

**BA (Hons) Design for Art Direction
Programme Specification 2021/22**

Awarding Body	University of the Arts London
College	London College of Communication
School	Design
Programme	Branding and Design Innovation (L064)
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2021
Course Entry Requirements	<p>Home/EU/International</p> <p>The course team welcomes applicants from a broad range of backgrounds from all over the world. The course attracts students who apply direct from A-level (or equivalent) or from Foundation Diploma in Art and Design, or other art or design courses, as well as mature students who may have previously worked in industry.</p> <p>The standard entry requirements for this course are as follows:</p> <p>80 UCAS tariff points, which can be made up of one or a combination of the following accepted full level 3 qualifications:</p> <ul style="list-style-type: none"> • A Levels at grade C or above (preferred subjects include: English; History; Media; Business; Art and Design, or other subjects within Social Sciences). • Pass at Foundation Diploma in Art & Design (Level 3 or 4). • Merit, Merit, Pass at BTEC Extended Diploma (preferred subjects: Art and Design, IT & Computing). • Merit at UAL Extended Diploma. • Access to Higher Education Diploma (preferred subject: Digital and Creative Media, Computing, Marketing, Humanities and Social Sciences).

	<ul style="list-style-type: none"> • OR equivalent EU/International qualifications, such as International Baccalaureate Diploma at 24 points minimum <p>And 3 GCSE passes at grade 4 or above (grade A*-C).</p> <p>APEL - Accreditation of Prior (Experiential) Learning</p> <p>Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:</p> <ul style="list-style-type: none"> • Related academic or work experience • The quality of the personal statement • A strong academic or other professional reference • A combination of these factors. <p>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p>English Language requirements (International/EU)</p> <p>IELTS level 6.0 or above, with at least 5.5 in reading, writing, listening and speaking. Please check our main English language requirements page for more information.</p> <p>All classes are conducted in English. If English is not your first language you will be asked to provide evidence of your English language ability when you enrol.</p>
Selection Criteria	<p>The portfolio, along with the details on your UCAS application (including the academic reference and your personal statement) will be assessed against the following criteria:</p> <ul style="list-style-type: none"> ▪ Visual language: quality of structure, use of line, shape - 2D or 3D, form, scale, space, light, colour, texture and time. ▪ Ideas generation: quality of ideas and thought process, expression of design thinking. ▪ Research and its application (including images from

	<p>sketch books): evidence of investigation and use of appropriate resources.</p> <ul style="list-style-type: none"> ▪ Materials, media exploration and experimentation; experimentation and testing of materials to achieve outcomes. ▪ Contextual awareness and its influence on the portfolio; understanding and application of subject knowledge and context.
<p>Scheduled Learning and Teaching</p>	<p>During your course you will engage with learning and teaching that includes both online and face-to-face modes. The advertised scheduled activity for the course will be delivered through a combination of live, synchronous and asynchronous on-line learning. Scheduled learning and teaching activity may include lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings.</p>

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	21
Awards	Credits
Certificate of Higher Education	120

Year 2

Percentage of Scheduled Learning	17
Awards	Credits
Diploma of Higher Education	240

Year 3

Percentage of Scheduled Learning	14
Awards	Credits
Bachelor of Arts	360

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Provide you with the knowledge and skills to support your study of design and art direction as a creative, dynamic and inclusive activity;
Aim	Assist you in developing a personal methodology and enable you to speculate on new, innovative, ethical and responsible approaches to the subject;
Aim	Enable you to appreciate and critically explore, interrogate and challenge the status quo of the subject through independent and collaborative enquiry;
Aim	Assist you in placing the subject within an historical, social, cultural, theoretical, ethical, responsible and professional context;
Aim	Equip you with the necessary transferable skills to assist you in determining your professional future;
Aim	Equip you with the necessary transferable skills to assist you in progressing onto LCC and other external postgraduate courses;
Aim	Enable you work alongside other similar disciplines;
Aim	Make you aware of vocational outcomes;
Aim	Equip you with vocational skills to enhance your possibilities for employment within industry;
Aim	To place the subject of art direction in an ethical and moral contexts that cater to inclusive, stakeholder-centred and participatory approaches.
Outcome	Use a variety of cognitive, theoretical and practical skills to identify and investigate appropriate primary and secondary research methods, methodologies and sources that develop your awareness of responsible design and art direction (Enquiry);
Outcome	Examine and interpret research material visually and demonstrate this understanding in order to inform project outcomes (Enquiry);
Outcome	Demonstrate an understanding of, and practically apply, contextual knowledge of the subjects and its wider areas of influence

	(Knowledge);
Outcome	Problem solve, take risks, challenge preconceptions, experiment and test ideas, materials and media appropriate to concept development (Process);
Outcome	Demonstrate design, craft, technical and media skills in the final execution of ideas appropriate to the project outcomes and LCC Design School's Responsible Design Framework (Realisation);
Outcome	Show clarity of purpose, appropriate selection of media, awareness of precedent; social, environmental and cultural-impact; sensitivity to the needs of the audience in the production and presentation of ideas (Communication);
Outcome	Manage your learning through reflection, planning, self-direction, subject engagement, and commitment and be able to place your work in a professional context (Realisation);
Outcome	Work independently or collaboratively with fellow designers or with those from different disciplines (Process).

Distinctive Features	
1	Uniqueness. This is one of the few Design for Art Direction degree course offered in the UK that covers a range of creative disciplines, with an emphasis on collaboration and practical work.
2	Community of Practice. The course is situated within the undergraduate Branding and Design Innovation Programme which comprises BA (Hons) Design Management, BA (Hons) Graphic Branding and Identity, BA (Hons) Design for Branded Spaces and postgraduate courses including MA Design for Social Innovation and Sustainable Futures, MA Design for Art Direction, MA Design Management and MA Graphic Branding and Identity. Within a School context there are undergraduate and postgraduate courses in the Branding and Design Innovation programme, Contextual and Theoretical Studies and the Interactive and Visual Communication Programmes. The programmes are situated within the Design School and is one of the largest within the University of the Arts and offers specialist provision that is current within the design, media and communication community, is interdisciplinary, future facing and addresses the needs of the contemporary student.
3	The Diploma in Professional Studies. This unique year long optional course offers successfully accepted students, across two programmes, the opportunity to undertake placements anywhere in the world. Students on BA (Hons) Design for Art Direction will be able to apply for this opportunity.
4	Practice and Theory: Although the course is located within a programme which is predominantly practice based its strong relationship with Contextual and Theoretical Studies will encourage the development of cultural thinking, critical analysis, the politics of design and study of global cultures and histories together with aspects of management theories.
5	Interdisciplinary nature of the course: The design, media and communication industries have expanded and diversified significantly in the last two decades. No longer purely practice based they have become multidisciplinary activities which draw on the expertise of a broad range of subject specialists from anthropologists to psychologists who complement and inform design practice. The interdisciplinary and multi-disciplinary nature of the subject will be reflected in the curriculum and delivery of this course.
6	Location: The College is one of the biggest Design, Communication and Media focussed institutions in Europe, located within what is recognised as a design capital of the world.
7	Live Projects: The School has a long and distinguished history particularly in the area of graphic design, stretching back to the 1950s, which has given it an enviable

	reputation and which makes it a focus for external live projects and collaborations which are a regular aspect of the School.
8	Professional expertise and links: The School's considerable number and calibre of alumni and national and international professional links also contribute to the School and its programmes. This is exemplified in the School's list of visiting practitioners, visiting professors and Fellows from a disparate range of design and communication backgrounds.
9	Progression: LCC has developed a Graduate School in recognition of having one of the largest postgraduate population within UAL. The breadth of provision and course synergies will facilitate and give the opportunity for progression into an increasing number of relevant courses, in particular MA Design for Social Innovation and Sustainable Futures, MA Design for Art Direction, MA Graphic Branding and Identity, MA Design Management and other postgraduate courses offered at UAL.
10	Understanding the role and intrinsic qualities of specialist processes in the practice of art direction, such as: Letterpress, printmaking, digital and analogue printing processes, digital and analogue 3D modelling, photography, book arts, digital reprographics, which build on LCC's strong tradition of high quality process and production.
11	Collaborative working: The course will emphasise the collaborative nature of the subject and offer opportunities to explore this important way of working.

Course Detail

BA (Hons) Design for Art Direction is a unique course that explores the practical, conceptual and communications skills related to design and art direction.

The course is about practice, but it also prioritises critical and reflective approaches to visual culture and broader social, economic, political and environmental contexts.

You will learn a range of skills associated with being an art director and working in the creative industries. Projects and activities are designed to help you develop a creative vision, a visual language and strong contextual awareness that engages your intended audience.

The course takes a multi-disciplinary approach to art direction, giving you the opportunity to develop your understanding and application of graphic design, moving image, photography, exhibition and set design.

What you can expect?

Throughout the course you will gain expertise in the practical aspects of visual communication, narrative construction and collaboration. Many projects will offer you the freedom to explore self-directed themes and we will support you to propose, visualise and realise sophisticated visual projects.

Additionally, the course will open up possibilities to collaborate with students within and outside of the course, pulling together teams of designers, photographers, filmmakers, illustrators or other media specialists to fully realise your ambitions and develop your practice in art direction and creative direction.

London College of Communication is home to excellent and extensive [facilities](#) from analogue to digital, that will help you to gain a wide range of skills relevant to your subject and profession.

Work experience and opportunities

There are opportunities to work on live briefs and competition briefs at different times during your studies. Students are encouraged to take a critical approach to commercial briefs in order to think through the relationship between context and innovation.

We are not always focused on winning, instead we are always aiming to deliver the most unexpected, compelling and relevant work. Guest speakers are regularly invited to come in and give industry insight to students.

Most project briefs ask that students research and understand the real world context for their work and present a strategy to support their work beyond the course.

Between Years 2 and 3 of the course, you'll also have the opportunity to undertake one of the following additional UAL qualifications:

Diploma in Professional Studies (DPS): An optional, year-long learning opportunity which enables you to develop your professional skills by undertaking a variety of placements and industry experiences. Supported throughout the year by academics, you'll build on the knowledge gained on your course in a range of national or international locations, and graduate with an additional qualification of Diploma in Professional Studies.

Diploma in Creative Computing: An optional, year-long opportunity which allows you to develop the computational skills that are shaping the future of the digital creative industries. After successfully completing the Diploma and the final year of your undergraduate degree, you'll graduate with an enhanced degree title: for example, BA (Hons) Design for Art Direction (with Creative Computing).

Highlights

- 2019 Faye Wang wins first prize for the Comité Colbert competition: Dreaming 2074, selected by an international jury.
- 2019 Graduate Diana Ganea becomes creative lead for Fashion Trust Arabia awards in Doha, in collaboration with Nathan Naran.
- 2019 Kumbirai Makumbe graduate selected for BBZ Art Show 2019 and exhibits in New York Gallery Arebytes 2020.
- 2019 graduate Bior Elliott becomes graphic design and junior art director at Conde Nast Love Magazine.
- 2020 graduate Emma Sproat becomes part of the LCC Changemakers.

Course structure

The academic year for this course is divided into 2 blocks.

The 1st block is of 15 weeks' duration from late September to mid-February. In accordance with the University timetable, there will be a four week holiday in December.

The 2nd block is also of 15 weeks' duration from mid-February to the end of June with a four week holiday for Easter.

Mode of study

BA (Hons) Design for Art Direction runs for 93 weeks in full time mode. It is divided into 3 stages over 3 academic years. Each stage lasts 33 weeks.

Course Units

In 2019, UAL declared a [Climate Emergency](#). In response, LCC's [Design School](#) set an ambitious Sustainability Action Plan in place to fully embed responsible practices within the curriculum and in everything we do.

As part of this initiative, we've shaped our courses around social and environmental sustainability principles that ensure learning outcomes reflect the urgent need to equip you with the understanding, skills, and values to foster a more sustainable planet. Our aim is to change the way our students think, and to empower you to work towards a sustainable future

In common with all courses at the University of the Arts London, this course is credit rated. Years 1 and 2 must be passed to enter into Year 3. Your degree is attained through full completion of the third year.

Year 1

Introduction to Design for Art Direction (20 credits)

This unit introduces the research methods and processes involved in study at higher education. Thinking through the potential that theory offers the study and practice of art direction through a number of perspectives that you can choose between, for example: cultural studies, queer theory, film theory, decolonising theory and practice, feminist histories,

Design Principles (40 credits)

In this unit you will work through the core practices of image production, narrative construction and graphic design. The unit is made up of smaller projects that refine visual skills and develop your visual language across a number of formats.

Media Exploration (20 credits)

Invites you to produce a moving image work that draws on narrative construction, art direction, production design, photography, filming, editing and sound design.

Locating Practice (20 credits)

Gives you the freedom to determine an area of specialism by proposing a self-directed project either in collaboration with others or individually.

A series of pitches helps you to refine your idea, project manage outcomes and produce a

live outcome or a proposal to get funding or find a creative team.

Contextual and Theoretical Studies 1 (20 credits)

Year 2

Design Production (40 credits)

A collaborative project that requires you to address societal concerns using design and narrative storytelling to inform, raise awareness and where appropriate call to action and attempt to change unsustainable practices. These concerns change year on year and usually address real world problem. In the past, projects have focused on climate crisis, sustainability and rebranding the European union.

Professional Practice (20 credits)

Art Direction (40 credits)

This unit builds on the Locating Practice unit in year 1 and the development of your research interests over the subsequent year. Usually self-directed, the project asks you to reflect on your area(s) of specialism and propose a project to develop your portfolio and develop working relationships both in and outside of the college.

Contextual and Theoretical Studies 2 (20 credits)

Diploma in Professional Studies

Diploma in Professional Studies (DPS): An optional, year-long learning opportunity which enables you to develop your professional skills by undertaking a variety of placements and industry experiences. Supported throughout the year by academics, you'll build on the knowledge gained on your course in a range of national or international locations, and graduate with an additional qualification of Diploma in Professional Studies.

Year 3

There are two pathway options in term one and two of Year 3. One route involves an 8,000 – 10,000 word piece of written work (Route A), or the other route combines a 4,000 – 5,000 word piece of written work plus a Self-Initiated Project (Route B).

Industry Practice: Routes A and B (20 credits)

By researching and familiarising yourselves with the sectors, practices, behaviours and needs of 'industry', you can start to contextualise your practice. These processes can be

useful, celebrated or challenged and the unit will help you to take a position in relation to it and produce a piece of work in response to it.

Self-Initiated Project: Route B (20 credits)

The project can draw on your specialist research area, perhaps taken from the thesis. You will be guided through the unit in a series of individual tutorials and workshops to produce meaningful work for your portfolio.

Contextual and Theoretical Studies 3: Route A (40 credits)

Contextual and Theoretical Studies 3: Route B (20 credits)

Major Project Studio: Routes A and B (60 credits)

This a substantial self-directed project where you will produce and answer your own creative brief in dialogue with tutors and peers, demonstrate strategic thinking, excellent research skills and explore the potential of your creative practice.

Learning and Teaching Methods

- Lectures
- Large group learning
- Workshop and seminar learning
- Academic tutorials
- Self-directed learning
- Outside speakers and visits
- Collaborative work
- Assessed assignments

Assessment Methods

- Practical project work and computer based activities
- Prepared writing
- Responses to case studies
- Oral presentation
- Personal presentations of prepared work
- Workshop based activities
- Written research projects
- A portfolio of work
- Collaborative and group work

Reference Points

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London
- The College policies and initiatives
- Level descriptors
- Benchmark statements

Course Diagram

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15		Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25	Week 26	Week 27	Week 28	Week 29	Week 30	Week 31					
Level 4 – Year 1																																				
Block 1															End of Block	Block 2																				
Intro to Design for Art Direction (20 credits)										S											Media Exploration (20 credits)						S									
Design Principles (40 credits)													S														Locating Practice				S					
																CTS1 (20 credits)																				
Level 5 – Year 2																Activities Week	Block 2																			
Block 1																	Block 2																			
Professional Practices (20 credits)												S					Art Direction (40 credits)						S													
Design Production (40 credits)													S														CTS2 (20 credits)				S					
Level 6 – Year 3																		Block 2																		
Block 1																		Block 2																		
Industry Practice (20 credits)								S										MP Studio continued (60 credits)						S												
Self Initiated Project Route B (20 credits)											S																									
											MP Studio																									
CTS 3 Route A Theory Based (40 credits)													S																							
CTS 3 Route B Practice and Theory Based (20 credits)													S																							

S = Summative Assessment

The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable

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