



BA (Hons) Art History and Visual Culture with Combined Studies

Programme Specification

2024-2025

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INTRODUCTION

This document describes the **BA (Hons) Art History and Visual Culture with Combined Studies** awarded by Richmond American University in London, using the protocols required by *The Framework for Higher Education Qualifications in England, Wales, and Northern Ireland* (QAA, 2008).

The degree is delivered within the framework of a US Liberal Arts undergraduate degree programme. Typically, students take the programme over 3.5 to 4 years (approximately 10 courses per year, with summer courses allowing for accelerated progress in some cases). Each undergraduate credit is equivalent, approximately, to 1 classroom contact hour per 15-week semester. On this basis, students are required to earn a total of a minimum 120 US academic credit hours in order to complete their degrees. Of the courses in the programme, half are at the “lower-division” taken in the first two years of study and coded 3000-4999, and half are at the “upper division”, taken in years three and four, and coded 5000-6999.

The degrees are also articulated in terms of UK Regulatory Frameworks, chiefly the *FHEQ* and the *Higher Education Credit Framework for England*. Each course has been assigned to an appropriate level on the *FHEQ*, based on the course’s learning outcomes and assessment strategies (note that the courses comprising the first year of the 4-year US undergraduate degree are normally at QCF Level 3). US undergraduate credit can generally be translated to ECTS and UK CATS credits in the following manner: 1 US credit = 2 ECTS credits = 4 UK CATS credits. So a US degree of 120 credits would translate as 240 ECTS credits and 480 UK CATS credits (with a minimum of 360 UK CATS credits at Levels 4-6 on the *FHEQ*).

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes full advantage of the learning opportunities that are provided.

More detailed information on the learning outcomes, content, and teaching, learning and assessment methods of each course can be found in course specification documents and syllabi.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

OVERVIEW

Programme/award title(s)	BA (Hons) Art History and Visual Culture with Combined Studies
Teaching Institution	Richmond American University in London
Awarding Institution	Richmond American University in London
Date of last validation	29 March 2022
Next revalidation	Spring 2027
Credit points for the award	120 US Credits 480 UK Credits at <i>FHEQ</i> Levels 3-6 (120 at Level 3; 120 at Level 4; 120 at Level 5; 120 at Level 6)
UCAS Code	University Code: R20 Art History and Visual Culture: 4A36
Programme start date	Fall 2022
Underpinning QAA subject benchmark(s)	History of Art, Architecture and Design (2019) Communication, Media, Film, and Cultural Studies (2019)
Professional/statutory recognition	N/A
Language of Study	English
Duration of the programme for each mode of study (P/T, FT,DL)	FT
Dual accreditation (if applicable)	Middle States Commission on Higher Education (First accredited 1981; renewed 1996, 2006, 2016.) QAA – Higher Education Review (AP) 2017
Date of production/revision of this specification	May 2023 (see chart at the end of this document for list of revisions)

ABOUT THE PROGRAMME

The Art History and Visual Culture programme at Richmond American University in London is a four-year programme where the discipline(s) of focus are studied alongside a range of other subjects. Progression through the programme is set out down in each of the four columns of the Programme Outcome grid with level-specific programme outcomes at each FHEQ level. The programme outcomes are then applied in each course on the programme through assessed, course-specific learning outcomes. Refer to Appendix I – Curriculum Map for details of how outcomes are deployed across the study programme. The programme is designed such that every learning outcome, at all levels of the programme, are assessed for every student.

MISSION

Richmond University's Art History and Visual Culture aims to graduate students with a broad yet focussed understanding of art history and visual culture, with specific knowledge of: 1) the key thinkers, theories, methods and contemporary issues and problems facing art history; 2) conceptual frameworks within which to evaluate the role of visual arts and cultures today, and 3) a variety of Western and non-Western arts and visual cultures, from prehistory to the present. This knowledge and understanding is complemented by a strong element of professional practice, with opportunities to explore careers in visual arts institutions and the creative cultural industries. The programme provides a broad base of historical knowledge in the first two years, upon which is built a gradually more complex and more specific understanding of key historical periods and themes in the final two years. The programme places particular emphasis on art and visual practices across cultures. While certainly not a practical course in the sense of a Fine Art programme, the programme does offer students the opportunity to undertake some practical courses at all levels in order to support an appreciation of how to apply theory to practice and to evince skills in visual analysis. The programme aims to be intellectually rewarding for its own sake, to prepare students for postgraduate study, and especially by way of the internship programme to enable students to pursue careers in visual arts institutions and the creative cultural industries.

PROGRAMME STRUCTURE

BA (Hons) Degree Art History and Visual Culture with Combined Studies

A normal course load per academic year is 30 US credits, equivalent to 120 UK credits. Students complete 120 UK credits at Level 6 in the major.

Please note that students must complete all Liberal Arts requirements AND a minimum of 120 credits at each FHEQ level. The Liberal Arts programme offers more choice amongst levels, so students and advisors must ensure that both Liberal Arts requirements and overall level requirements are satisfied.

Black = Major requirements

Blue = General Education Liberal Arts Core requirements

Green = Electives/Gen Ed Electives

Table 1: Lower-Division / Levels 3 and 4 Degree Requirements

LOWER-DIVISION REQUIREMENTS			
<i>RQF Level 3</i>		US CREDITS	UK CREDITS
Minimum Required courses			
ADM 3160	Foundations in Photography	3	12
COM 3100	Foundations in Mass Media & Communications	3	12
HST 3200	World Cultural History	3	12
GEP 3105	Tools for Change	3	12
GEP 3180	Research and Writing I	3	12

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Plus one of the following:			
GEP 3150	Visual Thinking	3	12
GEP 3170	Narratives of Change	3	12
Plus one of the following:		3	12
ENV 3XXX	Any RQF Level 3 ENV course		
XXX 3XXX	RQF Level 3 Elective (only if satisfying ENV requirement at FHEQ Level 4)		
Plus:			
XXX 3XXX	RQF Level 3 Elective	3	12
XXX 3XXX	RQF Level 3 Elective	3	12
XXX 3XXX	RQF Level 3 Elective	3	12
QCF Level 3 CREDIT TOTALS		30	120

FHEQ Level 4		US CREDITS	UK CREDITS
Minimum Required courses			
AVC 4200	Introduction to Art Across Cultures	3	12
AVC 4205	Introduction to Visual Culture	3	12
AVC 4210	History of Photography	3	12
DGT 4120	Data Analysis for Social Change	3	12
GEP 4180	Research and Writing II	3	12
GEP 4105	Social Change in Practice	3	12
Plus two of the following:		6	24
COM 4115	Digital Society		
COM 4400	Intro to Advertising Practice		
COM 4405	Advertising, PR, and Media		
FLM 4210	Introduction to Filmmaking		
FLM 4200	Introduction to Film Studies		
HST 4405	History of Fashion		
Plus one of the following:		3	12
ENV 4XXX	Any FHEQ Level 4 ENV course		
XXX 4XXX	FHEQ Level 4 Elective (only if satisfying ENV requirement at RQF Level 3)		
Plus:			
XXX 4XXX	FHEQ Level 4 Elective	3	12
FHEQ Level 4 CREDIT TOTALS		30	120

Table 2: Upper-Division / Levels 5 and 6 Requirements

UPPER-DIVISION REQUIREMENTS		
FHEQ Level 5	US CREDITS	UK CREDITS

Minimum Required courses			
AVC 5200	Museums & Galleries London	3	12
AVC 5205	Art in Context	3	12
AVC 5210	History of Design	3	12
AVC 5215	Art History: Theory & Methods	3	12
COM 5205	Cultural Theory	3	12
Plus one of the following:		3	12
ADM 5405	Photography: Theory & Practice		
COM 5220	Communications for PR and Advertising		
COM 5230	Creating Digital Images		
FLM 5200	Mainstream Cinema: Studies in Genre		
MKT 5410	Psychology of Fashion and Luxury Goods		
Plus one of the following:		3	12
GEP 5101	Service Learning: Digital Collaboration		
GEP 5102	Service Learning: Leadership in a Changing World		
GEP 5103	Service Learning: Environment and Society		
GEP 5104	Service Learning: Global Citizenship and Migration		
Plus:			
XXX 5XXX	FHEQ Level 5 Elective	3	12
XXX 5XXX	FHEQ Level 5 Elective	3	12
XXX 5XXX	FHEQ Level 5 Elective	3	12
FHEQ Level 5 Credit Totals		30	120

FHEQ Level 6		US CREDITS	UK CREDITS
Required courses			
AMS 6103	Pop to Present: Themes in Contemporary US Art	4	16
AVC 6101	Working in the Art World	4	16
AVC 6296	Senior Seminar in Art History and Visual Culture I	3	12
AVC 6297	Senior Seminar in Art History and Visual Culture II	3	12
AVC 6102	Non Western Visual Cultures	4	16
AVC 6103	New Media & Visual Power	4	16
Plus one of the following:			
ADM 6102	Web Design	4	16
AVC 6902	Internship in Art History & Visual Culture	4	16
AVC 6901	World Internship in Art History & Visual Culture	4	16
COM 6102	Advertising & PR Campaigns	4	16
FLM 6103	International Cinema	4	16
HST 6105	Propaganda: History & Image	4	16
HST 6103	Visualizing Enlightenment	4	16

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PHT 6101	Studio Photography	4	16
Plus:			
XXX 6XXX	FHEQ Level 6 Elective	4	16
FHEQ Level 6 Credit Totals		30	120

PROGRAMME OUTCOMES

Programme-level learning outcomes are identified below. Please refer to the Curriculum Map at the end of this document for details of how outcomes are deployed across the study programme.

Key Programme Outcomes

Upon completing the **BA (Hons) Art History and Visual Culture with Combined Studies** students should have:

- A. Demonstrate an understanding of art, visual media and communications across cultures.
- B. Demonstrate an ability to observe, describe and interpret visual artefacts.
- C. Deliver work in the field of art history and visual culture with limited supervision to a given brief.
- D. Act with autonomy under minimal direction or supervision in the context of art history and visual culture studies.

Knowledge and Understanding (A)

LEVEL 3

- 3i Demonstrates an understanding of art, visual media and communications across cultures.

LEVEL 4

- 4i Demonstrates a broad understanding of theories, methods and concepts appropriate for the study of art history and visual culture.
- 4ii Demonstrates a broad knowledge of key periods, artists and works in the history of art and the study of visual culture.

LEVEL 5

- 5i Demonstrates a detailed understanding of theories, methods and concepts appropriate for the study of art history and visual culture.
- 5ii Demonstrates a detailed understanding of key periods, artists and works in the history of art and the study of visual culture.
- 5iii Demonstrates a detailed understanding of the ways in which art history and visual cultures are framed by specific cultural, social and political contexts.

LEVEL 6

- 6i Demonstrates a systematic understanding of theories, methods and concepts appropriate for the study of art history and visual culture.
- 6ii Demonstrates a systematic understanding of specific key periods, artists and works in the history of art and the study of visual culture.
- 6iii Demonstrates a systematic understanding how art history and visual culture studies have examined non-Western art.
- 6iv Demonstrates a systematic understanding of the ways in which art history and visual cultures are framed by specific cultural, social and political historical contexts.

Cognitive Skills (B)

LEVEL 3

- 3i Demonstrates an awareness of art, visual media and communications across cultures.
- 3ii Demonstrates an awareness of the visual observation, description and interpretation of artefacts.
- 3iii Demonstrates an awareness of applied design solutions.

LEVEL 4

- 4i Demonstrates the accumulation of a broad body of knowledge on art history and visual cultures.
- 4ii Demonstrates a broad understanding of similarities and differences in visual practices across cultures.
- 4iii Demonstrates a broad ability to observe, describe and interpret visual artefacts.
- 4iv Demonstrates a broad ability to apply the fundamental principles of drawing/printmaking.

LEVEL 5

- 5i Demonstrates the accumulation of a detailed body of knowledge on art history and visual cultures.
- 5ii Demonstrates a detailed understanding of similarities and differences in visual practices across cultures.
- 5iii Demonstrates a detailed understanding of the application of theoretical thinking in the study of art and visual cultures by observation, description and interpretation.

LEVEL 6

- 6i Demonstrates the accumulation of, systematic engagement with, and sophisticated understanding of a detailed body of knowledge on art history and visual culture.
- 6ii Demonstrates a systematic and sophisticated understanding of similarities and differences in visual practices across time and across cultures.
- 6iii Demonstrates a systematic and sophisticated understanding of the application of professional practices in the visual arts and related creative and cultural industries.
- 6iv Demonstrates a systematic understanding of a core problem or issue in the subject area, along with a sophisticated application of theory and method to evidence.

Practical and/or professional skills (C)

LEVEL 3

- 3i Demonstrates the ability to gather, organise and deploy ideas and information in order to communicate arguments effectively in written, oral or other forms, with an understanding of appropriate methods, particularly in visual observation, description and interpretation.

LEVEL 4

- 4i Demonstrates the ability to gather, organise and deploy ideas and information in order to evaluate their strengths and weaknesses, and express them effectively in written, oral or other forms.
- 4ii Demonstrates an ability to judge the reliability of sources, and begins to identify the strengths and weaknesses of concepts and theoretical framework.

LEVEL 5

- 5i Demonstrates the ability to formulate and synthesize arguments cogently, retrieve and generate information, and select appropriate criteria to evaluate sources.
- 5ii Delivers work with limited supervision to a given length, format, brief and deadline, properly referencing sources and ideas and making use, as appropriate, of a problem-solving approach.
- 5iii Exercises a degree of independent and informed critical judgement in analysis.

LEVEL 6

- 6i Demonstrates the ability to gather, organise and deploy complex and abstract ideas and information in order to formulate arguments cogently, and express them effectively in written, oral or other forms.
- 6ii Demonstrates the ability to organise and manage supervised, self-directed projects, through which a sophisticated understanding of research methods is demonstrated.
- 6iii Demonstrates the ability to produce detailed analyses of competing perspectives and concepts, to make comparisons and connections and to identify the possibility of new concepts.
- 6iv Demonstrates the ability to provide critical appraisals of some of the widespread common sense understandings and misunderstandings of the subject area, and the debates and disagreements to which these give rise.

Key Skills (D)

LEVEL 3

- 3i Demonstrates an awareness of views other than their own and adapts behaviour to meet obligations in personal and/or group outcomes and/or output.

LEVEL 4

- 4i Acts with limited autonomy under direction or supervision and engages in evaluation of own work and capabilities and outputs in key areas.
- 4ii Demonstrates broad skills that are relevant to the workplace, including the ability to work productively in a group or team, and to recognise factors that affect performance, including changing contexts, audiences and degrees of complexity.
- 4iii Demonstrates the ability to use a range of information communication technology (ICT) skills to perform tasks.

LEVEL 5

- 5i Demonstrates well-developed skills that will translate into the workplace, including the ability to work effectively within a group or team, to engage in self-reflection, and to adapt own actions and interpersonal communication skills to changing contexts, audiences and degrees of complexity.
- 5ii Delivers work with limited direction or supervision, demonstrating the capacity to consider and evaluate their own work using justifiable criteria.
- 5iii Demonstrates the ability to adapt to complex and non-routine performance tasks using information communication technology (ICT).

LEVEL 6

- 6i Demonstrates the ability to act with minimal direction or supervision, to engage in self-reflection, use feedback to analyse own capabilities, appraise alternatives, and plan and implement actions.
- 6ii Demonstrates personal responsibility and professional codes of conduct, while taking responsibility for their own work, learning and development, and effectiveness in professional and interpersonal communication.
- 6iii Demonstrates flexible skills that translate directly into the workplace, including the ability to plan and manage for changing contexts, audiences and levels of complexity, and advanced group or team work capacities, for example listening, contributing, leading, negotiating and proactively managing conflict as is appropriate.
- 6iv Demonstrates the ability to flexibly locate their own normative views and cultural commitments within the practice of research, with a level of autonomy.

TEACHING, LEARNING, AND ASSESSMENT

Teaching Strategy

The teaching and learning strategy adopted within the **BA (Hons) Art History and Visual Culture with Combined Studies** degree is based on the understanding that all students will be treated as active learners. Clearly, the precise approach will vary from course to course, depending on the learning outcomes relevant to each class.

The generic components of our teaching and learning strategy normally involves a variety of approaches and include delivering many of the following:

- Regular use of formal lecture sessions in all courses.
- Occasional workshops and seminars in some courses.
- Regular use of individual and/or team-based projects in all courses.
- Regular use of self-directed and directed reading in all courses.
- Peer-tutoring led by advanced students in many courses.
- Use of audio-visual and library resources in some courses.
- Regular use of tutor- and student-led discussion groups via e-learning platforms such as PowerCAMPUS (or Blackboard) in many courses.

The combination of teaching and learning approaches mentioned above develops our students' knowledge, thinking skills and practical skills.

Their knowledge is acquired through

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- Structured lectures and supporting materials
- Directed reading and use of internet materials
- Independent research

Their cognitive skills are developed through

- Conducting research
- Making presentations and preparing other assessments
- Helping others to learn

Their practical skills are gained through

- Application of theory to practices encountered during internships
- Using information technology to retrieve and manipulate data
- Negotiating by means of team-based projects

Their key skills are gained through

- Employing and using appropriate linguistic skills
- Independent learning

Assessment Strategy

The assessment strategies we use with our BA (Hons) Art History and Visual Culture with Combined Studies degree speak directly to how we anticipate progression with student learning to take place.

In terms of following up with the assessment of student learning and consistent with US liberal arts traditions, our classes rely on the system of continuous assessment on a course-by-course basis and throughout any given semester. This approach often involves the use of term-papers, portfolios of work, quizzes, mid-semester and final exams as well as student presentations and general class discussion. Not every component applies to every course, but most do relate to many of the classes that are offered. Many of our courses involve a site visit or require attendance at a public lecture as well. Students generally find these events to be extremely valuable to their learning.

Most of the courses will follow the University Assessment Norms, however some may follow specialised norms, as listed in each CSD. See the Assessment Norm Policy for full details: <https://www.richmond.ac.uk/university-policies/>

Each senior will end their programme with a dissertation which will normally have 8,000-10,000 words.

8. ENTRY REQUIREMENTS

Admissions

Details of the entry requirements, including English language requirements, may be found at the appropriate page of the University website listed below, where a comprehensive Admissions Policy and Summary of Practice document is also published.

<https://www.richmond.ac.uk/undergraduate-admissions/>

Transfer Credit

Prospective students with specific levels of subject achievement in Advanced Placement Tests, GCE, A Levels and some other UK and international qualifications may enter with Advanced Credit and be given exemption from certain courses of the programme. Please see the Transfer Credit Policy Undergraduate for details.

EXIT AWARD REQUIREMENTS

An exit award is defined as a lower award than one for which the student is registered. Such an award may be conferred if a student completes part, but not all, of the requirements of the programme for which he or she is registered. Students may not enter the university registered for an exit award.

Associate of Arts Degree in General Studies (US)

The US Associate of Arts (AA) degree can be awarded as an exit degree for those students completing the following minimum requirements.

30 US / 120 UK credits at RQF Level 3

30 US / 120 UK credits at FHEQ Level 4

Of the total number of credits required for the AA degree, 30 US/120 UK credits must be completed at Richmond. Students must obtain a minimum cumulative GPA of 2.0 and a major of 2.0 in order to qualify for this degree. Latin Honours are not applied to the AA Degree.

The requirements for the AA degree are outlined in Table 1 above. All Level 3 and 4 Major and General Education Liberal Arts Core Requirements must be completed.

Certificate of Higher Education in BA (hons) Art History and Visual Culture (UK)

The UK Certificate of Higher Education (CertHE) can be broadly aligned with the US Associate of Arts Degree, but the CertHE does not require the completion of 30 US/120 credits at RQF Level 3. Students who qualify for the AA degree will automatically qualify for the CertHE. But students may qualify for a CertHE without fulfilling the requirements for a US AA degree if they have not completed all of the CQF Level 3 requirements necessary to obtain the AA.

The UK CertHE can be awarded as an exit award for those students completing the following minimum requirements.

120 credits at FHEQ Level 4

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- Pass (normally a GPA of between 1.85 and 2.99 for all Level 4 courses)
- Merit (normally a GPA of 3.0 to 3.54)
- Distinction (normally a GPA of 3.55 and above for all level 4 courses)

Of the total number of credits required for the UK CertHE, 15 US/60 UK credits must be completed at Richmond.

The requirements for the UK CertHE are outlined in the section of Table 1 pertaining to FHEQ Level 4 requirements. All Level 4 Major and General Education Liberal Arts Core Requirements must be completed.

Diploma of Higher Education in Art History and Visual Culture

The UK Diploma of Higher Education (DipHE) has no US equivalent. The UK DipHE can be awarded as an exit award for those students completing the following minimum requirements.

120 credits at FHEQ Level 4

120 credits at FHEQ Level 5

- Pass (normally a GPA of between 1.85 and 2.99 for all Level 4 courses)
- Merit (normally a GPA of 3.0 to 3.54)
- Distinction (normally a GPA of 3.55 and above for all level 4 courses)

Of the total number of credits required for the UK DipHE, 15 US/60 UK Level 4 credits and 15 US/60 UK Level 5 credits must be completed at the University.

The requirements for the UK DipHE are outlined in the sections of Table 1 and Table 2 above pertaining to FHEQ Level 4 and FHEQ Level 5 requirements. All Level 4 Major and General Education Liberal Arts Core Requirements must be completed. Level 6 courses can be “dipped-down” to fulfil missing Level 5 credits.

Students may not be awarded more than one UK exit award and the University Examination Board will recommend the most relevant one for the individual student circumstance.

STUDENT SUPPORT AND GUIDANCE

There is a range of student support and guidance, for both academic and general wellbeing, available to students. This is accomplished through a range of programmes and services that positively impact learning as well as the total student life experience.

All students have an allocated full-time faculty member who acts as their Academic Adviser. Academic Advisers have on-going responsibility for students’ academic progress, meeting with each student at least once per semester. Programme Directors assist students with registration, enabling smooth progression through the degree. They also advise on career opportunities and provide pastoral support in many cases.

A range of Math's, English, Technology and Writing workshops have been established to support students with particular needs in these areas. Librarians are on hand to assist with library use, which includes instruction in web-based resources.

The University endeavours to make all practical and reasonable adjustments to ensure students are able to fully participate in the University community. Students who declare a physical disability or a special educational need are supported to ensure the quality of their educational experience meets their individual requirements. SEN students, for instance, receive extra time in examinations, and have the option of writing exams on university-provided computers, and/or of taking exams in a separate room.

The University operates a well-staffed Student Affairs department that provides services intended to support and encourage student welfare, safety and development. This department oversees medical registration of students and provides counselling services. It also organizes a range of extracurricular activities and travel designed to further enhance students' educational experiences. Disciplinary and social grievance procedures are also overseen by this department.

PLACEMENT

The Internship Office the University offers a formal mechanism through which students may receive work-placement opportunities. These placements are supervised, career-related work experiences combined with reflective, academic study that help students apply theoretical knowledge in the workplace. Participation in the internship programme is optional, but students who choose to take up a placement receive academic credit for their placement and associated academic work (see level 6 options).

Expectations with regard to careers education, information, advice and guidance (as outlined in the section on Enabling Student Achievement in *The UK Quality Code for Higher Education*) are handled by the university's Student Affairs department. This department conducts a variety of career services for students, ranging from resource provision to a CV service, and in particular through the LEAD (Leadership, Education and Development) seminar series.

In addition to these services, the alumni office offers networking opportunities where students may contact alumni working in a variety of fields. The alumni office also offers these services via social media such as LinkedIn and Facebook.

STUDY ABROAD

Richmond students have the option to take a leave of absence and travel away from the university as a 'study abroad'. With 40 partnerships spread over five continents, students are able to select from a wide range of partners. All courses taken elsewhere must be pre-approved by Registry Services.

REGULATORY FRAMEWORK

The BA (Hons) in Art History and Visual Culture with Combined Studies degree is operated under the policy and regulatory frameworks of Richmond American University in London, the Middle States Commission on Higher Education, the Framework of Higher Education Qualifications, and the UK Quality Code for Higher Education.

Also key to the background for this description are the following documents:

- QAA (2018). The Revised UK Quality Code for Higher Education. (www.qaa.ac.uk)
- QAA (2008). Higher Education Credit Framework for England: guidance on academic credit arrangements in Higher Education in England.
- SEEC (2016). Credit Level Descriptors for Higher Education. Southern England Consortium for Credit Accumulation and Transfer (www.seec.org.uk).
- Middle States Commission on Higher Education. Standards for Accreditation and Requirements of Affiliation. 2014: Thirteenth Edition; Rev. Ed. 2015. (<http://www.msche.org/publications/RevisedStandardsFINAL.pdf>)

Ensuring and Enhancing the Quality of the Programme

The BA (Hons) in Art History and Visual Culture with Combined Studies degree features detailed published educational objectives that are consistent with the mission of the institution. All course outlines contain course specific objectives that are regularly monitored by the individual instructors and by the faculty as a group.

The University has several methods for evaluating and improving the quality and standards of its provision. These include:

- External examiners
- Internal Moderation
- Student representation
- Curricular change approval process
- Annual Programme Monitoring and Assessment
- Formal Programme Review, every 5 years
- Course evaluation
- Student satisfaction surveys and the NSS
- Feedback from employers

BA (Hons) Art History and Visual Culture with Combined Studies is provided through a system of ongoing evaluations that demonstrate achievement of the programme's objectives, and uses the results to improve the effectiveness of the programme. Ongoing evaluation is carried out for both US (the Middle States Commission on Higher Education) and UK (QAA) reviews. The University is a voluntary subscriber member of the QAA, and underwent its first full Institutional Review in May 2013 and a Higher Education Review (AP) in 2017.

LIBRARY RESOURCES

Books

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Faculty and Students are encouraged to help in the purchase of library resources and submit requests for new purchases relating to and supporting their subject areas and research. Details of selected new acquisitions are publicized on the library subject pages and online catalogue.

The library also purchases academic ebooks to support students required reading, as well as cataloguing open access resources. These books are made available through the library catalogue.

Every year, the library collection is reviewed and non-relevant or out of date stock is withdrawn. Analysis of loans compared to purchases and new publications within core subject areas are used to drive additional purchases to make sure that the collection remains relevant and current.

Journals

At present the Library subscribes directly to approximately 30 periodical titles. Where electronic access is provided with a subscription this has been made available through the library's online Publications Finder.

In consultation with faculty the Library regularly reviews its periodical subscriptions, ensuring relevant coverage is provided as the curriculum changes.

Online journal databases

Full text e-journal services include access to Ebsco's: Academic Search Premier, Art Full Text, Business Source Premier, Communication and Mass Media Complete, Education Full Text, International Bibliography of Theatre & Dance, International Security & Counter Terrorism Reference Center, SPORTDiscus and PsycArticles; WARC and JSTOR. These provide access to around 42,000 titles, as well as business and market data and case studies.

In addition, students are directed to a multitude of other online databases which they can search for citations including Google scholar and subject specific internet gateways.

In all cases where the full text is neither in the library's subscription resources nor available online the Library provides free inter-library loans to students and faculty using the services of the British Library (BL On Demand).

Access to the e-journal databases can be found on the Library portal.

Other online resources

Other online resources include the Proquest: Global Newsstream. This is used to access 4,000 titles, mainly national and international newspapers but also to related newswires and monitoring services. We also have a subscription to FT Education which provides on-line and

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mobile access to the newspaper archive as well as a wide range of digital and multi-media features, in-depth reports on a wide range of business and political topics and a digital learning tool that allows students and faculty to annotate and share articles. Additionally, the Statista platform provides easy access to over 1,900,000 statistics on a wide range of business & social topics from over 22,500 sources as well as industry reports, research dossiers and market outlooks. A subscription to Mintel Academic provides access to market research data and expertise across the retail, media and financial services sectors in the UK as well as global trends and consumer behaviour analysis.

There are pages of subject related resources on the library's portal which aim to guide students to quality internet material as well as the most relevant subscription resources.

Scanning/Digitising

Under CLA licence the library provides online access to scanned materials from the library print collection to faculty. These can then be accessed by students on a particular course of study through the member of faculty's Blackboard pages.

Library Instruction

Students are encouraged to complete a library induction session online and visit the library during Orientation. Under the Liberal Arts Core, professional librarians teach information literacy and research skills to students as an integral part of GEP 3105 Tools for Change, GEP 4105 Social Change in Practice, GEP 3180 Research & Writing I and GEP 4180 Research & Writing II courses. In addition, further sessions on subject specific resources, tailored to individual assignments as required, are offered on Upper Division courses. Students can also receive individual, tailored help with resources, research skills and referencing on a one-to-one basis either in person or online throughout their studies.

APPENDIX 1 Curriculum Map

LEVEL 3	ADM 3160 Foundations in Photography	COM 3100 Foundations of Mass Media & Communications	HST 3200 World Cultural History
A3(i)		X	X
B3(i)	X	X	X
C3(i)	X	X	X
D3(i)	X	X	X

LEVEL 4	AVC 4200 Intro to Art Across Cultures	AVC 4205 Intro to Visual Culture	AVC 4210 History of Photography	DGT 4120 Data Analysis for Social Change	COM 4115 Digital Society	COM 4400 Intro to Ad & PR	COM 4405 Ad, PR, and Media	FLM 4210 Introduction to Filmmaking	FLM 4200 Intro to Film Studies	HST 4405 History of Fashion
A4(i)	X	X	X	X			X			
A4(ii)	X	X	X		X	X	X			X
A4(iii)		X	X			X	X	X	X	
B4(i)		X	X	X					X	X
B4(ii)	X	X	X			X	X		X	
B4(iii)	X	X	X		X	X		X	X	X
C4(i)	X	X	X	X	X	X	X	X	X	
C4(ii)		X		X						X
C4(iii)					X	X	X		X	X
D4(i)		X		X	X	X		X	X	
D4 (ii)	X	X		X		X				X
D4 (iii)				X	X	X	X	X		X

Level 5	AVC 5200 Museums	AVC 5205 Art in Context	AVC 5210	AVC 5215 Art History: Theory & Methods	COM 5205 Cultural Theory	ADM 5405 Photography: Theory & Practice	COM 5220 Com for PR & Ad	COM 5230 Creating Digital Images	FLM 5200 Mainstream Cinema	MKT 5410
A5(i)				x		X	X	X		
A5(ii)	X	X			X					X
A5(iii)		X	X	x	X			X	X	X
A5(iv)									X	
A5(v)										
A5(vi)										
B5(i)			X			X		X		
B5(ii)	X	X			X					
B5(iii)				x	X	X	X		X	
B5 (iv)										
B5 (v)						X				
C5(i)	X	X	X	x	X	X			X	X
C5(ii)	X	X	X	x	X		X		X	X
C5(iii)	X	X	X	x	X			X		
D5(i)	X	X	X	x				X		
D5(ii)	X	X	X	x	X	X				X
D5(iii)	X	X	X	x			X	X		

Level 6	AMS 6103 Pop to Present	AVC 6101 WITAW	AVC 6102 Non Western Visual Culture	AVC 6103 New Media	AVC 6296 Senior Seminar I	AVC 6297 Senior Seminar II		AVC 6902 Interns	AVC 6901 World Internship	ADM 6102 Web Design	COM 6102 Ad & PR Campaigns	FLM 6103 Int Cinema	PHT 6101 Studio Photography	HST 6105 Propaganda: history & Image	HST 6103 Visualizing Enlightenment
A6(i)		X			X	X				X		X			X
A6(ii)	X			X						X	X				X
A6(iii)			X							X	X				
A6(iv)	X				X	X				X				X	
B6(i)			X	X	X	X							X		X
B6 (ii)	X		X							X	X		X	X	
B6(iii)								X	X	X	X	X	X		
B6(iv)	X				X	X				X					
B6 (v)		X									X				
C6(i)	X	x	X	X	X	X		X	X			X	X	X	X
C6(ii)	X	X	X	X	X	X		X	X	X	X		X	X	X
C6(iii)	X	X	X	X	X	X		X	X	X		X	X	X	X
C6(iv)		X	X	X	X	X		X	X	X	X				
D6(i)	X	X	X	X	X	X		X	X	X	X		X	X	X
D6(ii)	X		X	X	X	X		X	x	X			X	x	X
D6(iii)		X	X	X	X	X		X	X	X					

Faculty may access the KILO map: [KILO KPO Tables](#)

Programme Specification Publication Dates

Document publication date	October 2014
Revision 1	January 2015
Revision 2	March 2015
Revision 3	May 2015
Revision 4	April 2016
Revision 5	April 2017
Revision 6	April 2018
Revision 7	May 2019
Revision 8	May 2020
Revision 9	May 2021
Revision 10	December 2021
Revision 11	July 2022
Revision 12	May/June 2023
Revision 13	March 2024