



**Definitive Programme Document: BA (Hons) (level 6 direct entry)
Contemporary Art and Professional Studies**

Awarding institution	Bath Spa University
Teaching institution	University Centre Weston
School	Art and Design
Department	Art
Main campus	Loxton Campus
Other sites of delivery	None
Other Schools involved in delivery	None
Name of award(s)	Contemporary Art and Professional Studies
Qualification (final award)	BA (Hons)
Intermediate awards available	None
Routes available	N/A
Sandwich year	No
Duration of award	1 year full-time
Modes of delivery offered	Campus-based
Regulatory Scheme ¹	Undergraduate Modular Scheme,
Professional, Statutory and Regulatory Body accreditation	N/A
Date of most recent PSRB approval (month and year)	N/A
Renewal of PSRB approval due (month and year)	N/A
UCAS code	WWDF
Route code (SITS)	
Relevant QAA Subject Benchmark Statements (including date of publication)	Art and Design (2017)
Date of most recent approval	
Date specification last updated	March 2018

Programme Overview

The BA (Hons) Contemporary Art and Professional Studies sets out to develop you as an independent and reflective learner capable of managing your own learning. During this Level 6 programme you will build on skills developed at level 4 and 5. You will focus on a key area of interest, producing a portfolio of creative work, culminating in a major degree project for public dissemination.

The programme has been designed to enable you to develop relevant professional skills such as management, marketing, negotiation, business and freelance skills, which will enhance

¹ This should also be read in conjunction with the University's Qualifications Framework

your career prospects within the creative industries sector and enable you to contribute to the region's creative economy.

During the programme we encourage you to develop as creative professionals who are able to adapt and respond to changing market conditions and business needs as well as work across disciplines in order to offer a complete and more strategic service to employers and clients. Throughout the programme you are encouraged to reflect on your own strengths and aspirations, identifying an area within your specialism to focus on and develop a portfolio evidencing research, practice and experience. As well as personal and commercial skills development, the learning and teaching on this programme focuses on career trajectory, post-graduation, meaning that you are in a strong position to launch your professional practice on a commercial basis and/or further your studies at Masters Level on completion of the programme.

Programme Aims

1. To foster the industry-specific knowledge, while observing sound and ethical working practices, and legal responsibilities within the creative arts field.
2. To develop a wide range of practical and academic skills, that are transferrable, and encourage responsibility and entrepreneurship.
3. To foster awareness and understanding of a full range of relevant resources and technologies that are likely to be encountered within your specialism.
4. To critically evaluate the relationships between theory and practice, exploring the way work is produced, with reference to the creative social, cultural and historical contexts.
5. To nurture the development of a creative voice and identity, through individual and collaborative working.
6. To enable the production and delivery of creative projects and artefacts.

Programme Intended Learning Outcomes (ILOs)

A Subject-Specific Skills and Knowledge

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6
A1	Ability to accurately deploy established techniques of analysis and enquiry to the context of a work-based setting through the planning, management and implementation of a project;
A2	A conceptual understanding of the contexts of creative practice, employability and enterprise, preparation for further study, research and personal development
A3	Systematic ethical understanding of the specialised work contexts in which a project is being undertaken.

A4	Ability to select, experiment with and make appropriate use of materials, processes and technologies in the production of work, showing a conceptual understanding of the relationship between quality, detail and meaning
A5	Systematic understanding of the nature and importance of the creative arts practitioner's relationship with audiences, clients, funding, markets, users, consumers, participants, co-creators and co-workers.
A6	Ability to process, synthesise and apply individual contextual, practical and ethical research within your own creative voice and stance.

B Cognitive and Intellectual Skills

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6
B1	Ability to independently source, collate, understand and critically evaluate research from a range of areas, within and beyond academic texts, in order to explore a question or subject and articulate findings.
B2	Ability to critically evaluate arguments, assumptions and abstract concepts to make judgements in the development of ideas through to outcomes (for example images, artefacts, environments, products, systems and processes or texts).
B3	Ability to identify, select and deploy established techniques and strategies of enquiry in the development of creative projects, undertaking critical analysis and evaluation of the outcomes.
B4	Detailed knowledge and systematic understanding of the legislative, regulatory and ethical frameworks relevant to the creative industries.

C Skills for Life and Work

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6
C1	Autonomous learning ² (including time management) that shows the exercise of initiative and personal responsibility and enables decision-making in complex and unpredictable contexts.
C2	Team working skills necessary to flourish in the global workplace with an ability both to work in and lead teams effectively.
C3	Communication skills that ensure information, ideas, problems and solutions are communicated effectively and clearly to both specialist and non-specialist audiences.

² i.e. the ability to review, direct and manage one's own workload

C4	IT skills and digital literacy that demonstrate core competences and are commensurate with an ability to work at the interface of creativity and new technologies.
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Programme Content

This programme comprises the following modules

Key:

Core = C

Compulsory = R (ie 'required')

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

Subject offered as single and/or combined award

BA (Hons) Contemporary Art and Professional Studies				Status			
Level	Code	Title	Credits	Single	Major	Joint	Minor
6	AR650 1-40	Marketing, Finance & Promotional Strategy	40	C			
6	AR650 2-40	Practice within the Creative Industries: Work-based Project Portfolio	40	C			
6	AR650 3-40	Professional Creative Practice	40	C			

Assessment methods

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

Work experience and placement opportunities

The "Practice within the Creative Industries: Work-based Project Portfolio" module specifically provides professional work experience opportunities, through student engagement with commercial practice and public exhibition/dissemination of final outputs.

The nature of the work experience will be specific to the needs of the individual student, as well as the requirement and discrete specification of their professional pathway.

Graduate Attributes

	Bath Spa Graduates...	In BA (Hons) Contemporary Art and Professional Studies, we enable this...
1	Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams	Through programme and module design. All teaching and assessment is written expressly with the global marketplace in mind and with direct industry consultation. Work and client based learning prepares students directly for future employability.
2	Will be able to understand and manage complexity, diversity and change	Programme materials and module design refer to the changing nature of, and diverse complexities within, the creative arts industries. Yearly review and on-going consultation with industry practitioners ensures that the programme will integrate future changes.
3	Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners	In engaging with creative production briefs students utilise creativity, innovation, problem solving and team work. Working across disciplines is an essential component of professional and artistic practice as well as the application of creative thinking techniques.
4	Will be digitally literate: able to work at the interface of creativity and technology	Digital literacy is embedded within the programme, in subject specific activities (industry standard editing facilities, digital imaging equipment and sound mixing/design facilities) and the organisation, management and presentation of their research for formative and summative assessments.
5	Will be internationally networked: either by studying abroad for part of the their programme, or studying alongside students from overseas	Collaboration is encouraged and supported with industry-based work and projects. The programme specifically engages with the creative arts and cultures of other countries, through lectures, debates and guest speakers. Students are encouraged to explore and develop their own professional practice and commercial development within a global context.

6	Will be creative thinkers, doers and makers	The ethos of the programme is to encourage creativity and the creation of professional material and products. The development of these materials and products evidences informed reflection, a creative approach to problem-solving and robust production skills.
7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	Students present themselves and their ideas in a multitude of ways including essays, presentations, video essays, production paperwork, and reflective journals. These evidence the ability to critically analyse, conceptualise, thoroughly research and communicate key concepts within creative arts.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	Throughout the programme all work is produced and showcased with an awareness of the community and audiences they are intended for and in the light of the current cultural landscape. Ethical awareness and collaboration are integral to the socio-cultural aspects of the creative disciplines as art forms; these concepts are instilled through work-based learning and professional and academic development.

Modifications

Module-level modifications

Code	Title	Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

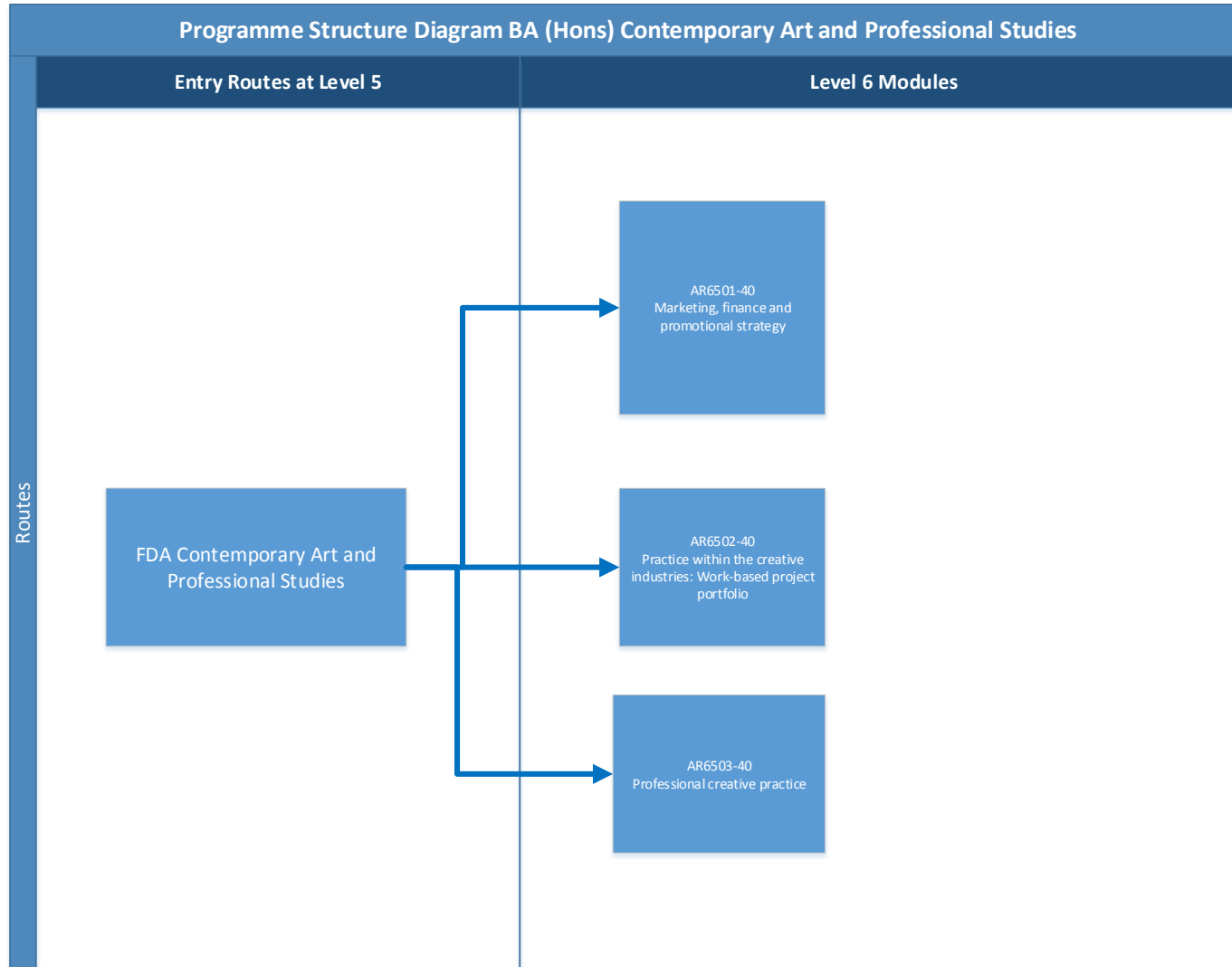
Programme-level modifications

Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

Appendix 1. Programme Structure Diagram



Appendix 2. Map of Intended Learning Outcomes (ILOs) against modules

BA (Hons) Contemporary Art and Professional Studies

Please indicate (✓) in the relevant boxes the modules in which level/programme Intended Learning Outcomes are being assessed.

Level	Module Code	Module Title	Status (C,R,O) ³	Intended Learning Outcomes													
				Subject-specific Skills and Knowledge						Cognitive and Intellectual Skills				Skills for Life and Work			
				A1	A2	A3	A4	A5	A6	B1	B2	B3	B4	C1	C2	C3	C4
6	AR6501-40	Marketing, Finance & Promotional Strategy	C	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
6	AR6502-40	Practice within the Creative Industries: Work-based Project Portfolio	C	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
6	AR6503-40	Professional Creative Practice	C	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓

³ C = Core; R = Compulsory (ie required for this route); O = Optional



Appendix 3. Map of Summative Assessment Tasks by Module

BA (Hons) Contemporary Art and Professional Studies

Please indicate in the relevant boxes which summative assessment methods are used in each module and, where appropriate, the assessment length.

Level	Module Code	Module Title	Status (C,R,O) ⁴	Assessment method			
				Coursework		Practical	
				Proposal	Business Plan	Portfolio/Exhibition	Presentation
6	AR6501-40	Marketing, Finance & Promotional Strategy	C	20% Business Plan	60% Marketing Portfolio		20% Presentation
6	AR6502-40	Practice within the Creative Industries: Work-based Project Portfolio	C	10% Project Proposal (word count 1000)		70% Project Portfolio	20% Presentation
6	AR6503-40	Professional Creative Practice	C			100% Portfolio (evidencing your professional practice including rationale for target audience culminating in a final	

⁴ C = Core; R = Compulsory (ie required for this route); O = Optional

						showcase/exhibition of your work).	
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