

## COURSE SPECIFICATION

<b>Awarding body:</b>	<b>Norwich University of the Arts</b>  The University is a recognised body with taught degree awarding powers. The University is subject to regulation by the Office for Students (OfS).
<b>Course title:</b>	L5 Diploma Creative Professional Development
<b>Level of Study:</b>	The level of study is aligned to Level 5 Descriptors of the Office for Students (OfS) <a href="#">Sector Recognised Standards (SRS)</a> (May 2022)
<b>Award:</b>	Level 5 Diploma
<b>Mode of Study:</b>	Full-time
<b>Duration of Course:</b>	1 years
<b>Language of Study:</b>	English
<b>Course Accreditation:</b>	None
<b>Relevant QAA Subject Benchmarks:</b>	<b>Computing (2022)</b> <a href="https://www.qaa.ac.uk/docs/qaa/sbs/sbs-computing-22.pdf?sfvrsn=ebb3dc81_2">https://www.qaa.ac.uk/docs/qaa/sbs/sbs-computing-22.pdf?sfvrsn=ebb3dc81_2</a> <b>Art and Design (2019)</b> For further information see: <a href="https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16">https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16</a>  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.
<b>Tuition Fees:</b>	For details of tuition fees see: <a href="http://www.norwichuni.ac.uk/study/finance/">http://www.norwichuni.ac.uk/study/finance/</a>
<b>Other Course Costs:</b>	The cost of materials for producing course work is not included in the tuition fee. The L5 Diploma in Creative Professional Development involves work placement opportunities, as such there may be associated costs relating to transport to placements. While it is not possible to be specific about these costs as they will vary, you may have costs of up to £350 for travel during the L5 Diploma CPD year.

## ADMISSION REQUIREMENTS

### Entry Requirements / Interview / Portfolio:

When you apply to the Level 5 Diploma in Creative Professional Development at Norwich University of the Arts, you must have completed and passed Year 2 of an undergraduate course at the University.

## AIMS AND OUTCOMES OF UNDERGRADUATE STUDY

### The Aims of Undergraduate Study are to:

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

## GENERIC SKILLS

### Holders of Undergraduate Awards will:

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

## COURSE DIAGRAM

<b>DipL5a: Skills and Insights</b>	<b>DipL5b: Consolidating Knowledge and Looking Forward</b>
40 Credits	80 Credits
10 Weeks (400 Study Hours)	20 Weeks (800 Study Hours)

### COURSE OVERVIEW

The Diploma in Creative Professional Development has been developed to offer undergraduate students the chance to spend a year between the second and third year of their course exploring their employability options through a structured programme of input sessions and work-based learning. It offers much more than an 'industry sandwich year', in that it is:

- Designed around your needs as a creative student, particularly if your personal network does not currently reach creative industry.
- Based on our award-winning Profile skills framework.
- Co-delivered with industry partners who share our approach.
- Supporting you with carefully planned interventions and activities before and after their placements, so that you are ready to undertake placement learning and then equipped to derive the maximum insight from the experience afterwards.
- Opening up a wide range of creative roles that you may not imagine you would be able to apply for after your study at Norwich.

The Diploma has the potential to be a game-changing year for students, enabling you to consider a broader range of career futures and plot a course to get there. It will also enable you to think beyond your first graduate role to where your degree could eventually take you.

It has been designed for:

- Students who want to work in creative industry, but have not yet decided the sort of role they would like.
- Students who *do* have a clear sense of career direction, but need to develop a structured plan to achieve it.
- Students who do not have relevant work experience, and want to graduate with a fuller CV.
- Students who think that business start-up or freelancing may be their preferred option and want to explore it further.

The aim of the Diploma is to provide you with an opportunity to gain industry insight, develop your employability skills through a series of supported experiences, expand your network and build your confidence in the workplace.

It has been developed as a deeper dive into skills development and personal planning building from the Employability curriculum delivered in Year 1 and Year 2 and will prepare you for a focussed third year of degree study.

By the end of Year 2, all Norwich students should be familiar with the 10 Profile Skills\*. As part of the personal planning exercise they will have ranked themselves in level of competency on Profile Digital, and will have logged evidence for their ranking.

This process may have prompted you to identify areas and skills that you need to develop and evidence. It could be, for example, that you have not worked in a team, or that you cannot demonstrate your ability to be flexible and adaptable – or that you do not have experience of handling customers. The Diploma will be a chance to *build* your skills by trying out strategies and approaches within the placement experience. It might be a new strategy for communication if you find it difficult to tailor your style to a business audience – or a strategy for team-working, if you feel hampered by imposter syndrome and need to break that habit. It offers a 'real' experience, in the employer's workplace, away from the University, and working with the industry team, underpinned by coaching from the University, enabling you to really learn, take creative risk and experiment.

Each experience is built on supported exploration, with group sessions and peer learning opportunities that will develop your confidence and help you make decisions about what you want from a future career, and how to get there in practical terms.

## LEVEL 5 DIPLOMA CREATIVE PROFESSIONAL DEVELOPMENT

The Diploma is organised around 2 industry placements – the first lasting 6 weeks, the second 12 weeks, and a group project or ‘hackathon’ exploring freelancing and business start-up.

Before each placement there will be input sessions to prepare you for the experience. You will be supported and contacted while you are working with your host business, and afterwards we will work with you to reflect on what you have learnt, using it as the basis of an effective and achievable career plan. Informal formative feedback, through group sessions, peer review and 1:1 working with the course tutor will be a continuing element throughout the course. Half-way through the 12 week placement you will receive more formal mid-unit feedback to make sure your learning is on track.

This model of preparation, experiential learning and then reflection, underpinned by the Profile programme, has proved highly effective in helping students and graduates to secure high quality creative roles. It will support your confidence to grow, and as a result you will be more informed in your approach, and have a clearer idea of what you need to do to achieve your plan.

You will be matched to each placement by the Business and Employability (B&E) team. Your placements will be in a variety of settings, in workplaces of a different size and type. This will give you a sense of how creative industry works, and insight into the different types of organisation you could join after graduating. You will experience different working environments, size of team and workplace cultures.

Your placements may not directly match your course area; this will open up your career thinking to the very broad range of roles that are open to Norwich graduates, many of which are *not* restricted by creative specialism. The Diploma team will endeavour to match you to a 12-week placement that will offer opportunities in the development areas you have identified at the end of the first unit. If you want to secure your own placement with a specific business outside of the scheme, you could still apply to undertake the experience within the structure of the Diploma. The B & E team will be available to support you in submitting applications and liaising with the host organisation. You would be asked to give details of the placement you have arranged at the time of application, so that the B & E team can check that the host business is able to fulfil the requirements of the programme.

You may still undertake work placements that do *not* fit within the structure of the Diploma, either through an individual learning agreement negotiated with your core degree course, or by intermitting for a year, as set out in the University’s Work Placement Guidance document.

Every placement we offer will be:

- With a partner employer that shares our ambition for your future.
- In an existing creative team where you will have a designated mentor.
- Within a reasonable travelling distance of the University.
- Using basic, industry standard creative software skills such as Adobe Suite – you will receive top up training before the first placement to make sure you are well prepared.

We will select partners for the quality of placement they can offer, and values that are consistent with the University’s approach to inclusivity and sustainability. The Diploma is open to students from any background, and any Norwich University of the Arts undergraduate course. In each placement, you will be given tasks and objectives by the host organisation, and work as part of their team.

The Diploma will build from the employability teaching and activity you have experienced in Year 1 and Year 2, and deepen your knowledge about creative industry, the way that organisations work and how your own skills and experience will enable you to take up your place within it.

The Diploma is made up of two units, comprising 120 credits at Level 5. You will have the chance to work with creative students from other disciplines, with external clients, and focus on your own employability skills.

Input sessions on the Diploma will include workshops, lectures and 1:1 coaching. We will stay in touch with you throughout each placement to support your progress and there will be a mid-placement formative

## LEVEL 5 DIPLOMA CREATIVE PROFESSIONAL DEVELOPMENT

assessment point to keep you on track. Whilst you are on placement, the Diploma will be remotely delivered for the most part, although you will be able to access all campus services including the library. In between placements, Diploma sessions will be a mixture of remote and in person delivery. Your remote learning will be supported with recorded lectures and input sessions you can watch, as well as recommended additional reading to help you contextualise what you are learning. The intention of these sessions is to keep you in touch with the Diploma, and they will be planned to be manageable whilst you are on placement. Your placement host will be aware of this time commitment and will allow time for you to complete the work. At the end of each placement, you will submit a reflective learning summary for assessment. You will also be asked to make a short presentation.

This structured approach will set a clear expectation of what you will learn, support you through the experience itself, and then help you to reflect on what you have learned and how far you have progressed. This means that, in addition to building a CV with relevant experience, the Diploma will prepare you in being able to make better-informed choices in your future career direction and articulate what you have learned to prospective employers. It may also prompt you to consider a 'portfolio approach' to your career, where you balance different types of work at the outset as a way of supporting the development of your creative practice. This type of approach is common in creative industry but can be difficult for early-stage graduates to balance without proper planning.

The Diploma will be led by the Senior Lecturer in Employability and Entrepreneurship, based in the Business and Employability team. It will use the Profile resources in teaching and to track your progress as its base. You will already be familiar with the 10 Profile skills through your employability sessions in Year 1 and Year 2 – and in this placement year you will build these skills through industry experience.

A link tutor from your core degree course will support your smooth transition into Year 3, and you will have the chance to participate in sessions with the current Year 2 students towards the end of the course, giving you the chance to get to know them before your final year. You will have the opportunity to review and discuss your core degree research proposal, and any changes you want to make to it in the light of your new knowledge and skills.

There are four strands to the input sessions on this Diploma:

- **Industry insight:** Understanding workplace culture and how industry works, understanding how your skills and attributes can fit into an industry organisation, identifying what to look for in a future employer.
- **Skills development:** Assessing your own skills in an industry context, setting career goals for yourself.
- **Consolidating your knowledge:** Understanding the extent and value of the technical, subject-based, and transferrable knowledge you have developed so far, and understanding the value that you bring to an employer - the 'anchor points' of your future career.
- **Looking forward:** Networking, job crafting, goal setting, and how to use Year 3 to prepare to launch your career.

The Diploma in Creative Professional Development will equip you with a much deeper understanding of your own skills and attributes, along with insight into the type of opportunity that creative industry offers. You will use this year to build evidence of your skills and to work on specific development areas with 1:1 support. You can expect to finish the year with better industry knowledge and confidence in your own abilities built through real life experience.

You will approach Year 3 with enhanced focus, insight, and an achievable career plan.

\*

**Profile** is a framework for employability skills development that underpins the Careers and Employability programme. It is based on 10 core skills, co-developed with creative industry employers that students learn to develop and evidence.

It is a person-centred programme that prompts users to contextualise their skills level with real-world evidence, helping them to identify future directions and development priorities.

The 10 skills are:

- Demonstrating a positive attitude
- Flexibility and adaptability
- Meeting deadlines and delivering a brief
- Responding to feedback
- Handling customers and clients
- Resilience
- Communicating with colleagues and partners
- Interpreting a brief
- Working in a team
- Attention to detail

Profile is a gamified programme that enables users by engendering a 'play' state through a series of game-like interventions – from card games and board games, through to VR experiences. There are no winners – there can be no right answers in careers support – but interacting within the safe space of an experience that resembles a game allows users a freedom to think and plan.

Profile activities are fully integrated into every curriculum at Norwich University of the Arts.

Developed for creative industry, Profile has been adopted and trialled in many other settings, from primary education and prisons to multinational business.

It was the winner of a Guardian Education Prize in 2019.

## Level 5 Diploma Unit: DipL5a

<b>Unit Title:</b>	Skills and Insights
<b>Reference:</b>	DipL5a
<b>Year:</b>	1
<b>Credit Points:</b>	40
<b>Duration:</b>	10 Weeks
<b>Study Time:</b>	400 Hours

### Description

This unit is the first of two which together comprise the Diploma of Higher Education. In order to qualify for this award you must have already successfully completed 120 credits at Level 4 study and you will usually have also completed 120 credits of Level 5 study as part of your ongoing BA or BSc at Norwich University of the Arts.

This unit will introduce you to new ideas and skills which are complementary to the subject of your degree and will help you to develop new ways of thinking and working that will help you with your final year studies and your subsequent career.

The unit will help you to feel more confident in your knowledge and in identifying your own areas of skills development.

### Topics covered in this unit

Developing and advancing skills
Identifying and proposing solutions to relevant problems
Identifying and adopting appropriate research sources and methods
Preparation for employment
Understanding the creative and cultural economy
Work-related learning

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

- Developing skills and the application of techniques and processes
- Generating ideas and considering how to identify and solve problems related to the diploma
- Gaining an understanding of a range of research methods relevant to your discipline and developing your understanding of their application
- Reflecting on your learning experience and utilising your learning to independently navigate through relevant research and resources



## Learning Outcomes

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

- LO1:** Use SPECIALIST KNOWLEDGE and skills relevant to the subject of the diploma
- LO2:** Show how you have used ITERATIVE processes to identify and put into practice appropriate approaches to creative PROBLEM SOLVING
- LO3:** Use RESEARCH and COMMUNICATION to substantiate and explain the decisions you have made in producing your work
- LO4:** Show that you have used the processes of INDEPENDENT LEARNING and REFLECTION effectively

## Assessment Requirements

You are required to submit all the following for assessment:

- Portfolio of Project Work
- Research Folder
- Reflective Learning Summary

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

## Level 5 Diploma Unit: DipL5b

<b>Unit Title:</b>	Consolidating Knowledge and Looking Forward
<b>Reference:</b>	DipL5b
<b>Year:</b>	1
<b>Credit Points:</b>	80
<b>Duration:</b>	20 Weeks
<b>Study Time:</b>	800 Hours

### Description

This unit is the second of two which together comprise the Diploma of Higher Education. In order to qualify for this award you must have already successfully completed 120 credits at Level 4 study and you will usually have also completed 120 credits of Level 5 study as part of your ongoing BA or BSc at Norwich University of the Arts.

This unit will help you to further develop the knowledge and skills you have learned in the first unit of the diploma and reflect on how they can be utilised alongside your core degree discipline. In addition to building relevant experience, the unit will prepare you in being able to make better-informed choices in your future career direction and articulate what you have learned to prospective employers.

### Topics covered in this unit

Advancing Skills and Knowledge
Identifying and Utilising Appropriate Research Methods
Understanding Different Contexts and Audiences
Evaluating Learning Experiences
Team working
Communication skills
Career Planning

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

- Advancing and consolidating your knowledge, skills and experiences as an independent learner and informed practitioner
- Gaining an understanding of collaborative and interdisciplinary working practices
- Strengthening your understanding and application of appropriate research methods for your study
- Developing contexts for further study and career

## Learning Outcomes

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

- LO1:** Extend your SPECIALIST KNOWLEDGE in ways relevant to the diploma and your creative discipline
- LO2:** Identify and use appropriate methods to conduct effective RESEARCH and ANALYSIS
- LO3:** EVALUATE your learning and how it can be APPLIED to a range of audiences and contexts
- LO4:** COLLABORATE with external and/or internal partners and assume the RESPONSIBILITIES of working in teams
- LO5:** COMMUNICATE your ideas effectively to different specialist and non-specialist audiences and/or markets
- LO6:** Use CAREERS and EMPLOYABILITY SKILLS to develop a career strategy appropriate to your skills, knowledge and interests

## Assessment Requirements

You are required to submit all the following for assessment:

- Portfolio of Project Work
- Group Presentation
- Research Folder
- Reflective Learning Summary

*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. 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:

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 may have your diploma course terminated. Termination of the Level 5 Diploma will not affect progression into the final year of study for your core discipline. See the University's Student Regulations and Procedures [Student Regulations and Procedures 2024-25 \(norwichuni.ac.uk\)](https://www.norwichuni.ac.uk/students/2024-25/Student-Regulations-and-Procedures-2024-25).

If you fail all 120 credits in a year of diploma study you will not normally be offered resubmission opportunity and may have your diploma course terminated, this will not affect progression into the final year of study for your core discipline. You will not normally be offered an opportunity to repeat the diploma year but will progress onto the final year of study for your core discipline, depending on your circumstances.

### REQUIREMENTS FOR THE AWARD OF A QUALIFICATION

On successful completion of the diploma and your final core discipline year of study, you will be awarded a degree in your subject area with Diploma in Creative Professional Development. For example, if you successfully complete the diploma and your final year in Fine Art, you will graduate with a BA (Hons) Fine Art with Diploma in Creative Professional Development.

### 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.