

BA Virtual Reality

Programme Specification 2020/21

Awarding Body	University of the Arts London
College	London College of Communication
School	University of the Arts London
Programme	Moving Image and Digital Arts (L060)
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2020
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>104 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). • Distinction, Merit, Merit at BTEC Extended Diploma (preferred subjects: Art and Design, IT & Computing, Media, Music and Performing Arts). • Merit at UAL Extended Diploma. • Access to Higher Education Diploma (preferred subject: Digital and Creative Media, Film and Production, Computing, Humanities and Social

	<p>Science).</p> <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</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 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"> • An understanding of the broad applications of immersive technologies • A demonstrable interest in using Virtual Reality as a storytelling medium • Broad knowledge of either games development, filmmaking, animation or interactive media as

	evidenced by relevant prior qualifications.
Scheduled Learning and Teaching	<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. This is often described as blended learning.</p> <p>Definitions of our learning and teaching modes can be found here.</p>

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	34
Awards	Credits
Certificate of Higher Education	120

Year 2

Percentage of Scheduled Learning	28
Awards	Credits
Diploma of Higher Education	240

Year 3

Percentage of Scheduled Learning	33
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 a challenging and stimulating specialist educational experience that enables you to work across a wide range of technical virtual reality pipelines and embrace interdisciplinary and collaborative practice.
Aim	Ensure you have the digital and cross-media production skills and to engage with the screen and immersive industries in experimental and innovative ways.
Aim	Develop a professional understanding of the application of virtual reality technologies through creative projects, client briefs and industry engagement.
Aim	Encourage you to develop creative, innovative and experimental approaches to technical practice by being critically engaged, analytical practitioners who can communicate and exchange ideas in a range of contexts.
Aim	Enable you to develop a strong portfolio that will allow you to progress to the creative industries.
Aim	Provide you with the opportunity for progression to Postgraduate study.
Outcome	Demonstrate critically informed knowledge of the principles, methodologies and technologies used in Virtual Reality production (Knowledge)
Outcome	Produce a range of creative work that will demonstrate your personal development, technical proficiency, and ability to work to a standard necessary for progression to the creative industries and/ or Postgraduate study. (Enquiry / Realisation / Knowledge)
Outcome	Use a variety of key communication, interpersonal and enterprise skills required for effective practice in the immersive industries. (Communication)
Outcome	Demonstrate a critically informed knowledge of the history and practice of virtual reality and its potential application across a range of specialist disciplines. (Enquiry / Knowledge)

Outcome	Show personal visual development through creative practice by demonstrating an understanding of virtual reality in a collaborative and interdisciplinary context. (Enquiry / Process)
Outcome	Work in creative teams and make a significant contribution to joint creative outcomes, accommodating change and uncertainty as part of the creative process. (Communication / Process)
Outcome	Adopt an evaluative and experimental approach in applying and using a variety of techniques and equipment in creating virtual reality experiences for a diverse range of audiences. (Realisation)
Outcome	Benefit from the critical judgement of others and recognise your personal strengths and needs and in response set realistic goals, priorities and action plans. (Process)

	Distinctive Features
1	Virtual Reality is a dynamic and fast evolving field and course students will have the chance to shape the future of the actual subject itself.
2	An innovative pedagogy utilizing a research and experimentation-led approach to learning and making.
3	Collaboration is at the core of the learning and creativity - within the course, within the Screen School through its cross-course collaborative design of all of its courses, as an opportunity within the rest of the College and University community.
4	Student centred: students work as part of the course team to be jointly responsible for knowledge creation.
5	A diverse cohort and cross/interdisciplinary subject encourages innovative learning and practice.
6	The VR Development Group (VRDG) model encourages critical engagement with research and industry practice.
7	The 'First person' nature of subject field encourages exploration and innovation.
8	The showcase Immersive Research Lab puts the Course/School/College/University at forefront of VR practice and education.
9	A proposed fully integrated link with industry through research-led practice (from BA to MA and PhD).
10	The course offers the critical and analytical approach to VR as desired by this emerging industry.

Course Detail

As a course within the [Screen School](#) at London College of Communication, BA (Hons) Virtual Reality prioritises the development of narrative-led experiences and diversity of voices within the projects that our students create.

Students studying on the course have access to industry-standard production technologies, including a fully equipped immersive production and motion capture lab and a wide range of state-of-the-art head mounted displays.

This course provides opportunities for students to develop immersive projects and experiences and across the fields of live-action 360* filmmaking, animation and games design.

In addition to learning core workflows in software such as Unity3D and AutoDesk Maya, students will also work with on-set capture and shooting equipment to develop assets for each project they complete.

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) Virtual reality runs for 93 weeks in full time mode. It is divided into 3 stages over 3 academic years. Each stage lasts 31 weeks.

Course Units

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 Virtual Reality (20 credits)

This unit will introduce you to your course and its subject specialism as well as to effective learning and studentship at undergraduate level.

It will orientate you to the practices and knowledge-base needed to understand your discipline and help you to develop your skills for independent & collaborative learning, reflection and your own self development.

Virtual Principles (40 credits)

The Virtual Principles unit introduces you to the fundamental terminology, technology and craft skills that underpin all areas of immersive content creation.

The unit covers a range of key production areas including production pipelines, 360 image capture and VR design software processes.

Virtual Spaces (40 credits)

The Virtual Space unit extends the Virtual Principles unit, giving you a deeper understanding of how narrative is constructed visually, and the tools that can be used to create immersive experiences.

Within this unit you will have the opportunity to design and develop a series of short immersive projects that continue to explore the fundamental principles of VR production.

Contextual and Theoretical Studies 1 (20 credits)

This unit introduces you to histories, theories and debates in relation to virtual reality and visual and material culture.

Year 2

Virtual Trajectories (40 credits)

This unit will introduce you to the defining technical and artistic principles that underpin immersive content production and allow you to better understand the practices and professional skills needed to create professional moving image and interactive products.

Mapping Virtual Practice (20 credits)

The unit builds on the Year One: Introduction to Virtual Reality by focusing on work-based learning, competitions and/or 'live' project(s).

These options will entail self-negotiation and will be initiated, mentored and judged in

collaboration with external industry and cultural partners.

Virtual Reality Design Labs (40 credits)

This unit will provide you with the opportunity to produce a portfolio of virtual reality artefacts that demonstrate a developing understanding of your specialist practice, and most importantly how that practice intersects with other mediums.

You will work collaboratively with students across the course, programme area and wider college to produce a portfolio of immersive projects that demonstrate your understanding of the broader context of your technical specialism.

Contextual and Theoretical Studies 2 (20 credits)

You will develop your broader knowledge and understanding of the historical, social, practical, theoretical and cultural developments of contemporary visual culture. You will have the opportunity to further contextualise various aspects of art and design theory in its broadest sense by focusing upon specific options.

Year 3

Final Major Project: Virtual World Building (60 credits)

The Final Major Project offers the potential to collaborate, giving you the opportunity to make a significant contribution to a major project in a specialist role within a small production team.

You will individually develop a portfolio of tested concepts, themes and techniques. Through a pitch and selection process, project proposals will go into production and be part of your Degree Show.

Virtual Networks (20 credits)

This unit builds on the experiences gained in the Mapping Virtual Practice unit on Year Two.

This unit is the final professional practice unit on the course, and there will be a focus on tailoring skills towards a specific role within the industry and on the development of strong personal professional methods and tools of presentation such as CV and personal website.

Contextual and Theoretical Studies 3 (40 credits)

This unit is the culmination of the Contextual and Theoretical Studies component of the course, and provides you with the opportunity to utilise all your knowledge and analytical

skills related to visual culture and critical theory in the realisation of a self-determined and extended piece of written work.

Learning and Teaching Methods

- Lectures
- Seminars
- Formative critiques
- Technical workshops
- Software training
- Peer reviews
- Group critiques.

Assessment Methods

- Review of research and design development portfolios
- Submission of moving image and interactive artefacts
- Written essays
- Presentations
- Exhibition

Reference Points

The following reference points were used in designing the course:

UAL's Learning, Teaching and Enhancement Strategy - <http://www.arts.ac.uk/about-ual/teaching-and-learning/about-the-exchange/teaching--learning-strategy/>

The College and Screen School policies and initiatives - <http://www.arts.ac.uk/lcc/about-lcc/screen-school/>

FHEQ Level descriptors - <http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf>

QAA Benchmark statements - <http://www.qaa.ac.uk/assuring-standards-and-quality/the-quality-code/subject-benchmark-statements>

UAL Creative Attributes Framework <http://www.arts.ac.uk/about-ual/teaching-and-learning/careers-and-employability/creative-attributes-framework/>

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		
Level 4 – Year 1																																
Block 1															End of Block	Block 2																
Introduction to Virtual Reality (20 Credits)										S	Contextual & Theoretical Studies 1 (20 Credits)										S											
Virtual Principles (40 Credits)												S	Virtual Spaces (40 Credits)												S							
Level 5 – Year 2																																
Block 1																End of Block	Block 2															
Virtual Trajectories (40 Credits)												S	Design Research Labs (40 Credits)												S							
Contextual & Theoretical Studies 2 (20 Credits)										S	Mapping Virtual Practice (20 Credits)										S											
Level 6 – Year 3																																
Block 1																	End of Block	Block 2														
Virtual World Building (60 Credits)												S	Virtual World Building continued												S							
Contextual & Theoretical Studies 3 (40 Credits)										S	Virtual Networks (20 Credits)										S											

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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