

COURSE SPECIFICATION

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| 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) Illustration four-year degree |
| 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 degree with honours (BA (Hons)) |
| Mode of Study: | Full-time |
| Duration of Course: | 4 years |
| Language of Study: | English |
| Course Accreditation: | None |
| Relevant QAA Subject Benchmarks: | Art and Design (2019) 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: https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16 |
| Tuition Fees: | For details of tuition fees see: http://www.norwichuni.ac.uk/study/finance/ |
| 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: https://norwichuni.ac.uk/wp-content/uploads/2018/01/Illustration-Course-Costs-24.pdf |

ADMISSION REQUIREMENTS

Entry Requirements / Interview / Portfolio:

When you apply to the BA (Hons) Illustration four-year degree at Norwich University of the Arts, we will ask you to send in your portfolio digitally and a written submission. These methods are used to assess your suitability to 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-illustration/>

<https://www.norwichuni.ac.uk/study-at-norwich/courses/ba-hons-illustration/#tabs-portfolio-guidance>

AIMS AND OUTCOMES OF UNDERGRADUATE STUDY

The Aims and Outcomes of the Year 0 programme at the University have been developed with reference to the descriptors for (a) the QCF Level 3, and (b) the FHEQ Level 4. Entry requirements for the University's Year 0 programme include the satisfactory achievement of Level 3 qualifications. The academic standards expected of students who successfully complete the Year 0 programme therefore exceed QCF Level 3. Teaching, learning and assessment on the Year 0 programme are designed to provide students with further preparation for one of the University's undergraduate degree courses at FHEQ Level 4 (Year 1 of undergraduate study).

In defining the Year 0 programme at Norwich University of the Arts, consideration has also been given to the QAA guidance paper *International students - studying in the UK* (January 2012) in designing programmes of study that recognise variations in student expectation along with the benefits associated with diversity.

The Aims of the Year 0 programme at the University are to:

- Provide an inclusive, supportive and stimulating learning environment to prepare students for the specialist study of arts, design and media;
- Enable students to gain an awareness of the nature and scope of arts, design and media practice, context and theory;
- Provide students with opportunities for imaginative, exploratory and rigorous creative practice;
- Provide an educational experience that prepares students for further study;
- Provide courses that make students aware of their potential future contribution to social, economic and cultural life;
- Provide curriculum content which is current and takes into consideration the work of a range of contemporary creative practitioners.

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

Students who successfully complete a Year 0 programme will:

- Be able to work with increasing independence in an area appropriate to the relevant sphere of creative practice;
- Be able to work with some flexibility and to recognise change and uncertainty in practice;
- Have begun to develop a professional approach in working towards achieving their full potential as a creative practitioner;
- Be able to work collaboratively, having regard to the views and needs of others;
- Have developed the ability to make effective use of basic processes and materials appropriate to course requirements;
- Be able to work with due regard to Health and Safety procedures and apply them to their chosen area of specialism or context;
- Be able to interpret and comment on their subject practice using spoken, written, spoken and visual means of communication.

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

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|-----------------------------------|--------------------------------|-------------------------------|
| BA0a: Introductory Studies | BA0b: Creative Practice | BA0c: Specialist Study |
| 10 weeks | 10 weeks | 10 weeks |

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|--------------------------------|-------------------------------------|
| BA1a: Creative Learning | BA1b: Explore and Experiment |
| 40 Credits | 80 Credits |
| 10 Weeks | 20 Weeks |

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|------------------------------|----------------------------|
| BA2a: Global Contexts | BA2b: Collaboration |
| 80 Credits | 40 Credits |
| 20 Weeks | 10 Weeks |

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| BA3a: Research and Preparation | BA3b: Resolution and Career Development |
| 40 Credits | 80 Credits |
| 10 Weeks | 20 Weeks |

COURSE OVERVIEW

Illustration at Norwich is a forward-facing contemporary degree which values and nurtures individuality and has a reputation for challenging conventional thinking. At the heart of our highly regarded course is the power of illustration to communicate, be it through telling stories with different media from the page to the screen, or in a diverse range of creative applications including those which value sustainable, ethical practices and champion inclusivity. You will explore a diverse range of possibilities and applications for illustration research and practice through varied platforms for contemporary illustration. This includes storytelling, narrative, editorial, design, advertising, character and concept design contexts and self-publishing and new media platforms. You will have the opportunity to engage directly with a diverse range of real work experiences and collaborative projects throughout your time on the course. You will be encouraged to push experimental approaches to image making and make work that has grounding in research and issue-based content. Our aim is inspire you to consider the power of your own illustration voice and to develop an illustrative language that has conviction and confidence, enabling you to progress into a wide range of employment including freelance, publishing, design, education and further study.

Each academic year is divided into two units, with each unit having a distinct theme and a set of projects that build on previous skills and knowledge, and develop new learning in preparation for the units to follow. Practical studio projects reflect the type of briefs you will find in industry resulting in outcomes that genuinely prepare you for the real world of work.

Projects include working with image and text, narrative and sequential, illustration for fiction, children's books, design contexts, editorial, printmaking, surface pattern, advertising, raising awareness, illustration for education and information, reportage, self-publishing, zine and graphic novels, live briefs and self-generated projects. Approximately 80% of course projects cover practical illustration work, and approximately 20% cover theoretical, written work.

A series of digital and analogue workshops through the year will introduce you to useful methods for making your work, including printmaking processes, laser cutting, photography, and bookbinding providing a range of opportunities for experimentation with techniques along with essential training in industry standard digital software.

The course takes a holistic approach towards learning and teaching and your experience on the course, bringing together links with research, industry and opportunities with a strong studio culture and professional relevance. Our studios function as supportive environments, places of work and meeting places that provide you with the freedom and flexibility to create, experiment, discuss, and exchange ideas with each other.

You will work with a set of expert staff, who are talented illustrators and educators in their own right and many of the staff you will work with are experienced and practicing illustrators, printmakers, designers and practitioners. Typical teaching methods include studio-based learning, lectures, talks, and presentations, group and individual tutorials, digital and analogue workshops and group feedback sessions. Projects vary in length from one or two weeks at the shorter end to four to six weeks at the longer end. Thus, in a typical year, you might work on about six to eight projects in total giving you ample opportunities to develop your individual illustration process and techniques and produce a body of resolved work for your portfolio of practice.

BA (HONS) ILLUSTRATION FOUR YEAR DEGREE

The course will provide you with the support and facilities to develop your individual strengths alongside the direction, skills and knowledge you need to actualise a career in the creative industries. You will become a creative problem-solver, using key illustration approaches to experiment with a range of techniques, materials and processes. You will learn to communicate and present ideas to different audiences clearly and persuasively. You will be asked to consider your work and how it is situated within a global context and we will help you develop your critical evaluation skills, encouraging reflection on your creative practice in terms of the professional, commercial, cultural, historical, ethical, sustainable and contextual influences that surround both established traditional and emerging digital platforms for illustration.

You will explore storytelling and how your own understanding of the changing world we live in can be represented and visualised across an exciting range of creative contexts. Engaging with drawing will be an important fundamental practice, for observation and research, interpretation of subject matter and responding to industry requirements. You will develop awareness of sustainable and responsible ways of thinking and working, these will become embedded in your practice as you progress through the course. As you progress you will consolidate the development of a professional standard portfolio in line with your own career directions alongside the production of a contextual research report. Understanding the importance of research and how evidence can give weight to your ideas and opinions is central to your degree course.

You are encouraged to collaborate throughout all stages of the course. There are group project opportunities in each year of study and collaborations with national, international organisations and industry partners. Collaboration with others is essential for illustrators, freelancers need to work with clients and suppliers while working in any sort of organisation or company requires that you can work alongside others. Therefore we provide these opportunities for you to build your confidence and develop a set of professional and transferable skills such as team work, time management and project planning. Our strong relationships with alumni, the University's Ideas Factory, and wide range of professional bodies provide you with links that support you to collaborate as entrepreneurial illustrators.

Employability and careers are a constant theme through all the units of the course and there are numerous ways in which you will engage with industry. All units have industry and careers and employability focussed taught sessions and submission requirements to support you in the creation of your body of work and portfolio of practice, prepared in a range of digital, social and physical formats. Course staff deliver a series of career development planning sessions and professional practice lectures which will support you in your career direction, opening career options as you consider the potential roles and sectors you wish to work in. These talks include a focus on entrepreneurship and wider career options in addition to applications of your specialist skills in illustration, communication or design.

The course has an established track record of student and course successes including the The RSA Student Design Award, D&AD New Blood, Penguin Design Awards, Carmelite Prize for Children's Picture Books, YCN Awards, New Designers Best in Show. Competition success is another way in which students gain direct access to the illustration and creative industries, many students have secured graduate placements and full-time employment as a direct result of entering and winning competitions.

Our students graduate in a diverse range of employment with companies and organisations including the BBC, MTV the V&A, roles as designers at publishing companies including Little Brown, Hachette, Harper Collins, Penguin Random House publishing and creative agencies such as Havas Lynx, and Mullen Lowe. They also enjoy success as freelance illustrators; including creating commissions for The Folio Society, Vodafone, Pinterest and Google and with representation by leading illustration agencies such as The Artworks in London, or successfully emerging as independent traders selling work at venues that include The New York Metropolitan Museum, The Sainsbury Centre in Norwich, and Creative ooo in Kyoto Japan, expanding the footprint of Norwich Illustration to a national and wider international audience.

BA (HONS) ILLUSTRATION FOUR YEAR DEGREE

Through career development planning you will have the opportunity to create a range of employment focused tools including a CV and cover letters, career plan overview, career strategy, engage with the University's Profile online skills evaluation. You will develop a social media presence and self-promotional material while growing your network of contacts and applications for work or a future career. You will frequently be encouraged to consider your strengths, areas for development and how your practice is meeting your career ambitions. Part of reflection will be to recognize the many transferable skills that you will develop on the course, which are essential for any role and chosen career.

In addition to our staff talks, we have an extensive and diverse list of talks and workshops by national and international visiting lecturers from industry, including freelance illustrators, designers, collectives and organisations providing opportunities for meeting professionals, networking, live projects, collaborations and work placement opportunities to provide you with 'real-world' experience. The diversity, professional expertise and experience of our guest visiting lecturers sums up the breadth and range of contemporary illustration practice ranging from drawing and reportage through to digital, moving image and multi-disciplinary practitioners. You will also have the opportunity to engage with industry portfolio reviews, graduate showcase events and exhibitions. Our industry visitors include agents and industry organisations such as Arena, The Artworks, Jelly London, the House of Illustration and The Association of Illustrators as the main organization for the national and international illustration industry. As College members we are up to date with developments in the industry while our students have access to their lectures and advice, campaigns and entry to awards.

Year 0 Unit: BA0a

Unit Title: Introductory Studies

Reference: BA0a

Year: 0

Duration: 10 Weeks

Study Time: 400 Hours

Description

This Unit is designed to help you to develop the practical skills and awareness of processes and research methods that are fundamental to developing a sustainable creative practice. You will be encouraged to develop a questioning and experimental approach to both your practice and thinking. Adapting to the working patterns and the level of enquiry, required for university study, can be difficult and this Unit will enable you to establish the tools and methods to navigate your studies successfully.

Key to the success of this Unit is the ability to test, question, record, and develop responses to the projects set, and to allow ideas to emerge from a process of experimentation, reflection and editing. Seldom is the first idea the best idea and you will be encouraged to explore your work from multiple directions, allowing you to arrive at the best solution for any given problem. You will also be introduced to the mapping skills that will allow you to develop an understanding of the context of your emergent work that will lay the foundation for further studying and career goals.

In the initial stages of the Unit, you will also gain an understanding of the importance of visualisation skills within the creative process, as a means to generate, develop, and communicate ideas. Within this Unit there are a number of creative workshops that will introduce you to key ideas and working processes, both practically and conceptually. You will also be introduced to a range of different technical workshops throughout the University, through a series of timetabled inductions. Projects will be informed by a programme of research seminars, with an accompanying portfolio of research tasks, referencing conceptual skills and the work of individuals and movements across a broad terrain of contemporary creative practice.

Topics covered in this unit

| Creative Practice | Research Practice and Critical Thinking | Careers and Personal Development |
|---|--|---|
| Generating ideas, taking creative risks, and developing work through an iterative process | Developing awareness of the interplay between practice and theory. | Navigating resources and developing life skills for university. |
| Developing practical skills to advance your practice | Gaining critical and contextual awareness of key creative practitioners. | Building communication skills |
| Using a journal to build skills in reflective learning | Developing research strategies and methods to support critical enquiry | Developing safe working practices on campus |

In this unit we aim to support you in:

- Familiarising yourself with the University and how to navigate your studies
- Developing research skills for creative enquiry, questioning and reflection
- Gaining confidence in experimentation and methods to develop your practice
- Developing communication skills for visual, oral and written work.

Learning Outcomes

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

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| Research | Show an understanding of RESEARCH methods to develop reference material for visual and written work |
| Experimentation and Iteration | Develop your creative work through a process of EXPERIMENTATION and ITERATION. |
| Communication | COMMUNICATE effectively the development of your creative practice |
| Professional Practice | Show skills in INDEPENDENT LEARNING in the development of your creative work. |

Assessment Requirements

You are required to submit all the following for assessment:

- Body of creative work
- Supporting documentation
- Reflective Learning Summary
- 1000-word text

Year 0 Unit: BA0b

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| Unit Title: | Creative Practice |
| Reference: | BA0b |
| Year: | 0 |
| Duration: | 10 Weeks |
| Study Time: | 400 Hours |

Description

Within this Unit you will use and build upon the skills acquired within BA0a to begin to develop your creative practice, continuing to use key skills of research, questioning, ideas development, iteration, and reflection. You will be asked to consider what it is that you would like your work to communicate and how you can use process, media, and context to manipulate modes of communication. The unit is designed to allow you to interpret set projects from your own evolving creative position, enhancing your engagement in the development of your ideas and the way that you choose to express them.

Within this Unit you will begin to learn more independently, further utilising time management, and self-reflection skills. Through this unit you will be encouraged to further define the context in which you situate your practice, both in terms of realising the work, and how it is received by an audience of peers and others.

You are encouraged to consider your position in relation to the broad themes of health and welfare, education, social justice, culture, and economic livelihood, and consider how your work navigates them. Further to this, you will continue to extend your knowledge and understanding of the contextual references that surround your practice and your chosen discipline. Contextual research will inform your work, it is the fuel that feeds your ideas.

Topics covered in this unit

| Creative Practice | Research Practice and Critical Thinking | Careers and Personal Development |
|--|--|--|
| Using enquiry, iteration, and reflection to develop creative projects | Identifying, contextualising, and analysing relevant primary and secondary research | Developing time management and project planning skills. |
| Understanding creative intent, project realisation, and audiences. | Building contextual knowledge of discipline specific experts, practitioners, and creative industries | Building skills in negotiation and compromise in relation to working collaboratively |
| Developing reflective practice through documenting process and outcome | Developing writing skills utilising reliable sources, academic conventions, and Harvard references. | Building awareness of safe working practices in studios and workshops |

In this unit we aim to support you in:

- Establishing and building upon a developing critical and contextual understanding surrounding emergent practice, relevant to chosen discipline.
- Enabling the development of an individual creative practice through effective time-management, organisational skills, and a willingness to fully engage in the creative process.
- Developing personal creative work with consideration towards intent, outcome, and contexts.
- Developing an ability to communicate intended ideas and themes, through visual, written work, and verbal critique.

Learning Outcomes

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

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| Knowledge and Skills | Show developing KNOWLEDGE of contextual references that might inform your practice. |
| Experimentation and Iteration | Apply skills in research, EXPERIMENTATION and ITERATION in developing and realising a body of work. |
| Reflection and Evaluation | Show an understanding and apply processes of REFLECTION in the development of your work. |
| Communication | Show an ability to COMMUNICATE ideas and themes through visual and written work. |

Assessment Requirements

You are required to submit all the following for assessment:

- Body of creative work
- Supporting documentation
- 1500-word essay

Year 0 Unit: BA0c

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| Unit Title: | Specialist Study |
| Reference: | BA0c |
| Year: | 0 |
| Duration: | 10 Weeks |
| Study Time: | 400 Hours |

Description

This Unit continues to build upon the skills and knowledge initiated in BA0a and BA0b. You will be asked to pose your own research questions, map your practice thematically and contextually and navigate set projects from your own areas of specialism. At this stage you will have begun to establish the early building blocks of your creative practice, utilising practical skills, skills in reflection and contextualisation. You will be encouraged to engage iterative processes from within your chosen specialism, demonstrating a willingness to test, edit and refine your work through to resolved outcomes. You will also be asked to make good use of self-evaluation and feedback to support you through the process of development and improvement as you seek to best express your ideas.

As part of this Unit, you will be supported by weekly research seminars that help you to build a contextual framework for your practical work that draws on your growing knowledge of contemporary, historical and critical concepts relevant to your subject specialism. You will also be asked to consider different aspects of sustainability, the social, political, cultural and environmental concerns surrounding making work in today's creative contexts. You will be asked to consider your own position in relation to these issues and demonstrate both a social and an ethical awareness.

As you progress through the unit you will be asked to articulate concepts and contexts within your supporting documentation and the ten-minute presentation, towards the end of the Unit. Following each weekly session, you will be set a research task, which will reflect the ideas discussed within the research seminars. You are asked to compile these tasks, handing in a portfolio of research tasks at the end of the unit.

Topics covered in this unit

| Creative Practice | Research Practice and Critical Thinking | Careers and Personal Development |
|--|---|---|
| Developing knowledge and ability in subject specific media, techniques, processes, and creative approaches | Questioning, contextualising, and evaluating information. | Industry and audience awareness |
| Developing independent learning skills and understanding of a continuing learning journey | Locating, understanding, and analysing key concepts and contexts relevant to your specialist subject. | Developing a professional approach to timekeeping and project management |
| Building a sustained approach to realising and presenting creative projects. | Developing and utilising an understanding of the interchange between practice and theory | Developing communication and presentation skills and confidence in public speaking. |

In this unit we aim to support you in:

- Developing independent research skills to advance your creative work and understanding of the historical and critical context of your practice.
- Using self-evaluation and critical reflection
- Gaining skills in a range of media and processes
- Managing your creative process through to project realisation.
- Articulating the contexts and references relevant to your specialist subject and individual projects.

Learning Outcomes

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

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| Knowledge and Skills | Show KNOWLEDGE and SKILL in a range of processes, and materials in developing and realising a body of work. |
| Research | Apply RESEARCH skills in finding contextual references relevant to your work. |
| Reflection and Evaluation | Show an ability to inform the development of your work through a process of REFLECTION and EVALUATION. |
| Professional Practice | Exercise PERSONAL RESPONSIBILITY in managing the development of your work |

Assessment Requirements

You are required to submit all the following for assessment:

- Body of creative work
- Supporting documentation
- Ten-minute presentation

Year 1 Unit: BA1a

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| Unit Title: | Creative Learning |
| Reference: | BA1a |
| Year: | 1 |
| Credit Points: | 40 |
| Duration: | 10 Weeks |
| 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:

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| 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

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| Unit Title: | Explore and Experiment |
| Reference: | BA1b |
| Year: | 1 |
| Credit Points: | 80 |
| Duration: | 20 Weeks |
| 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:

| | |
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| 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

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| Unit Title: | Global Contexts |
| Reference: | BA2a |
| Year: | 2 |
| Credit Points: | 80 |
| Duration: | 20 Weeks |
| 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 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

| | |
|-----------------------|---------------|
| Unit Title: | Collaboration |
| Reference: | BA2b |
| Year: | 2 |
| Credit Points: | 40 |
| Duration: | 10 Weeks |
| 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 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

| | |
|-----------------------|--------------------------|
| Unit Title: | Research and Preparation |
| Reference: | BA3a |
| Year: | 3 |
| Credit Points: | 40 |
| Duration: | 10 Weeks |
| 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

| 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

| |
|---|
| You are required to submit all 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 |

Year 3 Unit: BA3b

| | |
|-----------------------|-----------------------------------|
| Unit Title: | Resolution and Career Development |
| Reference: | BA3b |
| Year: | 3 |
| Credit Points: | 80 |
| Duration: | 20 Weeks |
| 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

| 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

| |
|---|
| You are required to submit all the following for assessment: |
| 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 0 to Year 1 (Honours degree):
you must pass all units

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. 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.