

Pathway Type	Pre-masters in Art Design& Media
Pathway Areas	Art, Design & Media
Pathway/s	Art, Design & Media: Two and Three semesters
Course Code/s	PGAE; PGAD; PGMD
Pathway Provision	College: NQF Level(s): 6
Title	Pre-Master's in Art, Design & Media
NQF (FHEQ)	6
Credit Points	Three (3) semester = 120 Two (2) semester = 100
Duration of Study	Three (3) semester Two (2) semester
Weeks of Study	Three (3) semester = 39 Weeks Two (2) semester = 26 weeks
Mode of Study	Full-time
Mode of Delivery	Face to Face
Notional Hours	Three (3) semesters = 1200 Two (2) semester = 1000
Contact Hours	Three (3) semester = 439 Two (2) semester = 396
Directed Study Hours	Three (3) semester = 80
Self-directed Study Hours	Three (3) semester = 681 Two (2) semester = 631
Delivery Model	Standard Delivery Model (SDM)
Teaching Institution	Birmingham City University International College
Awarding Institution	Birmingham City University
Faculty	Arts, Design and Media (ADM)
Teaching Location (Campus)	City Centre Campus
3-semester intakes	May and September
2-semester intakes	January and September
Subject Benchmarks Statements	<b>QAA:</b> <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>

**Articulation Programmes**

<b>Awards by Pathway</b>	<b>Degree awards</b>	<b>FHEQ Award Level</b>
<b><i>Fashion and Textiles</i></b>	MA Fashion Design	<b>7</b>
	MA Textile and Surface Design	<b>7</b>
<b><i>Architecture</i></b>	Architecture - MArch	<b>7</b>
	MA. Interior Architecture and Design	<b>7</b>
	MA. Landscape Architecture	<b>7</b>
<b><i>Jewellery</i></b>	MA. Jewellery and Related Products	<b>7</b>
	MSc. Gemmology*	<b>7</b>
<b><i>Media</i></b>	MA. Creative Writing	<b>7</b>
	MA Data Journalism	<b>7</b>
	MA Feature Film Development	<b>7</b>
	MA Film Distribution and Marketing	<b>7</b>
	MA Future Media	<b>7</b>
<b><i>Art and Design</i></b>	MA Fine Art	<b>7</b>
	MA Design: Active Practice	<b>7</b>
	MA Arts and Education Practices	<b>7</b>
	MA Media Production	<b>7</b>
	MA Public Relations	<b>7</b>
<b><i>Visual Communication</i></b>	MA Visual Communication	<b>7</b>
	MA Design and Visualisation	<b>7</b>

**EDUCATIONAL AIMS**

The Pre-Master's Programme is designed to prepare international students for postgraduate study and aims to enhance their academic, research and language skills.

The aims of this programme include:

1. Bridge the gap between students' previous study and postgraduate study by enhancing critical thinking and analytical skills
2. Equip students with the requisite skills to undertake postgraduate research work especially on referencing skills and independent learning
3. Improve students' language proficiency and confidence to participate in various academic endeavours
4. Empower problem solving, teambuilding and leadership skills to prepare students for future careers
5. Enhance digital literacy
6. Familiarise and support students to be resilient and adapt to the community

**PROGRAMME LEARNING OUTCOMES**

All modules have a set of Generic Learning Outcomes (LOs) attached to them; see relevant Module Guides. These provide a basic set of core skills that can be employed as a basis to further study and life-long learning. They are delivered using an interdisciplinary and progressive approach underpinned by the relevant Interactive Learning Skills and Communication (ILSC) module, to build these core skills within the context of subject-specific learning. Incorporated in these core skills are the key themes of relationship-management, time-management, professional communication, technological and numerical understanding and competency.

There are three categories of programme learning outcomes (PLOs):

Upon successful completion of the programme, students will be able to:

**A: Knowledge and Understanding**

A1. Develop and demonstrate advanced imaginative and flexible approaches to art and design in the creative development of ideas through studio-based practice.

A.2 Develop and demonstrate advanced skills in art and design / media practice in the creation of a final project through studio-based practice.

A.3 Develop techniques and forms of effective e and clear communication in a variety of academic and professional in Art Media & Design

**B: Cognitive and Intellectual Skills**

1. Demonstrate an understanding of the subject-specific theories, concepts and principles found within the disciplines of art and design.
2. Demonstrate a critical approach to knowledge commensurate with postgraduate level study.
3. Formulate and test subject-specific statements, hypotheses and arguments.
4. Present reasoned arguments to back up academic position(s).
5. The ability to demonstrate the application of analytical and critical skills to problem solving, reflective evaluation and interpretation.

**C: Practical Skills**

1. Develop organisational skills for deadline submission.
2. Proficiently use techniques and technology in the collation, interpretation and presentation of data in oral and written formats.
3. Develop data presentation skills.
4. The ability to demonstrate the application of effective specialised practical expertise and advanced technical and manipulative skills where appropriate.
5. The articulation of ideas through the review, development, synthesis and realisation of individual project based practice and/ or writing.

**D: Transferable Skill**

1. Practice and illustrate the importance of self-study and reliance; this involves cultivating and developing a responsibility within each student to take cognizance for their own learning, initiative, effective time-management and self-discipline within the academic and professional environments.
2. Ability to arrange and communicate effectively, both orally and in writing, qualitative and quantitative information.
3. Develop a sound conceptual understanding and evaluation of the main aspects of art and design through the production of a portfolio that can serve them well in their future studies and careers.
4. Select, read, digest, summarise and synthesise information material in a variety of forms, both qualitative and quantitative (text, numerical data and diagrammatic) and in an appropriate manner to identify and determine key facts/themes, relevancy and assessment of problems and identification and implementation of solutions.

**Learning, Teaching and Assessment Strategy**

The programme is designed to equip students with knowledge, skills and competences required to succeed at postgraduate study. The College will deliver the programme through interactive and in student centred environment using a blended approach. The blended approach will use a combination of traditional classroom

and virtual sessions as well as online materials on the VLE. The student-centred approach will encourage independent learning, active engagement with digital tools and platforms thereby allowing students the flexibility that supports individual pace. Various teaching methods such as lectures, seminars, tutorials and workshops will be used to deliver the content. The lecture sessions will introduce key concepts in the programme and seminar sessions will allow for further exploration and application of knowledge. Students will also enjoy one-one support sessions especially with their research projects; experiential learning will include field trips and guest lectures.

These provide a basic set of core transferable skills that can be employed as a basis to further study and life-long learning. They are delivered using an interdisciplinary and progressive approach underpinned by the relevant Interactive Learning Skills and Communication (ILSC) module, to build these core skills within the context of subject-specific learning. Incorporated in these core skills are the key themes of relationship-management, time-management, professional communication, technological and numerical understanding and competency.

### **Assessment Principles**

- Constructive alignment with learning outcomes and teaching activities
- Assessment methods and criteria are clearly published and assessable
- Reliable and consistent
- Fair and inclusive
- Fit for purpose and timely
- Feedback is purpose driven and supports learning
- Transparent, efficient and manageable
- Assessment literacy encouraging academic integrity
- Marking and moderation process are consistently applied
- Efficiency of assessment boards
- Systemic enhancement through feedback from stakeholders

Programme assessment strategy is designed to check for learning, facilitate reflections and assess the achievement of the learning outcomes. The College adopts a wide variety of assessment methods that aligns with the knowledge and skills that students on the programme are expected to acquire. The assessment strategy employs formative and summative assessment methods. Formative assessments will involve quizzes, discussion forums, reflective journals peer and tutor feedback. This is aimed at supporting students and help the tutors to identify the learning needs in a teaching group. Summative assessments evaluate the achievement of the programme outcomes and adopts a range of assessment types such as written reports, presentations, projects, examinations, group projects and research tasks.

The strategy also involves clear guidance on assessment methods and processes through a deliberate promotion of assessment literacy. Assessment regulations are accessible, and summative tasks are supported with clear information on the tasks and the criteria. Summative assessments are moderated internally and externally for quality assurance. A subject specialist within the College moderates a ten percent sample of each assessment. Link tutors from Birmingham City University and appointed external examiners are invited to review these samples. All summative works follow the governance processes before final outcomes are published to the students.

### **Student Engagement Strategy**

Theme	Engagement strategy
Academic Engagement	Encourage peer learning, guest lectures and exposure to industry practice; tutorial support
Pastoral Support	Detailed orientation to event that will cover wellbeing and counselling support
Career and Employability	Insights on career paths, engagement with Graduate+ and encourage students to volunteer and promote student mentorship programme

Digital	Encourage entrepreneurial skills and innovation; use the VLE to share updates on events and facilitate community of practice
Smooth transition and social integration	Pair IFY students with current university students; promote involvement in university societies; encourage events that promote cultural diversity
Continuous Improvement	Incorporate student voice through regular feedback and active participation in governance processes.

**Stage(s) of Study**



**Course Structure**

2 Semester PMP			
Semester 2	Critical Thinking for Postgraduate Study (20 Credits)	Final Project II (20 Credits)	
Semester 1	Interactive Learning Skills and Communication for Postgraduate Study (20 Credits)	Research Methods (40 Credits)	Final Project I (20 Credits)

3 Semester PMP			
Semester 3	Critical Thinking for Postgraduate Study (20 Credits)	Final Project II	
Semester 2	Research Methods (40 Credits)	Final Project I (40 Credits)	
Semester 1	Interactive Learning Skills and Communication for Postgraduate Study (20 Credits)	Creative Practice (20 Credits)	

**Three Semester**

Pre-Master's in Art, Design and Media						
Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1						
5	PAD000	Creative Practice	20	50	-	100
4	PG1000	Interactive Learning Skills and Communication for Postgraduate Study	20	50	40	60
Semester 2						
4	PG1001	Research Methods for Postgraduate Study	20	50	-	100
4	PAD100	Final Project (Part A)	40	50	-	100
Semester 3						
4	PG1002	Critical Thinking for Postgraduate Study	20	50	100	-
5	PAD100	Final Project (Part B)	-	50	-	100
Postgraduate Stage 1: Art, Design and Media			140 credit points			

**Two Semester**

Pre-Master's in Art, Design and Media						
Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				

Semester 1						
4	PG1000	Interactive Learning Skills and Communication for Postgraduate Study	20	50	40	60
4	PG1001	Research Methods for Postgraduate Study	40	50	-	100
4	PAD100	Final Project (Part A)	40	50	-	100
Semester 2						
4	PG1002	Critical Thinking for Postgraduate Study	20	50	-	100
5	PAD100	Final Project (Part B)	-	50	-	100
Postgraduate Stage 1: Art, Design and Media			120 credit points			

### Progression and Award Requirements

Each module offered on the programme has a minimum overall pass mark. Please refer to Module Guide (MD). The College's Policy and Regulation (CPR9) explains all our assessment regulations for further details on the assessment regulations and failing to progress. - <https://bcuic.bcu.ac.uk/about/policies/>

### Final and intermediate awards

Students that successfully complete the programme with the minimum 120 credits in a two semester will be eligible to progress to their chosen BCU degree programme as per offer letter and CAS and receive a transcript.

### Categories of Performance

**A (High Distinction, 80 - 100%)** – Distinctive level of knowledge, skill and understanding which demonstrates an authoritative grasp of the concepts and principles and ability to communicate them in relation to the assessment event without plagiarism or collusion. Indications of originality in application of ideas, graphical representations, personal insights reflecting depth and confidence of understanding of issues raised in the assessment event.

**B (Distinction, 70 - 79%)** – Level of competence demonstrating a coherent grasp of knowledge, skill and understanding of the assessment and ability to communicate them effectively. Displays originality in interpreting concepts and principles. The work uses graphs and tables to illustrate answers where relevant. Ideas and conclusions are expressed clearly. Many aspects of the candidate's application and result can be commended.

**C (Merit, 60 - 69%)** – Level of competence shows an acceptable knowledge, skill and understanding sufficient to indicate that the candidate is able to make further progress. The outcome shows satisfactorily understanding and performance of the requirements of the assessment tasks. Demonstrates clear expression of ideas, draws recognisable and relevant conclusions.

**D (Pass, 50 - 59%)** – Evidence of basic competence to meet requirements of the assessment task and event. Evidence of basic acquaintance with relevant source material. Limited attempt to organise and communicate the response. Some attempt to draw relevant conclusions.

**F (Fail 40- 49%)** – The candidate's application and result shows that the level of competence being sought has not yet been achieved. The assessed work shows a less than acceptable grasp of knowledge, skill and understanding of the requirements and communication of the assessment event and associated tasks.

**Progression Criteria: minimum pass mark of 50% achieved for all modules listed.**

**NB: See individual Module Guides for details marks classification**

## PROGRAMME SPECIFICATION

### Appendix 1. Assessment Mapping

Modules	Group/Individual Presentation	Individual Project/Reflective Journal	Essay/report	Exam	Course Work /Practical
Interactive Learning Skills and Communication for Postgraduate Study			60%	40%	
Research Methods for Postgraduate Study					100%
Critical Thinking for Postgraduate Study					100%
Creative Practice					100%
Research Project	20%				80%

### Appendix 2 Constructive Alignment

Learning Outcomes	Teaching and Learning Methods	Assessment Methods and Strategies
<p>A1. Develop and demonstrate advanced imaginative and flexible approaches to art and design in the creative development of ideas through studio-based practice.</p> <p>A.2 Develop and demonstrate advanced skills in art and design / media practice in the creation of a final project through studio-based practice.</p> <p>A.3 Develop techniques and forms of effective e and clear communication in a variety of academic and professional in Art Media &amp; Design</p>	<p>Acquisition of Intended LOs via a combination of small group lectures (listening, writing and reading); small group-based tutorial labs/coursework (oral, reading, listening and written presentation); and individual coursework (oral, and written presentation) and summative examination (reading and writing).</p> <p>Additional support is provided through the provision of small peer-led tutorial group work and of individual tutorial support; College module-specific subject specialists delivering modules; guest speakers (industry/topic specific); monitoring and appraisal by College academic management.</p> <p>The opportunity to interface regularly with noted platforms in College, Birmingham City University library and independent environments to develop an understanding of the implications of the use of different e-learning for research.</p>	<p>A combination of summative (closed-book) examinations and summative coursework along with written assignments, portfolios and in-course assessments/tests, computer-based coursework and tests, project reports and presentations</p> <p>All students are required to maintain an 85% attendance record.</p> <p>Formative assessment is a constant feature of the programme and is deployed in the form of peer discussions, debates and the creation of a classroom environment which challenges conventional wisdom and encourages critical engagement.</p>