ual: london college of communication

Cert HE: Preparation for Design, Media and Screen

Programme Specification 2019/20

Awarding Body	University of the Arts London
College	London College of Communication
School	University of the Arts London
Programme	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 2019
QAA Subject Benchmark	Art and Design
UAL Subject Classification	Communication and graphic design
JACS Code	None
UCAS Code	N/A
PSRB	N/A
Work placement offered	N/A
Course Entry Requirements	The course team are committed to making university education an achievable option for a wider range of people and seek 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 five 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: You must take the IELTS Academic Test for UKVI, no other test can be accepted.

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

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

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

- For degree courses requiring a portfolio, IELTS 6.0 (with a minimum of 5.5 in any one skill).
- For degree courses not requiring a portfolio, IELTS 6.5 (with a minimum of 5.5 in any one skill): BA (Hons) Journalism, BA (Hons) Magazine Journalism and Publishing, BA (Hons) Public Relations.

	Students may be eligible to join the UAL pre-sessional English language course to achieve the required level.
Selection Criteria	The course admissions tutors will review the following key elements when making a decision on your suitability to join the course: • Most importantly they will review your personal statement and the quality of the uploaded portfolio. • They will consider your qualifications (or projected results). • They will review your academic or personal references.

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	24
Awards	**Credits**
Certificate of Higher Education	120

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	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, 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 an offer of a place on an undergraduate course at LCC: 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 in order 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: in the first term of diagnostic workshops there will be a mix of studio classes, collaborative work and lectures across three units utilising digital supported learning: featuring digital software, contextual and research activities and academic language and communication. Digital supported learning allows students to engage with their own learning and assessment at their own pace, submitting work for the first stages of the course online and by receiving 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 can be developed with Moodle tools such as Wikis and workshops for exercises in which students collaborate to author and peer review their own content, collectively establishing meanings for key concepts, collate glossaries. This student generated content in Moodle and the other UAL platforms is important for validating the cultural capital of students and has significant implications for retention and attainment, and for BAME students. Units 1 and 3 (20 credits) are designed to build confidence and experimentation with new materials and processes. Units 2 and 5 (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 using LCC's pre-sessional initiative Snapshot and other online platforms to deliver introductions to software training, acclimatization to London, online collaboration on cultural research and preparation for UG 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: reflecting design, media and screen, integrating practice with introductions to critical methods of analysis of context and audiences; through workshops, contextual project

	introductions, group and individual tutorials, critiques, lectures, seminars and online using Moodle's online classrooms and links to other online community platforms, video and MyBlog. Students will work in a progressively independent manner and apply the knowledge and experience gained in the previous units and will prepare them for the level of work that they will be undertaking in the first year of an undergraduate degree.
5	LCC Subject Expertise across Design, Screen and Media Schools will ensure that students are suitably prepared for and informed of LCC programmes. Access to lectures from 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 and cultures, 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, live events and television; • Screen School – animation, games design, film and television, film practice, sound arts and design.
6	The LCC experience is all about active learning, thinking through making and research trough 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, photographic and television studios. Students are encouraged to explore a wide range of media and to mix and match traditional methods of making with digital and interactive elements. This course will provide opportunities for the student to find and establish the essential transformative skills to be curious, brave and committed in their chosen pathway.
7	Academic writing/English support will also be provided alongside Contextual and Theoretical Studies (CTS) teaching provision. This will be particularly important to international students that are seeking to acclimatise to a different culture of learning and raise their language skills. This is a curriculum designed to support students by developing their verbal and visual presentation skills through group critiques and assessment of coursework in the form of sketchbooks/visual diaries, workshop and drawing class work, project outcomes, digital documentation, a portfolio and written research reports. These reports will include critical contextual analysis, primary and secondary research, and a reflective account of their learning process. These short written and visual components will be designed to support international students with improving their English and technical vocabulary. The online Moodle platform will be an essential pedagogic tool to develop their writing skills and autonomy in their learning.

Course Detail

Preparation for Design, Media and Screen is an innovative studio 30-week course with an award of a Level 4 Certificate in Higher Education (Cert HE). The curriculum is delivered by flexible and digital supported learning across studio/workshop and online practices.

The Preparation for Design, Media and Screen course is situated in the Design School, and is devised for international students who want to progress on to a BA (Hons) course at LCC. 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 meeting the entry requirements for the course.

This exciting and challenging preparatory experience allows students to explore creative, academic and professional potential in design, media and screen. Diagnostic studio and workshop projects, digital supported studio learning and a major project in one specialist area will ensure that students make an informed choice for progression from the courses available at LCC, and will prepare students for the level of work that students will be undertaking in the first year of an undergraduate degree. International students, will be supported with academic and English learning tutors embedded into the course.

The LCC experience is all about active learning, and key to this is the range of industry standard technical facilities available to the Preparation students: digital workshops including coding and prototyping, letterpress, 3D workshop, printmaking, photographic and studios. Students are encouraged to explore a wide range of media and to mix and match traditional methods of making with digital and interactive elements. This course will provide opportunities for the student to find and establish the essential transformative skills to be curious, brave and committed in their chosen pathway. It will exemplify the LCC strategy of providing an internationalizing experience for students and staff that reflects the globalized contexts of our discipline communities.

This course is aimed at a different audience to the Foundation Arts Diploma (FAD) and the Level 3 International Preparatory courses already available at UAL, and the London College

of Fashion (LCF) Cert HE because of its subject specificity and digital supported learning delivery. Similar to FAD there may be exceptional cases when postgraduate applicants work alongside undergraduate applicants in the studio activities to gain experience in a variety of media and processes, broaden their creative skills and assess which pathway will provide a conversion route to a MA application.

Course Units

Block 1: Introduction and Specialist Studies (60 Credits)

Unit 1: Orientation to Study in Design, Media and Screen (20 credits) 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 over three weeks, followed by three more weeks delivery with a mix of studio classes, lectures and introducing digital supported learning: digital software, contextual and research activities; which will encourage experimentation, collaboration, and interdisciplinary practices. The diagnostic process will introduce you to all three specialist areas at London College of Communication: Design, Media or Screen. (Weeks 1-6) 6 weeks of 50 hours contact time in total at 8 hours per week in two 'windows' of 4 hours each at LCC (48 hours) + 2 hours for external visits.

Unit 2: Academic Language & Communication with Contextual & Theoretical Studies. (Part 1) (20 credits) unit prepares you academically to enter the first year of the range of undergraduate degree programmes at London College of Communication. Through an integrated approach to language development, it primes you for the theoretical study of communication in design, media and screen. Using our VLE platforms including Moodle and other online community platforms it supports you in acquiring academic literacy and study skills. You will enhance your language proficiency and understanding of academic conventions. Moodle Quizzes can be used to offer online, confidential self-diagnostic tools for many aspects of the learning journey. Moodle badges can be used to signify stages in that journey and to underpin the connections between different stages of this course. The unit supports the acquisition of academic literacy and competencies and will therefore focus on the development of skills in academic communication in a number of formats both written and spoken. The unit will introduce the critical, academic communication and analytical skills that are essential to study on a range of Undergraduate Programmes at LCC. (Weeks 1-12) 10 weeks of 50 hours contact time at 4 hours per week in one 'window' of 4 hours at LCC (40 hours) + 6 hours for digital supported learning + 4 hours for external visits/workshops.

Halfway through Block 1 students will progress to the most suitable pathway and help you

prepare for your UCAS application. You will choose form three pathways which reflect the three Schools at LCC; Design School, Media School and Screen School.

Unit 3: Specialist Studies: Design (20 credits) will provide you with a range of creative, practical and theoretical approaches relevant to design. You will work in a progressively independent manner, applying the knowledge and experience gained in the previous units. You will conduct and evaluate research, develop ideas and learn to employ the appropriate techniques for the presentation of ideas within the context of design. This will include introductions to the eight specialist UG courses within the Design School: Design for Branded Spaces, Design for Art Direction, Graphic and Media Design. Illustration and Visual Media, Graphic Branding and Identify, Interaction Design Arts and Information and Interface Design. Further software training will be delivered online. (Weeks 8-13) 6 weeks of 50 hours contact time in total at 8 hours per week in two 'windows' of 4 hours each at LCC (48 hours) + 2 hours for external visits/workshops.

Unit 3: Specialist Studies: Media (20 credits) will introduce a range of creative, practical and theoretical approaches within the Media School to develop a preparatory body of knowledge and skill. It will introduce the importance of research as the basis for the creative development of ideas for a range of media communication. You will carry out and evaluate original research, develop ideas and make use of the appropriate techniques for visual and written presentation. You will be introduced to the courses in the Media School; Advertising, Photography, Photojournalism and Documentary Photography, Media Communications, Public Relations, Contemporary Media Cultures. (Weeks 8-13) 6 weeks of 50 hours contact time in total at 8 hours per week in two 'windows' of 4 hours each at LCC (48 hours) + 2 hours for external visits/workshops.

Unit 3: Specialist Studies: Screen (20 credits) will provide a range of creative, practical and theoretical approaches relevant to the screen industry, such as film, television, animation and games design. You will conduct and evaluate research, develop ideas and learn to employ the appropriate techniques for the presentation of ideas within the context of screen communication. The unit will introduce you to the UG courses in the Screen School including; Animation, Games Design, Film and Television, Film Practice, Sound Arts and Design, Live Events and Television. (Weeks 8-13) 6 weeks of 50 hours contact time in total at 8 hours per week in two 'windows' of 4 hours each at LCC (48 hours) + 2 hours for external visits/workshops.

Block 2: Progression and Contexts (60 Credits) Assessment and feedback in this Block will ensure the appropriate course for your progression.

Unit 4: Personal Progression Project (40 credits) This unit supports a more independent learning approach to produce a substantial body of work that showcases your personal interests and area of intended progression in a studio exhibition and presentation, supported with a visual and written research report. Building on knowledge gained in previous units you will use a range of research methods and applications in the development and evaluation of ideas using online platforms, visual communication tools and the presentation of concepts in the studio. During this unit there will be breakout collaborative workshops to develop technical skills, teamwork and to stimulate disruptive creative problem solving. (Weeks 16 – 24) 9 weeks of 100 hours contact time in total at 8 hours per week in two 'windows' of 4 hours each at LCC (72 hours) + 10 hours for external visits/workshops + 8 hours for digital supported learning.

Unit 5: Academic Language & Communication with Contextual & Theoretical Studies. (Part 2) (20 credits) This unit prepares you for more specialist theoretical study of communication in the design, media and screen disciplines. Through a mixture of study trips, lectures, workshops, guest speakers and seminars it will help you enhance the concepts and methods which shape the broad discipline of Contextual and Theoretical Studies. The unit supports, through an integrated approach with CTS, the acquisition of academic literacy and competencies and will therefore focus on the development of skills in academic communication in a number of formats both written and spoken. The unit introduces the critical, academic communication and analytical skills that will help you to study on a range of Undergraduate Programmes at LCC. You will be prepared academically to enter the 1st Year of undergraduate degree programmes at London College of Communication. Using Moodle and other online community platforms the unit supports you in acquiring academic literacy and study skills and will enhance your language proficiency and understanding of academic conventions. The unit aims to aid you in becoming a self-directed learner and to gain transferable language and learning skills to prepare you for undergraduate university study. (Weeks 16 – 24) 9 weeks of 50 hours contact time at 4 hours per week in two 'windows' of 4 hours each at LCC (36 hours) + 4 hours for external visits/workshops + 10 hours of digital supported learning.

Learning and Teaching Methods

This strategy is based on three core principles:

- Practice-led focused engagement;
- High-quality research informed teaching;

- Innovative curricula that respond to cultural, economic and technological change and enhance graduate employability.

The experience of the students will require a pedagogical approach centred on the practical applications of the relevant theories and principles.

Learning and teaching strategies will enable students to:

- Integrate new knowledge with previous academic and/or professional experiences;
- Integrate learning from a wide range of disciplines;
- Develop problem solving skills in a range of diverse cultural and global contexts;
- Analyse and synthesise data and information to support decision making;
- Become self-directed and independent learners;
- Develop reflective learning practice to inform career planning and enhance personal and professional development.

A combination of lectures, seminars, workshops, guest speakers, interactive simulations and group and individual tutorials will be employed in the delivery of the course.

Lectures will provide students with a critical overview of the relevant theoretical underpinnings and how these can be applied to a range of creative scenarios. Guest Speakers will be predominantly from industry and demonstrate the application of such a framework in an industry context.

During seminar sessions, students will have the opportunity to explore the relevant theoretical underpinnings and the wider context more in depth, and to critically evaluate strategic responses and approaches, and to formulate systematic and creative solutions.

The case study approach will be used to facilitate the discussion during seminar sessions.

The students will bring a diverse range of prior work experience in a range of international contexts to enrich peer learning through inclusive discussion.

Students will also attend a series of technical workshops designed to enhance their research and analysis skills.

Professional development workshops will focus on soft skills and be facilitated by staff and guest speakers where appropriate.

The assessment strategy will comprise a wide range of methods, including:

- Portfolio based project;
- Critical essays;

- Presentations through a range of media;
- Professional Development Portfolio, including aspects of the Creative Attributes Framework.
- Curated online journals.

Students will work both individually and in teams and through peer learning opportunities.

Assessment Methods

The course outcomes are assessed using the following assessment methods:

- Practical project work
- Prepared writing
- Responses to case studies
- Oral presentation
- Personal presentations of prepared work
- Simulations and role plays
- 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

This course uses the following assessment strategies:

Holistic: This unit is assessed holistically (100% of the unit). In holistic assessment you may be asked to submit one or more pieces of work, but your tutors will look at all your work for the unit and make a single judgement about your performance against the University's marking criteria. You will receive a single grade and a single feedback form. You will need to achieve a grade of D- or above to pass the unit.

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

Course Diagram | Certificate in Higher Education - Preparation for Design, Media and Screen

BLOCK-BASED STRUCTURE

Block 1: Introduction and Specialist Studies

Block 2: Progression & Contexts

	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

Freshers Week

Unit 1 Orientation to Study in Design, Media and Screen (20 credits)

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Unit 3 Specialist Studies for Design Media Screen (20 Credits)

Christmas Break

Unit 3 Specialist Studies for Design Media Screen

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End of Block

Activities Week

Unit 4 Personal Progression Project

Easter Break

Unit 4 Personal Progression Project (40 credits)

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Unit 2 Academic Language & Communication with Contextual & Theoretical Studies. (Part 1) (20 credits)

Unit 2 AL & Coms with CTS

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Unit 5 Academic Language & Communication with Contextual & Theoretical Studies (Part 2) (20 Credits)

Unit 5 Academic Language & Communication with Contextual & Theoretical Studies (Part 2) (20 Credits)

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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