetings - provide the primary opportunities for students to interact with staff on topics relating to modules. All modules provide at least one of these forms of face-to-face support.

Feedback - tutors provide personalised written feedback on most summative assessments. The mechanism for feedback from purely formative tasks varies between assessments, but will always be provided in some form. On occasions tutors may provide generalised verbal feedback to the whole class on points relating to an assessment.

### Employability in the Curriculum:

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The Faculty of Arts promotes student enterprise and enhances their employability. There are Employability Co-ordinators and Champions who can assist students in securing work placements, undertaking live briefs, engaging directly with employers and developing key employability skills. The Faculty is committed to raising student awareness of the opportunities that exist post graduation, and can assist as the interface

between education and industry within the region.

This course will give you the necessary skills to pursue the huge range of exciting career opportunities associated with Contemporary Visual Arts Practice. Whilst employability is embedded in all modules it is extended in the following module: 6AD001.

For many Applied Arts graduates the ultimate ambition is to become a successful artist, designer or maker. The Applied Arts course is designed to support students in achieving this goal and indeed, Applied Arts graduates from the University of Wolverhampton are now exhibiting and selling their work and designs nationally and internationally on a regular basis. The next step towards achieving this ambition is to undertake a post graduate or Masters qualification in Fine Art or Applied Art and students from this course are very successful in making applications at this level. The course aims to provide students with the practical, theoretical and promotional skills to support such career choices.

The Applied Arts course also aims to support and develop students' vocational awareness and provides opportunities for educational placements and professional practice. As a result a number of students each year successfully apply to postgraduate teaching courses and many Wolverhampton School of Art graduates are now teaching in the regions' schools and colleges. Fine Art and Applied Arts graduates are also working in museums and galleries as curators, educationalists, workshop facilitators, archivists and technicians, having taken specialist postgraduate courses in these fields.

In addition, the Applied Arts course aims to introduce students to less conventional approaches to building careers in the cultural industries and many of our graduates are actively involved in artist led projects for example curatorial cooperatives, independent galleries and studio groups which are now widely acknowledged to contribute to urban regeneration and economic revival. To support this career trajectory Fine Art and Applied Arts students develop a vast range of transferable skills which include entrepreneurial, project management and marketing experience, the ability to initiate, reflect and problem solve in a range of situations and the presentation skills appropriate to working in professional and academic life.



THE UNIVERSITY OF OPPORTUNITY