

Programme Specification

Every taught course of study leading to a UAL award is required to have a Programme Specification. This summarises the course aims, learning outcomes, teaching, learning and assessment methods, and course structure. Programme Specifications are developed through course validation and are formally approved by UAL Validation Sub Committee (VSC). They are available to prospective students through the course web page, and must be reviewed on an annual basis to ensure currency of information (for example, following any modifications or local developments).

Awarding Body Professional, Statutory or Regulatory Body (PSRB)	University of the Arts London (UAL)
Teaching Institution	Central Saint Martins
Final Award	BA (Hons) Culture, Criticism and Curation
Length of Course	Three years, full time
UCAS code	W294
Date of production/revision	May 2017

This section is available to provide any introductory information on the course. It might include explanation of the position of courses which form a named pathway within an 'umbrella' programme.

BACCC is a multi-disciplinary course which combines elements of a Humanities degree scheme with the theories and practices of criticism and curation. The course takes advantage of its location in an art school which puts the development of the student's personal identity and independence at the centre of teaching and learning. BACCC is designed to develop the learner's individual pathway out into the world.

BACCC proposes that '**culture**' – an intentionally broad and contested term – is a provocative starting point for practices of criticism and curation. Critical thinking, research, intellectual rigour, communication and creative problem-solving are at the core of the course, underpinning all the written assignments, the presentations and the projects. **Criticism** relates to critical writing (the history and theory of arts criticism), and the critical thinking that is at the heart of cultural practices. Critical

writing and thinking are key skills that will help develop your futures as organisers of, or commentators on, the arts as writers and/or teachers. **Curation** refers to both specific skills and knowledge required to 'curate' exhibitions (for example historical research, and the contextualisation of art practice). It also includes the broader meaning of curating as applied to arts events organisation, from planning film festivals to local street events. It links to both critical writing and to communication (i.e. through publicity and journalistic reviewing). Students have to consider how to communicate narratives and ideas to their audiences when curating exhibitions or planning public events.

The Culture and Enterprise programme, within which this course sits, has a global outlook, in terms of its students, its teaching faculty, and its curriculum content. Our students graduate into careers which cross national boundaries, time zones, languages and cultures, and this is reflected in the backgrounds of the staff teaching on our courses, who represent a diverse range of countries including Bulgaria, Colombia, Croatia, Germany, Ireland, Italy, New Zealand, Norway, Serbia, Singapore, Spain, and the US. Their collective professional experience includes work in Europe, Asia, the Americas, and Africa.

Additionally, the programme is active in developing new and innovative courses and modes of delivery, which open up access to HE to a global audience. The MA Arts and Cultural Enterprise course, developed with The University of Hong Kong and delivered simultaneously to cohorts in London and Hong Kong, utilises a low-residency blended learning model, enabling us to offer collaborative courses with this and other international Higher Education Institutions.

Course Aims

The aims of the course identify the rationale underlying the student's educational experience and own personal achievement from studying on the course and its affect upon the student's long term achievement and career.

This course aims to:

- To develop your skills (intellectual, technical, professional/transferable) so that you are able to understand and participate in different aspects of cultural and creative practices;
- To refine skills (research, analysis, communication) which will allow you either to support or to challenge prevailing ideas appropriate to BA Culture, Criticism and Curation;
- To create a body of work which will support entry into employment in the cultural/creative industries or to prepare you for postgraduate study or research;
- To enable you to have a broad understanding of the history and theory of culture in the modern period;
- To equip you with the necessary skills to become a responsible, self-reliant graduate able to demonstrate critical analysis and self-reflection

Course Outcomes

The course enables the student to demonstrate the following subject knowledge and understanding, intellectual and academic skills, practical subject skills, key attributes and transferable skills. Each outcome should be detailed below.

The outcomes that you will have demonstrated upon completion of the course, are:

Outcome:	A detailed understanding and awareness of historical and current developments in culture in the modern period, and their realisation through critical writing and curatorial practice.
Outcome:	The ability to initiate, develop and sustain ideas; research, analyse and critically evaluate information; to demonstrate an ability to solve problems and make decisions within set and self-initiated briefs.

Outcome:	The ability to communicate effectively within specialist and non-specialist audiences using written, visual and verbal communication.
Outcome:	The ability to collaborate effectively in team and group work.
Outcome:	The ability to evaluate critically the relevant professional, cultural and educational contexts in which your practice and personal strengths can be applied and developed.

Learning and Teaching Methods:

Provide a summary of the relevant learning and teaching methods for the course (i.e. lectures, seminars, independent learning).

- Lectures/large group learning: the main areas of cultural history and theory are covered in a planned series of tutor-delivered lectures.
- Seminars: tutor- and student-led analytical work to deepen understanding of key curriculum topics.
- Workshops: focused practical sessions that enable the students to share their understanding with others and obtain guidance from tutors to identify solutions to practical and theoretical problems.
- Peer-group crits: these enable students to articulate productive criticism vis-à-vis each other's work.
- Curatorial group projects: focused group work designed to enhance curatorial practice and develop team-working skills.
- Guest speakers and site visits: these provide students with a fresh perspective of historical and contemporary issues.
- Self-directed learning: independent study undertaken by the student to research, write and prepare assignments and to extend their knowledge and understanding of a specific subject.
- Assessed assignments: these assess the student's attainment of the learning outcomes and develop the key skills that will form an important aspect of their learning.

Scheduled Learning and Teaching

State the notional learning hours and provide a percentage breakdown of timetabled teaching and learning activities per level.

Scheduled Learning and Teaching – this is the percentage of your time spent in timetabled learning and teaching. In each year you are expected to study for 1,200 hours over 30 weeks; below is the amount of time which is timetabled activity. The rest of your learning time will be self-directed, independent study.

Year 1 – 26%

Year 2 – 18%

Year 3 – 8%

Assessment Methods:

Provide a summary of the relevant assessment methods for the course.

- Written assignments which take the form of academic essays, journalistic writing, reflexive documentation, research journals;
- Oral presentations (individual and group) and written summaries;
- In-class tasks (formatively assessed);
- Written research projects

Holistic assessment: All units are assessed holistically (100% of the unit). The student may be asked to submit one or more pieces of work, but tutors will assess all of the work for the Unit and will make a single judgment about the student's performance against the Unit's specified Learning outcomes assessed according to the University's marking criteria. The student will receive a single grade and a single feedback form. The student will need to achieve a grade of D- or above to pass the unit.

Reference Points

List any policies, descriptors, initiatives or benchmark statements used in the development of the course.

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London;
- Creative Attributes Framework - A Framework for Employability and Enterprise Learning at UAL;
- QAA Subject Benchmark Statement for Art and Design, 2008;
- HEA Embedding Equality and Diversity in the Curriculum;
- UAL 2015-2022 Learning, Teaching and Enhancement Strategy;
- UAL Equal Opportunities Policy 2016;
- External industry advice and guidance;
- Student and graduate consultation

Programme Summary

Programme structures, features, units, credit and award requirements:

List the course details that constitute the agreed student entitlement for this course. This should include unit titles and credit, types of learning, and details of tutorial support. If the course includes a work or study placement (including Dip Professional Studies), the duration and a summary of expectations around arrangements must be highlighted.

BA (Honours) Culture, Criticism and Curation comprises a three-year full time mode of study. Intermediate awards may be made to students wishing to withdraw from the course following successful completion of Stage 1 (the Certificate of Higher Education) or Stage 2 (the Diploma in Higher Education). The BA (Honours) degree is awarded following the successful completion of Stage 3.

Credit rating of the Course

UAL operates a credit framework under which this course is credit rated at 360 credits made up of 120 each at levels HE4, HE5 and HE6, thus 120 credits are allocated to each year of study. One credit equates approximately to 10 notional learning hours; this is the amount of time it will take, on average, to achieve the learning outcomes at a given level. This includes taught time, supervised and unsupervised access to facilities, and independent study. So on average for a

course rated at 120 credits per year it will take approximately 1,200 hours per year to achieve the learning outcomes and pass the year; to pass the whole course it will take approximately 3,600 hours.

Overall structure and curriculum elements of the Course

Stage 1 Units provide a foundation in the histories and theories of culture in the modern period, and an introduction to skills appropriate for the course including journalistic and academic writing, library research skills, group presentations in collaborative curatorial work, and appropriate digital technologies (including photography).

An important function of this stage is to encourage students to begin to research, explore and develop their individual strengths and approaches to their subject interest. Students study together as a whole class and in smaller seminar groups. Working collaboratively is a feature of all three years of the course, to enhance bonding, trust and teamwork, and to adequately prepare students for the workplace.

Unit 1 (20 credits) – Introduction to Culture, Criticism and Curation introduces students to their course and its subject specialism as well as to effective learning and studentship at undergraduate level. It will orientate students to the practices and knowledge base needed to understand their discipline and help them develop their skills for independent and collaborative learning, reflection and their own self development. This unit offers key skills for the Course through a number of appropriate learning experiences. These include, but are not exclusive to: lectures, seminars and workshops, trips and visits, group projects, individual and group writing tasks, reading tasks, visual analysis, presentations and presentation workshops. Understanding of the importance of curation as a practice and as teamwork will be fostered through a curatorial group project. The students' ability to develop different writing styles will be enhanced by several writing tasks and workshops.

Units 2, 4, and 6 (20 credits each) – Aspects of Culture provide a grounding in the theory and history of aspects of culture in the modern period from 1789 to the present.

Unit 3 (20 credits) – Journalistic Writing 1 introduces students to journalistic art writing both as a practical skill and a profession. It engages students with the methods and skills needed to write clearly, intelligently and passionately about the arts.

Unit 5 (20 credits) – Curating 1: A Curatorial Tool Kit introduces students to key concepts and skills appropriate for theoretical and practical engagement with culture. In this unit, students will work on a curating project that will address the different contexts in which curating might take place.

Stage 2 continues to explore the practices of BACCC; students will also begin to develop a variety of approaches, demanding individual and experimental responses required to complete an extended piece of academic research and writing. Through a combination of formal tutorial guidance, seminars, lectures, personal research, independent study and team projects, students explore the breadth of the subject and develop their individual talents in relation to it. Students have an opportunity to study a chosen subject in depth (elective seminar) with students from the final year and begin to work on the Dissertation.

Unit 7 (20 credits) – Elective 1 is an elective programme offering students the opportunity to choose a seminar topic to study in more depth. It is co-taught with Stage 3 students.

Unit 8 (20 credits) – Aspects of Culture 4: Interrogating Histories examines the way historic events were – and continue to be – constructed and reconstructed through diverse media including literature, the visual arts, exhibitions, museums and films.

Unit 9 (20 credits) – Curating 2: Usable Pasts addresses history in relation to exhibition production and curatorial practice.

Unit 10 (20 credits) – Aspects of Culture 5: Contemporary Cultural Theories focuses on cultural theories and contemporary art practices in their widest sense. It introduces students to approaches and techniques that will help them engage at a deep level with critical ideas as frameworks for the exploration, analysis and interpretation of cultural objects.

Unit 11 (20 credits) – Journalistic Writing 2: Multimedia is designed to develop skills in the practice of journalistic writing from Stage 1 with an emphasis on writing for multimedia, including digital platforms and social media. Students will focus on the arts and culture in their broadest senses, and develop practices of writing for various formats and media.

Unit 12 (20 credits) – Critical Cultural Practice introduces students to the processes and skills needed in preparation for the independent work undertaken on Stage 3: the Dissertation, the London Project and the Degree Show. Students will review and consolidate the topics and activities from the first two years of the

course, and will be introduced to methods for conducting research that has a foundation for both academic writing and project work.

Stage 3 focuses on the further development of independent working as students undertake their Dissertation and London Project. They will also engage in further formal study of a chosen topic (elective seminar) and work collaboratively with the whole year group towards the Degree Show, a major opportunity to curate an exhibition. The London Project and the Degree Show provide major opportunities for students to develop 'real project briefs' with the potential of connecting up with external organisations. Teaching on Stage 3 is mostly organised in workshop and tutorial formats to support predominantly self-directed student learning.

Unit 13 (40 credits) – The Dissertation The dissertation is a piece of independent, self-directed research. It represents a chance to consolidate the knowledge students have gained on the course, and extend it into an area of genuine interest to them. (9,000-10,000 words)

Unit 14 (20 credits) – Elective 2 is an elective programme offering students the opportunity to choose a seminar topic to study in more depth. It is co-taught with Stage 2 students.

Unit 15 (60 credits) – Degree Show and London Project consists of two elements: the Degree Show and the London Project on which students work in parallel. The Degree Show presents an opportunity to work collaboratively in small groups and to realise an actual curatorial project. The London Project gives students the opportunity to research and develop an idea for a project set within a creative field or industry. It enables students to consolidate their knowledge about a subject of their choosing, and to consider it in relation to issues of audience, community, criticality, history, and professional protocols, as they bear relevance in the field they have chosen.

Distinctive features of the course:

Identify and list those characteristics that distinguish your course from other, similar courses. Refer to both the student experience on the course and future possible career opportunities.

1. BACCC combines a Humanities-based education with a strong emphasis on personal development which befits its art school location and ethos.
2. BA (Hons) Culture, Criticism and Curation remains unique in UCAS as it is the only course to combine cultural theories with theories and practices of curating and a strong journalistic element.

3. Critical engagement with contemporary ideas and current developments in the fields of culture, criticism and curation.

The inter-disciplinary approach of BACCC is underpinned by the Stage 1 lecture programme (units 2,4,6) which provides an introduction to the history of culture from 1789 to today and refers to art, architecture, fashion, film, photography, popular culture, music, performance and literature, increasingly drawing on non-western examples. The elective programme, which runs across Stages 2 and 3, offers further in-depth study of (currently) fashion, film, urbanism, popular culture, music and the visual arts, and the art market with reference to western and non-western material. Additional units in Stage 2 interrogate the constructions of history across different media, using content from film, literature, television, architecture, anthropology, and contemporary art and politics; debate contemporary critical theories; and prepare students for the mostly independent work undertaken on Stage 3.

4. Alongside the history and theory contents are Units (and projects within Units) across Stages 1 and 2 which explore and critique the theories and practices of curation and journalistic writing for print-based and multimedia platforms (interviews, reviews, think pieces).

5. Stage 3 has a strong independent study component during which students draw on the diverse and multi-disciplinary learning of Stages 1 and 2.

6. BACCC's location within and an art and design college yields opportunities for collaboration with practitioners across CSM and UAL more widely which help build strong networks across the cultural industries.

7. The vibrant mix of permanent staff and guest lecturers from the cultural industries keeps students informed about current developments and creates further opportunities for students to network. Recent guest lecturers have included Giles Waterfield, former director of Dulwich Picture Gallery and author of *The People's Galleries* (2015), Louisa Buck, art critic and correspondent for the *Art Newspaper*, Robert Hewison, author of *Cultural Capital: The rise and fall of creative Britain* (2014), Georgina Adam, author of *Big Bucks* (2014), Sarah Thornton author of *33 artists in 3 acts* (2014).

8. Multi-disciplinary teaching and course content allows students to take responsibility for their learning and personal development, in line with their career aspirations which include working in galleries, auction houses, for cultural institutions – such as the Paul Mellon Centre – as journalists or independent

curators. The course benefits from a strong link with CSM's own museum and with the archives at other colleges, such as the Kubrick Archive at LCC.

Recruitment and Admissions

Selection Criteria

The criteria used to make a decision on selection must be fully listed. It must be clear how an applicant's suitability to study on the course as demonstrated at the pre-selection and/or interview stage will be judged (good practice examples are available through the Programme Specification Guidance). Procedures for selection must adhere to the Equal Opportunities Policy of UAL.

Applicants are selected according to demonstration of potential and current ability to:

Work imaginatively and creatively with the written word and visual presentation:

- engage with experimentation and invention;
- show imagination and ambition in proposals for your work;
- take informed risks

Demonstrate a range of skills and technical abilities:

- through examples of written work, demonstrate a range of approaches to writing, originated from personal experience or textural and visual research and progressed through logical stages to a finished outcome;
- demonstrate an awareness of planning and time management skills

Provide evidence of intellectual enquiry within their work:

- demonstrate relevant research skills;
- evidence your ability to critically reflect and evaluate your achievements

Demonstrate cultural and historical awareness and/or contextual framework of their work:

- evidence an interest in contemporary culture;

- identify social, historical and/or cultural influences on your work

Articulate and communicate intentions clearly:

- discuss your work in individual and group situations;
- present your work, concepts and ideas appropriately and effectively

Demonstrate commitment and motivation in relation to the subject and the course:

- show willingness to collaborate;
- show initiative;
- reflect your knowledge of this course

Entry Requirements

List the academic entry requirements relevant to the course, noting any requirements that are above the UAL minimum, or any course specific grade requirements. Language requirements such as IELTS must also be provided. Entry requirements will constitute the standard, conditional offer for the course.

Applicants are normally expected to have achieved, or be expected to achieve, the course entry requirements detailed below:

- Passes in three GCE A Levels (grade B or above), two of which are in essay-based humanities subjects such as History, History of Art, English Literature, Philosophy, Government and Politics, Classical Studies;
- Passes at GCSE level in 5 subjects (grade C or above)

or

- A Foundation Course in Art and Design;
- Passes in two GCE A Levels (grade C or above), one of which is in an essay-based humanities;
- Passes at GCSE level or equivalent in five subjects (grade C or above) including three passes in academic subjects

International candidates are normally required to demonstrate the required educational standard by possession of equivalent qualifications, e.g. International Baccalaureate or High School Diploma. Applicants who do not meet these course entry requirements may still be considered if the course team judges the application demonstrates additional strength and alternative evidence. This might be demonstrated by a combination of the following factors: related academic or work experience; the quality of the personal statement; a strong academic or other professional reference.

All classes are conducted in English. For non-native speakers the standard English language requirements for entry is IELTS 6.5 with a minimum of 6.0 for writing component and 5.5 in the remaining three components, or equivalent.

Course Diagram

Insert a course diagram which includes; units and their credit values, plus credit values per year/level, category of units (i.e. core or specialist), progression routes, years/levels of the course, any other relevant characteristics that distinguishes the course

	Term 1										Term 2										Term 3									
Weeks	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Assessment points																														
Stage 1										U1 U2			U3							U4										U5 U6
Stage 2										U7 U8										U9 U10								U12		U11
Stage 3										U14						U13									U15		U15 Presentations			
Stage 1	Unit 1 Introduction to Culture, Criticism and Curation (20 credits 10 weeks)										Unit 3 Journalistic Writing 1 (20 credits 3 weeks)			Unit 4 Aspects of Culture 2: The 20 th Century (20 credits 7 weeks)							Unit 5 Curating 1: A Curatorial Tool Kit (20 credits 10 weeks)									
	Unit 2 Aspects of Culture 1: The Long 19 th Century (20 credits, 10 weeks)																				Unit 6 Aspects of Culture 3: The Contemporary (20 credits 10 weeks)									
Stage 2	Unit 7 Elective 1 (20 credits 10 weeks)										Unit 9 Curating 2: Useable Pasts (20 credits 10 weeks)										Unit 11 Journalistic Writing 2: Multimedia (20 credits 10 weeks)									
	Unit 8 Aspects of Culture 4: Interrogating Histories (20 credits 10 weeks)										Unit 10 Aspects of Culture 5: Contemporary Cultural Theories (20 credits 10 weeks)										Unit 12 Critical Cultural Practice (20 credits 10 weeks)									
Stage 3	Unit 13 Dissertation (40 credits 15 weeks)																													
	Unit 14 Elective 2 (20 credits 10 weeks)																													
	Unit 15 Degree Show & (60 credits 30 weeks)										London Project (participation in chosen Degree Show sub-group)																			