

BA (Hons) Design for Art Direction

Programme Specification 2019/20

Awarding Body	University of the Arts London
College	London College of Communication
School	University of the Arts London
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 2019
QAA Subject Benchmark	None
UAL Subject Classification	N/A
JACS Code	None
UCAS Code	N/A
PSRB	N/A
Work placement offered	N/A
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 for entry in 2020, or 64 UCAS tariff points for entry in 2019, 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, Pass, Pass at BTEC Extended Diploma (preferred subjects: Art and Design, IT & Computing).
- Pass at UAL Extended Diploma.
- Access to Higher Education Diploma (preferred subject: Digital and Creative Media, Computing, Marketing, Humanities and Social Sciences).
- OR equivalent EU/International qualifications, such as International Baccalaureate Diploma.

And 3 GCSE passes at grade 4 or above (grade A*-C).

APEL - Accreditation of Prior (Experiential) Learning

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:

- Related academic or work experience
- The quality of the personal statement
- A strong academic or other professional reference
- A combination of these factors.

Each application will be considered on its own merit but we cannot guarantee an offer in each case.

English Language requirements (International/EU)

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.

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.

Selection Criteria

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:

- 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 sketch books): evidence of investigation and use of appropriate resources.
- 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.

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	28
Awards	Credits
Certificate of Higher Education	120

Year 2

Percentage of Scheduled Learning	25
Awards	Credits
Diploma of Higher Education	240

Year 3

Percentage of Scheduled Learning	12
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 and dynamic activity;
Aim	Assist you in developing a personal methodology and enable you to speculate on new, innovative approaches to the subject;
Aim	Enable you to appreciate, explore, interrogate and challenge the existing forms of the subject through independent and collaborative enquiry;
Aim	Assist you in placing the subject within an historical, social, cultural, theoretical, managerial 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 enable you to gain employment within industry;
Aim	To place the subject of art direction in an ethical and moral context.
Outcome	Use a variety of cognitive, theoretical and practical skills to identify and investigate appropriate primary and secondary sources relevant to branding and identity (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 (Realisation);
Outcome	Show clarity of purpose, appropriate selection of media, awareness of precedent and 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 currently the only Design for Art Direction degree course offered in the UK.
2	Community of Practice. The course is situated within the undergraduate Branding and Design Innovation Programme which comprises BA (Hons) Design and Management and Cultures, BA (Hons) Graphic Branding and Identity, BA (Hons) Design for Branded Spaces and postgraduate courses including MA Design Management and Cultures 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 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 Art Direction, MA Graphic Branding and Identity, MA Design Management and Cultures and other postgraduate courses offered at UAL.
10	Resources: Letterpress, printmaking and print resources, 3D, photography, bookbinding, digital reprographics, building on LCC's strong tradition but working as an integral part of the course provision.
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

Who we are

This is a unique course located within and around graphic design / visual communication / communication design.

Art Direction relates to a number of creative fields including advertising, film, photography and graphic design.

Art Direction is a creative leadership role and involves managing a team of designers working on a creative project. Art Directors are generally responsible for negotiating, guiding and realizing a vision with control of all elements, media, messages and concepts.

In order to generate ideas and realise a vision, art direction requires analytical and critical skills associated with practice and theory, as well as being competent directors of people, both creative and technical. Art Directors have the ability to bring together and manage disparate skills and capabilities, guided by their overall concept.

BA (Hons) Design for Art Direction will explore the practical, conceptual and managerial skills relating to design and art direction over the course of the programme, where specific units are designed to address this multi-faceted discipline.

Throughout the course you will gain expertise in the practical aspects of graphic design related to the development and communication of concepts. Additionally, the course will focus on the role of the art director/creative director in developing and realising ideas through leadership, management and commissioning of individuals and teams of designers, editorial designers, photographers, film makers, advertisers, illustrators or other media specialists in the creative industries.

You will have access to an extensive range of resources from printmaking and letterpress and from moving image to 3D design.

Additionally you will have recourse to the School's considerable national and international professional contacts, especially alumni who will enable them to experience live projects and collaborative involvement with industry.

BA (Hons) Design for Art Direction is a course that, due to its location within the Design School and its academic proximity to visual communication and graphic design, facilitates

the exploration of media within a practical context.

Media include print based, lens based and digital media which will give you the broadest possible experience.

Additionally projects will be constructed which will give every student the opportunity to explore their leadership capabilities.

All the tutors and visiting practitioners on your course are actively involved in scholarly investigation and/or related professional practice; this supports the faculty in developing and sustaining strong relationships with industry.

These links are further emphasised through our unique **Diploma for Professional Studies**. Students successfully accepted onto the DPS may work for a year in industry anywhere in the world and gain an additional qualification. Our students have undertaken placements with Stefan Sagmeister in New York, Rem Koolhaas in Rotterdam, Vince Frost in Sydney, MTV in Mumbai and many more. In addition you will be given the chance to work on live projects with industry. In previous years these have included collaborations with Diabetes UK, BFI, Graphic Thought Facility, Wellcome Trust, Provokateur, Save the Children, Spin, Interbrand, Illy Coffee, the Good Agency, NHS, Moleskine. We also encourage involvement with national and international student competitions such as those run by D&AD, the Design Museum, ISTD, YCN and RSA and have a good record of successful entrants.

We are a community of practice which means that Design for Art Direction emanates from and sits naturally alongside a number of courses within the Design School's well established and developing programmes. These courses share a common provenance and history that will be explored at an individual course and also a collaborative level.

The College and Design School is home to a significant population of international students and there are upwards of 60 languages spoken within the College and this makes it truly cosmopolitan. Our students practice around the world as our impressive list of alumni are testament to.

This cosmopolitan community encourages dialogue, based upon a multiplicity of views, experiences and expertise which adds depth and an international dimension to the course.

What we do

The course allows students to explore diverse and creative approaches to design and art direction from concept to outcome. Students will gain valuable insights into all aspects of the subject from its historical, social, cultural, corporate and commercial contexts with practice supporting the facilitation and communication and manifestation of concepts and ideas.

You will explore a wide range of design based activities and media, supported by research. To compliment this you will also develop skills of negotiation and communication. You will be offered the opportunity to replicate a professional environment by working collaboratively with peers and those of other disciplines throughout the course.

You will be encouraged to be innovative and to initiate change, to integrate practice and theory and work individually and collaboratively. You will possess technical skills but will not be a slave to them; you will make connections between disparate activities, be concept driven and capable of working across media. We also encourage you to understand the complexities of audiences and to use your studies to plan your future direction, positioning yourself appropriately in industry whether in work or continuing to postgraduate study.

Throughout your time on the course you will be encouraged, through practical and theoretical projects, to acquire a broad range of transferable skills. These skills will enable you to become a versatile design practitioner and life-long learner who can adapt to future developments within the creative industries and the ever-changing world of work.

Facilitated through a diverse range of learning activities, the course will help you to develop a 'portfolio' of practical and theoretical design skills which will enable you to become an autonomous, speculative and adaptable designer confidently working in a range of creative environments.

How we do it

The course employs a number of different strategies to guide you through it, helping you to achieve its learning outcomes and become a reflective learner.

We will introduce you to creative methods, techniques and ways of thinking that draw on

staff expertise that encourages independent and entrepreneurial practice all the way through the course. A significant amount of the work that you do will take place in studios where you may be introduced to key concepts and principles through practical and theoretical workshops and exercises. Other activities will take you out of the studio and into fieldwork where we address design strategies for different audiences in commercial spaces, educational and public spaces, museums and galleries.

You will also be asked to undertake projects designed to explore and expand on the concepts and principles through posed problems and projects. These will be augmented by lectures and seminars given by studio, Contextual and Theoretical Studies staff and external visitors that will help you place the subject within practical and theoretical contexts

Research, analysis, evaluation, ideas generation and speculation are fundamental to the subject and consequently feature throughout the projects and assignments whether in practice or in contextual studies units. 'Critiques' will offer you the opportunity to discuss your work with your peers and staff while seminars give smaller groups of students the chance to debate specific topics.

We also offer you the chance to work with your peers in other year groups that gives you a valuable insight into what to expect in the following year above. Besides the scheduled teaching you will be expected to work on projects independently in your own time. We will at times ask you to work collaboratively with others in your discipline or from other subject specialisms. This reflects the nature of design as a professional activity in which you will be working with others from a multitude of disciplines.

The course has very good industry links and consequently you will be working on live projects and competitions throughout the course. This integrated learning builds on the entrepreneurial success of recent students in addressing issues such as setting up in practice, applying for project funding and professional presentation skills.

Skills learning

Letterpress, 3D workshops, printmaking and photography work as integral parts of your learning and should 'assist' you in realising your solutions to either posed or self-initiated projects or briefs. Students can select and customise their own skills package. Software and digital skills are primarily delivered by online learning packages and supplemented by

support from specialist technicians in the dedicated computer facility.

Students are encouraged to explore a wide range of media and to mix and match traditional methods of making with digital and interactive elements. Projects are not media or technology-specific but solution-led.

We are committed to teaching, learning and assessment designed to enhance, nurture and recognise your employability, individuality and entrepreneurship.

Enterprise and employability within a creative education in arts, design and media is about the integration of practice, behaviours and qualities that enable you to develop and sustain a rewarding professional life.

The curriculum is designed to communicate and open up the possibilities of your own creativity by developing your career aspirations and professional awareness for enterprise and employability, whether for the creative and cultural sector or beyond.

Enterprise and employability is about more than getting a job, it is about enabling you to find, make and take opportunities and to meet your aspirations in a changing world, whether as a successful creative professional, innovator, practitioner, employee and/or entrepreneur in the UK and globally.

Course Units

Each year of your course represents a different level of study (Year One = Level Four; Year Two = Level Five; Year Three = Level Six). The years are divided into units, with a maximum of five units and a minimum of two units per year.

Each unit is credit-rated, the minimum unit size is 20 credits. There are always 120 credits per year, and 360 credits make up the BA (Honours) degree.

Each unit descriptor indicates the number of learning hours associated with the unit. The proportion of hours devoted to types of learning will vary according to the purpose and nature of the unit.

In Year One, more emphasis is placed on directed learning. As you progress through the course, this emphasis shifts as you take responsibility for directing your own learning, moving towards the ultimate goal of being an independent learner.

Under the Framework for Higher Education Qualifications the Levels for a BA are: Level 4 (which is stage 1 of the course), Level 5 and Level 6.

There is a progression point at the end of each level and in order to progress, all units of the preceding level must normally be passed.

If you are unable to continue or decide to exit the course, a Certificate of Higher Education (Cert HE) will be awarded following the successful completion of Level 4, or a Diploma in Higher Education (Dip HE) following the successful completion of Level 5.

In order to be awarded a BA (Hons) you must successfully complete 360 credits. The final award is **either** comprised of the marks from Level 6 units only, weighted according to their credits, or the highest graded 100 credits from level 5, at a weighting of 30%, and all 120 credits at level 6 with a weighting of 70%. Your classification is based on the highest result.

For more detailed information regarding your course's contact hours please check Moodle and '**My Contact Hours**' which can be accessed through <https://mycontacthours.arts.ac.uk/>

In addition, your own personal timetable will be available each year from the beginning of term via your Moodle page:

https://mytimetable.arts.ac.uk/timetable_navigate/

Learning and Teaching Methods

The courses outcomes are taught using the following learning and teaching methods:

- Lectures/large group learning: the main areas of theory and its practical applications will be covered in a planned series of tutor-led sessions.
- Workshop & seminar learning: practical sessions that will enable the student to experiment with a skill or technique relevant to the area of study. Students will be able to share their understanding with others and obtain guidance from lecturers to identify solutions to practical or theoretical problems.
- Academic tutorials: individual assistance is provided by lecturers to assist students with

difficulties in their understanding and practical application of theory and skills. This is important for clarifying the requirements for assessed work.

- Self-directed learning: independent study undertaken by the student to research, write and prepare assignments and to extend their knowledge and understanding. This can be undertaken at home or using college facilities.
- Outside speakers and visits: these provide students with a perspective of contemporary issues and recent events.
- Collaborative working that reflects the working practices of the design, media and communication industry.
- Assessed assignments: these assess the students' attainment of the learning outcomes and develop the key skills that will form an important aspect of their learning. The completion of assignment briefs is therefore regarded as a method.

Assessment Methods

The course outcomes are assessed using the following 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
- The creation of a portfolio of collection of work which may contain a number of different activities.
- Collaborative and group working based on practical projects

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

Course Diagram | BA Design for Art Direction

BLOCK-BASED STRUCTURE

		Block 1															Block 2																																											
		week 0	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																											
YEAR 1	Freshers Week	Intro to Design for Art Direction (20 Credits)											S	Christmas Break						Media Exploration (20)					Easter Break	Media Exploration cont (20)					S																													
		Design Principles (40 credits)																		Locating Practice (20)							Locating Practice cont (20)					S																												
YEAR 2	Freshers Week	Block 3												Christmas Break	Professional Practices (20 Credits)					S						Block 4					Easter Break	Art Direction (40 credits)					Art Direction cont					S																		
		Design Production (40 credits)													Design Production (40 credits)					S						CTS 2 (20 Credits)							CTS 2					S																						
YEAR 3	Freshers Week	Block 5												Christmas Break	Industry Practice (20 credit)					S						Block 6					Easter Break	MPS cont					MPS cont					S																		
		Self Initiated Project Route B (20 credits)													Self Initiated Project Route B (20 credits)					S						MP Studio (60)																																		
		CTS 3 Route A Theory Based (40 Credits)													CTS 3 Route A Theory Based (40 Credits)					S						CTS 3 Route B Practice and Theory Based (20 Credits)																																		

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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