



PROGRAMME SPECIFICATION

BA (HONS)
MODELMAKING

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) 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 within this Handbook and the online Unit Information, which is available on your course blog.

<u>Key Course Information</u>	
Final Award	BA (Hons)
Course Title	Modelmaking
Award Title	BA (Hons) Modelmaking
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Offered in the Faculty of:	Art, Design and Architecture
<i>Contact details:</i> Telephone number	01202 363354
Email	foada@aub.ac.uk
Professional accreditation	None
Length of course / mode of study	3 years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement	Art and Design
UCAS code	W291
Language of study	English
External Examiner for course:	Paul Lighterness Buckinghamshire New University
	<i>Please note that it is not appropriate for students to contact external examiners directly</i>
Date of Validation	1998
Date of most recent review	2017
Date programme specification written/revised	September 2017

Contact hours

Contact hours include all scheduled teaching sessions, but also supervised time in the workshop or studio. In line with national guidance, we include in our calculation of contact hours all the time which is scheduled in the studio for independent study which is also supported by staff (either academic staff, or technicians).

<i>Contact hours</i>	
Year 1 (% time)	93
Year 2 (% time)	81
Year 3 (% time)	57

The information provided below gives the proportion of your study time which constitutes contact hours. Where there are optional routes through the course, we have used the figures for the most popular option.

Assessment

The figures below set out the proportion of your assessment which will be coursework or written exams and, where appropriate, practical assessment (such as a performance) or placement. Where there are optional routes through the course, we have used the figures for the most popular option.

% coursework assessment	100
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Course Description

The BA (Hons) Modelmaking degree develops creative, articulate and versatile professionals, with a defined understanding of how to blend appropriate digital technologies and traditional techniques. Our graduates' versatility allows them to excel in a broad spectrum of creative industries. The course has developed an international reputation for high standards, enabling graduates to attain employment in an increasingly global marketplace.

Modelmaking graduates are:

Creative

Our curriculum is designed to allow students to explore and experience creativity in many different contexts. Students are expected to develop an understanding of audience, meaning, narrative and the professional purpose of artefacts created for a rich variety of making disciplines.

Articulate

We pride ourselves on developing our students' academic confidence in a way that enables them to positively engage with designers and other creative professionals. Our graduates enter the workplace empowered by knowledge and experience; and the ability to make informed contributions to the design teams with which they will interact.

Versatile

Our aim to teach the art of making in all its forms, from clay to pixels, has a proven track record both in terms of student satisfaction and graduate employment.

Experiencing an extensive array of making techniques rewards our graduates with unique and diverse skill sets. We pride ourselves on our ability to support students in creating their own 'pathways' to successful careers.

Professional

Our curriculum seeks to explore the professional expectations of modelmaking disciplines such as Animation, Architecture, Design, Exhibition, Film, Museum & Heritage, Product, and many more. Our graduates are well known for their strong work ethic and professional attitudes. Connections with industry allow students and graduates to gain employment with world renowned companies in all of these specialisms.

The course embraces:

Innovative futures:

The course embraces new and emerging technologies and techniques, maintaining currency and diversity through well-established communications with industry. The course develops graduates who are capable of instigating and leading innovation through a capacity to foresee, respond to, and adapt to future trends. Graduates will have developed a professional and commercial understanding of the future of modelmaking and associated disciplines.

Collaboration, team work and mentoring:

The course encourages the sharing of knowledge, curiosity and innovation through cross level student mentoring, competitive team projects and enrichment activities such as specialist workshops run by both students and staff. Students at all levels regularly take the opportunity to collaborate with other courses, students, clients and companies. This ensures that our students develop a professional work ethic, which enhances both their employability and the course's reputation.

Research:

Students pursue a programme of independent research to develop an understanding of the history and conventions of modelmaking materials, tools and techniques. Students are able to tailor their research to explore their own creative interests. At Level 6 research considers a broader professional context, the transferable nature of their knowledge and the commercial viability of their ideas. Students are expected to consider their professional and entrepreneurial potential beyond graduation.

Postgraduate opportunities:

Graduates from this degree produce creative and diverse portfolios targeted towards future employability, entrepreneurial activities and/or postgraduate study. While many will progress directly into the modelmaking industry, some graduates also progress onto postgraduate study; this includes Masters degrees or even PhD level. Others engage with teacher training to share their extensive knowledge with a younger audience or break new ground with start-up businesses that address new and developing markets. In each case our well established alumni provide an expanding network of experience and industry contacts.

Professional recognition:

BA (Hons) Modelmaking is accredited by 'Skillset', and as such is recognised as providing high quality training, understanding and preparation suitable for sustainable careers in the creative industries.

Staff and Students of the course benefit from our active membership of the APMM (Association of Professional Model Makers). This extends our connections to a global network of making practitioners and advice from professionals working with multinational companies like Steelcase, Bose, Nike and Hasbro. The APMM officially endorses that BA (Hons) Modelmaking provides students with the opportunities essential to working as a successful modelmaker internationally.

Course Aims

- CA1: To achieve career and personal aspirations by identifying and using essential skills of craftsmanship and scholarship.
- CA2: To achieve and maintain an appropriate level of professional working practice.
- CA3: To understand and benefit from the principles of teamwork, project management and independent study.
- CA4: To encourage an active integration of social, cultural and historical concepts within making practice.
- CA5: To embed an understanding of ethical and sustainable concepts related to making practice.
- CA6: To use research and development principles effectively and in an appropriate manner.
- CA7: To build a currency of skills and knowledge which starts the process of continuous professional development.
- CA8: To enable effective communication through critical self-awareness and promotion.
- CA9: To embed a positive outlook toward changes in industry and encourage assertive responses to new technologies.

Course Outcomes

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

- CO1: Exploit your skills of craftsmanship and scholarship to identify and achieve your creative and professional aspirations.
- CO2: Present professional quality outcomes demonstrating safe, confident and appropriate use of technology, tools and materials.
- CO3: Demonstrate an ability to manage a project through effective independent study and embed a sound-working ethos.
- CO4: Appreciate the relationship between theory and practice and be able to relate your work to the social, cultural and historical concepts of related disciplines.

- CO5: Demonstrate a working knowledge of ethical and sustainable concepts within making practice.
- CO6: Demonstrate a refined approach to research and development by applying intellectual skills and effective critical evaluation.
- CO7: Apply knowledge of the professional practice of commercial making to continuously develop a broad set of transferable skills.
- CO8: Demonstrate critical self-awareness and effective communication by presenting yourself and your work to others.
- CO9: Appreciate the possibilities and restrictions offered by combinations of established, emerging and future technologies.

Reference Points

UK Quality Code for higher education, including:

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

AUB Regulatory Framework and Undergraduate Assessment Regulations

AUB Creative Learning Plan

AUB Strategic Plan

AUB Employability Framework

Learning and Teaching Strategies

The course combines independent learning and structured taught sessions. Teaching includes guided studio sessions, inductions, demonstrations, specialist workshops, 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 you in managing your learning. You are encouraged to develop strategies for independent learning and time management on each unit of study and this responsibility progresses as you move through the levels of the course where the use of a statement of intent becomes 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.

You are formally introduced to the fundamentals of team working through dedicated workshops and enhancement activities throughout Levels 4 and 5. Collaboration with other students, other courses, other universities and with industry is actively encouraged and in some cases formally arranged across all three levels.

Course Content

The course introduces making, design and communication as the key elements of advanced professional practice from the outset. Progression consists of a process of developing and integrating those capacities through practice, research and reflection. Communication is seen as the central function of the professional model. A second defining expectation is that modelmaking is a performative discipline, requiring the physical realisation of a successful model under the range of conditions found in industry. Thirdly, research, reflection and writing are seen as essential to developing this professional capacity and are therefore closely integrated with practice at all three levels.

Level 4

You are introduced at Level 4 to all the core skills of a professional modelmaker: Making processes and techniques, design thinking, and the essential function of the model as a form of communication.

Previous assumptions about skills, methods, thought processes, and representation are challenged, reframed, and developed to build the necessary foundations for professional practice.

During Levels 4 and 5 a lecture programme, re-inforced by studio discussion and debate, will introduce you to theoretical concepts and a wide range of issues including audience, communication, sustainability and ethics, which will underpin your development as a modelmaker.

Teaching seeks to move you swiftly from 'rule-seeking behaviour' to independent decision making.

Level 5

In the second year you continue to develop your understanding of modelmaking as communication. Interpretation and representation are studied and practiced in a variety of different professional contexts.

Attention is turned outwards to clients, to industry and to society as a whole. Engagement and interaction with industry, audiences and consumers, (in the form of live briefs where possible) are integrated into the curriculum, as is research, reflection and the use of writing to develop understanding.

You are encouraged to develop interests and lines of enquiry which will inform the choice of creative and career directions in the third year.

Teaching seeks to facilitate your self-discovery and to build your confidence in pursuing independent paths in skill development, reflection and inquiry, and in choosing career directions.

Level 6

In the final year the direction of the course and of your decision making, is firmly towards the outside world as characterised by clients, the industry and audiences. As part of this however, there is a continuous process in which you are expected (through research and work experience) to 'benchmark' standards of performance, and to define, manage and meet your own personal standards of excellence.

Expectations are set that you will demonstrate high levels of ambition as well as achievement, and demonstrate the flexibility and resourcefulness appropriate to a professional in achieving those goals.

Teaching supports you to engage staff in dialogue over decision making, from an independent position. You are encouraged to identify yourselves as members of your chosen professional field, to make connections through personal contact and research and to 'prepare for success' by seeing yourself as a professional already in practice.

Enhancement Activities

Supporting enhancement activities are scheduled throughout Levels 4 and 5

Student led mentoring programs run throughout the year involving students from all three levels, the groups are initially facilitated by a member of staff but then continue to be facilitated by Level 6 students.

Level 4 Enhancement Activities

Term 1:

A series of academic discussions and debates around key texts that support the background reading for the essay delivered in the 2nd term.

Term 2:

Study skills and Industry specialists deliver sessions to impart targeted strategies and insight to enable critical thinking and making.

Term 3:

Specialist workshops to prepare you for more advanced study and practice at Level 5.

Level 5 Enhancement Activities

Term 1 and 2:

Specialist workshops to prepare you for more advanced study, in terms of research, independent learning and advanced making techniques.

Term 3:

Inspirational workshops to generate ideas and planning for study at Level 6. Industry specialists to enlighten and enable greater understanding of industry practice and benchmarking.

Specialist resources:

The workshop is a purpose-built building to support high end 3D making courses. The workshop is well equipped with a full range of traditional machinery as well as the latest digital manufacturing equipment. Plastics, Woodworking, Metalworking, Spraying, Mould making and Casting, CNC machining, 3D printing, and laser cutting 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 are provided. 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; available from one of several storage areas. In addition, a range of specialist materials are made available for purchase.

Course Units

Unit code	Unit Title	Credit Weighting
Level 4		
MDM461	Exploding Myths	40
MDM462	Thinking and Making	20
MDM463	Contemporary Issues	20
MDM464	Meaning in Making	40
Level 5		
MDM561	Design Representation	40
MDM562	Communication	40
MDM563	Informed Making	40
Level 6		
MDM661	External Brief	20
MDM662	Making an Argument	20
MDM663	Final Major Project	60
MDM664	Launch Pad	20

Course Diagram

This diagram shows the proposed start/end dates for each unit and shows teaching weeks only; holiday periods are not included. Further information on the structure of each unit will be included in the online Unit Information which is available on your course blog.

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	
Autumn Term													Spring Term											Summer Term							
Induction week	MDM461 Exploding Myths (weeks 1-10) (40 credits)											MDM462 Thinking and Making (weeks 11-17) (20 credits)						MDM463 Contemporary Issues (weeks 13-20) (20 credits)					MDM464 Meaning In Making (weeks 21-30) (40 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	
Autumn Term													Spring Term											Summer Term							
	MDM561 Design Representation (weeks 1-10) (40 credits)											MDM562 Communication (weeks 11-20) (40 credits)						MDM563 Informed Making (weeks 21-30) (40 credits)													

Level 6																														
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
Autumn Term												Spring Term												Summer Term						
MDM661 External Brief (weeks 1-10) (20 credits)												MDM663 Final Major Project (weeks 11-30) (60 credits)																		
MDM662 Making an Argument (weeks 1-10) (20 credits)												MDM664 Launch Pad (weeks 11-30) (20 credits)																		