



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

Programme Specification

2021-22

Contents

1. INTRODUCTION	3
2. OVERVIEW	4
3. ABOUT THE PROGRAMME	4
4. MISSION	5
5. PROGRAMME STRUCTURE.....	5
6. PROGRAMME OUTCOMES.....	8
7. KEY PROGRAMME OUTCOMES.....	8
Historical and Theoretical Knowledge Base (A)	8
Practical Knowledge Base (B).....	9
Cognitive Skills (C).....	9
Personal Development (D).....	10
8. TEACHING, LEARNING, AND ASSESSMENT	11
Teaching Strategy.....	11
Assessment Strategy	12
9. ENTRY REQUIREMENTS.....	12
Admissions	12
Transfer Credit	13
10. EXIT AWARD REQUIREMENTS.....	13
11. STUDENT SUPPORT AND GUIDANCE	14
12. PLACEMENT	15
13. STUDY ABROAD.....	15
Ensuring and Enhancing the Quality of the Programme	16
APPENDIX 1 Curriculum Map.....	18
Programme Specification Publication Dates	22

1. INTRODUCTION

This document describes the **BA (Hons) Art History and Visual Culture with Combined Studies** awarded by Richmond University, 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).

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 a minimum 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.

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 RQF 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.

2. OVERVIEW

Programme/award title(s)	BA (Hons) Art History and Visual Culture with Combined Studies
Teaching Institution	Richmond, the American International University in London
Awarding Institution	Richmond, the American International University in London
Date of last validation	January 2021
Next revalidation	2026/2027
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	September 2014 (under MSCHE accreditation) September 2015 (under OU validation)
Underpinning QAA subject benchmark(s)	History of Art, Architecture and Design (2017) Communication, Media, Film, and Cultural Studies (2016)
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 2021 (see chart at the end of this document for list of revisions)

3. ABOUT THE PROGRAMME

The Art History and Visual Culture programme at Richmond, the American International 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 the 3000, 4000, 5000 and 6000 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.

4. MISSION

Richmond University’s Major in 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 Major 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 major, the BA AVC offers 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 (ADM 3160, COM 4115, ADM 5405, and PHT 6200, for example). The Major 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.

5. 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. As long as a minimum 120 credits per level is achieved, Liberal Arts Options I and II will be automatically fulfilled.

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

LOWER-DIVISION REQUIREMENTS			
QCF Level 3		US CREDITS	UK CREDITS
ADM 3160	Foundations in Photography	3	12
COM 3100	Foundations of Mass Media and Communications	3	12
HST 3200	World Cultural History	3	12
GEP 3100	Transitions I	3	12
GEP 3101	Transitions II	3	12

Programme specification and curriculum map – BA (Hons) Art History and Visual Culture with Combined Studies

GEP 3120	Quantitative Reasoning	3	12
GEP 3140	Scientific Reasoning	3	12
GEP 3160	Creative Expression	3	12
GEP 3180	Research and Writing I	3	12
XXX 3xxx	QCF Level 3 Elective (can be Gen Ed Hum SS requirement)	3	12
QCF Level 3 Credit Totals		30	120

FHEQ Level 4		US CREDITS	UK CREDITS
AVC 4200	Introduction to Art Across Cultures	3	12
AVC 4205	Introduction to Visual Culture	3	12
DGT 4110	Data Analysis for Social Media		
plus three of the following:		9	36
AVC 4400	European Art and Architecture (TP)		
AVC 4210	History of Photography		
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		
And all of the following			
GEP 4180	Research and Writing II	3	12
XXX 4xxx	FHEQ Level 4 Elective (can be Gen Ed Hum SS requirement)	3	12
XXX 4xxx	FHEQ Level 4 Elective	3	12
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
AVC 5200	Museums & Galleries London	3	12
AVC 5205	Art in Context	3	12
AVC 5210	History of Design	3	12
COM 5205	Cultural Theory	3	12
AVC 5215	Art History: Theory & Methods	3	12
plus three of the following:		6	24
AVC 5400	British Art and Architecture		
AVC 5455	The Stately Homes and Palaces of London		
ADM 5405	Photography: Theory & Practice		

Programme specification and curriculum map – BA (Hons) Art History and Visual Culture with Combined Studies

COM 5115	Sociology of Culture and Subculture		
COM 5130	Principles of Advertising & PR		
COM 5220	Communications for PR and Advertising		
COM 5230	Creating Digital Images		
FLM 5200	Mainstream Cinema: Studies in Genre		
FLM 5410	Gender in Film		
FLM 5415	Superhero Cinema		
FLM 5700	Western European Cinema (TP)		
HST 5445	Black London		
MKT 5410	Psychology of Fashion and Luxury Goods		
And all of the following			
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
AMS 6400	Pop to Present: Themes in Contemporary US Art	3	12
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 6400	Non Western Visual Cultures	3	12
AVC 6200	Working in the Art World	3	12
Plus five of the following OR three of the following and an Internship:		12	48
AVC 6405	New Media & Visual Power		
AVC 6415	Questioning Renaissance Art		
ADM 6435	Web Design		
COM 6210	Advertising & PR Campaigns		
COM 6400	Fashion and Media		
FLM 6230	International Cinema		
PHT 6200	Studio Photography		
HST 6205	Pictures of Power		
HST 6215	History on Film		
HST 6420	Visualizing Enlightenment: Art, Ideas and Material Culture 1685-1800		
AVC 6962	World Internship in Art History & Visual Culture (6 CREDITS)		
AVC 6972	Internship in Art History & Visual Culture (6 CREDITS)		
FHEQ Level 6 Credit Totals		30	120

Black = Major requirements

Blue = General Education Liberal Arts Core requirements

Green = Electives/Gen Ed Electives, One of these electives (at QCF L3 or FHEQ L4) must fulfil the Humanities/Social Sciences Gen Ed Elective requirement

One of these electives (at QCF L3 or FHEQ L4) must fulfil the Humanities/Social Sciences Gen Ed Elective requirement the Humanities/Social Sciences Gen Ed Elective requirement

6. 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.

7. 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.

Historical and Theoretical Knowledge Base (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

Programme specification and curriculum map – BA (Hons) Art History and Visual Culture with Combined Studies

- 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.

Practical Knowledge Base (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.

Cognitive Skills (C)

LEVEL 3

Programme specification and curriculum map – BA (Hons) Art History and Visual Culture with Combined Studies

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.

Personal Development (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.

8. 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

Programme specification and curriculum map – BA (Hons) Art History and Visual Culture with Combined Studies

- 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. Tutors are encouraged to experiment with innovative assessment structures (within the permitted framework) to reflect the practical and innovative focus of this course. 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.

Courses will follow the University Assessment Norms, details of which are listed in each CSD.

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

9. 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.

Prospective students who do not meet the 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 may be found at: <https://www.richmond.ac.uk/undergraduate-admissions/>

10. 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. Students may qualify for a CertHE without fulfilling the requirements for a US AA degree if they have not completed all of the RQF Level 3 requirements necessary to obtain the AA.

Students may not be awarded more than one exit award (notwithstanding dual accreditation of the AA/CertHE) and Boards will recommend the most relevant one for the individual student circumstance for any student meeting the criteria for an award to be made.

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

120 credits at FHEQ Level 4

- 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.

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.

11. 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 which 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 advisee at least once per semester. Advisers assist students with registration, Programme specification and curriculum map – BA (Hons) Art History and Visual Culture with Combined Studies

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.

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. Please see: <https://www.richmond.ac.uk/study-abroad-at-richmond/students-with-additional-needs/>

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: <https://www.richmond.ac.uk/student-life/>

12. 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.

13. STUDY ABROAD

Richmond students have the option to take a leave of absence and travel away from the university as a 'study abroad'. With 20 partnerships spread over five continents, students are able to select from a wide range of partners. See

Programme specification and curriculum map – BA (Hons) Art History and Visual Culture with Combined Studies

<https://www.richmond.ac.uk/overseas-study-partners/> for further information and requirements. All courses taken elsewhere must be pre-approved by Registry Services.

14. 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 the American International 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.

APPENDIX 1 Curriculum Map

Required courses not coded with AVC are from other programmes and their learning outcomes are derived from their relevant programme specifications. They have been fitted as well as possible into the Art History & Visual Cultures Curriculum Map.

COM coded: Communications / ADM coded: Art, Design and Media / HST coded: History / FLM coded: Film Studies / PHT coded: Film & Photography / DGT coded: Digital / MKT coded: Marketing / AMS coded: American Studies

LEVEL 3	HST 3200 World Cultural History	COM 3100 Mass Comm	ADM 3160 Fdns Photo
A3(i)	X	X	
B3(i)	X	X	
B3(ii)			X
B3(iii)			X
C3(i)	X	X	X
D3(i)	X	X	

LEVEL 4	COM 4115 Digital Society	AVC 4200 Intro to Art Across Cultures	AVC 4205 Intro to Visual Culture	FLM 4200 Intro to Film Studies	FLM 4210 Intro to Filmmaki ng	AVC 4210 Hst Photog raphy	COM 4400 Intro to Ad & PR	COM 4405 Ad, PR, and Media	DGT 4110 Data Analysis	HST 4405 History of Fashion	AVC 4400 European Art & Architect ure
A4(i)	X	X	X			X		X			
A4(ii)		X				X	X	X	X	X	X
A4 (iii)					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	
B4(iv)											
C4(i)	X	X	X	X	X	X	X	X	X	X	X
C4(ii)			X	X						X	
C4(iii)	X						X	X			
D4(i)	X		X	X	X		X		X	X	
D4(ii)	X	X	X	X			X			X	
D4(iii)	X			X			X	X	X		

	AVC 5200 Museums & Galleries	AVC 5205 Art in Context	AVC 5210 History of Design	AVC 5215 Art History: Theory & Methods	COM 5205 Cultural Theory	AVC 5400 British Art & Architecture	AVC 5455 Stateloy Homes and Palaces of London	ADM 5405 Photo: Theory & Practice	COM 5115 Sociology of Culture & Subculture	COM 5130 Principles of Ad & PR	COM 5220 Com for PR & Ad	COM 5230 Creating Digital Images	FLM 5200 Mainstream Cinema	FLM 5410 Gender in Film	FLM 5415 Superhero Cinema	FLM 5700 Western Euro Cinema (TP)	HST 5445 Black London	MKT 5410 Psychology Fashion & Luxury Goods
Level 5																		
A5(i)				X					X	X	X	X		X			X	X
A5(ii)	X	X			X	X	X							X				
A5(iii)		X	X		X		X		X	X		X	X		X	X	X	

A5 (iv)													X		X	X		X
B5(i)			X			X				X		X						
B5(ii)	X	X			X		X						X	X		X	X	
B5(iii)				X	X	X	X				X		X	X	X	X		X
B5 (x)																	X	X
C5(i)	X	X	X	X	X	X	X		X		X		X		X	X		X
C5(ii)	X	X	X	X	X		X											X
C5(iii)	X	X	X	X	X					X		X		X				X
D5(i)	X	X	X	X	X					X		X		X				X
D5(ii)	X	X	X	X	X		X		X				X		X	X	X	
D5(iii)	X	X	X	X	X	X				X	X	X						
D5 (v)																		X

Level 6	AVC 6400 Non western Visual Culture	AVC 6200 Working in the Art World	AVC 6296 Senior Seminar I	AVC 6297 Senior Seminar II	AVC 6405 New Media & Visual Power	AVC 6415 Questioning Renaissance Art	AMS 6400 Pop to Present	ADM 6435 Web Design	COM 6210 Ad & PR Campaigns	COM 6400 Fashion & Media	PHT 6200 Studio Photography	HST 6205 Pictures of Power	HST 6215 Hst on Film	HST 6420 Visualizing Enlightenment	FLM 6230 International Cinema	AVC 6972 Internship in AVC	AVC 6962 World Internship in AVC
A6(i)			X	X		X		X		X		X	X	X	X		
A6(ii)					X	X	X	X	X			X	X	X			
A6(iii)	X							X	X			X	X				

A6(iv))			X	X			X	X					X				
B6(i)	X		X	X	X	X	X	X			X			X			
B6(ii)	X								X	X	X	X	X	X	X		
B6(iii))		X						X	X	X	X					X	X
B6(iv))			X	X				X						X			
C6(i)	X	X	X	X	X	X	X		X		X	X	X	X	X	X	X
C6(ii)	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	X
C6(iv))	X	X	X	X	X		X	X	X			X	X	X		X	X
D6(i)	X	X	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	X	X		X	X

Programme Specification Publication Dates

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