



RICHMOND
THE AMERICAN INTERNATIONAL
UNIVERSITY
IN LONDON

**BA (Hons) Art, Design and Media
with Combined Studies**

Programme Specification

2014-2015

Introduction

This document describes the degree of B.A. (Hons) Art, Design and Media with Combined Studies awarded by Richmond the American International University in London using the protocols required by *The Framework for Higher Education Qualifications in England, Wales, and Northern Ireland* (QAA, 2008). Also key to the background for this description are the following documents:

QAA (2011). *UK Quality Code for Higher Education. Part A: Setting and maintaining threshold academic standards A3: The Programme Level and Part B: Assuring and Enhancing Academic Quality B1: Programme Design and Approval.* (www.qaa.ac.uk)

QAA (2008). *Higher Education Credit Framework for England: guidance on academic credit arrangements in Higher Education in England.*

SEEC (2010). *Credit Level Descriptors for Higher Education.* Southern England Consortium for Credit Accumulation and Transfer (www.seec.org.uk).

Middle States Commission on Higher Education. *Characteristics of Excellence in Higher Education: Requirements of Affiliation and Standards for Accreditation.* 2006, Rev. Ed. 2011.
(<http://www.msche.org/publications.asp>)

The degree is delivered within the framework of a US Liberal Arts undergraduate degree programme. Typically students complete 40 separate courses over the programme which takes 3.5 to 4 years (approximately 10 courses per year, with summer courses allowing for accelerated progress in some cases). Normally, each course carries 3 US academic credits (equivalent, approximately, to 3 classroom contact hours per 15 week semester). On this basis, students are required to earn a total of 120 US academic credit hours in order to complete their degrees. Of these 40 courses, roughly 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.

Richmond 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 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*).

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1. Overview/Factual Information

Programme/award title(s)	BA (Hons) Art, Design and Media with Combined Studies
Teaching Institution	Richmond, the American International University in London
Awarding Institution	The Open University
Date of latest OU validation	September 2012
Next revalidation	2016-2017
Credit points for the award	122 US Credits 488 UK Credits at <i>FHEQ</i> Levels 3-6 (124 at Level 3; 124 at Level 4; 120 at Level 5; 120 at Level 6)
UCAS Code	University Code: R20 Course Code: WW12
Programme start date	September 1998
Underpinning QAA subject benchmark(s)	Art and Design (2008) http://www.qaa.ac.uk/Publications/InformationAndGuidance/Pages/Subject-benchmark-statement---Art-and-design-.aspx
Other external and internal reference points used to inform programme outcomes	See sections 2.3 and 2.4 below.
Professional/statutory recognition	N/A
Language of Study	English
Duration of the programme for each mode of study (P/T, FT,DL)	FT – 4 years (including one year at <i>FHEQ</i> Level 3)
Dual accreditation (if applicable)	Middle States Commission on Higher Education (First accredited 1981; renewed 1996 and 2006. Institutional Review scheduled for 2016.) QAA – IRENI May 2013
Date of production/revision of this specification	May 2014 (see chart below for list of revisions)

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 module can be found in course specification documents, syllabi, and the student handbook.

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.

Programme Specification Publication Dates

Document publication date	July 2007
Revision 1	February 2008
Revision 2	January 2009
Revision 3	May 2010
Revision 4	June 2012 (substantive revision, including <i>FHEQ</i> and credit mapping)
Revision 5	June 2013
Revision 6	May 2014

2. Programme aims and objectives

2.1. Educational aims and mission of the programme

Art, Design & Media with Combined Studies aims to provide students with:

(a) Detailed published educational objectives that are consistent with the mission of the institution. For example, the department includes in all syllabi a course-specific statement on Learning Outcomes.

(b) Detailed published assessment criteria that are consistent with other programmes in the institution. For example, all course syllabi now include a detailed explanation of the Marking Scheme that is applicable to all Art, Design and Media courses.

(c) Processes based on the needs of the programme's various constituencies in which the objectives are determined and periodically evaluated. Every three years academic programmes at Richmond are subject to the "Academic Programme Review" and this gives rise to curriculum development and self-assessment opportunities.

(d) A curriculum development process that assures the achievement of the programme's objectives. The process is outlined in Richmond's Faculty Handbook. (ref. pp. 25-28)

(e) A system of ongoing evaluation that demonstrates achievement of these objectives and uses the results to improve the effectiveness of the programme. Ongoing evaluation is carried out for both the US (Middle States) and UK (The Open University) reviews.

MISSION

The Art, Design and Media degree aims to produce graduates who engage creatively with the world. The major aims to develop students who are critically astute, moral, enthusiastic, flexible and articulate, and who use sound research and reflective judgement coupled with aesthetic, social, entrepreneurial and discipline-related skills to communicate ideas and solutions to contemporary issues and needs. The degree prepares graduates who, through their future professional practice, are capable of making a valuable and informed contribution to the creative industries in an increasingly complex cultural and divergent society.

GOALS

To achieve its mission, the ADM degree aims to:

- produce a well-rounded education in art, design and media that is conscious of its context and position in relation to its audience, the wider creative and

cultural industries, technology, societal needs and issues, commerce, and multifarious aspects of the environment.

- develop students' creativity, imagination, reflective critical faculties, research, and practical discipline-related skills, coupled with the sound communication skills that enable them to effectively project their syntheses of acquired knowledge and understanding.
- actively engage with wider world issues, contemporary ideas, debates and theories, and the history of the subject.
- develop those cognitive abilities that link the students' studies and practice to the aesthetic, ethical, and social experiences of humankind.
- develop crucial faculties, such as observation and visualisation, divergent thinking and creative speculation, tolerance and sensitivity to cultural difference, intellectual curiosity, innovative approaches to problem-solving and entrepreneurial initiatives.
- provide an intellectually stimulating environment that mirrors the dynamic evolution that is current in the creative industries and visual culture.
- offer the opportunities to acquire such practical disciplinary skills as are appropriate to the student's own modes of personal expression and career objectives in professional practice.

2.2. Subject benchmarks

Art and Design (2008)

<http://www.qaa.ac.uk/Publications/InformationAndGuidance/Pages/Subject-benchmark-statement---Art-and-design-.aspx>

2.3. Internal contexts

Our **Art, Design & Media with Combined Studies** degree has been a successful programme and has maintained a healthy cohort of majors.

The degree provides students, wishing to develop careers in the Creative Arts environment, with the opportunity to acquire many of the skills necessary to fulfill their ambitions. As articulated within the Department's Mission and Goals, our programme intends to deliver pathways that provide students with the opportunity to be challenged in their studies and with life-long learning.

Processes based on the needs of the programme's various constituencies in which the objectives are determined and periodically evaluated: Each degree's Annual Programme Evaluation (APE) is a central element of Richmond's internal quality assurance and enhancement processes. APEs measure the academic quality and standards of the programme, identify good practice, record any issues to be addressed, and, from year to year, track the ways in which those issues have been addressed. During the APE process, the academic schools:

- consider student input via course evaluations;
- consider any formalized faculty course evaluations conducted;
- consider all External Examiner reports;
- examine the Programme Specification, and note any changes required;
 - any major changes ("those which change the basic nature of the programme or student experience") to existing programmes are first approved by LTPC;
 - in the case of validated programmes, they are also submitted to the Open University (Centre for Inclusion and Collaborative Partnerships) for external approval.

A curriculum development process that assures the achievement of the programme's objectives, and a system of ongoing evaluation that demonstrates achievement of these objectives and uses the results to improve the effectiveness of the programme: Ongoing evaluation is carried out for both the US (*Middle States*) and UK (*The Open University – CICP*) institutional reviews, and independently by departmental members (when updating modules) and by students (during regular faculty-student meetings). The LTPC closely analyses the APEs of all degree programmes, and The University's response to the AMR is considered at the Schools and at LTPC. A comprehensive additional formal and substantive review takes place every five years, which is also supplied to The OU as part of its revalidation process of Richmond's degree programmes.

2.4. External contexts

BA (Hons) Art, Design & Media 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 (The Open University – CICP) reviews. Richmond is a voluntary subscriber member of the QAA, and underwent its first full Institutional Review in May 2013.

<http://www.richmond.ac.uk/content/admissions/about-richmond/american-british-accreditation.aspx>

Students are encouraged to attend meetings, lectures at other London universities, institutions, think-tanks, agencies and organisations as is appropriate.

3. Programme outcomes

Programme-level learning outcomes are identified below. Refer to *Appendix 1 – Curriculum map* for details of how outcomes are deployed across the study programme.

3.1. Knowledge and understanding (A)

- A1. The historical, sociological and psychological contexts of human creativity
- A2. The wide range of human communication from interpersonal to intrapersonal.
- A3. Concepts relating to Intercultural Communication and how to apply them in students' own interactions
- A4. Locating students' own cultural identities and their creative products in the context of a rapidly "globalised" world
- A5. Contemporary multicultural and intercultural issues which have an impact on visual arts
- A6. Semiotic theory and the ability to apply such concepts to the "reading" and creation of visual images
- A7. How to respond creatively to a brief
- A8. The creative process, including the steps leading from the initial creative idea to the completion of the art work
- A9. The multi-faceted nature of artistic practice, including awareness of traditional roles of artists and artifacts along with the impact of contemporary developments in technology, art history, mass media and commercial applications of art in marketing, advertising, public relations, and the political arena

3.2. Subject specific skills and attributes (B)

- B1. Learn and apply key technical theoretical concepts
- B2. Demonstrate awareness of key theorists and thinkers in the field
- B3. Recognise and critique bias in the written and spoken word
- B4. Develop sound research skills using all possible resources from primary research to the Internet

B5. Articulate critical appraisal and interpretation of the creative work of others and situate it in its context

B6. Articulate the ideas behind their own creative work

B7. Articulate ideas effectively in written form

3.3. Transferable skills and attributes (C)

C1. Read and interpret texts, both written and visual

C2. Explore different media for communicating ideas

C3. Critique and exploit the new technologies for research and multimedia production

C4. Demonstrate mastery of basic skills in a range of artistic media

C5. Demonstrate discipline in use of personal time and resources to complete artistic and academic projects

C6. Demonstrate competence in working with appropriate tools, equipment and materials.

C7. Demonstrate competence in selection and use of appropriate medium and in development of appropriate form for presentation and expressions of ideas

C8. Demonstrate growth in ability to sustain creative impulse while working apart from direct instruction

C9. Demonstrate an ability to generate and develop an ongoing portfolio of their own artistic work.

C10. Articulate in clear oral expression key theories and interpretations as well as the thinking/planning behind a student's own work

C11. Work autonomously as a self-reliant individual but also collaborate on team projects

C12. Make cognitive connections between the student's major and other academic disciplines

C13. Recognise the need for, and develop an aptitude to engage in life-long learning.

3.4. Practical / Professional skills (D)

- D1. A range of cognitive and practical skills including the critical use of a range of media
- D2. An awareness of those skills required for future employment or postgraduate study
- D3. The ability to use the appropriate skill set for a specific task
- D4. Leadership and teamworking skills
- D5. Skills in “selling your own ideas”
- D6. The ability to plan a project right through from concept to finished product
- D7. The ability to reflect on one’s learning processes, strengths, weaknesses, and needs
- D8. The ability to be adaptable and work flexibly in a context of changing circumstances
- D9. An awareness of the health and safety standards relevant to their discipline
- D10. An awareness of the standards appropriate to professional practices and their related legal and ethical responsibilities
- D11. An ability to present their work publicly

4. Teaching, learning and assessment strategies

4.1. Teaching and learning strategy

The teaching and learning strategy adopted within **BA (Hons.) Art, Design and Media with Combined Studies** is as follows:

It is based on the understanding that all students will be treated as active learners. Clearly, the precise approach will vary from module to module, depending on the learning outcomes relevant to each class.

The generic components of our teaching and learning strategy normally involve 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.

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

Their knowledge is acquired through

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

Their thinking skills are developed through

- Conducting research
- Making presentations and preparing other assessments
- Helping others to learn
- Project work employing a problem solving methodology

Their practical skills are gained through

- Application of theory to practice
- Practical projects requiring the manipulation of art equipment and materials
- Using computers to manipulate images, text and design ideas
- Negotiating with others in group projects

4.2 Assessment strategy

Courses in the **BA (Hons) Art, Design and Media with Combined Studies** will usually meet the Standard University Assessment Norms, the Writing Intensive Assessment Norms, or the ADM Special Programme Norms.

Standard Assessment Norms			
FHEQ level	Richmond/UK Level	Normal number of items (including final exam)*	Total assessment
Level 3	R3000/UK A-Level	3-4	1 two-hour final exam plus 2000-2500 words
Level 4	R4000/UK Year 1	3-4	1 two-hour final exam plus 2000-3000 words
Level 5	R5000/UK Year 2	2-3	1 two-hour final exam plus 3000-4000 words
Level 6	R6000/UK Year 3	2-3	1 two-hour final exam plus 3000-4000 words
Level 7	R7000/UK MA	2-3	5000-7000

*** Reasonable adjustments should be made for assessment activities such as midterm exams, in- class presentations, group assignments, tests etc. Any summative assessment activities must be reflected in the final overall assessment count.**

Excluding all atypical courses, the following should apply to all courses:

- All undergraduate courses should include one 2-hour final exam, with exceptions approved by the department.
- Final exams should normally be no less than 25% and no more than 50% of the overall final grade.
- Instructors may not fail a student solely for failing the final exam if all graded activities result in a passing grade for the course.
- Midterm exams are not obligatory.
- At Level 3, the normal length per item should be between 500-1000 words, or equivalent (not including finals).
- At Level 4, the normal length per item should be between 1000-1500 words, or equivalent (not including finals).

- At Level 7, word count will need to take into account the inclusion of a final exam.
- Attendance and participation cannot be assessment activities.
- Formative assessments are at the discretion of the instructor and do not count toward the number of items or toward the total word count.

Writing Intensive Assessment Norms			
FHEQ level	Richmond/UK Level	Normal number of items	Total assessment
Level 3	R3000/UK A-Level	3-4	3000-3250 words
Level 4	R4000/UK Year 1	3-4	3000-4500 words
Level 5	R5000/UK Year 2	2-3	4500-6000 words
Level 6	R6000/UK Year 3	2-3	4500-6000 words

Courses designated as Writing Intensive differ from the Standard Assessment Norms by:

- No final exam
- The total amount of written words will normally increase by 50%

Special Programme Norms

ADM Assessment Norms				
FHEQ level	Richmond/UK Level	Assessment type	Normal number of items (including final exam)*	Total word count or equivalent
Level 3	R3000/UK A-Level	Tasks	3-4	N/A
Level 4	R4000/UK Year 1	Tasks/Assignments	3-4	N/A
Level 5	R5000/UK Year 2	Tasks/Assignments	2-3	N/A
Level 6	R6000/UK Year 3	Assignments	2-3	N/A

Task

In broad terms tasks are prescriptive assignments; you must do this like this in order to produce that. This will enable students to gain particular skills both subject specific and transferable that form part of an accumulative process of building and comprehending visual vocabulary and Art and Design terminology.

Assignments

Assignments build on tasks and may include tasks as part of students' engagement with prescribed theme(s) or problem solving that allow for plurality of outcomes, either by choosing from a set of options or by negotiation. Outcomes are arrived at through an accumulative multifaceted approach to learning thereby enabling individuals to move towards autonomous learning.

The above to be taken in conjunction with:

QAA Benchmark Statement Art & Design 2008 (Introduction 1.9 and Defining principles 2.7)

As the ADM student progresses through the degree, the emphasis moves from Tasks to Assignments. As progression continues, the Assignments become fewer but more demanding in skill, content, and critical thinking. The apex of Level 6 is reached in the final module, ADM 450 Fourth Bridge.

FHEQ level	Shift of Emphasis	Focus of Assignments
Level 3	Tasks	
Level 4	Assignments	Assignments
Level 5		
Level 6		

There are some other exceptions and those courses will follow a Special Programmes (eg. ARW) or Dissertation table approved on 28 June 2012 by Academic Council. Details of these can be found at: <http://www.richmond.ac.uk/content/academic-affairs/academic-standing.aspx>

For courses that have atypical assessment norms and do not follow one of the approved tables, assessment will first be approved by Learning and Teaching Policy Committee.

Grade Assessment Criteria/Marking Scheme

In order to obtain the **BA (Hons) Art, Design and Media with Combined Studies** students require (amongst other requirements) a cumulative GPA across the entire degree of 2.0. This is a 'C' average. A minimum GPA of 2.0 must also be achieved in all courses taken to fulfil major requirements. For information on the calculation of the OU GPA as a basis for final degree classifications, see the myacademics page of the university portal at: <https://my.richmond.ac.uk/myacademics/default.aspx>

Course syllabi documents clarify, for each learning outcome, how that particular learning outcome is assessed, and what the threshold criteria for that particular learning outcome is, specified at the 'C' (GPA 2.0) level (i.e. a passing grade)

There are three 'pass' grades (and 7 sub-categories of 'pass' grade) in the **BA (Hons) Art, Design and Media with Combined Studies**. The following general criteria are used to distinguish between these grades:

Descriptor	Alpha Grade	Equivalent GPA	Detailed Descriptor
Excellent	A	4.0	<p>Grade A applies only to the exceptional piece of work which:</p> <ul style="list-style-type: none"> demonstrates that substantial work and thought has been involved. exhibits meaning or cogent argument. demonstrates a high level of creativity and is well supported by strong evidence of visual and other research. <p><i>Outstanding work: A</i> <i>Superior work: A-</i></p>
	A-	3.7	
Good	B+	3.3	<p>Grade B applies to work which:</p> <ul style="list-style-type: none"> has been completed with a degree of diligence and thoroughness which has evidently aimed to get the most learning out of the project. goes beyond superficialities and seeks a more questioning, analytical and thoughtful solution. goes beyond basic required levels of visual and other research. indicates an increasing ability to incorporate meaning into the work and understand key theories, debates and criticisms. <p><i>Work approaching an A category: B+</i> <i>Very good work: B</i> <i>Good quality work: B-</i></p>
	B	3.0	
	B-	2.7	
Average	C+	2.3	<p>Grade C applies to work which:</p> <ul style="list-style-type: none"> is basically competent although undeveloped. fulfills the requirements of the project at a foundation level in terms of its quality, analysis and expression. shows an adequate ability to work with the material/media and the skill to present the final artwork coherently. incorporates an acceptable level of research.
	C	2.0	
	C-	1.7	

			<p><i>Work showing signs of reaching above the average: C+ Average work: C Work that is struggling to achieve average standards: C-</i></p>
Below Average/Poor	D+	1.3	<p>Grade D applies to work which:</p> <ul style="list-style-type: none"> • has been produced without a proper understanding of the brief. • is weak in content and shows little evidence of thought or application. • relies on weak or superficial technique. • incorporates insufficient visual or other research. <p><i>Weak work: D+ Very poor work: D Unsatisfactory work: D-</i></p>
	D	1.0	
	D-	0.7	
Fail	F	0	<p>Grade F applies to work which:</p> <ul style="list-style-type: none"> • has not been submitted or has been submitted beyond the project deadline. • shows a complete lack of content, thought or application. • lacks any visual or other research. • is technically incompetent. • is the product of academic dishonesty. • does not fulfil the brief. <p><i>Failing work: F</i></p>

5. Programme structure

5.1. BA (Hons) Art Design and Media 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 see degree chart below and Appendix 2: Programme Structure Flowchart.

Table 1: Lower-Division/ Levels 3 and 4 degree requirements

		US Credits	UK Credits
LOWER-DIVISION REQUIREMENTS (Total)		62	248
FHEQ Level 3 (Total)		31	124
ADM 3100	Making Your Mark	3	12
ADM 3105	Cycling the Square	3	12
plus one of the following:		3	12
ADM 3150	Foundations in Ceramics		
ADM 3155	Foundations in Painting		
ADM 3160	Foundations in Photography		
ADM 3165	Foundations in Printmaking		
ADM 3170	Foundations in Spatial Design		
	<i>5 further courses (core curriculum requirements)</i>	<i>16</i>	<i>64</i>
	<i>2 further courses (mathematical or Academic Literacy requirements, or electives for students with exemptions)</i>	<i>6</i>	<i>24</i>
FHEQ Level 4 (Total)		31	124
ADM 4100	The Language of Art	3	12
ADM 4200	Introduction to Drawing	3	12
COM 4200	Intro to Visual Culture	3	12
ADM 4205	Cutting Edges	3	12
ADM 4210	Stamping Authority	3	12
ADM 4215	Developing Spaces	3	12
	<i>2 further courses (core curriculum requirements)</i>	<i>6</i>	<i>24</i>
	<i>2 further courses (Academic Literacy requirement and/or electives)</i>	<i>7</i>	<i>28</i>

Table 2: Upper-division/ Levels 5 and 6 requirements

		US Credits	UK Credits
UPPER DIVISION MAJOR REQUIREMENTS		60	240
FHEQ Level 5 (Total)		30	120
ADM 5200	Video Production	3	12
AVC 5200	Museums and Galleries: The Cultures of Display	3	12
ADM 5205	Off the Wall	3	12
ADM 5210	Pixel Playground	3	12
ADM 5297	Research and Writing Methods	3	12
plus one of the following:		3	12
ADM 5400	Intermediate Drawing		
ADM 5405	Photography: Theory and Practice		
ADM 5410	Exploring Paint Media		
	<i>1 further course (core curriculum requirement)</i>	3	12
	<i>3 further courses (electives)</i>	9	36
FHEQ Level 6 (Total)		30	120
ADM 6200	Contemporary Visual Culture I	3	12
ADM 6205	Contemporary Visual Culture II	3	12
ADM 6391	Going Public	3	12
ADM 6392	Fourth Bridge: Art, Design, and Media Projects	6	24
plus five of the following OR Internship and three of the following		15	60
ADM 6400	Drawing on London		
ADM 6405	Printmaking Workshop		
ADM 6410	Book Art		
ADM 6415	Studio Photography		
ADM 6420	Color Photography		
ADM 6425	Photojournalism		
ADM 6430	Communication Design: Type		
ADM 6435	Web Design		
ADM 6440	Communication Design: Image		
ADM 6445	From Script to Screen		
ADM 6450	Animation and Motion		
ADM 6962	World Internship in Art, Design, and Media (6 CREDITS)		
ADM 6972	Internship in Art, Design and Media (6 CREDITS)		
FLM 6210	Advanced Digital Video		

5.2. Minor requirements

Students may select International Relations as an optional minor to complement their major field. Both the major and minor will be recorded on the student's transcript at graduation. At least three of the upper division courses required for a minor must be taken at Richmond. A maximum of three courses only may overlap between a student's major and any minor.

		US Credits	UK Credits
Minor Requirements		18	72
3 courses from the ADM major		9	36
3 courses from the ADM major at the 5000 or 6000 levels.		9	36

6. Distinctive Features and Regulatory Framework

BA (Hons) Art, Design and Media with Combined Studies is distinctive in that it broadens the academic experience of the students as a consequence of Richmond's US Liberal Arts framework and General Education requirements, and deepens it through the sequence of course requirements within the programme. This balance between a core of requirements and a range of choices is a key characteristic of the US system of Liberal Arts undergraduate education. While mapping of the US system onto UK regulatory frameworks has presented another opportunity for quality enhancement, accommodation of the special nature of the US liberal arts degree is achieved in the additional "Combined Studies" designation for each major. Developing this distinctive approach, the Richmond programme aspires to the best theory and practice from both sides of the Atlantic.

BA (Hons) Art, Design and Media with Combined Studies is operated under the policy and regulatory frameworks of Richmond the American International University in London, the Middle States Commission on Higher Education, the *Framework of Higher Education Qualifications*, *UK Quality Code for Higher Education*, and The Open University policies and procedures for validated institutions.

The following sub-sections include the relevant University or institutional policy documents, where applicable.

6.1. Admissions

To be considered for admission, prospective students should:

- normally be at least 17 years old, have completed a minimum of 12 years of schooling, and hold the required grade(s) in a complete US high School Diploma, UK GCE A levels, or other UK or international qualifications deemed equivalent by the University, by the start of the programme;
- have completed an application via UCAS, the Common Application or direct to the University, including a personal statement and academic reference and supplying verification of existing academic and English language attainments as required by the University.

Further details of qualifications accepted and grades required may be found on the University website, noting that these are common to all BA programmes at the University and there is no requirement as to the subject of entry qualifications. Prospective students from the United States should note that SATs are optional but not required. Whilst not routinely required, prospective students may be invited to interview where this is considered necessary in order to fully consider their application.

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. Normally, Advanced Credit may be given for a maximum of 30 out of the total 120 (US) credits necessary to complete the programme. The University also welcomes applications from prospective students with previous Higher Education study who, depending on subjects taken and grades achieved, may be given up to 75 Transfer Credits against the total 120 (US) credits necessary to complete the programme.

Students who are not nationals of a majority English-speaking country should normally have achieved CEFR level B2 in a secure English Language test acceptable to the University prior to entry to the programme. At the University's discretion, students in this category who are EEA nationals may be excused this requirement where they have recently undertaken a full time programme of study of at least 2 years duration with English as the medium of instruction.

Prospective students who do not meet the above academic and/or English language requirements may be permitted to enter this programme at the appropriate point after having first satisfactorily completed a Foundation Year and /or Academic English language programme at the University.

Further details of all of the above may be found at the appropriate page of the University website, where a comprehensive Admissions Policy and Summary of Practice document is also published:
<http://www.richmond.ac.uk/content/admissions.aspx>

6.2. Assessment

A proper assessment of student learning and progression of skills gained is fundamental to the work of the University. Much of what shapes the University's perspective on this has already been mentioned within section 4.2, above, under Assessment Strategy, which has been shaped in accordance with the expectations outlined in Section B6 of the *UK Quality Code for Higher Education*.

The University is also in compliance with Standard 14 on 'Assessment of Student Learning', as laid out by the Middle States Commission on Higher Education. Standard 14 includes the following passages:

"The systematic assessment of student learning is essential to monitoring quality and providing the information that leads to improvement. Implemented effectively, the assessment of student learning will involve the shared commitments of students, administrators and academic professionals... Assessment is not an event but a process and should be an integral part of the life of the institution."
<http://www.msche.org/publications.asp>.

6.3. Progression

The Programme Structure (5.) and Appendix 2 – Programme Structure illustrate the typical student's progression through the degree. Each level contains a set of required courses, usually including both theory and practice. These required practice courses form the practice-based spine of the degree and are designed to reflect the hybrid nature of the degree eg. ADM 4210 Stamping Authority looks at The Print through the learning and teaching of cameraless Photography as well as Printmaking using presses and non-press techniques. Built in to these required practice courses is a component of contextualisation studies which situate the practice historically and currently. Although these courses feature primarily assessed practice work, some include assessed written work as well. The required theory courses, which are offered at Levels 4, 5 and 6, are designed to underpin the student's practice with the learning of art theory. These courses feature assessed written work. In the practice courses, students progress from prescriptive tasks through to fully self – directed assignments as in ADM 6392 Fourth Bridge (see ADM Assessment Norms pg. 12), increasing both their technical skills and development of their ability to make new creative ideas and pieces. As the student progresses in both the theory & the practice courses, each stage of development requires an understanding of more complex material and more finely attuned analysis and criticism.

Three of the four levels also include required courses with built-in options so that the student may choose an area of concentration that the hybrid spine courses feature. For example, ADM 4215 Developing Spaces which features 2D space design and utilises both the Mac Lab and the Studios ie both digital and hand work, lays the groundwork for the student to choose options at Levels 5 and 6 which feature more digital design and hand work.

Appropriate prerequisite course material is required so that the objectives above are ensured.

6.4. 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. For full details of the internship programme, please see: <http://www.richmond.ac.uk/content/academic-programs/internships.aspx>

Expectations with regard to careers education, information, advice and guidance (as outlined in Section B4 of *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. For full details of career services offered to students at Richmond, please see: <http://www.richmond.ac.uk/content/student-affairs/career-services.aspx>.

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. Please see: <http://www.richmond.ac.uk/content/alumni.aspx>

6.5. Study abroad

Richmond classes benefit every semester through the arrival of study abroad students from colleges and universities within the United States. These students, who mostly enrol in classes at levels 5 and 6, very often bring with them a distinct set of values and approaches to learning that can be both enriching and challenging. Richmond faculty have the breadth of experience necessary with which to capitalise on the positive aspects of this class room dynamic. Please note that Study Abroad students register for classes *after* Richmond degree-course students have completed their registration process.

Richmond students have the option to take a leave of absence and travel away from the university as a 'study abroad'. In practice, however, very few students take this option up. It is more common for Richmond students to take a limited number of classes at other accredited colleges and universities during the summer, and then transfer these back to Richmond for inclusion toward their graduation requirements. All courses taken elsewhere must be pre-approved by the Office of Academic Affairs. All such courses are rigorously scrutinized, and only credit from appropriately accredited programmes, earned with a grade of C or above, are accepted for transfer. There are strict requirements regarding the number of courses and at what level may be taken outside of Richmond. Please see under "Graduation Requirements" at:

<http://www.richmond.ac.uk/content/academic-affairs/graduation/graduation-requirements.aspx>

6.6. Student support and guidance

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 advisee at least once per semester. Advisers assist students with registration, enabling smooth progression through the degree. They also advise on postgraduate and career opportunities, and also provide pastoral support in many cases.

A range of Maths, 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.

In accordance with the 2010 *Equality Act*, and with Chapter B4 of the *Quality Code for Higher Education* (Section 2: Disabled Students) Richmond 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 accommodated 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. Please see:

<http://www.richmond.ac.uk/content/student-affairs/students-with-disabilities.aspx>

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 counseling 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. For a full description of Student Affairs' activities, please see: <http://www.richmond.ac.uk/content/student-affairs.aspx>

Appendix I: Curriculum map

Level	Study unit	A1	A2	A3	A4	A5	A6	A7	A8	A9	B1	B2	B3	B4	B5	B6	B7	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	C13	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10	D11						
3	ADM 3100 Making Your Mark				X			X	X							X			X		X	X	X	X	X		X																				
	ADM 3105 Cycling the Square							X	X							X			X		X	X	X	X	X		X																				
	ADM 3150 Foundations in Ceramics							X	X							X			X		X	X	X		X		X																				
	ADM 3155 Foundations in Painting							X	X							X			X		X	X	X	X	X		X																				
	ADM 3160 Foundations in Photography							X	X							X									X		X																				
	ADM 3165 Foundations in Printmaking							X	X							X			X		X	X	X		X		X																				
	ADM 3170 Foundations in Spatial Design						X	X	X							X			X		X	X	X		X		X	X																			

Level	Study unit	A1	A2	A3	A4	A5	A6	A7	A8	A9	B1	B2	B3	B4	B5	B6	B7	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	C13	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10	D11								
4	ADM 4100 The Language of Art	X				X		X		X				X				X				X																											
	ADM 4200 Introduction to Drawing							X	X							X			X		X	X	X		X		X																						
	ADM 4205 Cutting Edges							X	X							X					X	X	X		X		X																						
	ADM 4210 Stamping Authority							X	X							X			X		X	X	X		X	X	X																						
	ADM 4215 Developing Spaces							X							X	X									X		X	X																					
	COM 4200 Intro to Visual Culture				X	X												X	X																														

Level	Study unit	A1	A2	A3	A4	A5	A6	A7	A8	A9	B1	B2	B3	B4	B5	B6	B7	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	C13	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10	D11				
5	ADM 5200 Video Production							X	X						X							X	X		X	X	X																		
	ADM 5205 Off the Wall			X				X	X							X			X	X	X	X		X	X	X							X	X											
	ADM 5210 Pixel Playground							X								X			X	X				X	X	X							X												
	ADM 5297 Research & Writing Methods												X	X			X	X				X																							
	ADM 5400 Intermediate Drawing							X	X							X			X		X	X	X		X	X	X				X		X												
	ADM 5405 Photography: Theory and Practice							X	X		X												X		X	X	X						X				X								
	ADM 5410 Exploring Paint Media							X	X							X			X		X		X		X	X	X			X		X													
	AVC 5200 Museums and Galleries of London									X							X	X					X					X																	

Level	Study unit	A1	A2	A3	A4	A5	A6	A7	A8	A9	B1	B2	B3	B4	B5	B6	B7	C1	C2	C3	C4	C5	C6	C7	C8	C9	C10	C11	C12	C13	D1	D2	D3	D4	D5	D6	D7	D8	D9	D10	D11				
6	ADM 6200 Contemporary Visual Culture I	X				X	X				X	X			X			X																											
	ADM 6205 Contemporary Visual Culture II	X				X	X				X	X			X			X																											
	ADM 6391 Going Public				X			X		X						X						X				X	X	X	X		X	X	X	X	X	X			X		X	X			
	ADM 6392 Fourth Bridge: ADM Projects		X					X	X			X		X		X			X			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X			
	ADM 6400 Drawing on London							X	X					X		X		X	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
	ADM 6405 Printmaking Workshop							X	X					X		X			X			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
	ADM 6410 Book Art						X	X	X	X				X	X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
	ADM 6415 Studio Photography							X	X							X							X			X	X	X					X				X			X	X				
	ADM 6420 Colour Photography							X	X														X			X	X	X					X				X								
	ADM 6425 Photojournalism							X								X							X	X	X	X	X	X					X				X			X					
	ADM 6430 Communication Design – Type					X		X	X						X	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X		X	X	X	X	X	X	X	X	X	X	X
	ADM 6435 Web Design							X			X					X			X	X			X			X				X	X	X					X								
	ADM 6440 Communication Design – Image							X	X							X		X							X		X						X					X							
	ADM 6445 From Script to Screen							X	X			X				X									X		X						X	X										X	
	ADM 6450 Animation and Motion							X								X				X		X				X	X					X													
	ADM 6959 Independent Study in ADM																																												
	ADM 6962/6972 Internship in ADM																																												

Appendix II: Programme Structure

Typical Degree Schema: BA (Hons) Art, Design and Media with Combined Studies.
 (Note: Based on a Freshman entering Richmond with no Transfer Credit)

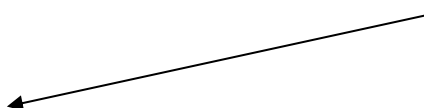
YEAR ONE:

<u>Freshman</u>	Level 3
1. ADM 3100 Making Your Mark	
2. LI Numerical	
3. LI Experimental	
4. FYS	
5. ARW 3195	



<u>Freshman</u>	Level 3
1. ADM 3105 Cycling the Square	
2. ADM 3XXX (choice)	
3. LI Behavioural	
4. LI Temporal and Spatial	
5. Elective	

YEAR TWO:



<u>Sophomore</u>	Level 4
1. ADM 4210 Stamping Authority	
2. ADM 4100 Language of Art (LII)	
3. ADM 4200 Intro to Drawing	
4. LII	
5. ARW 4195	



<u>Sophomore</u>	Level 4
1. ADM 4215 Developing Spaces	
2. ADM 4205 Cutting Edges	
3. COM 4200 Intro to Visual Culture	
4. LII	
5. Elective	

YEAR THREE:



<u>Junior</u>	Level 5
1. ADM 5210 Pixel Playground	
2. ADM 5200 Video Production	
3. AVC 5200 Museums & Galleries	
4. ADM 5XXX choice	
5. Elective	



<u>Junior</u>	Level 5
1. ADM 5205 Off the Wall	
2. ADM 5297 R & W Methods	
3. ADM 6200 CVC I	
4. LIII	
5. Elective	

YEAR FOUR:



<u>Senior</u>	Level 6
1. ADM 6391 Going Public	
2. ADM 6205 CVC II	
3. ADM 6XXX choice	
4. ADM 6XXX choice	
5. ADM 6XXX choice	



<u>Senior</u>	Level 6
1. ADM 6392 Fourth Bridge	
2. ADM 6392 Fourth Bridge	
3. ADM 6XXX choice	
4. ADM 6XXX choice	
5. Elective	