ual: london college of communication

Certificate of Higher Education: Preparation for Design, Media and Screen

Programme Specification 2022/23

Awarding Body	University of the Arts London
College	London College of Communication
School	Design
Programme	LCC International Studies and Progression(L075)
FHEQ Level	Level 4 Cert HE
Course Credits	120
Mode	Full Time
Duration of Course	1 year
Valid From	September 1st 2022
Course Entry Requirements	The course team are committed to making university education an achievable option for a wider range of people and seeks to recruit students from diverse socio-economic, cultural and educational backgrounds. This course supports progression to our undergraduate courses at London College of Communication. **The standard entry requirements for this course are as follows:** A typical applicant might have: • Minimum requirement one GCE A Level (or equivalent) at grade C or above (preferred subjects include English; History; Media; Business; Art and Design, or other subjects within Social Sciences*)*, plus three GCSE passes at grade 4 or above (grade A*-C). Applicants might also have overseas qualifications or others: • International Baccalaureate Certificates – two at 'Higher Level' and one at 'Standard Level' - all Grade 4 or above • International Baccalaureate Diploma • Pass at UAL Extended Diploma in Art and Design • Pass at Access to HE Diploma • Pass, Pass, Pass at BTEC Extended Diploma

- Equivalent EU or Non-EU qualifications

We also welcome applicants with relevant professional and vocational qualifications, a previous degree in any subject, or from mature students who do not have formal qualifications but may have relevant experience in the industry.

English language requirements

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.

Please note: If studying the Cert HE in the UK, you must take a SELT (Secure English Language Test) such as IELTS Academic Test for UKVI. (You can take the IELTS Academic Test if studying the Cert HE Online mode).

The English level required by the University for this course is:

- IELTS 5.5 (or equivalent), with a minimum of 4.5 in any one skill.

Following achievement of the Certificate of Higher Education, enrolment onto our undergraduate degree courses requires the following English level:

- For degree courses requiring a portfolio, such as BA (Hons) Graphic and Media Design and non-portfolio degree courses such as BA (Hons) Advertising, BA (Hons) Contemporary Media Cultures, BA (Hons) Media Communications: IELTS 6.0 (or equivalent) with a minimum of 5.5 in any one skill

- For some text-based degree courses, such as BA (Hons) Journalism, BA (Hons) Magazine Journalism and Publishing, BA (Hons) Public Relations: IELTS 6.5 (or equivalent) with a minimum of 5.5 in any one skill

Please check the individual course page for the IELTS level required for study on course pages and for more information

	on reaching the required level view our [English language requirements](#) page. Students may be eligible to join the [UAL Pre-sessional English](#) language course to achieve the required level.
Selection Criteria	The portfolio and details on your application (including the academic reference and your personal statement) will be used by the course admissions tutors to assess your suitability 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 sketchbooks): 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.
Scheduled Learning and Teaching	Following two years of disruption due to Covid 19 we are glad to be returning to normal delivery in 2022/23. This means on campus face-to-face activities such as course projects, lectures, seminars, and studio work, except for courses designed to be delivered online. Scheduled learning and teaching activity may include lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings.

Awards and Percentage of Scheduled Learning

Year 1

Awards	Credits
Certificate of Higher Education	120

Scheduled Learning Split by Level	
Level 4	35%
Total Scheduled Learning Split	**35%**

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Undergo a programme study that will allow personal and professional development, embedded by contextual and creative practice, research, conceptual thinking, collaboration, personal and transferable skills development.
Aim	Develop the skills, knowledge and understanding necessary for successful progression onto a programme of UG study at LCC, employment or self-employment.
Aim	Receive a common core of design, media and screen theory that relates to the programmes and across the three schools.
Aim	Equip you with the necessary subject specific and transferable skills to assist you in determining your professional/academic future.
Aim	Be introduced to our Creative Attributes Framework which will enable you to develop your unique attributes for employability and enterprise.
Outcome	Develop, reflect on and review ideas in resolving problems using a variety of theoretical and practical skills to identify and investigate appropriate primary and secondary sources relevant to your chosen field of study. (Enquiry);
Outcome	Explore and interpret research material visually and demonstrate how this informs your 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, to the needs of diverse audiences in the production and presentation of ideas (Communication);

Outcome	Manage your learning through reflection, planning, self-direction, subject engagement, and be able to place your work in a professional context (Process);
Outcome	Work independently or collaboratively with peers, industry or with those from different disciplines (Process);

	Distinctive Features
1	Guaranteed Progression: All students who successfully pass the course will be guaranteed an offer of a place on an undergraduate course at LCC. Whilst we cannot guarantee that you will be made an offer on a specific course of your choosing, we will ensure you are offered a place on a relevant course at LCC. This course will depend on your portfolio and the interests you develop during the year. Please note that all students should have the required IELTS score to progress to an undergraduate course. Students should make sure that they independently undertake the IELTS language test if appropriate.
2	Flexible Modes of Learning and Assessment: Studio classes, diagnostic workshops, collaborative work and lectures throughout the course utilise digital supported learning. Digital supported learning allows students to engage learning at their own pace, to submit work online and to receive teaching, support and assessment online. The face-to-face contact time is focused on workshop skills and knowledge, diagnostic and studio project development/outcomes. Creative autonomy is developed using Moodle tools such as Wikis and via workshops in which students collaborate to author and peer review their own content, collectively establishing meanings for key concepts and collating glossaries. This student generated content in Moodle and via other UAL platforms is important for validating the cultural capital of students and has significant implications for retention and attainment. Units 1 and 3 (20 credits) are designed to build confidence and experimentation with new materials and processes. Units 2 and 4 (20 credits) rely more on online learning and peer-to-peer interactions using online platforms and Moodle. Unit 5 (40 credits) is assessed through a combination of subject portfolio and critical reports that will demonstrate creative practice, critical contextual analysis and self-reflection on their learning experience.
3	Online pre-sessional and post-sessional support: The course uses online platforms to deliver introductions to software training, acclimatisation to London, online collaboration on cultural research and preparation for undergraduate enrolment. We have an extensive Pre-Sessional Academic English Programme at UAL which we encourage students to apply to for once they have been accepted on to the course. More information can be found at: http://www.arts.ac.uk/study-at-ual/language-centre/presessional-academic-english-programme/
4	An interdisciplinary approach and the diagnostic studio format: the course reflects the breadth of design, media and screen subjects, and integrates practice with introductions to critical methods of analysis of context and audiences. Students will work in a progressively independent manner and apply the knowledge and experience gained to prepare for the level of work required in the first year of an undergraduate degree.

5	Subject expertise across Design, Screen and Media will ensure that students are suitably prepared for and informed of LCC programmes. Visiting industry speakers will introduce students to the professional world and raise awareness for future career choices. Students will progressively specialise following a diagnostic process onto courses of study including: • Design School - graphic media design, illustration and visual media, design management, design for branded spaces, design for art direction, information and interface design, interaction design arts, graphic branding and identity; • Media School – advertising, photography, photojournalism and documentary photography, media communications, contemporary media cultures; • Screen School – animation, games design, film and television, film practice, VR, music production, sound arts and design.
6	Active learning, thinking through making and research through design. Key to these ways of learning is the range of industry standard technical facilities available to the Preparation students: digital workshops including coding and prototyping, letterpress, 3D workshop, printmaking and photography. Students are encouraged to explore a wide range of media and to combine traditional methods of making with digital and interactive elements. This course provides opportunities for students to find and establish the essential transformative skills to be curious, brave and committed in their chosen pathway.

Course Detail

This exciting and challenging one-year course will enable you to develop your creative, academic and professional potential in design, media and screen.

Choose from a range of disciplines including: graphic design, advertising, interaction design, illustration, branding, animation, film and photography.

The course is open to applications from UK, EU and international students.

What to expect?

- You'll be encouraged to consider which discipline is most suited to your talents and potential and you'll undertake a major project in the specialist area of your choice. The course will provide you with the essential skills to be curious, brave and committed to your chosen pathway.
- Collaborative workshops to develop practical skills, teamwork and creative problem-solving.
- You'll be encouraged to explore a wide range of media and to mix and match traditional methods of making with digital and interactive elements.
- You'll have access to our digital workshops including coding and prototyping, letterpress, 3D workshop, printmaking and photography.
- All students who successfully complete the course and hold the appropriate language qualifications will be guaranteed an offer of a place on an undergraduate course at London College of Communication.
- Whilst we cannot guarantee that you will be made an offer on a specific course of your choosing, we will ensure you are offered a place on a relevant course at LCC. This course will depend on your portfolio and the interests you develop during the year.

Industry experience and opportunities

You'll have lectures from visiting industry speakers and be introduced the professional world to raise awareness of your future career choices.

London College of Communication has a broad range of subjects and expertise across our Design School, Media School and Screen School which means that you'll be fully prepared for the first year of your undergraduate degree.

The course units are aligned to the [Creative Attributes Framework (CAF)](#) which, through the curriculum, will empower you to develop ethical and wide ranging qualities, abilities and behaviours to prepare for the future and rewarding career.

Mode of study

Certificate in Higher Education: Preparation for Design, Media and Screen runs for 31 weeks in full time, blended in-person mode.

Course Units

Block 1: Introduction and Specialist Studies

Orientation to Study in Design, Media and Screen (20 credits)

This is a diagnostic unit that gives you the opportunity to consider which specialist pathway is most suited to your talents and potential. It provides a broad introduction to studio practice in a carousel of specialist workshops.

This first unit will introduce you to all three Schools at London College of Communication: Design, Media or Screen.

Contextual and Theoretical Studies (Part 1) (20 credits)

The unit prepares you academically to enter the first year of undergraduate study and the theoretical study of design, media and screen.

The unit supports the development of skills in communication in a number of formats (both written and spoken), essential to study on a range of undergraduate courses at LCC.

Unit 3: Specialist Studies: Design, Media and Screen (20 credits)

Halfway through Block 1, you'll choose from 3 specialist study areas which reflect the Schools at LCC: Design School, Media School and Screen School.

- **Specialist Studies Design** will provide you with a range of creative, practical and theoretical approaches relevant to the design industry.
- **Specialist Studies Media** will introduce a range of creative, practical and theoretical approaches within the Media School to develop a preparatory body of knowledge and skill.
- **Specialist Studies Screen** will provide a range of creative, practical and theoretical approaches relevant to the screen industry, such as film, television, animation and games design.

Block 2 – Progression and Contexts

Unit 4: Personal Progression Project (40 credits)

Building on knowledge gained in previous units, this unit supports a more independent

learning approach, enabling you to produce a substantial body of work.

The work will showcase your personal interests and area of intended progression in a studio exhibition and presentation which will be supported by a visual and written research report.

Unit 5: Contextual and Theoretical Studies (Part 2) (20 credits)

This unit prepares you for more specialist theoretical study of communication in the design, media and screen disciplines.

Learning and Teaching Methods

- Lectures
- Seminars
- Workshops
- Guest speakers
- Interactive simulations
- Group and individual tutorials
- Portfolio-based project
- Critical essays
- Presentations through a range of media
- Professional Development Portfolio, including aspects of the Creative Attributes Framework
- Curated online journals

Assessment Methods

- Practical project work
- 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.
- Curated online journal entries

Reference Points

The following reference points were used in designing the course:

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- QAA Benchmark Statements
- Learning and Teaching and Enhancement strategy (UAL)
- University of the Arts Level Descriptors
- Responsible Design Framework (Design School)
- Creative Attributes Framework
- Responsible Design Framework
- Design School Attainment Workshop
- Consultation with leading practitioners and theorists
- Consultation with students

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	Activities Week	Block 2														
Unit 1 Orientation to Study Design, Media and Screen (20 credits)						S											Unit 4 Personal Progression Project (40 credits)									S						
Unit 2 Contextual and Theoretical Studies Part 1 (20 credits)												S					Contextual and Theoretical Studies Part 2 (20 credits)									S						
						Unit 3 Specialist Studies for Design, Media and Screen (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