

PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Modelmaking** 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	Modelmaking
Teaching institution	The Arts University College at Bournemouth
Awarding Institution	The Arts University College at Bournemouth
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	W291
Language of study	English
Date of Validation	1998
Date of most recent review	2009
Date programme specification written/revised	July 2003 Revised July 2009

Course Philosophy

The BA (Hons) Modelmaking degree produces creative, articulate and versatile professional modelmakers. Through an understanding of the appropriate combination of digital technologies and traditional techniques our graduates excel in a wide range of creative industries and other design related disciplines. The course has developed an international reputation for high standards and quality, enabling graduates to attain employment in a global market.

The course develops graduates who are capable of instigating and leading innovation through confidence in their own capacity to foresee and respond to change and adapt to future trends. We expect graduates from this degree to be versatile in their abilities to combine digital and physical media in creative solutions and interpretations. Graduates understand the need for continuous development and understand the importance of communication and collaboration. Graduates will develop a professional and commercial understanding of the future of modelmaking as a discipline.

Consequently the course prides itself in the high standard and employability of its graduates. We aim to impart a diverse skill set to students which will allow for greater flexibility with regards to employment opportunities. The course embraces new and emerging technologies and techniques, maintaining currency and diversity through well established communications with Industry.

Students at all levels regularly take the opportunity to work in collaboration with other courses throughout the University College. In addition to teamwork undertaken on the course this ensures that students develop a professional work ethic, which further enhances both their employability and the courses reputation.

Students pursue a programme of advanced independent research, and appreciate that a high level of skill in research, analysis, criticism and communication, is appropriate to the award of BA with Honours. This continues throughout Level 6 where their research and learning is related to the professional context and the transferable nature of their knowledge. The student is encouraged to consider their professional and personal potential beyond graduation.

Having studied this programme the graduate will be able to engage with the professional field of Modelmaking and 3D Visualisation industries or in a broad range of alternative creative fields. Graduates will be enabled to progress onto postgraduate study or teacher training. All graduates from this degree will produce a creative and diverse portfolio targeted towards future employability.

Course Aims

1. Develop your formal, technical and aesthetic abilities in exploiting media, materials processes and techniques to further your creative purpose and outcomes.
2. Establish an appropriate understanding and knowledge of the professional practice of commercial modelmaking and to equip you with a broad set of transferable skills.
3. Encourage research and the development of your critical, analytical, evaluative, interpretive and intellectual skills.
4. Promote teamwork, self-directed learning, the opportunity for independent study and continued professional development.
5. Develop your understanding and knowledge of the cultural and historical context of related creative disciplines and your appreciation of the relationship between theory, history and practice.
6. Develop visual understanding and communication skills through observation, interpretation, presentation and critical evaluation.
7. Refine your competence in the safe and practical usage of workshop machinery, tools and equipment, and the appropriate use of digital technology to produce outcomes informed by professional practice.

Course Outcomes

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

1. Exploit media, material, processes and techniques to achieve a clearly focused outcome.
2. Apply knowledge of the professional practice of commercial modelmaking in developing a broad set of transferable skills.
3. Apply effective critical, evaluative and intellectual skills to demonstrate a refined approach to research and development.
4. Initiate, and benefit from the principles of teamwork and self-directed learning through independent study and continued professional development.
5. Appreciate the relationship between theory, history and practice and be able to relate the professional practice to the cultural and historical context of related creative disciplines.
6. Observe, interpret and present, through critical evaluation, communication skills and visual understanding.

7. Present outcomes demonstrating competence in the safe and appropriate use of; workshop machinery, tools, equipment and application of digital technology, in a method informed by study of professional practice.

Reference Points

UK Quality Code for higher education, including:

- Subject Benchmark Statement: Art and Design
- Framework for Higher Education Qualifications (FHEQ)
- QAA Code of Practice

AUCB Undergraduate Curriculum Framework

University College Learning and Teaching Strategy

Learning, Teaching and Assessment

Learning and Teaching Strategies

The course combines independent learning and structured taught sessions. Taught sessions underpin independent learning. They include guided studio session, inductions, demonstrations, individual and group tutorials, seminars, group critiques, lectures and study visits. These are delivered by a course team of industry experienced professionals. The teaching is further supplemented by the invaluable input of visiting professionals, supplying the course with a wide range of current skills and industry knowledge. Work experience and company visits also provide highly valuable learning opportunities.

Independent learning includes studio practice, research, analysis and critical reflection. Teaching by the course team is directed at supporting students in managing their learning. Students are encouraged to develop strategies for independent learning and time management on each unit of study and this responsibility progresses as they move through the levels of the course where the use of learning agreements become an integral part of the process.

The studio environment is an important factor in learning and teaching and the course team promote the value of peer learning, accruing from the studio based practice and a variety of team projects. Emphasis on professionalism in terms of time management and personal attitude is developed throughout the course and is demonstrated in the form of critiques, presentations as well as studio and workshop practices.

Students are formally introduced to the fundamentals of team working through dedicated workshops within the Architectural Representation unit. Team working is monitored and formatively assessed through regular tutorials with each team. This ensures that individual and team input / output can be monitored fairly throughout the unit. A similar approach is adopted in collaborative cross course and live projects this allows for intervention in the event of unresolved team or client disputes.

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). The HE Grading Matrix will help you to understand the marking process, and this can be found as an Appendix to this Handbook.

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 in a ratio 1:3. For further information on progression, awards and classifications, please visit <http://intranet.aucb.ac.uk/academicregulations>

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 stages. 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 College following successful completion of the first year of your course. (Note that part-time students do not complete Level 4 until part-way through their second year of study.)

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 College following successful completion of the second year of your course. (Note that part-time students do not complete Level 5 until part-way through the fourth year of study.)

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 levels follow a progressive route starting with Level 4, where students acquire fundamental making, technical, digital, and academic skills and knowledge coupled with the exploration of the technical design process, visual imagery and interpretation. Throughout all the levels theoretical and contextual study is aligned with and supports practise. This supports the student with research, analysis, criticism and communication – essential intellectual skills integral to the graduate modelmaker.

Level 5 focuses on the wider interpretative and technical design role of modelmaking in achieving effective communication of design concepts through both digital and physical media. Throughout this level students continue to develop an understanding of the increasingly close relationship between physical and digital processes and subsequent outcomes. Students develop a deeper understanding of the demands of modelmaking in a broad range of related disciplines and expand their intellectual, technical and creative skills. Theory and practice are linked throughout these units, with students being required to relate their creative aims to a critical and contextual framework. The commercial world is explored through studies at this level. Students are able to investigate and analyse their career aspirations through company visits, work experience, industry set briefs and live projects.

In Level 6 students carry out more in-depth and complex projects where they demonstrate their intellectual development and professional intent. Students are encouraged to confirm their particular creative interests, and to extend the scope and depth of their enquiry while demonstrating versatility in their creative solutions.

Level 6 provides first-hand experience of dealing with client-led briefs and working to the true expectations of the commercial world. It provides opportunities for the student to demonstrate their project management skills and the maturity of their creativity, intellectual enquiry and expressive ability through producing complex and substantial projects.

Students pursue a programme of advanced independent research, and demonstrate that the level of skills in research, analysis, criticism and communication, are appropriate to the award of BA with Honours. This continues throughout level 6 where their research and learning is related to the professional context and the transferable nature of their knowledge. The student is encouraged to consider their professional and personal potential beyond graduation.

Course Units

Unit	Unit code	Credit weighting
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Level 4

Material and Workshop Experience	MDM410	30
Product Development	MDM416	22.5
Computer Aided Design and Presentation	MDM411	15
Media Solutions	MDM417	22.5
Contemporary Issues and Ideas	MDM415	15
Thinking about Making	MDM414	15

Level 5

3D Visualisation	MDM515	15
Architectural Representation	MDM516	30
Commercial Exploration	MDM510	30
Communication and Interaction	MDM514	30
Investigative Study Preparation	MDM513	15

Level 6 Option 1

Extended Major Project	MDM603	60
Investigative Study	MDM600	15
External Brief	MDM610	30
Evaluation and Professional Intent	MDM611	15

Level 6 Option 2

Extended Investigative Study	MDM601	30
Major Project	MDM602	45
External Brief	MDM610	30
Evaluation and Professional Intent	MDM611	15

Level 6 study options

The University College offers two options of study at Level 6:

Option 1

An Extended Major Project of 60 credits and an Investigative Study weighted 15 credits (4000 words^{*})

Option 2

A Major Project of 45 credits, and an Extended Investigative Study of 30 credits (8000 words^{*}).

If you are following Option 1, you are expected to spend approximately 600 hours on your Extended Major Project and 150 hours on your Investigative Study. Your creative practice is therefore the focus of the year, and you should ensure that you develop a Learning Agreement which reflects the scope of project which is required.

If you are following Option 2, you are expected to spend approximately 450 hours on your Major Project and 300 hours on your Extended Investigative Study. Obviously this is a more balanced pattern of study, and you should ensure that your proposed area of research will provide the necessary breadth and depth to sustain a coherent academic argument which demonstrates critical analysis and understanding.

The different options are designed to permit a degree of flexibility in how you demonstrate Honours level outcomes in your discipline. However, both offer the opportunity to work at an advanced level within the discipline, and to show your appreciation of the context of your work. The outcomes below

^{*} Please note that all word counts should be considered as a norm, but +/- 10% is acceptable.

apply to the composite 75 credits; you should ensure that your two projects enable you to achieve these, as well as the specific unit outcomes.

Outcomes for project work at Level 6:

- Demonstrate the ability rigorously to apply specialist knowledge, understanding and creativity
- Demonstrate an enhanced level of discipline and ability in time-management and organisation.
- Demonstrate your awareness of the ethical, social and cultural issues appropriate to the concept of a responsible professional practitioner
- Demonstrate an awareness of the principles of sustainability, especially as they pertain to the discipline
- Demonstrate independent judgement in analysis and investigation and the ability to draw together ideas within a particular area of study
- Demonstrate the ability to plan, research, formulate and deliver sophisticated work which interprets, analyses and re-presents ideas to a specific audience
- Demonstrate the ability to reference appropriate historical, cultural, critical and contextual concepts through your work
- Demonstrate advanced visual communication skills
- Demonstrate advanced written communication skills
- Demonstrate advanced problem-solving, and an ability to apply knowledge to new situations
- Identify and adopt research methodologies appropriate to your research, and be able to evaluate the integrity of sources
- Demonstrate professional autonomy in the development of your ideas, and their realisation.

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

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	31
Induction week	MDM410 Material and workshop experience (30 credits)															MDM416 Product developments (22.5 credits)							MDM417 Media solutions (22.5 credits)					HE Exam Boards			
	MDM411 Computer Aided Design and presentation (15 credits)																														
	MDM414 Thinking about making (15 credits)															MDM415 Contemporary issues and ideas (15 credits)															

Level 5

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	31
Induction week	MDM516 Architectural representation (30 credits)						MDM510 Commercial exploration (30 credits)																								HE Exam Boards
							MDM515 3D Visualisation (15 credits)									MDM514 Communication and interaction (30 credits)															
															MDM513 Investigative study preparation (15 credits)																

Level 6 option 1

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	31
Induction week	MDM610 External brief (30 credits)										MDM603 Extended major project (60 credits)																HE Exam Boards				
	MDM600 Investigative study (15 credits)										MDM611 Evaluation and Professional intent (15 credits)																				

Level 6 option 2

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	31
Induction week	MDM610 External brief (30 credits)										MDM602 Major project (45 credits)																HE Exam Boards				
	MDM610 Extended investigative study (30 credits)										MDM611 Evaluation and Professional intent (15 credits)																				

Resources

Specialist resources:

The workshop is a purpose built building to support high end 3D making courses. Each area has been carefully designed with both Health & Safety and functionality in mind. The workshop is well equipped with a full range of traditional machinery as well as the latest digital manufacturing equipment. Plastics, Woodworking, Metalworking, Mould making and Casting are all fully supported with equipment and knowledge. The workshop team are highly experienced and demonstrate a great wealth of technical and material knowledge.

Standard materials such as card, MDF, timber, plastics, model board, cellulose paints, clay, plaster, armature wire, GRP materials, silicone and PU casting resins are all available for student use from one of several storage areas. A range of specialist materials can also be purchased from the course office.

University College 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. 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 journals, books, CDs, DVDs, newspapers. It has subscriptions to a wide range of specialist electronic resources focusing on art, design, media and performance, including 37,000 e-books and 3,000 e-journals.

Colour and black and white photocopying facilities are available as well as viewing rooms for watching DVDs, videos and off air recordings from television. Students have access to iMacs and PCs and the Library is wi-fi enabled. The open plan design and high quality resources make the Library a popular space for work and study. The Library scores consistently high in both the in-house and national student surveys which are carried out annually.

Information technology

The University College 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 College 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@aucb.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 the Arts University College at 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 College 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 the Arts University College at 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 College.

text + work is the ethos which underpins the exhibition programme at the Arts University College at 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 College 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 Adviser 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, AUCB 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 College at 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 College 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 'Quickscan' screening programme when they join the University College. 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.

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) tutor, who is part of the Learning Support team, will review the exercise and contact you if your work indicates that you would benefit from additional support. The 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, the 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 AUCB Chaplaincy. The Chaplaincy at the Arts University College at 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 College'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 national Subject Benchmarks and references the Framework for Higher Education Qualifications.

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.

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 College at 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 College 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.

Please note that this specification provides a concise summary of the main features of the course.

More detailed information is available in the following documents:

- Online course information
- Unit Handbooks
- HE Student Regulations – <http://intranet.aucb.ac.uk/academicregulations>
- AUCB Student Guide