



UNDERGRADUATE PROGRAMME SPECIFICATION

Programme Title: 3D Design: Craft
3D Design: Ceramics
3D Design: Contemporary Jewellery
and Fashion Accessories

Awarding Body: Staffordshire University

Accreditation:

Final Awards: BA, BA (Hons)

Teaching Institution: Staffordshire University

Intermediate Awards:

Mode of Study

QAA Subject Benchmarks: Art and Design

Professional/Statutory Body

Date of Production: October 2010

Date of Revision:

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EDUCATIONAL AIMS OF THE PROGRAMME

We aim to:

- Provide a rich and stimulating three dimensional design experience that gives students a broad range of three-dimensional design skills. Whilst also offering them an opportunity to specialise in one of the specific subject areas offered.
- Educate three-dimensional designers to be creative, innovative and risk taking individuals that have excellent design and making skills, who can realise their future ambitions.
- Provide an encouraging, supportive and rigorous learning environment that provides an opportunity for students to develop as individuals and prepares them for life long learning.
- Develop the student's employability, by giving them the necessary skills to be professional designers and equip them with transferable skill applicable to other professions.
- Provide a flexible learning programme for a wide range of students with diverse experiences, qualifications, and backgrounds. For example, full and part time mode of study, and level 5 or 6 entry points for suitably qualified learners.

What is distinctive about this programme?

The 3D Design programme reflects a growing demand by consumers for unique, stylish, hand made or limited edition design objects. The programme has been developed for students who want to both design and make three-dimensional objects for this market. The course crosses the interface between craft, design and art. The strength of this distinctive programme is reflected in our past students achievements. Students have won or been finalists in nationally recognised awards such as; The New Designers Debenham's Future of Design Competition, Goldsmiths' Company Precious Metal Bursary, V&A Ancestors of Dover Jewellery Competition and Pewter Live. Graduate destinations include; self-employment as a designer maker, teaching, community arts, museum and gallery curation, employment in design organisations, and post graduate study.

The Three Dimensional Design scheme comprises three Awards:

- BA(Hons) 3D Design: Crafts
- BA(Hons) 3D Design: Ceramics
- BA(Hons) 3D Design: Contemporary Jewellery and Fashion Accessories

PROGRAMME OUTCOMES

CRAFTS

What will this programme teach me to do?

At the end of your studies you should be able to:

Knowledge & Understanding Demonstrate a knowledge and understanding of key aspects of craft design , including the acquisition of coherent and detailed knowledge of relevant contemporary practices and their historical, theoretical, cultural and professional contexts.
Learning Show that you have acquired an understanding of a personal incremental learning process, and have developed the ability to acquire, evaluate and apply new knowledge in the pursuit of professional practice in craft design and a self-initiated goal.
Enquiry Select and use appropriate research methods in relation to the development of your craft design work, in the exploration and development of an individually defined response to a design brief.
Analysis Critical analyse practices and products with reference to current major debates within craft design , and be able to identify a personal position within contemporary craft design contexts.
Problem Solving Identify and anticipate problems, to explore alternative possibilities and able to apply the most appropriate solution when creating craft design work.
Communication Communicate information, ideas, problems and solutions to specialist and non-specialist audiences through spoken, visual and written means in relation to craft design .
Application Demonstrate the theoretical and practical application of independent learning, enquiry and analysis, in the design, development and resolution of a craft design project.
Reflection Demonstrate the use of critical evaluation, reflection about practical and contextual design issues, resulting in the ability to exercise autonomy, initiative and self-direction in preparation for professional life.
Visual Analysis Analyse visual elements appropriately, creatively and professionally, and be able to apply and integrate this in the development of craft design practice.
Working with Others Work with other people, accepting responsibility and recognising individual strengths and weaknesses, so that outcomes can be successfully achieved in the use and application of craft design .

PROGRAMME OUTCOMES

CERAMICS

What will this programme teach me to do?

At the end of your studies you should be able to:

Knowledge & Understanding

Demonstrate a knowledge and understanding of key aspects of **ceramic design**, including the acquisition of coherent and detailed knowledge of relevant contemporary practices and their historical, theoretical, cultural and professional contexts.

Learning

Show that you have acquired an understanding of a personal incremental learning process, and have developed the ability to acquire, evaluate and apply new knowledge in the pursuit of professional practice in **ceramic design** and a self-initiated goal.

Enquiry

Select and use appropriate research methods in relation to the development of your **ceramic design** work, in the exploration and development of an individually defined response to a design brief.

Analysis

Critical analyse practices and products with reference to current major debates within **ceramic design**, and be able to identify a personal position within contemporary **ceramic design** contexts.

Problem Solving

Identify and anticipate problems, to explore alternative possibilities and able to apply the most appropriate solution when creating **ceramic design** work.

Communication

Communicate information, ideas, problems and solutions to specialist and non-specialist audiences through spoken, visual and written means in relation to **ceramic design**.

Application

Demonstrate the theoretical and practical application of independent learning, enquiry and analysis, in the design, development and resolution of a **ceramic design** project.

Reflection

Demonstrate the use of critical evaluation, reflection about practical and contextual design issues, resulting in the ability to exercise autonomy, initiative and self-direction in preparation for professional life.

Visual Analysis

Analyse visual elements appropriately, creatively and professionally, and be able to apply and integrate this in the development of **ceramic design** practice.

Working with Others

Work with other people, accepting responsibility and recognising individual strengths and weaknesses, so that outcomes can be successfully achieved in the use and application of **ceramic design**.

PROGRAMME OUTCOMES

CONTEMPORARY JEWELLERY AND FASHION ACCESSORIES

What will this programme teach me to do?

At the end of your studies you should be able to:

Knowledge & Understanding

Demonstrate a knowledge and understanding of key aspects of **jewellery and fashion accessory design**, including the acquisition of coherent and detailed knowledge of relevant contemporary practices and their historical, theoretical, cultural and professional contexts.

Learning

Show that you have acquired an understanding of a personal incremental learning process, and have developed the ability to acquire, evaluate and apply new knowledge in the pursuit of professional practice in **jewellery and fashion accessory design** and a self-initiated goal.

Enquiry

Select and use appropriate research methods in relation to the development of your **jewellery and fashion accessory design** work, in the exploration and development of an individually defined response to a design brief.

Analysis

Critical analyse practices and products with reference to current major debates within **jewellery and fashion accessory design**, and be able to identify a personal position within contemporary **jewellery and fashion accessory design** contexts.

Problem Solving

Identify and anticipate problems, to explore alternative possibilities and able to apply the most appropriate solution when creating **jewellery and fashion accessory design** work.

Communication

Communicate information, ideas, problems and solutions to specialist and non-specialist audiences through spoken, visual and written means in relation to **jewellery and fashion accessory design**.

Application

Demonstrate the theoretical and practical application of independent learning, enquiry and analysis, in the design, development and resolution of a **jewellery and fashion accessory design** project.

Reflection

Demonstrate the use of critical evaluation, reflection about practical and contextual design issues, resulting in the ability to exercise autonomy, initiative and self-direction in preparation for professional life.

Visual Analysis

Analyse visual elements appropriately, creatively and professionally, and be able to apply and integrate this in the development of **jewellery and fashion accessory design** practice.

Working with Others

Work with other people, accepting responsibility and recognising individual strengths and weaknesses, so that outcomes can be successfully achieved in the use and application of **jewellery and fashion accessory design**.

These learning outcomes have been informed by the QAA ***** Subject Bench Marking Statement.

PROGRAMME STRUCTURE, MODULES AND CREDITS

Award: 3D DESIGN: CRAFTS

Route: Single (Hons)

Potential award = Cert HE (120 credits passed with at least 90 at L4)

L E V E L C (4)	Teaching Block 1	CORE AM00135-4 Materials Investigation (30)	CORE AM50011-4 Visual Studies (15)	CORE AM00112-4 Objects & Patterns: Ideas and Histories (15)
	Teaching Block 2	CORE AM00134-4 3D Designing and Making (30)	CORE AM00177-4 Studying 3D Design: Integrating Theory and Practice (15)	GENERAL OPTION (15)

(To progress to Level 5(I) at least 90 credits with at least 75 L4 award specific credits must be passed)

Potential award = DipHE (240 credits passed with at least 90 at each of L4 and L5)

L E V E L I (5)	Teaching Block 1	CORE AM00137-5 Designer Maker 1: Design In Context (30)	CORE AM00061-5 3D Multiple Production (15)	AWARD SPECIFIC OPTION (15)
	Teaching Block 2	CORE AM00092-5 Designer-Maker 2: Public and Private Commissions (30)	CORE AM00063-5 Art or Design? - Interfaces and Exchanges (15)	GENERAL OPTION (15)

(To progress to Level 6 at least 210 credits including all required award specific Level 4 credits and at least 75 award specific Level 5 credits must be passed)

Potential award = Honours Degree (360 credits passed with at least 90 at each of L4, L5 and L6)

L E V E L H (6)	Teaching Block 1	CORE AM00139-6 3D Design: Negotiated Project 1: Research and Development (30)	CORE AM00157-6 Catalogue Essay Project (15)	CORE AM00141-6 Live Briefs & Competitions for The 3D Designer (15)
	Teaching Block 2	CORE AM00140-6 3D Design: Crafts Negotiated Project 2: Implementation And Production (45)		CORE AM00142-6 Professional Practice and Career Planning for the 3D Designer (15)

*Students may choose to take an Award Specific Option in place of a General Option

Award Specific Options –3D DESIGN: CRAFTS

Award Specific Options which can be taken in place of General Options:

LEVEL C (4)					
Teaching Block 1		Cats	Teaching Block 2		Cats
			AM00062-4	Applied Heavy Metal	15
			AM00090-4	Material Enquiry: Form and Surface	15
			AM50025-4	Introduction to Surface Pattern Design	15
			AM50174-4	Surface Design for Ceramics	15

LEVEL I (5)					
Teaching Block 1		Cats	Teaching Block 2		Cats
AM00071-5	Investigating Ceramic Surfaces	15	AM00074-5	Plaster Proto-typing for Tableware	15
AM00138-5	Contemporary Body Adornment	15	AM00097-5	Metal Fabrications	15
AM50064-5	The Stitched Surface	15	AM25500-5	Using the Arts for Health: Practical Workshops	15
AM50070-5	Decorative Floral Design	15	AM50080-5	Drawing and Inspiration	15
AM50099-5	Atmospherics: Contemporary Lighting	15			

GENERAL OPTIONS

Students can choose from the Award Specific Option list or modules from elsewhere in the Faculty of Arts, Media and Design. Alternatively, they can choose from the University General Option Guide or a module from another Faculty (e.g. Business and Law). (Available via www.staffs.ac.uk/amdoptions).

Award: 3D DESIGN: CERAMICS
Route: Single (Hons)

Potential award = Cert HE (120 credits passed with at least 90 at L4)

L E V E L C (4)	Teaching Block 1	CORE AM00135-4 Materials Investigation (30)	CORE AM50011-4 Visual Studies (15)	CORE AM00112-4 Objects & Patterns: Ideas and Histories (15)
	Teaching Block 2	CORE AM00134-4 3D Designing and Making (30)	CORE AM00177-4 Studying 3D Design: Integrating Theory and Practice (15)	GENERAL OPTION (15)

(To progress to Level 5(I) at least 90 credits with at least 75 L4 award specific credits must be passed)

Potential award = DipHE (240 credits passed with at least 90 at each of L4 and L5)

L E V E L I (5)	Teaching Block 1	CORE AM00137-5 Designer Maker 1: Design In Context (30)	CORE AM00061-5 3D Multiple Production (15)	AWARD SPECIFIC OPTION (15)
	Teaching Block 2	CORE AM00092-5 Designer Maker 2: Public and Private Commissions (30)	CORE AM00063-5 Art or Design? Interfaces and Exchanges (15)	GENERAL OPTION (15)

(To progress to Level 6 at least 210 credits including all required award specific Level 4 credits and at least 75 award specific Level 5 credits must be passed)

Potential award = Honours Degree (360 credits passed with at least 90 at each of L4, L5 and L6)

L E V E L H (6)	Teaching Block 1	CORE AM00139-6 3D Design: Negotiated Project 1: Research and Development (30)	CORE AM00157-6 Catalogue Essay Project (15)	CORE AM00141-6 Live Briefs & Competitions for The 3D Designer (15)
	Teaching Block 2	CORE AM00144-6 3D Design: Ceramics Negotiated Project 2: Implementation And Production (45)		CORE AM00142-6 Professional Practice and Career Planning for the 3D Designer (15)

*Students may choose to take an Award Specific Option in place of a General Option

Award Specific Options – 3D DESIGN: CERAMICS

Award Specific Options which can be taken in place of General Options. Students can pick any module from the award specific options lists below however students will be encouraged to pick the modules highlighted as bold and italic as these are most appropriate to the Ceramics pathway.

LEVEL C (4)					
Teaching Block 1		Cats	Teaching Block 2		Cats
			AM00062-4	Applied Heavy Metal	15
			AM00090-4	Material Enquiry: Form and Surface	15
			AM50025-4	Introduction to Surface Pattern Design	15
			AM50174-4	<i>Surface Design for Ceramics</i>	15

LEVEL I (5)					
Teaching Block 1		Cats	Teaching Block 2		Cats
AM00071-5	<i>Investigating Ceramic Surfaces</i>	15	AM00074-5	<i>Plaster Proto-typing for Tableware</i>	15
AM00138-5	Contemporary Body Adornment	15	AM00097-5	Metal Fabrications	15
AM50064-5	The Stitched Surface	15	AM25500-5	Using the Arts for Health: Practical Workshops	15
AM50070-5	<i>Decorative Floral Design</i>	15	AM50080-5	<i>Drawing and Inspiration</i>	15
AM50099-5	Atmospherics: Contemporary Lighting	15			

GENERAL OPTIONS

Students can choose from the Award Specific Option list or modules from elsewhere in the Faculty of Arts, Media and Design. Alternatively, they can choose from the University General Option Guide or a module from another Faculty (e.g. Business and Law). (Available via www.staffs.ac.uk/amdoptions).

Award: 3D DESIGN: JEWELLERY & FASHION ACCESSORIES
Route: Single (Hons)

Potential award = Cert HE (120 credits passed with at least 90 at L4)

L E V E L C (4)	Teaching Block 1	CORE AM00135-4 Materials Investigation (30)	CORE AM50011-4 Visual Studies (15)	CORE AM00112-4 Objects & Patterns: Ideas and Histories (15)
	Teaching Block 2	CORE AM00134-4 3D Designing and Making (30)	CORE AM00177-4 Studying 3D Design: Integrating Theory and Practice (15)	GENERAL OPTION (15)

(To progress to Level 5(I) at least 90 credits with at least 75 L4 award specific credits must be passed)

Potential award = DipHE (240 credits passed with at least 90 at each of L4 and L5)

L E V E L I (5)	Teaching Block 1	CORE AM00137-5 Designer-Maker 1: Design In Context (30)	CORE AM00061-5 3D Multiple Production (15)	AWARD SPECIFIC OPTION (15)
	Teaching Block 2	CORE AM00092-5 Designer-Maker 2: Public and Private Commissions (30)	CORE AM00063-5 Art or Design?- Interfaces and Exchanges (15)	GENERAL OPTION (15)

(To progress to Level 6 at least 210 credits including all required award specific Level 4 credits and at least 75 award specific Level 5 credits must be passed)

Potential award = Honours Degree (360 credits passed with at least 90 at each of L4, L5 and L6)

L E V E L H (6)	Teaching Block 1	CORE AM00139-6 3D Design: Negotiated Project 1: Research and Development (30)	CORE AM00157-6 Catalogue Essay Project (15)	CORE AM00141-6 Live Briefs and Competitions for The 3D Designer (15)
	Teaching Block 2	CORE AM00146-6 3D Design: Jewellery and Fashion Accessories Negotiated Project 2: Implementation And Production (45)		CORE AM00142-6 Professional Practice and Career Planning for the 3D Designer (15)

*Students may choose to take an Award Specific Option in place of a General Option

Award Specific Options–3D DESIGN: JEWELLERY & FASHION ACCESSORIES

Award Specific Options which can be taken in place of General Options. Students can pick any module from the award specific options list however students will be encouraged to pick the modules highlighted in bold and italic as these are most appropriate to the Jewellery and Fashion Accessories pathway.

LEVEL C (4)					
Teaching Block 1		Cats	Teaching Block 2		Cats
			AM00062-4	Applied Heavy Metal	15
			AM00090-4	<i>Material Enquiry: Form and Surface</i>	15
			AM50025-4	<i>Introduction to Surface Pattern Design</i>	15
			AM50174-4	Surface Design for Ceramics	15

LEVEL I (5)					
Teaching Block 1		Cats	Teaching Block 2		Cats
AM00071-5	Investigating Ceramic Surfaces	15	AM00074-5	Plaster Proto-typing for Tableware	15
AM00138-5	<i>Contemporary Body Adornment</i>	15	AM00097-5	<i>Metal Fabrications</i>	15
AM50064-5	<i>The Stitched Surface</i>	15	AM25500-5	Using the Arts for Health: Practical Workshops	15
AM50070-5	Decorative Floral Design	15	AM50080-5	Drawing and Inspiration	15
AM50099-5	Atmospherics: Contemporary Lighting	15			

GENERAL OPTIONS

Students can choose from the Award Specific Option list or modules from elsewhere in the Faculty of Arts, Media and Design. Alternatively, they can choose from the University General Option Guide or a module from another Faculty (e.g. Business and Law). (Available via www.staffs.ac.uk/amdoptions).

HOW WILL I BE TAUGHT AND ASSESSED?

Teaching and Learning

The scheme is structured so that all four awards within the scheme share common core modules. These are structured in such way as to allow students to interpret them in accordance with their chosen pathway. Due to its size, the scheme benefits from a diverse range of staff expertise and so where it is appropriate core modules are team-taught to provide the breadth of knowledge needed. In addition, to allow students to navigate a route most appropriate to their chosen award, option modules are chosen from a common list to provide specialist expertise relevant to their discipline. Providing an environment where students learn and develop their creativity, learn from peers and tutors alike, reflect on the direction and development of their own practice and consider processes and ways of working applicable to different areas of design practice.

Theory and practice will be integrated throughout all of the practical modules. In level 4 and Level 5 modules, students will be shown examples of both historical and contemporary practice and will be expected to undertake further independent contextual research to support their practical projects. In addition, historical and contextual information will be delivered in one distinct module at each level in order to: further develop students understanding of the breadth of historical and contemporary practice, engage with current debates within the sector and be able to place their work in a wider professional context.

Assessment

Assessment is based on the submission of **coursework**, the nature of which is determined by the project/s or assignment/s set within a module, but which may consist of any one or combination of the following components:

- **An essay**, written according to given guidelines as to word-count and illustrated as required by the assignment
- The script for a **seminar presentation**, or the presentation itself. Where students are expected to deliver a formal presentation as part of the assessment process (rather than an end of module critique). **The use of Power Point as the means of delivery is mandatory.**
- **Workbooks, sketchbooks or visual diaries**, documenting the process of generating, developing and resolving thoughts or ideas, and demonstrating the influence of research on practical work
- **Research books, folders, or dossiers**, documenting the gathering, sorting and presentation of research material
- **Finished Art & Design artefacts**, professionally presented in the format required by the assignment, project or brief

Assessment is based exclusively on the submission of coursework, because this is the best way to assess the integrated approach to theory and practice that our students engage in. Coursework, carried out in response to assignments, project briefs or self-initiated proposals, and presented in forms appropriate to professional practice, allows students to demonstrate the acquisition of inter-related learning outcomes through a variety of different kinds of practice, which may include, or take

the form of an essay, but which can sometimes be wholly practical.

As each student's approach to the coursework for a given module tends to be individual and distinctive, and tutors see this work throughout its development, it is not difficult for tutors, who are also responsible for assessment, to verify the ownership of that work.

Formative assessment is carried out in tutorial and critique situations and feedback is usually provided to the student orally, with a written record kept either by the tutor or the student. This is sometimes produced as the result of peer or self-assessment exercises

Summative assessment is provided in the form of a grade point (on a scale of 0 – 15), at the end of a module, and this is accompanied by written feedback from the module tutor to each individual student, relating his/her achievement to the learning outcomes of the module. The grade point scheme is linked, within the Undergraduate Modular Framework Regulations, to a set of general "assessment criteria" which distinguish attainment at particular levels.

ADDITIONAL INFORMATION

Entry Requirements (including ILETS score)

What qualifications would I need to join this programme?

In addition to the University's general admissions requirements, applicants are invited to attend an interview, when they have the opportunity to show a portfolio of their Art & Design work to ensure that their creative skills are aligned with the philosophy of the programme. We particularly welcome applications from mature students and students with non-standard academic qualifications, and the interview allows us to counsel such students as to their best options. Students with a relevant HND or equivalent qualification can gain access to Level I or Level H of the programme the interview process would identify the best point of entry for such students.

Disability Statement

Staffordshire University operates a policy of inclusive teaching and learning to ensure that all students have an equal opportunity to fulfil their educational potential. Details about how to apply to have your needs assessed can be found at: http://www.staffs.ac.uk/study_here/disabled_students/index.jsp

AWARD SPECIFIC INFORMATION

These awards have a number of common core modules supported by specialist module tailored to the needs of specific awards in the programme.

At level 4 modules are primarily diagnostic in nature and generic in terms of three dimensional design curriculum content. Semester 1 focuses on basic 3D design skills

acquisition, both theoretical and practical. Students explore a range of media including wood, metal, ceramics and plastics through short projects. This provides students with a broad basic experience through which to confirm their future direction. In semester 2 students focus on their chosen pathway through a generic practical module. A portfolio of elective technical skills workshops within this module allow students to develop a unique skill set appropriate to their chosen pathway. Students gain further specialist design and making skills through specialist option modules. A contextual studies module provides students with a broad design knowledge to support their practical work.

At level 5 common modules provide opportunities to acquire both generic and specialist skills relevant to the student's chosen pathway, whilst option modules provide specialist, pathway specific teaching. Modules reflect the reality of making a living as a designer maker, topics include; creating one off designs for exhibition in a public setting, creating batch production work for retail and finally working to commission for site specific work. An important feature of the programme is the integration of 'real life' experience into the curriculum; past projects have involved creative industry collaboration with Trentham Gardens, Ceramica Museum, The Potteries Museum and Art Gallery, The Worshipful Company of Pewterers, and the Staffordshire Arts and Museum Service. A contextual studies module allows students to engage with current debates in art and design practice and develop an understanding of their place within it underpins this practical work,

At Level 6 the students follow a common Negotiated Project 1: research and development module, interpreting it in relation to their award pathway. This module prepares the ground work for Negotiated Project 2: Implementation and Production where student develop a body of practical work that reflects their chosen pathway, future ambitions and their individuality as a designer/maker. In addition this is supported by an extended essay reflecting on a topic relevant to their practical work and a professional development module that equips students with the knowledge needed for careers in design, the creative industries and enhances their employability.

Further information about the award can be found in the relevant Student Handbook and on the University Website. This includes information about optional modules, learning outcomes at levels below honours, student support, and academic regulations.

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