

## COURSE SPECIFICATION

<b>Awarding body:</b>	<b>Norwich University of the Arts</b>  The University is a recognised body with taught degree awarding powers. The University is subject to regulation by the Office for Students (OfS).
<b>Course title:</b>	BA (Hons) Fashion Communication and Promotion
<b>Level of Study:</b>	The level of study is aligned to Level 6 Descriptors of the Office for Students (OfS) <a href="#">Sector Recognised Standards (SRS)</a> (May 2022).
<b>Award:</b>	Bachelor's degree with honours (BA (Hons))
<b>Mode of Study:</b>	Full-time
<b>Duration of Course:</b>	3 years
<b>Language of Study:</b>	English
<b>Course Accreditation:</b>	None
<b>Relevant QAA Subject Benchmarks:</b>	<b>Art and Design (2019)</b> Subject Benchmark Statements set out expectations about standards of degrees in a range of subject areas. They describe what gives a discipline its coherence and identity, and define what can be expected of a graduate in terms of the abilities and skills needed to develop understanding or competence in the subject.  For further information see: <a href="https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16">https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16</a>
<b>Tuition Fees:</b>	For details of tuition fees see: <a href="http://www.norwichuni.ac.uk/study/finance/">http://www.norwichuni.ac.uk/study/finance/</a>
<b>Other Course Costs:</b>	The cost of materials for producing course work is not included in the tuition fee. Due to the choice and diversity it is not possible to generalise about the costs that you might incur. On average students of arts, design and media courses spend around £285 in their first year rising to £425 in their second year and £680 in their graduating year.  The course may also offer an opportunity to attend one or more study visits. These visits are not compulsory and costs vary depending on the location and duration of the study visit.  For details see: <a href="https://norwichuni.ac.uk/wp-content/uploads/2018/01/Fashion-Communication-and-Promotion-Course-Costs-24.pdf">https://norwichuni.ac.uk/wp-content/uploads/2018/01/Fashion-Communication-and-Promotion-Course-Costs-24.pdf</a>

## **ADMISSION REQUIREMENTS**

### **Entry Requirements / Interview/ Portfolio:**

When you apply to BA (Hons) Fashion Communication and Promotion degree at Norwich University of the Arts, we will ask you to send in a written submission. This and your personal statement are used to assess your suitability for the course. These elements should clearly demonstrate your passion for the subject and your individual creativity.

Detailed information regarding entry requirements and portfolio guidance can be found here:

<https://www.norwichuni.ac.uk/study-at-norwich/courses/ba-hons-fashion-communication-promotion/>

## **AIMS AND OUTCOMES OF UNDERGRADUATE STUDY**

### **The Aims of Undergraduate Study are to:**

- Provide students with an inclusive and stimulating curriculum for the specialist study of art, design, architecture and media.
- Maintain and nurture a commitment to intellectual and personal development as a basis for a lifetime of learning and professional practice.
- Provide students with opportunities for innovative, imaginative and intellectually rigorous opportunities for creative practice along with skills appropriate to the named award.
- To enable students to establish and develop key skills in areas of creative practice, research and professional practice as they apply to the subject.
- Provide students with the required practical and project management skills to realise ideas.
- Provide courses that prepare students for employment and professional practice and/or further study.
- Provide courses that enable graduates to make a useful contribution to the social, economic and cultural life of the region and beyond.
- Enrich curriculum content and ensure course currency through the professional practice, research and scholarship of staff.
- Emphasise the cultural, technical and vocational relevance of course provision.
- Develop effective collaborations with the creative and cultural industries, professional bodies, other HEIs and wider art, design, architecture and media communities.

## **GENERIC SKILLS**

### **Holders of Undergraduate Awards will:**

- Have developed the skills to embark on a professional career or further course of study in a related field.
- Demonstrate a professional approach and work towards achieving their full potential as a creative or technical practitioner.
- Possess the qualities and transferable skills necessary for employment and progression to other qualifications assuming personal responsibility and decision-making.
- Be digitally literate in relation to the skills essential for professional practice and its representations.
- Be able to locate their work within relevant professional, cultural and historical frameworks.
- Be able to practice professionally in an area appropriate to their subject skills and expertise.
- Have developed the capacity to critically examine the context within which their practice is based.
- Be able to analyse information and experience to formulate and present reasoned arguments.
- Have an understanding of the extent of their knowledge, and how this influences analysis and interpretation based on that knowledge in their area of practice.
- Be able to interpret and communicate their practice using spoken, written and visual language.
- Be able to work flexibly to manage change and uncertainty.
- Be able to work independently and collaboratively while having regard to the views and needs of other stakeholders.
- Have developed the ability to make effective use of processes and materials appropriate to the subject.
- Be able to work with due regard to Health and Safety, Ethics, Sustainability and Risk Assessment considerations as they apply in a range of professional contexts.

## **COURSE DIAGRAM**

<b>BA1a: Creative Learning</b>	<b>BA1b: Explore and Experiment</b>
40 Credits	80 Credits
10 Weeks	20 Weeks

<b>BA2a: Global Contexts</b>	<b>BA2b: Collaboration</b>
80 Credits	40 Credits
20 Weeks	10 Weeks

<b>BA3a: Research and Preparation</b>	<b>BA3b: Resolution and Career Development</b>
40 Credits	80 Credits
10 Weeks	20 Weeks

### COURSE OVERVIEW

Fashion Communication and Promotion course at Norwich is designed to enable you, as a talented and self-motivated student, to develop strong ideas and the confidence to implement them through the use of appropriate media and technologies.

On our multi-disciplinary course, you will learn to combine analytical, editorial and marketing expertise with your preferred creative skills, whether you are interested in graphic design and illustration, or film and photography. The result will be original and imaginative content driven by your strategies for promotional campaigns, events, magazines and media, both print and digital.

The course is forward-looking in its approach, aiming to prepare graduates for an ever-evolving set of challenges posed within a fast-changing industry at both local and global level. Sustainability is at the forefront of your studies, with brands taking action to respond to the demand of consumers. You are encouraged to relate your learning and practice to the ethical and social context within which it takes place, and recognise that as fashion communicators, you may be accountable for the images, messages and social media content disseminated within society.

You will share the first-year curriculum with BA (Hons) Fashion Marketing and Business, allowing you to study core fashion fundamentals that are common to both degree programmes. These include areas such as fashion history, contextual awareness, branding, marketing, industry awareness and effective communication techniques. With knowledge of these core subjects, you are enabled to engage with a wider range of topics, examine more complex concepts and explore the use of new media and digital technologies as tools for innovation and creativity within fashion communication and promotion. In response you will consider the impact of sustainability and consider forward-thinking ideas that could affect social change through fashion ventures.

During your studies, you will be able to explore the use of traditional and new media, and will be encouraged to consider a wide range of possible avenues for creative practice. Whatever your ultimate choice of direction, you have the potential to shape the future of the fashion industry; you could even contribute to the evolution of totally new creative roles.

The course takes a holistic attitude towards learning and teaching. It fuses theory with creative practice; embraces the complexities of fashion as a cultural phenomenon, a mechanism for social communication, and as a manufacturing and creative industry. You are encouraged to consider fashion communication from conceptual and commercial perspectives, and to explore a diversity of products and markets: couture to sneakers, denim to accessories, luxury brands to high street multiples, and to understand the interconnected global nature of the industry.

Your student experience throughout the course will prepare you for progression into employment, self-employment or for further post-graduate study. You will be an independent learner and excellent communicator equipped with a set of specialist and transferable skills necessary to build, evolve and sustain a career within fashion. The course encourages work-related learning and work placements. Dedicated employability workshops covering networking, personal brand building CV and cover letter writing will assist you in seeking out appropriate opportunities within the industry.

Through engagement with Industry guests, the University's Ideas Factory and bespoke workshops graduates will go on to roles such as Stylists, Creative Directors, Art Directors, Magazine Editors and Creative Account Managers for the fashion industry.

Following on from their studies students have gone on to secure employment at high-calibre fashion brands/organisations such as Archant, Selfridges, Net A Porter, Saatchi & Saatchi, Jimmy Choo, Hunter and Wonderland.

## **BA (HONS) FASHION COMMUNICATION AND PROMOTION**

Inquisitiveness, curiosity and exploration are encouraged as fundamental stimuli for research. Learners are encouraged to recognise the need for diverse investigations, in-depth enquiry and debate and to recognise how these can act as crucial platforms for ideas, creativity, originality and relevance. In addition, you are supported to employ appropriate critical analysis of your research and to become critically reflective practitioners.

We are committed to creating a learning environment where you are safe to learn through individual exploration and collaboration with others. You are encouraged to question and examine your approach, push your creative boundaries and test new ideas. Peer sharing, debate and discussion, studio critiques, peer review and tutor feedback provide you with the opportunity to give and receive constructive criticism. The aim is to develop your resilience, ability to 'pitch' concepts and capacity to respond to feedback with confidence. The purpose is to prepare you to take your place within the global fashion industry and ensure you have the awareness, knowledge, skills and confidence to succeed.

### **Student and Course successes**

- Graduate Fashion Week Award winners for Fashion Publication Award 2019
- 2022, 21, 20, 19 and 18 Graduate Fashion Week Award Finalists for Fashion Photography, Creative Direction, Marketing and Communications
- 2018 Finalist Social Media Award
- 2018 Finalist Creative Direction and Styling Award
- Competition winners for the United Nations Trust Orange Label Project, Lyst and Elle writing competitions
- Live briefs with Matches Fashion, Blakely, Jigsaw and Jarrold
- Student work featured in ASBO, Disorder, Jocks and Nerds and The Model Magazine

## Year 1 Unit: BA1a

<b>Unit Title:</b>	Creative Learning
<b>Reference:</b>	BA1a
<b>Year:</b>	1
<b>Credit Points:</b>	40
<b>Duration:</b>	10 Weeks
<b>Study Time:</b>	400 Hours

### Description

This unit will introduce you to the University's resources and campus and help you to understand the fundamentals of studying on a degree course. Within the unit you will learn skills relevant to your subject and have opportunities to explore and experiment.

You will be introduced to cultural, sustainable and ethical concepts that influence, and are influenced by, creative practice. You will be looking at methods for gathering information and investigate the ways in which that information can be interpreted. You will practice presentation techniques and consider how best to communicate your ideas through the presentation of your work.

The unit will help you to develop skills towards becoming an independent learner, i.e. someone with the ability to use initiative to advance their skills, knowledge and understanding and take responsibility for their own education.

### Topics covered in this unit

Creative Practice	Research Practice and Critical Thinking	Careers and Personal Development
Developing techniques in idea generation, creative risk taking and working iteratively.	Understanding how to research and why it is important.	Preparing to learn: navigating university life and building connections and positive support systems
Exploring creative skills and technical processes.	Gathering and interpreting reliable information.	Building working practices in organisation, presentation and communication
Using documentation and annotation to build skills in reflective learning	Developing critical thinking skills	Developing safe working practices on campus

### In this unit we aim to support you in:

- Familiarising yourself with the University and what it has to offer
- Developing creative and practical skills in your subject
- Learning the importance of research and how to gather and interpret information
- Gaining an understanding of the wider influences and challenges related to your discipline

## Learning Outcomes

Upon successful completion of this unit, you will be able to:

<b>Knowledge and Skills</b>	Show that you have DEVELOPED SKILLS and KNOWLEDGE that are key to your studies
<b>Research</b>	Use RESEARCH skills to find out about the influences on your subject
<b>Experimentation and Iteration</b>	Show an EXPLORATION of the fundamental techniques, processes and concepts related to your subject
<b>Communication</b>	Present work in an organised way which COMMUNICATES your ideas and development throughout the unit

## Assessment Requirements

You are required to submit all the following for assessment:

- Body of creative work
- Supporting documentation
- Reflective Learning Summary

## Year 1 Unit: BA1b

<b>Unit Title:</b>	Explore and Experiment
<b>Reference:</b>	BA1b
<b>Year:</b>	1
<b>Credit Points:</b>	80
<b>Duration:</b>	20 Weeks
<b>Study Time:</b>	800 Hours

### Description

In this unit you will explore and experiment with techniques, materials and media. You will learn how iterative processes allow you to develop and refine your work. There will be a focus on awareness of sustainable and responsible ways of thinking and working which will become embedded in your practice as you progress through the course.

Developing your understanding of the key concepts and challenges that exist for your subject and how they may be addressed is an essential aspect of the unit. You will be introduced to past and present influences on society and be encouraged to map them against the movements, styles, genres and theories associated with your creative discipline.

Understanding the importance of research and how evidence can give weight to your ideas and opinions is central to your degree course. We will explain how to gather relevant information, analyse your findings and communicate what you have discovered in writing, with images and verbally.

You will find out about some of the possible careers you may go into and the businesses and organisations who may become your employers. We will support you in developing the transferable skills required by graduate roles, in particular: planning, organisation and working as part of a team.

### Topics covered in this unit

Creative Practice	Research Practice and Critical Thinking	Careers and Personal Development
Using an iterative approach to explore and test concepts and creative processes	Understanding key cultural, social, and historical issues	Developing resilience, confidence, and your approach to working in a team.
Developing subject specific knowledge and practical skills	Selecting and evaluating information from a range of perspectives.	Awareness of industry and skills for employability
Gaining awareness of responsible, ethical and socially engaged practices	Critically analysing images, objects, information, and texts.	Building organisation, project planning and presentation skills
Developing skills in reflective practice and independent learning	Applying the principles of academic writing to essays and reports.	Understanding safe working practices in studios and workshops



**In this unit we aim to support you in:**

- Gaining specialist skills in your discipline
- Developing your approach to independent learning, planning, organisation and time management
- Gaining knowledge of some of the key influences on your subject and how to interpret them
- Developing an awareness of social and economic concerns that help to inform an ethical and sustainable practice
- Exploring and experimenting using iterative processes to help solve problems and generate ideas
- Developing skills in visual, written and oral communication
- Learning how to work effectively with others as part of a team

**Learning Outcomes**

Upon successful completion of this unit, you will be able to:

<b>Knowledge and Skills</b>	Show <b>SPECIALIST KNOWLEDGE</b> of your discipline and issues of <b>SUSTAINABILITY</b> that relate to it
<b>Research</b>	Use <b>RESEARCH</b> skills to find out about the historical and cultural influences on your discipline and <b>INTERPRET</b> your findings
<b>Experimentation and Iteration</b>	Use an <b>ITERATIVE</b> approach to <b>SOLVE PROBLEMS</b> using relevant techniques, processes and concepts
<b>Reflection and Evaluation</b>	Show how you have used <b>INDEPENDENT LEARNING</b> to identify your training needs and <b>DEVELOPED SKILLS</b> necessary to become proficient in your discipline
<b>Communication</b>	<b>COMMUNICATE</b> your ideas and what you have learnt in an organised, structured and consistent way
<b>Professional Practice</b>	Show that you have developed an understanding of key <b>CAREER</b> and <b>EMPLOYABILITY SKILLS</b> and the <b>RESPONSIBILITIES</b> of working as part of a team

**Assessment Requirements**

You are required to submit all the following for assessment:

- Body of creative work
- Supporting documentation
- Reflective Learning Summary
- Research Essay (2,000 words)
- Group presentation
- Industry folder

## Year 2 Unit: BA2a

<b>Unit Title:</b>	Global Contexts
<b>Reference:</b>	BA2a
<b>Year:</b>	2
<b>Credit Points:</b>	80
<b>Duration:</b>	20 Weeks
<b>Study Time:</b>	800 Hours

### Description

This unit will enable you to expand your specialist knowledge and skills and help you to identify areas for personal development through independent study. You will be asked to consider your work in different ways and how it is situated within a global context. You will be expected to advance your understanding of the challenges faced in protecting and improving the world we live in, and consider how your practice can be used to raise awareness and solve problems.

We will help you develop your critical evaluation skills and encourage reflection on your creative practice in terms of the professional, commercial, ethical, sustainable and contextual influences that surround it. The unit will support you to continue to develop your research, analysis and communication skills, exploring writing for different audiences, how to develop an argument and presenting your findings succinctly.

The unit supports you in making considered decisions about your future career through engagement with industry such as competition entry, working with live briefs and/or other forms of work-related learning such as work placements. You will prepare for employment opportunities by developing relevant self-promotional materials such as a CV, web site and/or professional social media presence.

### Topics covered in this unit

Creative Practice	Research and Communication	Careers and Employability
Developing and advancing creative skills	Identifying and adopting appropriate research sources and methods	Self-promotion and preparation for employment
Identifying and proposing solutions to problems related to social, ethical and global challenges	Evaluating evidence	Understanding the creative and cultural economy
Diversity and experimentation in materials and processes	Identifying and applying appropriate theories and concepts	Work-related learning, competition entry, live briefs and/or opportunities to promote your work
Considering a variety of contexts and audiences for your work	Persuasive written and verbal communication	Risk assessments and professional Health and Safety considerations

**In this unit we aim to support you in:**

- Developing a breadth and depth of experimentation and the application of techniques, processes and materials
- Generating ideas and considering how to identify and solve problems related to your practice and wider global challenges
- Gaining an understanding of a range of research methods relevant to your discipline and developing your understanding of their application
- Identifying and applying relevant theories and ideas to your practice
- Communicating and presenting ideas to different audiences clearly and persuasively

**Learning Outcomes**

**Upon successful completion of this unit, you will be able to:**

- LO1:** Use **SPECIALIST KNOWLEDGE** and skills relevant to your discipline, showing how you have applied **SUSTAINABLE** approaches to the production of your work
- LO2:** Show how you have used **ITERATIVE** processes to identify and put into practice appropriate approaches to creative **PROBLEM SOLVING**
- LO3:** **EVALUATE** your practice and how it can be **APPLIED** to a range of audiences in wider global contexts
- LO4:** Show that you have used the processes of **INDEPENDENT LEARNING** and **REFLECTION** effectively in identifying the influences and possible interpretations of your work
- LO5:** Use **RESEARCH** and **COMMUNICATION** to substantiate and explain the decisions you have made in producing your work to advance your studies
- LO6:** Use **CAREERS** and **EMPLOYABILITY SKILLS** to identify the potential careers and roles that match your interests and abilities

**Assessment Requirements**

You are required to submit the following for assessment:

- Body of creative work
- Supporting documentation
- Reflective Learning Summary
- Written report (3,000 words)
- Personal planning folder

## Year 2 Unit: BA2b

<b>Unit Title:</b>	Collaboration
<b>Reference:</b>	BA2b
<b>Year:</b>	2
<b>Credit Points:</b>	40
<b>Duration:</b>	10 Weeks
<b>Study Time:</b>	400 Hours

### Description

This unit focuses on helping you to understand your practice in a wider context through collaboration and interdisciplinary working, with the opportunity to test different working practices. You may, for example, get involved in collaborations within your course which explore generic team-working skills, cross-course collaborations and/or collaborations with industry. Working with other groups will help you to understand your own discipline from alternative perspectives and allow you to learn new skills and gain knowledge from colleagues. Team-working, project management and the ability to communicate effectively with a variety of stakeholders are essential skills that you will develop as part of this unit.

This unit will equip you with the skills to identify the intended focus of your practice and career and become a more autonomous learner in preparation for your final year of study. You will complete a Research Report Proposal to help you to identify research questions and appropriate methodologies. You will develop an understanding of the debates in and around your chosen subject area that can further enhance your creative practice. It is expected that your chosen topic of research and your creative practice will be related and relevant to your future career.

### Topics covered in this unit

Creative Practice	Research and Communication	Careers and Employability
Developing a collaborative practice	Developing a research question	Working with internal and external partners
Interdisciplinary working methods	Research sources and methods	Professional pitches and presentations
Project Management	Structuring longer written texts	Understanding professional responsibilities and Health and Safety considerations
Creative decision-making	Communicating effectively through word and image	

**In this unit we aim to support you in:**

- Gaining an understanding of collaborative and interdisciplinary working practices
- Consolidating your knowledge, skills and experiences as an independent learner and informed practitioner
- Strengthening your understanding and application of appropriate research methods for your study
- Preparing you for Year 3 study

**Learning Outcomes**

**Upon successful completion of this unit, you will be able to:**

- LO1:** Use COLLABORATION to extend your work into other contexts and assume the RESPONSIBILITIES of working in teams with external and/or internal partners
- LO2:** Identify and use appropriate methods to conduct effective RESEARCH and ANALYSIS related to your subject
- LO3:** Show how working with others has assisted in your REFLECTION on the extent of your SPECIALIST KNOWLEDGE
- LO4:** COMMUNICATE your ideas effectively to different specialist and non-specialist audiences and/or markets

**Assessment Requirements**

You are required to submit the following for assessment:

- Body of collaborative work
- Supporting documentation
- Research Report Proposal
- Reflective Learning Summary

## Year 3 Unit: BA3a

<b>Unit Title:</b>	Research and Preparation
<b>Reference:</b>	BA3a
<b>Year:</b>	3
<b>Credit Points:</b>	40
<b>Duration:</b>	10 Weeks
<b>Study Time:</b>	400 Hours

### Description

This is the first and shorter of the two units that make up your final year of undergraduate study. The purpose of this unit is to develop your transferable skills in the areas of research, practice and careers. Guided study and independent learning will help develop your understanding of how to initiate and plan projects that extend your practice and enable you to work towards realising your career aspirations in their widest sense.

You are expected to identify the skills, knowledge, methods, processes and materials needed to advance your learning, and with the support of your tutors, independently develop the expertise required to execute your final project(s) in the next unit.

Within this unit you will produce a 5,000 word Research Report which expands on the research ideas you proposed in unit BA2b. You will also participate in projects, competitions and events to help you define your creative direction in the following unit and ensure you are actively pursuing your wider career goals.

By the end of the unit you should feel well prepared to work independently on your final project and have a clear trajectory towards launching your professional career as a graduate of Norwich.

### Topics covered

Creative Practice	Research and Communication	Careers and Employability
Planning and organising creative projects	Developing research questions	Identifying and developing transferable skills
Advancing creative practice with technology, materials and processes	Finding research sources	Using social media as a promotional tool
Taking creative risks	Using research methods	Working as a freelancer
Identifying and utilising resources	Evaluating evidence	Networking
Contemporary theories and concepts	Using images as evidence	Postgraduate study opportunities
Ethical and sustainable practice	Structuring writing	Working with clients, audiences, competitions and briefs.
Future and emerging practice in your discipline	Communicating effectively with writing	Using Profile as a career development tool

**In this unit we aim to support you in:**

- planning and managing the production of a substantial written project
- developing a body of independently-sourced reference material, applied through creative experimentation and text-based research
- gaining expertise and experience in using appropriate methods and processes
- furthering your knowledge of relevant theories, histories and concepts
- developing skills for effective communication
- identifying and developing the transferable skills needed for employment or further study
- identifying and developing a further awareness of entry level graduate jobs and business opportunities

**Learning Outcomes**

**Upon successful completion of this unit, you will be able to:**

- LO1:** RESEARCH effectively by gathering information from a broad range of appropriate primary and secondary sources, making a detailed and thorough ANALYSIS of these.
- LO2:** Use SPECIALIST KNOWLEDGE in an area related to your subject and the industry you wish to enter, drawing on current and emerging research.
- LO3:** Engage in creative RISK-TAKING having used appropriate methods of EXPERIMENTATION in the development of your practice.
- LO4:** REFLECT on your learning and use EVALUATION to improve to your practice.
- LO5:** INITIATE projects relevant to your subject using appropriate resources to manage your time effectively within the context of INDEPENDENT LEARNING.
- LO6:** COMMUNICATE effectively in ways relevant to intended audiences using word and image.
- LO7:** Identify and develop your CAREERS and EMPLOYABILITY SKILLS and knowledge required to enter your chosen career or further study opportunity.

**Assessment Requirements**

<b>You are required to submit all the following for assessment:</b>
5,000-word Research Report with appropriate in-text references and a bibliography
Body of experimental practice
Final Project Proposal
Supporting documentation

**Year 3 Unit: BA3b**

<b>Unit Title:</b>	Resolution and Career Development
<b>Reference:</b>	BA3b
<b>Year:</b>	3
<b>Credit Points:</b>	80
<b>Duration:</b>	20 Weeks
<b>Study Time:</b>	800 Hours

**Description**

This is the second and final of the two units that make up your final year of undergraduate study. The unit is a culmination of your study at degree level and builds on everything you've learnt so far. Engaging with this unit will enable you to advance your practice to a professional level and sharpen your career preparations to ensure you are well on your way to getting your first job, starting your business or enrolling in post-graduate study.

The Final Project Proposal, developed and submitted for unit BA3a will form a basis for navigating this unit. While it is natural for some ideas to change as your project develops, there should be a clear rationale for any changes you propose to make, and these will be articulated through your Project Evaluation Document submitted at the end of the unit.

Throughout your course there has been an emphasis on reflective practice and this should now be embedded in your working methods. You will demonstrate your reflections on your learning in this unit through submission of a Project Evaluation Document.

By the submission date you are expected to have completed a body of resolved practice, in other words we expect to see work that has moved from concept to execution, is technically adept, appropriate to your subject and professionally presented. We will support you to achieve this through group sessions and tutorials.

Throughout the unit you will engage in work designed to help you get started in your career. We expect you to develop your self-promotional strategy, showing that you have undertaken thorough research into a wide range of professional career options which are available to you. As a final year student you should be prepared to apply your skills and experience to enable you to identify and gain employment in entry level graduate jobs, set up a business or embark on further study. By the end of the unit you will have developed a Career Development Plan and should feel confident and well prepared to launch your career as a graduate of Norwich.



## Topics covered

Creative Practice	Research and Communication	Careers and Employability
Advancing creative practice with technology, materials and processes	Utilising contemporary research and industry knowledge	Creating and executing a social media strategy
Resolving problems	Building a repository of evidence	Actively seeking career and business opportunities
Professional finishing and presentation	Communicating with non-specialist audiences	Preparing for pitches and interviews
Ethical and sustainable practice	Developing strategies for communicating ideas and concepts through practice	Postgraduate study applications
Applying skills and knowledge in a variety of contexts	Professional presentation	Marketing your ideas, services and products

## In this unit we aim to support you in:

- Executing a substantial creative project or series of projects
- Advancing your specialist skills and knowledge
- Promoting yourself and your work
- Using professional and appropriate communication methods for different audiences
- Understanding and articulating the transferable skills needed for employment or further study
- Applying for entry level graduate jobs and further study
- Setting up a business and working as a freelancer

## Learning Outcomes

## Upon successful completion of this unit, you will be able to:

- LO1:** Apply the skills of RESEARCH and ANALYSIS to the practices, individuals and institutions that inform your final projects and the decisions you have taken regarding your future career direction.
- LO2:** Use SPECIALIST KNOWLEDGE and expertise of contemporary and future practice in making your creative and career decisions.
- LO3:** SOLVE PROBLEMS that are complex and relevant to your subject area, taking the concepts you develop to RESOLUTION.
- LO4:** Use the skills of critical REFLECTION in different contexts and apply EVALUATION as a key transferable skill.
- LO5:** EXECUTE relevant projects using appropriate resources and time management effectively, to demonstrate your understanding of INDEPENDENT LEARNING as a key transferable and lifelong skill.
- LO6:** Present work professionally and use appropriate strategies for COMMUNICATION for the range of audiences most relevant to your creative practice and/or future career.
- LO7:** Show that you have developed and applied the relevant specific and transferable CAREERS and EMPLOYABILITY SKILLS to enable you to embark on your future career.

## Assessment Requirements

<b>You are required to submit all the following for assessment:</b>
Body of resolved practice
Career Development Plan
Supporting documentation
Project Evaluation Document

## **Learning and Teaching**

Learning and teaching at Norwich is underpinned by the University's Creative Learning Strategy. We use a project-centred approach in which practice and theory are integrated within increasingly open-ended briefs; allowing you to develop your individual interests and approach to independent learning within and beyond the discipline you are studying. We emphasise learning and discovery through practice, critical reflection and experimentation with ideas, processes and materials.

At Norwich, we value collaboration and working across disciplines and there are many opportunities to engage with colleagues, and with ideas and concepts from other areas. These include talks from external speakers, cross-university projects and times when you are able to join projects and workshops from beyond your course area.

## **Course Delivery**

Undergraduate courses are mainly taught on campus and include some live-streamed and pre-recorded digital sessions which you can use on-demand. Our approach enables you to benefit from the studios, labs and workshops on campus while learning how the creative industries work and helping to prepare you for your future careers.

At postgraduate level, some courses are taught mainly on campus and include some live-streamed and pre-recorded digital sessions which you can use on-demand. Others are predominantly or fully online to provide flexibility for you and help you to manage competing demands on your time. All courses include regular access to tutors through live sessions and/or forums and messaging facilities.

## **Assessment**

At the start of each unit the tutors will explain what you will learn and how we will test your learning through assessment. This information will also be provided on the Virtual Learning Environment (VLE). As the unit progresses, you will be given formal and informal opportunities to receive feedback on your progress. These opportunities may include:

- Group reviews or critiques (crits)
- Self-evaluation and peer evaluation
- Group and individual tutorials

At the end of the unit you will submit work for assessment and receive written feedback and a grade to help you understand what you've done well and what areas to work on for the next assignment. Generally, you will be assessed on course work which might include portfolios, essays, reports, and evaluations. Sometimes you may be assessed on group or individual presentations, and/or performances, depending on your course.

You will be assessed against the approved unit learning outcomes and assessment requirements, as outlined in the Unit Handbooks for your course. Unit handbooks guide you through the specific areas of work in which you will be engaged in order to produce the work required for assessment and successfully achieve the unit learning outcomes.

## **Engagement**

To fully benefit from the course, you are expected to attend all of the taught sessions that are included on the timetable. Timetables are made available at the start of term. For undergraduate students, the balance between taught study and independent learning changes as you progress through the course, going from around 35% of their time in the Integrated Foundation Year (Year 0) to approximately 24% in the final year. Postgraduate taught students studying mainly on campus can expect to attend taught sessions for approximately 20% of their study time.

## **Independent learning**

Each unit has an indicative number of 'study hours' which refers to both your timetabled teaching (such as lectures, seminars, tutorials, workshops etc), and your independent learning. By independent learning we mean activities that help you to learn outside of taught sessions, such as reading, research, practice and preparation of work for assessment. It also includes other activities such as collaborative work and skills development sessions that may run through the assessment period.

## **Support**

You will have access to a wide range of staff, all of them committed to supporting learning. As well as your course tutors, these include staff in technical workshops, the Library, Business and Employability Service, and Student Support.

## **Work-related learning**

All our courses include opportunities to develop your understanding, knowledge and experience of business, industry and professional practice. This includes guest lectures and/or workshops led by visiting professionals; live and simulated projects for external clients; mentoring by professional practitioners; and regular workshops provided by the Business and Employability team to help you get to grips with entrepreneurship, freelancing and enterprise. You will also be introduced to [Profile](#), our unique tool for recording skills and experience and tracking your progress so that when you are applying for jobs you will have a record of your development and understand your key strengths and areas for development.

## REQUIREMENTS FOR PROGRESSION ON THE COURSE

The general requirements for progression are as follows:

Progression from Year 1 to Year 2 (Honours degree):  
you must pass all Year 1 units and be awarded 120 credits (FHEQ Level 4)

Progression from Year 2 to Year 3: (Honours degree):  
you must pass all Year 2 units and be awarded 120 credits (FHEQ Level 5)

If you do not pass a unit at first attempt you will normally be offered at least one further attempt to pass the unit through resubmission. If you do not pass the unit after a resubmission attempt you will not be allowed to progress to the next stage of study and may have your course terminated. See the University's Student Regulations and Procedures [Student Regulations and Procedures 2024-25 \(norwichuni.ac.uk\)](http://norwichuni.ac.uk).

If you fail all 120 credits in a year of study you will not normally be offered resubmission opportunity and may have your course terminated, or be required to repeat the year, depending on your circumstances.

## REQUIREMENTS FOR THE AWARD OF A QUALIFICATION

To qualify for the award of Bachelor of Arts with Honours [BA (Hons)] you must have achieved a pass in all units and be awarded 360 credits.

*If you do not complete your course for any reason, you may qualify for an exit award as follows:*

- Completion of Year 1 – Certificate of Higher Education (120 credits at Level 4 of the Sector Recognised Standards)
- Completion of Year 2 – Diploma of Higher Education (240 credits with 120 credits at Level 5 of the Sector Recognised Standards)
- Partial completion of Year 3 – BA Degree (Unclassified) (280 credits with 60 credits at Level 6 of the Sector Recognised Standards)

## CIRCUMSTANCES THAT MAY RESULT IN COURSE TERMINATION

There are a number of circumstances which may lead us to review your place at the University, including the following:

- because you haven't registered for your course when we asked you to;
- because your engagement with the University is not satisfactory;
- for academic reasons – in other words, because you haven't successfully completed and passed one or more units on your course;
- for disciplinary reasons, including where we have received information which may have led us to make a different decision about your place at the University, or because you have been convicted of a criminal offence involving a court hearing;
- because we believe your health or behaviour is presenting an exceptional level of concern to us, or is disrupting the day-to-day work of the University community;
- because you have taken a formal break from your studies, which we call intermission, but you don't meet the conditions we have set for your return or you don't reply to us when we ask you if you want to return; or
- because you haven't paid your tuition fees or rent for a place in our accommodation.

## QUALITY ASSURANCE

The University was established as an independent higher education institution under Section 121 of the Education Reform Act 1988 and is a recognised body with taught degree awarding powers. The University is regulated by the Office for Students (OfS). Information about the University's status can be found on the [OfS Register](#) and on the [list of recognised bodies](#) published on the UK Government (GOV.UK) website. The OfS regulatory framework came fully into force from 1 August 2019. As part of its registration with the OfS the University is required to satisfy a number of conditions that relate to quality and standards. Prior to 2016, the University was quality assured by the QAA.

Quality in the University is assured by a number of systems and procedures. Many of these, notably those which contribute to annual monitoring, work to an annual cycle. Others, such as the Periodic Review of courses, operate over longer timescales. The objectives of the QME systems and procedures are:

1. To enhance the quality of courses and university professional services;
2. To attract a high-quality student application and intake;
3. To ensure that the University is a reflective community committed to continuous enhancement; and
4. To retain the confidence of key stakeholders, including external accreditors and funding bodies.