

Programme Specification

BA (Hons) Fashion



This Programme Specification is designed for prospective students, current students, graduates, academic staff and potential employers. It provides a summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided.

Whilst every endeavour has been made to provide the course described in the Programme Specification, the University reserves the right to make such changes as may be appropriate for reasons of operational efficiency or due to circumstances beyond its control. Any changes are made in accordance with the University's academic standards and quality procedures.

This document is available in alternative formats on request.

ARTS UNIVERSITY BOURNEMOUTH

PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Fashion** course, and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if he/she passes the course.

Further detailed information on the learning outcomes, content and teaching and learning methods of each unit may be found in your Course Handbook.

<u>Key Course Information</u>	
Final Award	BA Honours
Course Title	Fashion
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Offered in the Faculty of	Art, Design and Architecture
Professional accreditation	None
Length of course / mode of study	3 years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement(s)	Art and Design
UCAS code	W230
Language of study	English
External Examiner for course	<i>Mal Burkinshaw Edinburgh College of Art University of Edinburgh</i>
	<i>Please note that it is not appropriate for students to contact external examiners directly</i>
Date of Validation	2001
Date of most recent review	2011
Date programme specification written/revised	Revised April 2012

Course Philosophy

The BA (Hons) Fashion course recognises the uniqueness of the individual and celebrates the sublime art of making and creative risk taking. Through the journey of the course you will experience challenges and new possibilities whilst seeking unpredictable solutions to concept origination and product development. A guiding principle of the course is for you to initially develop key skillsets which will underpin and inform your personal design philosophy and your chosen area of specialism. Following this, you will be encouraged to make conscientious choices that question existing practices whilst embracing the importance of being confident and creatively diverse.

The course will deliver a challenging curriculum that embeds theory with practice and is rooted in professional contexts. It challenges you and should exceed your educational expectations whilst crystallising your industry relevance when progressing to alumni. The BA (Hons) Fashion Course with four optional Award Titles will encourage creative diversity through the energetic delivery of content that has global and sustainable currency. You will have the ability to assess, question, dream, conceptualize, translate and deliver for a breadth of challenges and opportunities offered by the global creative industries.

These key points define the philosophy of BA (Hons) Fashion:

- **Future Fashion**

BA (Hons) Fashion promotes directional fashion looking at the development of a broad range of fashion products and key markets. You will be encouraged to challenge and 'risk take' and devise new concepts through both independent and collaborative practice.

- **Individual Design Identity**

The Design Identity unit in Level 5 nurtures you to establish a unique 'design philosophy'. You will be encouraged to question existing practices and look for new solutions, exploring diversity and emotional considerate design as practice.

- **The Sublime Art of Making**

Throughout the course, you will be taught making and manufacturing skills for a range of final outcomes. Emphasis will be on aesthetics in choices of materials, the design of palettes for colour and fabric plus the engineering of garments through high quality fit and construction.

- **Philanthropy and Sustainability**

A broad area of the global fashion industry is now looking to employ individuals who make conscientious choices and want to make a difference. You will be encouraged to apply and practice integrity in design decisions and link with appropriate companies.

- **Collaborations with International and National Companies and Strategic Partners**

You will prepare to work in global markets through 'live' projects and collaborations, placements and internships. The placement opportunities in Levels 4 & 5 will give you a solid grounding in recent industry practice as well as expanding and enhancing network possibilities.

- **Innovation and Entrepreneurship**

The course encourages the exploration of creative business practices appropriate for today's markets including entrepreneurship, 'e-tail', M-COMMERCE, pop-up retail and virtual shopping.

Course Aims

The course aims to address these philosophical statements by producing reflective practitioners who have the confidence and abilities to productively contribute to the future development of fashion as responsible, creative individuals. You will have an awareness of global issues pertinent to the fashion industry and will be prepared to actively engage in a professional context. You will be critically reflective and able to learn independently in preparation for professional environments or postgraduate study. These aims can be defined specifically as:

- To develop a comprehensive understanding and knowledge of directional fashion products or services for the global market.
- To develop an understanding of the historical, contextual and theoretical fashion frameworks, which provide strategies to become a reflective practitioner.
- To encourage the engagement with socio-cultural eco-political and technological issues, which will inform you as a responsible and creative practitioner.
- To develop a range of multi-disciplinary skills encouraging experimental collaborations in the design environment through lateral thinking and risk taking.
- To develop knowledge of global markets within their respective macro and microenvironments. Encourage enterprise and innovation that is relevant to the creative industries.

Course Outcomes

By the end of the course you will be able to:

- Relate specialist knowledge and skills developed within fashion to contemporary practice and to emerging trends at the forefront of the global industry.
- Adapt to and engage with a breadth of challenges that exist in a fast changing professional environment.
- Demonstrate an ability to contribute to and collaborate with companies and brands at both the commercial and high end levels of the industry.
- Demonstrate an awareness of creative business practices in relation to employability and professional development.

- Build on networks of professional contacts to open up new opportunities for engagement in professional projects.
- Apply transferable skills, exercising initiative and personal responsibility.
- Extend academic learning as an independent, self-reflective and creative practitioner, fully prepared for professional environments or postgraduate study.

The BA (Hons) Fashion course offers a unique student experience within the diverse and exciting possibilities of fashion practice. The course develops and builds strong skill bases, which allow you to make informed decisions regarding your chosen specialist practice and the opportunity to graduate with either a BA (Hons) Fashion award or one of four specialist named awards. You must complete a minimum of 80 credits of appropriate outcomes at Level 6 including the 60 credit Final Major Project of to qualify for a named award.

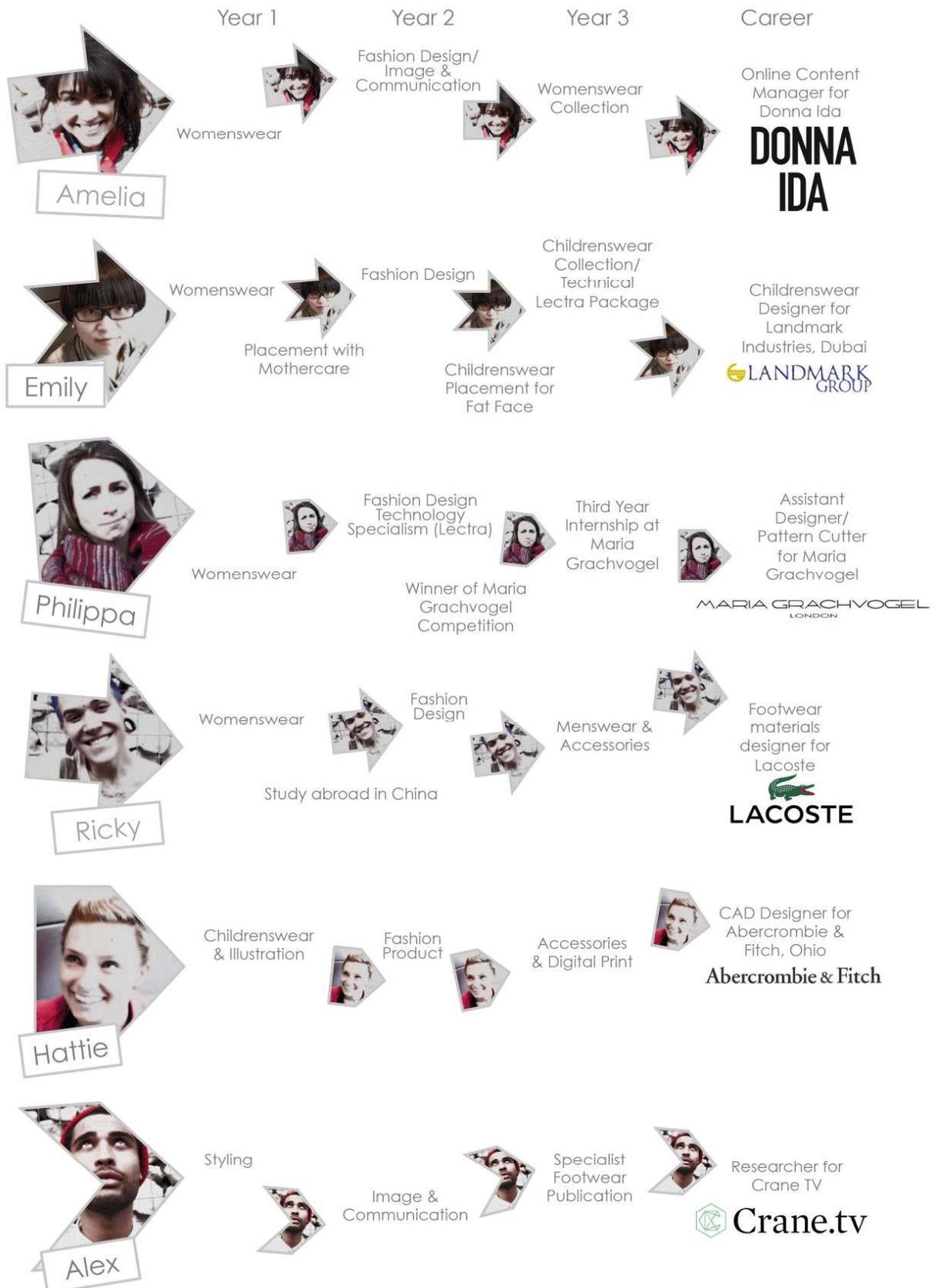
These awards are as follows:

- BA (Hons) Fashion (Design)
- BA (Hons) Fashion (Design Technology)
- BA (Hons) Fashion (Image and Communication)
- BA (Hons) Fashion (Product)

You will graduate with the knowledge, professional skills and creative agility necessary to further develop your specialist practices, in professional environments. You will also be equipped with the necessary skills, knowledge and differentiated modes of learning that will enable you to pursue postgraduate study or related forms of employment within the creative industries. The course recognises that in order to remain alert to the ever-changing demands of a dynamic subject area, you are required to be flexible, inclusive, proactive, reflexive and progressive practitioners, graduating from the course fully equipped to be confident professionals within your chosen field.

You are actively encouraged to form collectives, start up businesses, organise events, complete internships, enter competitions and work collaboratively. The course values and recognises the importance of creative networks established while studying on the course.

Student case studies



Reference Points

UK Quality Code for higher education, including:

- Subject Benchmark Statement: **Art and Design**
- Framework for Higher Education Qualifications (FHEQ)

AUB Undergraduate Regulatory Framework

AUB Learning and Teaching Strategy

Learning, Teaching and Assessment

Learning and Teaching Strategies

The course combines independent learning and taught sessions throughout all levels. Taught sessions are designed to support and underpin independent learning and are delivered in a variety of styles including practical workshops and demonstrations, lectures, group and individual tutorials, seminars, critiques, unit briefings and optional study visits. These are delivered by the course team and supplemented by visiting practitioners from the fashion industry.

The study time allocated to each unit in the course incorporates a balance of formal teaching, tutorial support and independent learning. The course is structured progressively to provide increased opportunities for independent learning as you reach the later stages of the course. The progressive promotion of independent learning reflects anticipated maturity and allows you to direct learning towards individual goals. Emphasis is placed upon reflective practice where you will be expected to progressively take personal responsibility for your learning.

Teaching is directed at supporting individual engagement in learning although there are opportunities to work in teams to enable you to learn the value of peer co-operation. As members of the cohort, you are active participants in learning and teaching and through this the sharing of good practice is established. Peer learning is facilitated through group critiques and feedback sessions, collaborative projects and more informally within the studio environment.

The course team has developed a variety of learning and teaching methods which support different learning styles, inclusivity and access to learning. The main focus for the learning and teaching methods is through the assignment(s) undertaken for each unit, which reflect the level of study.

The course team has developed team teaching opportunities, both within the core team and in collaboration with Visiting Tutors and industry professionals, to enhance learning opportunities and to further your knowledge and awareness of industry practices and expectations.

Assessment

Each unit is assessed separately, and the assessment forms part of the unit. Assessment both provides a measure of your achievement, and also gives you regular feedback on how your learning is developing.

For every unit of your course you will be provided with a Unit Handbook, which will state what you are expected to learn within the unit; the work that you have to submit; and how it will be assessed. The Unit Handbook will also give the deadline for presenting your work for assessment.

You will receive a final mark for each unit in the form of a percentage, which will be recorded on your formal record of achievement (transcript). Each component of assessment is graded using a notched marking scale, whereby only certain marks are used within each grade. The only marks available within any ten-point band are *2, *5 and *8 (eg 42, 45, 48). These marks correspond to a low, mid, and high level of achievement within each grade band.

On successful completion of your Honours degree course, you will be awarded a degree classification based on your unit marks. The final classification is determined using all unit marks at Levels 5 and 6 using two different algorithms, which are detailed in your *Quick Guide to the regulations*. If the two algorithms produce different results, you will be awarded the higher class of degree.

If you have joined Level 6 having completed a Foundation Degree (FdA) the final classification is determined using only your unit marks at Level 6.

For further information on progression, awards and classifications, please visit <https://my.aub.ac.uk/viewpoint/>

Course Structure

All students are registered for the award of BA (Hons); however exit awards are available if you leave the course early, having successfully completed one or two levels. If you successfully complete a level of the course, you will automatically be entitled to progress to the next level.

For the award of a Certificate of Higher Education (CertHE), you must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if you leave the University following successful completion of the first year of your course.

For the award of a Diploma of Higher Education (DipHE), you must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification may be awarded if you leave the University following successful completion of the second year of your course.

For the award of a BA (Hons) you must have achieved a minimum of 360 credits of which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of your course.

A BA without Honours may be awarded if you have achieved 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

Course Content

The Arts University Bournemouth offers an unique opportunity to study fashion. A major strength of this course is its position within a specialist arts, design and media institution with the potential for you to study alongside other creative and cultural disciplines. The course is located in a dynamic and creative studio environment. Individual development is supported and nurtured through experimentation, exploration, innovation, and risk-taking.

During the course you will build an appropriate portfolio of skills, which supports the development of individual practice, and informs your decision regarding the selection of a specialist named award. The curriculum acknowledges that the creative process is informed and nourished by your development as an independent, critically self-reflective learner. Each level is broadly defined as follows.

Level 4 (Year 1) Exploration

At Level 4 there are a range of four skill-based units delivered as iterations in the first and second terms. These units draw on a range of expertise as part of an instructional yet intellectually challenging student journey. Theory is embedded across each of the units and is identified within the learning outcomes and assessment components offering you the opportunity to critically reflect on the study of fashion from the start of your learning. These four units do not directly relate to your later specialisms but define through investigation and experience the range of possible practices and areas of study you may want to engage with as specialism during your time on the course.

Level 4 concludes in the third term with an individual design project where you will begin to define strengths and specialist choices. This runs concurrently with the Professional Practice unit where you will be directed to produce an appropriate portfolio, both digital and hard copy, which is suitable for industry scrutiny. At the end of Level 4 you will undertake a two week placement or have professional engagement with a brand or company and the portfolio will be significant in securing and supporting this process. The Level 4 journey will not only shape your experience through learning new skills, but will identify your strengths, interests and areas of specialisms as well as introducing you to live industry practices, it will also ensure that you engage with a broad range of experiences, which will support specialist decisions in the future.

Level 5 (Year 2) Innovation

Level 5 begins with the unit Design Identity which is instrumental in the investigation of your unique character and individual design philosophy. You will be encouraged to question existing practices and look for new solutions, exploring diversity and emotionally considerate design as practice. Following on from this during the second term you will undertake the Global Sourcing unit where you will engage with distinct and challenging research methodologies while at the same time preparing for a professional role in industry. There will also be a range of optional units that runs concurrently with Global Sourcing. You will select one of these optional units in order to support and help to define your possible specialism, however the nature of your journey is organic and no firm decisions need to be made at this point.

Concluding Level 5 is the Design: Enterprise and Innovation unit that offers you the opportunity of UK or international work experience or participation in a 'Live Project' with a high end brand or design company. This unit offers these options to give you flexibility of choice and experience. You may wish prepare for the 'real world' of employment or have the opportunity to experience a different cultural and educational environment.

Level 6 (Year 3) Application

Level 6 is the most challenging year. This where you will apply all previous knowledge and focus specifically on a specialist area of study related to the named awards. The Fashion Product Development unit prepares you for the Final Major Project using a Learning Agreement to define your outcomes. This 20 credit unit will inevitably be part of the 80 credits required to gain the specialist named award as its content will be directly linked to the Final Major Project.

In the Research Project unit you will either, conduct investigation into a topic relevant to your practice and produce a 5000 word dissertation, or develop a creative business proposal that supports your practice and further prepares you for a possible career. As an alternative form of presentation to the dissertation this proposal must comply with the learning outcomes and be of an equivalent academic quality in terms of content and substance. Both options should demonstrate an advanced range of research and writing skills, which must be able to rigorously adhere to the required academic protocols.

In the Final Major Project you will focus on the development of a specialist body of work aligned to the named award whilst the Design Futures unit prepares you further for a career in fashion by developing a professional portfolio, considering self as brand and further engagement with industry.

Ultimately the final year requires you to define the final direction of your practice. It encourages you to be ambitious, innovative and required to understand the content and context that will allow you to create a cohesive and professional portfolio of practice, in preparation for the challenges of employment or further study. By completing the 60 credit Final Major Project you will have enough credits to confirm your chosen pathway award, should you elect to do so.

Course Units

Unit code	Unit Title	Credit Weighting
Level 4		
FAC450	Creative Practice	20
FAC451	Digital Fashion	20
FAC452	Creative Realisation	20
FAC453	Creative Drawing and Digital Application	20
FAC454	Design Process and Application	20
FAC455	Professional Practice	20
Level 5		
FAC550	Design Identity	40
FAC551	Global Sourcing	20
FAC552	Digital Marketing (Optional)	20*
FAC553	3D Innovation (Optional)	
FAC554	Garment Engineering (Optional)	
FAC555	Writing for Fashion (Optional)	
FAC556	Design: Enterprise and Innovation	40
Level 6		
FAC650	Research Project	20
FAC651	Fashion Product Development	20
FAC652	Final Major Project	60
FAC653	Design Futures	20

**optional units*

Course diagram

This schematic diagram shows the proposed start/end dates for each unit with assessment periods. Further information on the structure of each unit will be included in unit handbooks.

Level 4																																	
Autumn term										Spring term										Summer term													
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			
Induction week	Groups 1 and 4 FAC450 Creative Practice (Pattern cutting & manufacture) Theory: Historical (20 credits)										Assessment	Groups 1 and 4 FAC452 Creative Realisation (Colour, fabric & manufacture) Theory: Report for Industry (20 credits)										Assessment	All groups FAC454 Design: Process & Application (For each of the four specialisms) (20 credits)										Assessment
	Groups 1 and 4 FAC451 Digital Fashion (Textiles & Lectra) Theory: Future (20 credits)											Groups 1 and 4 FAC453 Creative Drawing & Digital Application Theory: Journalistic (20 credits)											All groups FAC455 Professional Practice (Portfolio / Industry engagement) (20 credits)										
	Groups 2 and 3 FAC452 Creative Realisation (Colour, fabric & manufacture) Theory: Report for Industry (20 credits)											Groups 2 and 3 FAC450 Creative Practice (Pattern cutting & manufacture) Theory: Historical (20 credits)											All groups FAC455 Professional Practice (Portfolio / Industry engagement) (20 credits)										
	Groups 2 and 3 FAC453 Creative Drawing & Digital Application Theory: Journalistic (20 credits)											Groups 2 and 3 FAC451 Digital Fashion (Textiles & Lectra) Theory: Future (20 credits)											All groups FAC455 Professional Practice (Portfolio / Industry engagement) (20 credits)										

Level 5																																																	
Autumn term										Spring term										Summer term																													
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30																			
FAC550 Design Identity (For each of the four specialisms) (40 credits)										Assessment										FAC551 Global Sourcing (incorporating design) Mandatory 1 (20 credits)										FAC556 Design: Enterprise & Innovation (Industry engagement, live projects, menswear, womenswear, product, GFW branding and exhibition) (40 credits)										Assessment									
																				FAC552 Digital Marketing (optional 2a) (20 credits) Or																													
																				FAC553 3D Innovation (optional 2b) (20 credits) Or																													
																				FAC554 Garment Engineering (optional 2c) (20 credits) Or																													
																				FAC555 Writing for Fashion (optional 2d) (20 credits)																													

Level 6																														
Autumn term										Spring term										Summer term										
0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
FAC650 Research Project (5,000 words) (20 credits)										Assessment	FAC652 Final Major Project (60 credits)																	Assessment		
FAC651 Fashion Product Development (Live Projects / Competitions) (20 credits)											FAC653 Design Futures (Portfolio) (20 credits)																	Assessment		

Resources

University Resources:

Library

The course is supported by a Subject Librarian who liaises closely with the team to ensure that the Library resources are relevant and meet student and staff research needs. As part of the AUB's Information Literacy Framework, the Subject Librarian provides sessions on researching and using information, as well as individual support for students in the use of Library resources

The Library holds an excellent range of specialist learning materials including books, journals, CDs, DVDs, and newspapers. It has subscriptions to a wide range of specialist electronic resources focusing on art, design, media and performance, including e-books and e-journals. The Library's facilities include computers, viewing rooms, a presentation space and a silent reading room.

The Library consistently receives high scores in both the in-house and national student surveys, which are carried out annually.

Information technology

The University provides a comprehensive range of IT resources, utilising Apple Macintosh, Windows Personal Computers and specialist resources for its art, design, media and performance disciplines. The University uses Industry standard software from Microsoft, Adobe, Macromedia, Apple, Quark and leading software suppliers, and is continually investing in its technology and resources.

IT resources are also available to you via the Library, plus through a number of bookable IT suites and dedicated base room provision. To enable access to learning resources, wireless internet access is also available.

The ITCS section (Information Technology and Communication Services) provides a helpdesk facility for IT enquiries and fault notification. The Helpdesk is open from 8.30am until 5pm from Monday to Friday Email: itcshelpdesk@aub.ac.uk

Museum of Design in Plastic (MoDiP)

MoDiP is a registered museum of 20th and 21st century design and popular culture with a focus on plastics. Its collection is unique within the UK and has been developed to support teaching and learning at Arts University Bournemouth.

There are many ways in which MoDiP can play a part in your studies:

- as a source of inspiration – large numbers of items may be viewed, handled and explored in depth, drawn, photographed and filmed
- as the focus of a brief for products and projects relating to course work
- as an exhibition venue – your work can be displayed in relation to the collections and exhibitions and events may be mounted in the museum space

The Museum is in a purpose built space within the Library, designed with wheelchair access in mind, and has the same opening hours as the rest of the University for the viewing of exhibitions. Objects not on display can be borrowed and taken to the studio. To see what is available, go to the [Plastics Network](http://www.plasticsnetwork.org) website (www.plasticsnetwork.org).

The Gallery

The gallery is a major resource for contemporary visual art at Arts University Bournemouth and has received regional and national recognition. There are regular gallery events, including collections on loan from galleries and museums, as well as individual exhibitions by some of today's leading artists, photographers, designers and critical writers.

It also functions as a learning resource and is integrated into the teaching, learning, and research practice undertaken at the University.

text + work is the ethos which underpins the exhibition programme at Arts University Bournemouth. The **text + work** concept promotes and provides a forum for challenging dialogue between innovative contemporary art, design, and media practice and its theoretical context.

There are **text + work** gallery events, critical texts, shared and networked exhibitions and a **text + work** website.

Student Support

Academic Guidance

Academic staff are responsible for providing you with feedback on your work and your general academic progress, and for providing academic support and guidance through the course. This is provided through "critiques" and written feedback, as well as guidance on practical work and informal discussion about your concerns. These sessions may be individual or, in the case of collaborative work, in small groups.

Academic tutorials are scheduled to allow you to discuss in depth matters relating to creative or theoretical work, or the course in general. You will be entitled to at least one formal recorded academic tutorial per term with a nominated member of the course team.

Support and advice is also provided on an informal basis throughout the course, through discussions between staff and students.

Career Education, Information and Guidance

You will be prepared for employment, and given the opportunity to learn about the various career options available to you, through a wide range of projects which may include live briefs or external competitions. Academic staff remain very familiar with the discipline, and will often still work in the field, and are also able to advise on specific opportunities.

The Careers Service within the University offers impartial, confidential advice, support and guidance, to help you explore and develop your career ideas and manage your future career successfully. The Service offers individual career guidance interviews, as well as advice on job seeking strategies, CVs and interview skills, self-employment / freelancing, and further study opportunities.

The Senior Careers Officer holds regular lunchtime lectures, which cover a range of popular careers topics, including Postgraduate study and funding, Career planning, Networking and self-marketing, and Teaching as a career. Full details and dates of forthcoming lectures are available on the Careers intranet pages and on the Student Services notice boards.

The Careers Service also offers specialist events, working in partnership with local employers, AUB alumni, and external agencies to bring together a range of art, design, media and performance expertise.

Learning Support

Support for students with disabilities (including dyslexia)

The Arts University Bournemouth is firmly committed to a policy of equal opportunities for all students and positively welcomes applications from people with disabilities and/or additional needs. Throughout all aspects of University life, we actively encourage and support the participation of students with disabilities. We aim to support disabled students by offering needs assessments and support plans which enable you to achieve your personal goals.

The Learning Support team provides academic support for students with specific learning difficulties including dyslexia. We ask all new Home students to complete a 'Quicksan' screening programme when they join the University. This screening is designed to check your learning style (the way you learn best) and whether you might have signs of dyslexia. If appropriate, you will be referred to an educational psychologist for a full assessment.

Students with a specific learning difficulty such as dyslexia are able to access individual tutorials aimed at improving your independent study skills, and are supported in applying for the Disabled Students' Allowance, which can provide specialist equipment and, if appropriate, personal support.

The Senior Disability Officer and Wellbeing Officer provide ongoing support and advice for students with all other types of disability, including mental health difficulties, physical disabilities, medical conditions and sensory impairments.

The Arts University Bournemouth has a duty to anticipate the needs of disabled students, and to make "reasonable adjustments" to ensure that these students can access education and related services. If you feel that some aspect of the learning, teaching or assessment on your course places you at a disadvantage because of your disability, please contact the Senior Disability Officer within Student Services, who will be happy to work with you and your course team to identify any appropriate reasonable adjustments. Contact Barry Gilbert on bgilbert@aub.ac.uk or telephone 01202 363291.

Support for students for whom English is a second language

If English is not your first language you will be invited to complete a brief written exercise during the initial weeks of your course, so that your current academic language skills can be assessed. Our English for Academic Purposes (EAP) tutors, who are part of the Learning Support team, will review the exercise and contact you if your work indicates that you would benefit from additional support. An EAP tutor will work with you to draw up an Individual Learning Plan, which will set out a structured approach to developing your independent academic and study skills. This may include helping you to develop strategies for interpreting assignment briefs, working on the structure of your written work, or developing your proof-reading skills, for example. The plan will be reviewed each term and will be shared with your course tutor so that they are aware of the work you are doing to improve your study skills. If necessary, your EAP tutor will refer you to a local language school so that you can improve your generic English language levels.

Pastoral support and guidance

Support and advice on non-academic matters is provided through trained and qualified professional staff within Student Services. We have a team of professionally qualified male and female counsellors, with appointments available during weekdays and evenings. Students accessing the service are offered various levels of support ranging from regular weekly sessions, occasional support or just a “one off” consultation. In most cases, you can expect to be seen for a session within two days of making initial contact with the service. If the situation is very urgent and you are very emotionally distressed, we also have a crisis support service and you will be seen by one of our counsellors almost immediately.

Pastoral support is also available from the AUB Chaplaincy. The Chaplaincy at Arts University Bournemouth is shared with Bournemouth University and is an inclusive Chaplaincy, which welcomes people of all faiths and none. The Quiet Room and the Islamic Prayer Room are in regular use by staff and students, and meetings with ministers of any faith can be arranged.

Advice and support with practical issues such as funding, accommodation or childcare is available from the Student Advice, Funds and Accommodation Office within Student Services.

Methods for Evaluating and Improving the Quality and Standards of Teaching and Learning

The course is subject to the University’s rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the QAA Quality Code.

In addition all courses undertake an Annual Course Review which takes account of relevant information such as:

- External Examiners’ Reports
- Key statistics including data on application, retention and achievement
- Results of the National Student Survey

- Results of the in-house Student Perception Survey
- Feedback from Student Representatives
- Feedback from relevant employer groups, including the course Industry Liaison Group

All courses develop an action plan arising out of this exercise, which is monitored by the Course and Faculty Boards of Study. Your student representatives can keep you informed about progress against the action plan.

Staff development priorities for the course team as a whole are identified through the Annual Course Review process, and for individuals through the Staff Performance Review process.

Indicators of Quality and Standards

The Arts University Bournemouth was granted taught degree awarding powers by the Privy Council in 2008 following an intensive period of scrutiny by experienced academics from across the higher education sector.

The University was audited by the QAA in May 2011 and received a judgement of 'Confidence' in the management of the academic standards of its awards, and its management of the quality of learning opportunities. This is the best available outcome, and confirms that our quality assurance mechanisms are robust, meaning that we can have full confidence in the standard of course outcomes, and the quality of the educational experience we deliver.

More detailed information is available in the following documents:

- Online course information
- Quick guide to the regulations
- Unit Handbooks
- HE Student Regulations – <https://my.aub.ac.uk/viewpoint/>
- AUB Student Guide