

## PROGRAMME SPECIFICATION

### Course record information

Name and level of final award:	BA Honours ILLUSTRATION & VISUAL COMMUNICATION The BA (Hons) Illustration & Visual Communication
Name and level of intermediate awards:	BA Illustration & Visual Communication Diploma of HE in Illustration & Visual Communication Certificate of HE in Illustration & Visual Communication
Awarding body/institution:	University of Westminster
Teaching Institution:	
Status of awarding body/institution:	Recognised Body
Location of delivery:	HARROW CAMPUS
Language of delivery and assessment:	English
Mode, length of study and normal starting month:	Three years full time study start September
<a href="#">QAA subject benchmarking group(s)</a> :	ART & DESIGN
Professional statutory or regulatory body:	N/A
Date of course validation/review:	February 2015
Date of programme specification approval:	July 2015
Valid for cohorts :	e.g. 2016/17 level 4, 2017/18 level 4,5 and 6
Course Leader	Liz Grob
UCAS code and URL:	<a href="http://westminster.ac.uk/courses/undergraduate">westminster.ac.uk/courses/undergraduate</a>

## Entry Requirements

There are standard minimum [entry requirements](#) for all undergraduate courses. Students are advised to check the standard requirements for the most up-to-date information.

[westminster.ac.uk/courses/undergraduate/how-to-apply](http://westminster.ac.uk/courses/undergraduate/how-to-apply)

For most courses a decision will be made on the basis of your application form alone. However, for some courses the selection process may include an interview to demonstrate your strengths in addition to any formal entry requirements.

More information can be found here: [westminster.ac.uk/courses/undergraduate/how-to-apply](http://westminster.ac.uk/courses/undergraduate/how-to-apply)

## Course Overview

The course offers a broad and interdisciplinary approach to image-making, art within visual communication production recognizing the changing contexts and new opportunities continually evolving with emerging technologies. A significant approach within this course is a focus on socially engaged practice, this provides a framework that is not just commercial in its ambition, but encourages a deeper enquiry and awareness of the wider social contexts and implications of visual communication production today, fostering personal responsibility both as a producer of image media and a consumer. The course is also designed to nourish you as a creative and aware individual, enabling you to find your own voice and authenticity in your practice.

The course is structured to enable you to explore this subject in depth, providing a curriculum and learning environment that is stimulating, enriching and nurtures a questioning and reflective approach to learning as well as fostering a high level of personal creativity. Progressively through the course you will be acquiring new skills and developing an increasing sophisticated visual awareness that will prepare you to be able to work flexibly and enterprisingly within varied and specialised sectors of the creative industries.

### What will you be expected to achieve?

Learning outcomes are statements that identify what you can successfully achieve as a result of learning at each level. These are threshold statements of achievement so the learning outcomes broadly fall into four categories:

- The overall **knowledge and understanding** you will gain from your course (**KU**).
- **Graduate attributes** are characteristics that you will have developed your course (**GA**). These are mapped against the course learning outcomes below, and in the section - Employment and further study opportunities.
- **Professional and personal practice learning outcomes** are specific skills that you will be expected to have gained on successful completion of the course (**PPP**).
- **Key transferable skills** are skills that you will be expected to have gained on successful completion of the course. (**KTS**).

### Level 4 learning outcomes

Upon successful completion of level 4 you will be able to:

- KUL4.1 Employ theoretical knowledge to analyse, deconstruct and reflect on contemporary visual culture, art and image media.
- KUL4.2 Employ knowledge and understanding in key concepts, strategies and systems in drawing and image-making, for the development and production of visual communication and illustration.
- KULL4.3 Apply knowledge and understanding in a range of technical, digital and autographic processes for the development and production of visual communication and illustration.
- PPPL4.1 Make images and objects of visual communication with developing skill and imagination through experimentation and the testing of visual methods, materials and processes.
- PPPL4.2 Visually problem solve and diagnostically analyse images and visual communication outcomes and apply this understanding to formulate and constry your own practice.
- PPPL4.3 Present and display your practice appropriately in varied contexts and settings.
- KTSL4.1 Communicate and express ideas effectively in oral, written and visual forms and distribute this information digitally.
- KTSL4.2 Understand the principals of research strategies, methods and technologies, and be able to select and organize and manage information in varied contexts.
- KTSL4.3 Work collegiately, in collaboration and independently. To take more responsibility for your own learning, personal and professional development.

### **Level 5 learning outcomes**

Upon completion of level 5 you will be able to:

- KUL5.1 Engage critically and contextually in theoretical debates on visual culture and be able to employ this knowledge to position your own practice and research.
- KUL5.2 Employ a deepening visual awareness and understanding in graphic languages and image media and with this knowledge be able to analyse, deconstruct and creatively develop your practice employing a wide range of technologies and methods of production.
- KUL5.3 Employ increasingly sophisticated technical knowledge in media process to produce work of increasing complexity and sophistication.
- PPPL5.1 Conceptually and imaginatively develop visual solutions for varied identified initiatives employing an experimental and speculative approach to visual problem solving and working flexibly with a range of media, independently and in collaboration.
- PPPL5.2 Demonstrate increasing sophistication and innovation in your ability to produce visual work and be able to place this contextually considering issues of audience consumption, reproduction, display and distribution.
- PPPL5.3 Engage more deeply with issues of community, the environment and culture and through this develop a practice that reflects social engagement, ethical awareness and sustainability in its content, context and wider distribution.
- KTSL5.1 Communicate through a range of media and technical processes, understanding the impact emerging technologies have on communication, social engagement and the distribution of information in both a local and global context.
- KTSL5.2 Take increasing personal responsibility and authority for the development of your learning, manage your time and engage more deeply with your practice.
- KTSL5.3 Work flexibly and cooperatively with others in collaboration or joint enterprise, to share creative endeavour and work responsibly for shared objectives.

### **Level 6 learning outcomes**

Upon completion of level 6 you will be able to:

- KUL6.1 Identify and formulate complex written critical discussion that expands your practice and reflects extensive reading, research and analysis of a chosen topic.
- KUL6.2 Understand and possess knowledge of commercial enterprise and professional practice applied to illustration and visual communication and be able to apply your own practice within these conditions and contexts.
- KUL6.3 Have a complex knowledge and understanding of working with a range of technologies and imaging processes and materials relevant to your practice in this field.
- PPPL6.1 Respond with innovation and flexibility to professional challenges and opportunities, developing new skills and knowledge when required to expand your practice and ensure relevance within the wider culture and emergent technologies.
- PPPL6.2 Produce images of increased visual sophistication and refinement employing varied processes, materials and technologies.
- PPPL6.3 Take authority for your own professional and creative development and continue to inform your practice through research, reading and critical inquiry and use this to keep your practice current and relevant.
- KTSL6.1 Flexibly employ a range of creative strategies that enable you to respond with vision, independence and enterprise to situations, opportunities and employments both within this field of practice and outside of it.
- KTSL6.2 Confidently employ knowledge and skills in a range of technical and digital process that will enable you to work effectively both in this sector of the creative industries and outside of it where opportunities for employment occur.
- KTSL6.3 Engage in further academic study through a deep engagement with research and your personal development in creative practice.

## Learning, Teaching & Assessment

### Learning and Teaching strategies

The course supports learning by ensuring that the syllabus, teaching and learning activities are relevant in the wider culture and for future employment within this creative discipline, and that the programme is designed to enable you meet the learning threshold statements (learning outcomes) and institutional graduate attributes identified. Learning at HE level is student centred in that teaching is supportive, constructive and advisory but not instructional or methodological except where learning is technical and involves safe working practices. From the onset of learning at level 4 we support you in becoming a reflective, scholarly and independent learner, taking increasing responsibility for the management of your studies, keeping notes and developing a creative, speculative and critical engagement with your own practice and study. Central to learning is developing an open and flexible approach, being prepared to test your ideas and own limitations, to take on new challenges, to experiment and in this way develop a unique creative approach.

The teaching and learning methods we employ are varied to provide blended of individual teaching, group activities, peer reviews, presentations, workshops, demonstrations, exhibitions, location study, seminars, lectures and external visits to museums, screenings and galleries. Outside of the scheduled teaching you are also expected to dedicate a significant amount of time to independent study to support the scheduled teaching activities. As you progress through the course you will be expected to work with increasing independence. With scheduled classes we invite a number of professionals in to provide key lectures and specific workshops that are industry focused or provide specialist skills and knowledge in particular areas of practice. Whilst on the course we encourage you to take advantage of becoming Adobe Certified in Photoshop, InDesign and Illustrator and to take advantage of opportunities provided by the Information Technology resource centre to develop your skills in software and computing.

### The learning environment

We provide a studio centred learning environment that supports peer learning and collaboration. The course is located in purpose built, contemporary art studios with access to IT, printing, scanning and photocopying. You will also have access to facility centres in printmaking, textile printing, photography, laser cutting, digital inkjet printing, animation, film editing and three dimension design. This course provides you with the opportunity to work in an interdisciplinary way with mixed media and provides the opportunity to practice in drawing, painting, printmaking, photography, performance, puppets and sets, site specific installation, surface design, decorative arts and the traditional practices and applications of illustration and graphic arts.

### Digital Technologies and communication

The course utilizes the University's online teaching and learning tools and networking systems for communication and the distribution of information. The systems we currently use are called Blackboard and Google +. The use of electronic media in learning is embedded throughout the course ensuring that you are able to access and source information related to your studies and be in direct communication with staff and your peers. Increasingly we are using digital media to support assessment, work reviews, peer group learning, display and presentations. Knowledge and skills in digital technologies and engagement with social media is essential in being able to work commercially in visual communication and illustration today. To ensure you have this expertise the course embeds software training and working with online technologies in all aspects of the curriculum. From the first year you will be using Google + to display your work, receive feedback from staff and communicate with your peers. As you progress through the course your knowledge in digital software and your engagement with digital media generally will become more specialized and complex to reflect the direction of your practice and professional development.

### Contextualized, project led practice

The course supports contextualized practice through a project framework which is designed to encourage your wider engagement with culture and society and invite you to consider subjects outside of your normal frame of experience. Projects also provide identified initiatives and constraints that encourage innovation, visual problem solving and support you in expanding your ideas and becoming flexible in your thinking and employment of visual processes and technologies. In this way projects reflect commercial enterprise in that commissioned work normally identifies specific demands whether this is a publication - book or magazine, or an awareness campaign, or decorative work for retail and merchandising. A further context is consideration for an identified audience that may be local or global. As you progress through the course projects become increasingly self-defined which requires you to identify and structure your own topics and research, set time limits and work objectives.

### The role of drawing within the course curriculum

The practice of drawing has a special significance on this course as it is a primary means of visual communication and activity which enables us to give form to our imagination, our sensory and felt experiences. Drawing is a means of self-expression inflecting meaning into individual mark making as well as a means of structuring visual languages, systems, methods, signs and stories. Drawing also requires dexterity in the manipulation of tools and materials to render and represent the external world, we encourage drawing to be both an autographic and material process as well as digitalized process. Drawing skills and literacies are transferable skills and support you in a wider understanding of visual perception and cognition that can be utilized in other work related and creative activities and tool for communication.

### Critical Studies

The syllabus in theoretical studies provide a critical framework for examining art, visual communication and contextualized image-making in the 20<sup>th</sup> and 21<sup>st</sup> Centuries. Within this programme you will be examining the key theorists, writers and philosophers who have influenced art practices and our visual culture today. The final year is dedicated to the writing of a dissertation on a self-selected topic drawn from previous learning in the first and second year syllabus. Theoretical study is designed to give you new and varied perspectives on contemporary culture, challenge existing views and enable you to become an engaged and aware practitioner and individual in the wider community.

### Professional Engagement and Enterprise

Preparation for the workplace is embedded within learning throughout the three years of study with increasing focus in the latter part of the course. The industrial contexts within visual communication and illustration that this course serves are principally but not exclusively, commissioned / client led artwork, where practitioners operate free-lance or work within small creative businesses or creative collectives. The territories of applied practice include the traditional markets for illustration (publishing and advertising), concept art, decorative arts and surface design, animation and moving image, graphic arts and art direction. This list is not exclusive and many students move into areas of practice outside of this which include - art and medicine; community and health care; art therapy; teaching; publishing; advertising; employment in the industries of broadcasting media, fashion, design, music and film industries, merchandising, fine art and performance, archiving and curatorial practice.

### Progression through the course

From an exploratory and diagnostic first year where you are exposed to a range of approaches, the second year supports learning that is more in depth and encourages a more reflective and speculative approach. Projects are a combination of self-defined and industry led initiatives. In the second year there are opportunities for collaboration, student exchange and taking optional module choices from other courses. The third year refines, focuses and deepens your understanding in visual communication directed to future employment and personal enterprise. At this level you work becomes increasingly self-defined and you will be working with a greater degree of independence. Key aspects of level 6 are professional practice, exhibition, and preparation for future employment or further study at post-graduate level.

### How you will be assessed

The course's assessment strategy is designed to provide both formative and summative evaluation of achievement in context with the learning outcomes for each module. All [module learning outcomes](#) reference [course learning outcomes](#) and [Westminster graduate attributes](#) that are numerically linked for you to see progression and measure your own achievement through the course. Formative assessment is not marked but provides valuable feedback from peers and tutors informing your development towards the marked summative assessment at the end of the module. You are provided with indicative marks until May your work is scrutinised by external examiners to ensure our marking systems and standards meet those of national standards. These marks go to the exam board where marks are again examined and your overall progression and achievement is confirmed. Methods of assessment are varied and designed to be appropriate for the type of coursework developed in each module. Some modules have synoptic assessment (across module assessment) to bring further coherence to your learning and join varied elements intelligently into one submission. Synoptic assessment is also used to prevent over assessment and synthesise learning holistically.

Assessment submissions normally takes the form of submission of a digital file or presentation of work online or on a blog. Actual artwork is view through exhibition but this does not always form part of assessment. Other forms of assessment include the submission of written coursework including essays, group presentations, peer reviews and exhibition. Each module identifies learning achievement and the assessment criteria and rationale.

Assessment is therefore designed to:

- Provide you with advice and feedback on your progress, achievement and to signify areas of your practice and study that require further development.
- Set standards of attainment.
- Enable reflection and feedback from both staff and students on the syllabus and learning experience of the module or set of modules.

## Employment and further study opportunities

The University of Westminster courses capitalise on the benefits that London as a global city and as a major creative, intellectual and technology hub has to offer for the learning environment and experience of our students.

University of Westminster graduates will be able to demonstrate the following five Graduate Attributes:

- Critical and creative thinker
- Literate and effective communicator
- Entrepreneurial
- Global in outlook and engaged in communities
- Socially, ethically and environmentally aware

These Graduate Attributes are orientated toward your employability after completion of the course and are aligned to the Course Learning Outcomes as follows:

Alignment of Graduate Attributes to Course Learning Outcomes

GRADUATE ATTRIBUTE	EVIDENT IN COURSE LEARNING OUTCOMES
Critical and creative thinker	KUL4.1; KUL4.2; PPPL4.1; PPL4.2; KTS4.1 ( <u>level 4, year one</u> ) KUL5.1; KUL5.2; KUL5.3; PPPL5.1; PPPL5.2; PPPL5.3; KTSL5.1; KTSL5.2; KTSL5.3 ( <u>level 5 year two</u> ) <b>KUL6.1; KUL6.2; KUL6.3; PPPL6.1; PPPL6.2; PPPL6.3; KTSL6.1; KTSL6.2; KTSL6.3 (level 6 year three)</b>
Literate and effective communicator	KUL4.1; KUL4.2; KUL4.3; PPPL4.1; PPPL4.3; KTSL4.1 ( <u>level 4</u> ) KUL5.1; KUL5.2; PPPL5.1; PPPL5.2; PPPL5.3; KTSL5.1; KTSL5.2; KTSL5.3 ( <u>level 5</u> ) <b>KUL6.1; KUL6.2; KUL6.3; PPPL6.1; PPPL6.2; PPPL6.3; KTSL6.1; KTSL6.2; (level 6 year three)</b>
Entrepreneurial	KUL4.3; PPPL4.3; KTSL4.1; KTSL4.3; ( <u>Level 4</u> ) KUL5.2; KUL5.3; PPPL5.2; PPPL5.3; KTSL5.1; KTSL5.2; KTSL5.3; ( <u>level 5</u> ) <b>KUL6.2; KUL6.3; PPPL6.1; PPPL6.3; KTSL6.1; KTSL6.2; KTSL6.3 (level 6)</b>
Global in outlook and engaged in communities	KUL4.1; KUL4.3; KTSL4.1 ( <u>level 4</u> ) KUL5.1; KUL5.2; PPPL5.1; PPPL5.3; KTSL5.1; KTSL5.2; KTSL5.3 ( <u>level 5</u> ) <b>KUL6.1; KUL6.2; PPPL6.1; PPPL6.3; KTSL6.1; KTSL6.2; KTSL6.3 (level 6)</b>
Socially, ethically and environmentally aware	KUL4.1; KTSL4.1 ( <u>level 4</u> ) KUL5.1; KUL5.2; KUL5.3; PPPL5.1; PPPL5.3; KTSL5.1; KTSL5.2; KTSL5.3 ( <u>level 5</u> ) <b>KUL6.1; KUL6.2; PPPL6.1; PPPL6.2; PPPL6.3; KTSL6.1; KTSL6.2; KTSL6.3 (level 6)</b>

### Work Placements / work experience / employments within the University.

The course encourages and supports work experience opportunities and with the Faculty's dedicated work placement officer and support from the Career Development Centre provide guidance and personal support on setting up useful and relevant work placements and work experience opportunities. Staff teaching on the course and many of our visitors from industry also support you in securing placements and work experience opportunities in specific sectors of this industry relevant to the direction of your practice and career objectives. By bringing employers and professional creatives into the academic environment we help you build a bridge between academic study and the workplace that progressively leads into employment or further study on graduation. The University and the course employ students as ambassadors and offer paid internships for graduating students. The CDC can support you in all aspects of career and professional development, advising on placements, helping you write CVs, job applications and developing generic employability skills.

#### Client led practice, industrial engagement

Illustration and Visual Communication is a subject discipline that is both industry focused and requires you to have a personal creative practice. The most common model for employment that brings these two initiatives together is working as a free-lance practitioner (self employed) whether as a solo enterprise or in a small collective or small business setup. Within the level 6 programme we provide a number of professionally focused lectures and workshops to ensure you have access to the significant knowledge and skills you will need to operate in this creative field of commission work and individual enterprise.

The course is a member of a number of networking organizations to support you in making connections in industry. We are currently members of D&AD (Design & Art Direction) and the AOI (Association of Illustrators) both agencies offer student initiatives and form a networking organization for graduates and those already successful in the design and applied image-making sector. D&AD host a graduate promotional exhibition called New Blood which serves as a Launchpad and significant networking event for graduating students.

#### Research and further study at postgraduate level

If you decide to pursue an academic career beyond undergraduate level, or shift the emphasis in your learning, or want to undertake teacher training there is a module in level 6 Visual Communication Research Informed Practice that support you in a more academic trajectory for your professional development. In this module professional development supports you if your intentions are less commercially driven and you are looking for a career or academic pathway in another discipline e.g. art and medicine, art therapy, teacher training - PGCE / QTS or TEFL.

This module also helps you prepare for application to post graduate courses both in this county and abroad.

#### **Illustration & Visual Communication aims to create graduates who**

This section shows the core and option modules available as part of the course and their credit value. Full-time Undergraduate students study 120 credits per year. Course structures can be subject to change each academic year following feedback from a variety of sources.

Credit Level 4				
Module code	Module title	Status	UK credit	ECTS
4ILLU003W	FIGURE DRAWING	ELECTIVE	20	10
4ILLU004W	VISUAL COMMUNICATION - DEVELOPMENT & PRODUCTION	CORE	40	20
4ILLU002W	VISUAL COMMUNICATION - TECHNOLOGIES	CORE	20	10
4ILLU005W	INTRODUCTION TO IMAGE MEDIA	CORE	20	10
4ILLU001W	ART & VISUAL CULTURE	CORE	20	10
Award of Certificate of Higher Education in Illustration & Visual Communication available				
Credit Level 5				
Module code	Module title	Status	UK credit	ECTS
5ILLU001W	VISUAL COMMUNICATION - CONTEXTUALISATION & ENTERPRISE	CORE	40	20
5ILLU003W	INTERDISCIPLINARY PRACTICE	ELECTIVE	20	10
5REIL001W	VISUAL COMMUNICATION - RESEARCH & SYNTHESIS	CORE	40	10
5ILLU002W	DRAWING SYSTEMS	ELECTIVE	20	10
Award of Diploma of Higher Education in Illustration & Visual Communication available				
Credit Level 6				
Module code	Module title	Status	UK credit	ECTS
6ILLU003W	VISUAL COMMUNICATION - MAJOR PROJECT PRODUCTION	CORE	60	30
6ILLU001W	VISUAL COMMUNICATION - PROFESSIONAL ENGAGEMENT & ENTERPRISE	ELECTIVE	20	10
6REIL001W	VISUAL COMMUNICATION - RESEARCH INFORMED PRACTICE	ELECTIVE	20	10
6ILLU002W	VISUAL COMMUNICATION - DISSERTATION	CORE	40	20
Award BA Illustration & Visual Communication available				
Award BA (Hons) Illustration & Visual Communication available				

Where electives are indicated you may instead take another elective offered within the Cluster of Music, Film and Visual Communication, or in agreement with the course leaders from both programmes, a module from another Cluster or a Westminster elective offered within the University. *Please note that if you decide to take an elective from outside the course this needs to be approved by your course leader and must be taken from the credit level you are currently studying at e.g. Level 4,5 or 6.*

#### **Academic regulations**

The current Handbook of Academic Regulations is available at [westminster.ac.uk/academic-regulations](http://westminster.ac.uk/academic-regulations)

#### **How you will be supported in your studies**

##### Course Management

BA (Hons) Illustration & Visual Communication is managed by a Course Leader and grouped with the following undergraduate Cluster Group – BA (Hons) Commercial Music, BMus (Hons) Commercial Music Performance, BA (Hons) Film. The Dean of the Faculty and other senior Faculty staff provide support and management at their respective levels, enhancing the specific role of the Course Leader. The staff team collectively support the management of the course through responsibilities for individual modules, facility (workshop) areas and contribute to the planning and organization of the course as an entire unit.

##### Orientation

Upon arrival, the course induction programme will introduce you to the staff team responsible for the delivery and teaching of the course. There will be a number of welcoming talks, tours, events and workshops all designed to help you settle into the learning environment and culture of study at university level. Once you are enrolled you will have access to the university intranet and online learning tools and communication networks. Both the IVC Course Handbook, and Essential Westminster handbook provide guidance on study as well as links on the intranet. In the first few days you will be introduced to your personal tutor who will be the main person you contact with any difficulties or queries you may have in respect to your academic study and pastoral welfare. If you have any major issues you can contact the course leader, personal tutor, Faculty personal tutor or student support services which are available and located on the Harrow Campus.

##### Academic Support

Once you have been accepted on the course you will be sent information on the course programme and your study schedule. This information will also be available to you online. Throughout your learning you will have academic support from your personal tutor, module leader and course leader, as well as your regular teaching and academic support staff team.

Learning at university is student centred in that unlike FE education tutors offer learning in an advisory context. You will be expected to take an increasing responsibility for the management of your own learning as you progress through the course. With the core staff team, tutors, visiting lecturers, interns, technical support staff and course administrators we have a robust programme of visiting professionals who bring knowledge and experience from industry into the teaching programme, they give talks, run workshops and set projects. They can both inspire and inform you and open doors to new possibilities in respect to career choices and directions in your practice.

##### Learning Support

The University uses a Virtual Learning Environment called Blackboard where you can access your course materials and communicate and collaborate with staff and other students.

The Academic Learning Development Centre supports you in developing the skills required for higher education. As well as online resources in Blackboard, you also have the opportunity to attend Study Skills workshops and one-to-one appointments.

Learning support includes four libraries, each holding a collection of resources related to the subjects taught at that site. You can search the entire library collection online through the Library Search service to source and reserve books and access electronic resources. With your dedicated studios you can also work with 24 hour access in the libraries which accommodate both silent study areas and areas for group study and discussion. The ALDC also provided for computing and desktop publishing and offer specialist software training. You can also securely connect through your own laptop anywhere on any campus and mobile devices to the University wireless network.



### Support Services

The University of Westminster Student Affairs department provides advice and guidance on accommodation, financial and legal matters, personal counselling, health and disability issues, careers and the chaplaincy providing multi-faith guidance. The International Education Office provides particular support for you if you are an international student. The University of Westminster Students' Union also provides a range of facilities to support all students during their time at the University.

### Personal Tutoring

In the induction week as mentioned before you will be allocated a personal tutor, this tutor will be one of the course members of staff and their role is to support you with your academic study programme, personal development planning, and direct you to pastoral advice and professional guidance when needed. Your personal tutor is the first person you contact if you have difficulties and you can normally expect to have two personal tutorials per year outside of the normal academic teaching.

### How do we ensure the quality of our courses and continuous improvement?

BA Honours Illustration and Visual Communication has been re-approved by a University Validation Panel in 2015. The panel included internal peers from the University, academic(s) from another university and a representative from industry. This helps to ensure the comparability of the course to those offered in other universities and the relevance to employers.

The course was previously revalidated in 2011 when the name was changed from BA Honours Illustration to BA Honours Illustration and Visual Communication.

The course is also monitored each year by the Faculty to ensure it is running effectively and that issues which might affect the student experience have been appropriately addressed. Staff will consider evidence about the course, this can include outcomes and student feedback through Course Committee meetings, the National Student Survey and the Student Experience Survey (an institutional internal survey). We also consider evidence of student progression and achievement; annual reports from external examiners. From this feedback each Faculty puts in to place an action plan. This may for example include making changes to the way a particular module is delivered or assessed, or even how the course is structured in order to improve the learning experience. It may also include additions to the syllabus in certain modules and curriculum at a particular level. Any significant alteration to the course programme as a whole, or to any one particular module that is more than 10%, requires formal approval through the university academic standards team.

A Course review takes place periodically to ensure that the curriculum is up-to-date and that the skills gained on the course continue to be relevant to employers. Students meet with review panels to provide feedback on their experiences. Student feedback from previous years e.g. from Course Committees is also part of the evidence used to assess how the course has been running.

### How do we act on feedback?

Your feedback is important to the University and your views are taken seriously. Student feedback is gathered in a variety of ways.

- Through Course Committees you have the opportunity through student representatives to express your voice in the running of their course. Student representatives are elected to Committee to expressly represent the views of your year group. The University and the Students' Union work together to provide a full induction to the role of the student representatives.
- Each Faculty also has its own Faculty Student Forum with student representatives; this enables wider discussions across the Faculty. Student representatives are also represented on key Faculty and university committees.
- You and your peers will be invited to complete a questionnaire before the end of each module. The feedback from this will inform the module leader on the effectiveness of the module and highlight areas that could be enhanced.
- The University also has an annual Student Experience Survey which seeks the opinions of students about their course and University experience. In your final year you will be asked to complete the National Student Survey which helps to inform the national university league tables.

**Please note:** This programme specification provides a concise summary of the main features of the course and the learning outcomes that a student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided. This specification should be read in conjunction with the Course Handbook provided to students and Module Handbooks, which provide more detailed information on the specific learning outcomes, content, teaching, learning and assessment methods for each module.

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