

COURSE SPECIFICATION

Awarding body:	Norwich University of the Arts The University is a recognised body with taught degree awarding powers. The University is subject to regulation by the Office for Students (OfS).
Course title:	BA (Hons) Games Art and Design
Level of Study:	The level of study is aligned to Level 6 Descriptors of the Office for Students (OfS) Sector Recognised Standards (SRS) (May 2022)
Award:	Bachelor's degree with honours (BA (Hons))
Mode of Study:	Full-time
Duration of Course:	3 years
Language of Study:	English
Course Accreditation:	BA (Hons Games Art and Design has been awarded TIGA University Accreditation . TIGA, the network for games developers and digital publishers and the trade association representing the Games industry, signals that this course has been found to be industry relevant and high quality. TIGA University Accreditation
Relevant QAA Subject	Art and Design (2019)
Benchmarks:	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: QAA Subject Benchmarks
Tuition Fees:	For details of tuition fees see: Fees and Funding
Other Course Costs:	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: Course Costs

ADMISSION REQUIREMENTS

Entry Requirements / Interview / Portfolio:

Information on how to apply and how we make our decisions on your application is available on our website at: [How to apply for undergraduate study | Norwich University of the Arts](#)

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

BA1a: Creative Learning	BA1b: Explore and Experiment
40 Credits	80 Credits
400 Study Hours	800 Study Hours

BA2a: Global Contexts	BA2b: Collaboration
80 Credits	40 Credits
800 Study Hours	400 Study Hours

BA3a: Research and Preparation	BA3b: Resolution and Career Development
40 Credits	80 Credits
400 Study Hours	800 Study Hours

COURSE OVERVIEW

Games Art & Design at Norwich University of the Arts has an international reputation for producing graduates who excel, creatively and technically, in a constantly evolving industry. Our award-winning industry-led course focuses on developing technical understanding of software and design processes whilst deeply engaging with contemporary practice based theoretical concepts to level up your knowledge and experience as a Games Art and Design creative.

Over the course's long history, Games Art and Design at Norwich has received international acknowledgement and recognition celebrating our innovative teaching methods and approaches. In recent years we have been awarded the Education Award for Innovative Teaching (2021) by The Independent Game Developers Association (TIGA), ranked in the global top 50 as a place to study Games Art and Design, ranked top 15 in the world for Concept Art by The Rookies, and seen four students awarded the Graduate of the Year Award 2022 by TIGA.

Our students have also seen much success in their careers and pursuits whilst studying and beyond. Our hall of fame includes (but not limited to): BAFTA-winning games designers, The V&A's first Games Designer in Residence, Dare to Be Digital finalists, Norwich Game Festival founders and organisers, and UKIE Game Jam winners. Graduates have gone on to work on a plethora of major titles, from *Forza Horizon 4* and *Red Dead Redemption 2* to *Batman: Arkham Asylum* and *Sea of Thieves*, with others going on to set up their own successful independent studios—Odd Bug Studio and Lyrelark to name two contemporary successes.

The course team is made up of specialists practicing within the discipline of Games. Academic staff maintain the production of creative projects, academic research and knowledge exchange initiatives within local, national and international communities. This informs the regular measuring and evaluation of course content by current and contemporary industry standards.

The course team is passionate about helping students realise their artistic potential and identify which routes into industry or postgraduate study may be applicable. Staff are invested in providing students with the skills to refine and communicate their creative voice, using a hybrid teaching model to invite students to challenge conventions and perceived boundaries, push creativity in new and undiscovered ways, and contest the uncontested space. In addition, both course content and course delivery are supported by our esteemed alumni and working industry professionals to ensure the learning and student experience is at the cutting edge of both academia and the games industry.

On the Games Art and Design course you will begin by understanding three core stages in the Game production pipeline. In the first year you will take up concept art, asset production, and indie development projects to give you the necessary understanding of a game pipeline and start developing a variety of skills necessary to become a successful designer. In the second year, you will focus your studies by electing a chosen specialism.

When specialising your practice, we encourage you to embrace advanced approaches for innovative design and technical fluency in a range of professional software, as well as provide opportunities to engage with and embed theoretical concepts into your practice, pushing your ideas to the cutting edge. You will have the opportunity to design and create characters, props, vehicles, environments, levels, game mechanics, UI/UX elements, build narratives and worlds that are brought to life with audio and visual design as well as animation. You will do all this using 2D and 3D content creation software—including game engines and creative suites—and for a range of platforms—including console, web, mobile, computer, augmented and virtual reality.

You will be working with a broad range of professional software such as Maya, Unreal Engine, Substance Painter, Photoshop, and ZBrush, with opportunities to shore up the fundamentals of your practice through exercises in life drawing and wax anatomy which serve to bolster your digital skills.

At Norwich we recognise that your journey in Game Art and Design relies on many aspects beyond the visual identity of a product. Therefore, you will study fundamentals of Game Design and be introduced to formative theoretical concepts from contemporary academics and practitioners. Doing so will ensure you develop critical thinking, analysis and communications skills key to allowing you to fortify your design choices within contemporary contexts.

You will learn how to use computational logic to generate interactivity in the creation of game prototypes. You'll also approach design and content creation with a focus on originality, supported by research into historical, cultural and broader creative influences, helping you become a well-rounded and inventive practitioner within the discipline of Games.

You will be involved in collaborative projects, both within the University and with external events, to fortify your place within the development pipeline and build connections to enhance your own skillset through close collaboration with your peers. This will often take the form of a Games Jam, a tried and tested way of pushing your learning forwards. As a regular host of the Global Games Jam and UKIE Game Jam, we extend you the opportunity to join a global community of makers and challenge you to push your creativity!

Joining the University's Games community enables interaction and collaboration with peers within the Creative Computing Programme (including our sister course, [BSc \(Hons\) Games Development](#), Animation, Animation and Visual Effects, and Creative Computing) as you pursue your area of specialism. In addition, the course provides regular opportunities to network with professionals working in the sector, whether through our programme of high-profile visiting speakers, or major industry events like Develop: Brighton, EGX, UKIE Conference, Women in Games Conference and Careers Expo, or the Norwich Games Festival.

You will benefit from our many industry links and opportunities, including regular opportunities for working with industry partners including industry set art tests, portfolio reviews, networking events, guest lectures, and live career experiences. Elements of the course are designed in partnership with our industry professionals ensuring that the learning is relevant.

We recognise that your professional development is an integral part of your success when graduating from the course. In partnership with the Careers and Employability team and our valued industry network, the course provides opportunities for regular specialist creative careers advice such as; developing skills in CV writing, portfolio curation, interview skills and support, freelancing, business and start-up advice. With such breadth of skills and abilities, graduates from the course are equipped with the necessary specific and transferrable skills to work in a broad range of careers.

As a skilled practitioner graduating from the course, you will be well placed to step into a vast quantity of roles inside and outside of the industry. In addition, the structured focus on both specific and transferable skills throughout the learning will equip you with specialist technical proficiency, a critical artistic eye, keen written and verbal communication skills, and considerable experience working independently and as part of a team. You will therefore be equipped with a versatility and adaptability to also pursue roles where good communication, analytical, presentational and inter-personal skills are required.

Year 1 Unit: BA1a

Unit Title:	Creative Learning
Reference:	BA1a
Year:	1
Credit Points:	40
Study Time:	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:

Knowledge and Skills	Show that you have DEVELOPED SKILLS and KNOWLEDGE that are key to your studies
Research	Use RESEARCH skills to find out about the influences on your subject
Experimentation and Iteration	Show an EXPLORATION of the fundamental techniques, processes and concepts related to your subject
Communication	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

Unit Title: Explore and Experiment

Reference: BA1b

Year: 1

Credit Points: 80

Study Time: 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:

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

Unit Title: Global Contexts

Reference: BA2a

Year: 2

Credit Points: 80

Study Time: 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 Practice and Critical Thinking	Careers and Personal Development
Developing and advancing creative skills	Engaging critically with a range of ideas, concepts, theories, and information	Enhancing skills in wellbeing, positive habits for work and building confidence
Identifying and proposing creative solutions to social, ethical, and global challenges	Identifying and adopting appropriate research sources, methods, theories, and concepts	Engaging with the creative and cultural sector through competition entry, live briefs, public exhibition/performance, etc
Experimenting and taking creative risks with a variety of materials and processes	Evaluating relevant research in the context of your subject	Building effective techniques for presentation and communication
Considering a variety of contexts and audiences for your work	Developing persuasive arguments to support your research findings	Understanding risk assessment and 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:

Knowledge and Skills	Use SPECIALIST KNOWLEDGE and skills relevant to your discipline, showing how you have applied SUSTAINABLE approaches to the production of your work
Experimentation and Iteration	Show how you have used ITERATIVE processes to identify and put into practice appropriate approaches to creative PROBLEM SOLVING
Reflection and Evaluation	<ul style="list-style-type: none"> • EVALUATE your practice and how it can be APPLIED to a range of audiences in wider global contexts • Show that you have used the processes of INDEPENDENT LEARNING and REFLECTION effectively in identifying the influences and possible interpretations of your work
Research	Use RESEARCH and COMMUNICATION to substantiate and explain the decisions you have made in producing your work to advance your studies
Professional Practice	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

Further details on the specific requirements of each submission element can be found in the Unit Handbook for your course.

Year 2 Unit: BA2b

Unit Title: Collaboration

Reference: BA2b

Year: 2

Credit Points: 40

Study Time: 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 Practice and Critical Thinking	Careers and Personal Development
Developing a collaborative practice	Conducting cross-disciplinary research using appropriate research sources and methods	Collaborating, working in teams, making connections and managing conflict
Engaging with cross-disciplinary working methods and taking creative risks	Developing critical understanding of contemporary social, cultural and ethical issues	Developing professional pitches and presentations
Developing responsible and ethical practices within your work	Preparing for a sustained research project by developing a question and identifying sources and methods	Understanding professional responsibilities and Health and Safety
Using a reflective approach to advance your creative decision making	Structuring and writing a research proposal	Communicating effectively through word, image, and presentation of information

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:

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

Assessment Requirements

You are required to submit the following for assessment:

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

Further details on the specific requirements of each submission element can be found in the Unit Handbook for your course.

Year 3 Unit: BA3a

Unit Title:	Research and Preparation
Reference:	BA3a
Year:	3
Credit Points:	40
Study Time:	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 in this unit

Creative Practice	Research Practice and Critical Thinking	Careers and Personal Development
Understanding emerging trends and challenges within and beyond your discipline	Developing and executing a sustained research project	Career planning and preparing a digital profile for industry
Developing an individual critical practice which reflects contemporary theories, concepts, and concerns	Structuring and communicating research through an extensive report	Networking and self-promotion
Advancing experimentation with technology, materials, and processes	Identifying and interpreting credible contemporary research sources	Exploring opportunities for postgraduate study, freelancing and enterprise
Identifying problems and using an iterative approach to resolve them	Using critical thinking to evaluate evidence and develop a research-based argument	Finding your way of working: setting goals, balancing priorities, and strategies for self-care

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:

Communication	COMMUNICATE effectively in ways relevant to intended audiences using word and image
Research	RESEARCH effectively by gathering information from a broad range of appropriate primary and secondary sources, making a detailed and thorough ANALYSIS of these
Reflection and Evaluation	<ul style="list-style-type: none"> • REFLECT on your learning and use EVALUATION to improve to your practice • INITIATE projects relevant to your subject using appropriate resources to manage your time effectively within the context of INDEPENDENT LEARNING
Professional Practice	Identify and develop your CAREERS and EMPLOYABILITY SKILLS and knowledge required to enter your chosen career or further study opportunity
Knowledge and Skills	Use SPECIALIST KNOWLEDGE in an area related to your subject and the industry you wish to enter, drawing on current and emerging research
Experimentation and Iteration	Engage in creative RISK-TAKING having used appropriate methods of EXPERIMENTATION in the development of your practice

Assessment Requirements

You are required to submit the following for assessment:

- 5,000-word Research Report with appropriate in-text references and a bibliography
- Body of experimental practice
- Final Project Proposal
- Supporting documentation

Further details on the specific requirements of each submission element can be found in the Unit Handbook for your course.

Year 3 Unit: BA3b

Unit Title:	Resolution and Career Development
Reference:	BA3b
Year:	3
Credit Points:	80
Study Time:	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 in this unit

Creative Practice	Research Practice and Critical Thinking	Careers and Personal Development
Developing a sustained critical and responsible creative practice	Applying contemporary research and industry knowledge	Strategies for building confidence, clear communication, and self-promotion
Applying skills and knowledge in a variety of contexts, for defined audiences and/or markets	Building a repository of evidence	Building career and business development through active networking and marketing strategies
Considered and inventive application of technology, materials, and processes to practice	Engaging in critical debate related to the contemporary challenges within and beyond the discipline	Communicating and presenting professionally to a range of specialist and non-specialist audiences
Finishing and presenting work to a professional standard	Identifying further research and opportunities for development	Identifying and preparing applications for employment and postgraduate study

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:

Communication	Present work professionally and use appropriate strategies for COMMUNICATION for the range of audiences most relevant to your creative practice and/or future career
Reflection and Evaluation	<ul style="list-style-type: none"> • Use the skills of critical REFLECTION in different contexts and apply EVALUATION as a key transferable skill • EXECUTE relevant projects using appropriate resources and time management effectively, to demonstrate your understanding of INDEPENDENT LEARNING as a key transferable and lifelong skill
Research	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
Professional Practice	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
Knowledge and Skills	Use SPECIALIST KNOWLEDGE and expertise of contemporary and future practice in making your creative and career decisions
Experimentation and Iteration	SOLVE PROBLEMS that are complex and relevant to your subject area, taking the concepts you develop to RESOLUTION

Assessment Requirements

You are required to submit the following for assessment:

- Body of resolved practice
- Career Development Plan
- Supporting documentation
- Project Evaluation Document

Further details on the specific requirements of each submission element can be found in the Unit Handbook for your course.

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. Collaborative engagement is embedded within the design of our courses and opportunities are also made available through activities such as external speakers, cross-university projects and times when you are able to join projects and workshops from beyond your course area.

Course Delivery

Except where explicitly indicated in a Course Specification, no optional units will be available within each year of delivery.

Undergraduate courses are campus-based. Delivery includes 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.

Short courses at undergraduate level are delivered online, and are mainly asynchronous, offering flexibility and enabling you to manage competing demands on your time.

At postgraduate level, courses are campus-based, except where specified as delivered predominantly or fully online. Delivery of campus-based courses includes some live-streamed and pre-recorded digital sessions which you can use on-demand. Delivery of predominantly or fully online courses can 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.

Teaching is delivered by staff who are often experienced practitioners as well as educators. Many engage with teaching alongside their practice, offering relevant expertise and currency across associated professions and industries. Teaching on courses is led by a Course Leader (or equivalent) supported by a core group of lecturers and expert technical staff, as well as a range of guest and visiting experts.

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. Assessment may 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 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. In the Integrated Foundation Year (Year 0) you may expect to spend around one third of your time in taught study. As you progress time undertaken in independent study will increase and by the final year of undergraduate study you can expect to spend around a quarter of your time in taught study. Postgraduate taught students studying mainly on campus can expect to attend taught sessions for approximately a fifth 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.

Diploma Years, for students who select the Diploma in Creative Professional Development as part of their course, will include periods of work-based learning.

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 (Level 4 of the Sector Recognised Standards)

Progression from Year 2 to Year 3: (Honours degree):

you must pass all Year 2 units and be awarded 120 credits (Level 5 of the Sector Recognised Standards)

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. Please see the University's [Student Regulations and Procedures](#) for further information.

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 (subject to the University's [Student Regulations and Procedures, Section H](#)) as follows:

- Completion of Year 1 – Certificate of Higher Education
- Completion of Year 2 – Diploma of Higher Education
- Partial completion of Year 3 – BA Degree (Unclassified)

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.