Nottingham College Course Specification

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<tr><td colspan="3">Basic Course Information</td></tr>
<tr><td>1</td><td>Awarding Institution</td><td>Nottingham Trent University</td></tr>
<tr><td>2</td><td>Faculty/Campus</td><td>Media & Digital Technologies / City</td></tr>
<tr><td>3</td><td>Final Award</td><td>Foundation Degree in Arts in Digital Design;</td></tr>
<tr><td></td><td>Course Title</td><td>FdA Digital Design</td></tr>
<tr><td></td><td>Modes of Study</td><td>Full-time</td></tr>
<tr><td>4</td><td>Normal Duration</td><td>2 years; 60 Weeks</td></tr>
<tr><td>5</td><td>UCAS code</td><td>Institution Code: N30
Campus Code: C
UCAS Course Code:
W215 – FdA Digital Design: (FdA/DD)</td></tr>
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6 Overview and general educational aims of the course

The FdA in Digital Design is designed to produce creative visual thinkers who are able to apply their knowledge of design principles, methodologies and visual culture to the development of commercial digital products. The aim of the course is to develop the competencies required for graduates to enter employment with a strong understanding of industry language and processes. As well as introducing a broad range of interdisciplinary areas of Digital Design, the course will also broaden students learning experience to include a wider knowledge base and research-based educational experience. Students will develop research, analytical and problem-solving skills and complete the course with the ability to communicate ideas and concepts at a high level.

The course will provide students with the opportunity to engage with a bank of industry partners through a series of guest lectures, industry workshops and participation in live industry briefs. Feedback from industry professionals plays a large part of this process and forms a valuable backbone to professional development, helping establish student's benchmarks for quality. There is also a very strong focus on private enterprise and entrepreneurship, equipping students with the knowledge, attributes and capabilities required to set up a new venture or business

Throughout the course, you will be encouraged to explore a range of digital design disciplines and demonstrate a thorough understanding of visual communication and design principles in all projects. Projects are designed to give students the flexibility to develop conceptual ideas whilst maintaining a commercial focus with regard to their final outcomes. Projects will take into consideration the current climate of the industry and comprise of themes involving sustainable thinking, ethics within design, trends and developments in technologies and the opportunities in social media communication. Projects will challenge students to embrace methodical processes of digital design and solving problems in an innovative, rather than prescriptive way.

In summary, the course is designed to meet the following aims:

- To provide you with opportunities to investigate the areas of the digital design industry in which your interests and future aspirations lie, and to enable you to work with a greater expertise and understanding

- To give an overview of digital design industries and provide the underpinning knowledge necessary to operate effectively within the industry

- To enhance your understanding of the importance of the digital design sector and gaining the effective skills necessary for employment

- To integrate the specific knowledge and skills into a coherent whole, which will encourage you to view the industry holistically

- To develop your understanding of the role and standing of the industry in the broader environmental, economic, political, social and technological context.

7   Course Outcomes

Course outcomes describe what you should know and be able to do by the end of your course if you take advantage of the opportunities for learning that we provide.

All of the following Course Outcomes have been developed in line with the Quality Assurance Agency's (QAA) Foundation Degree Benchmark Statement (2015) and the Benchmark Statement for Art and Design (2017).

Knowledge and understanding. By the end of the course you should be able to:

1. Investigate design solutions to real-world challenges, adopting problem solving techniques and methodologies whilst critically evaluating the appropriateness of different approaches (A) (B);

2. Understand the commercial, economic and social opportunities in digital design products.

3. Demonstrate a critical understanding of the established key principles, theories and contexts relevant to design; understanding limits of own knowledge (A) (B)

4. Assimilate and apply principles of Information and Communication Technology (ICT) relevant to design (A) (B);

5. Demonstrate the use of the specific methods of enquiry, related to chosen subject in order to critical analyse the information required to develop design solutions (A) (B);

6. Effectively communicate skills in a variety of forms and for a range of audiences (A).

Skills, qualities and attributes. By the end of the course you should be able to:

1. Apply contextual knowledge and understanding to the development of ideas and concepts in the context of digital design projects (B);

2. Apply design knowledge using digital tools to in the production of digitally designed artifacts (B);

3. Select and apply appropriate digital design methodology to the production of digitally designed artifacts (B);

4. Produce innovative and individual outcomes to a given design problem (A) (B);

5. Demonstrate an ability to communicate effectively in both written and verbal forms in the context of team activities and projects. (A) (B);

6. Coherently reflect upon and present researched, developed and resolved outcomes (A) (B).

Notes: **(A)** indicates those outcomes having specific reference to the QAA Foundation Degree Characteristics Statement, 2015. **(B)** indicates those outcomes having specific reference to the QAA Subject Benchmark Statement for Art and Design, 2017.

8   Teaching and Learning Methods

There will be a variety of methods employed that will integrate academic study and work-related learning, these include: lectures; seminars; educational visits; guest speakers; tutorials; peer review; collaborative work; taught/directed study; formal written assessment; self-directed independent study. Workshop demonstrations and supervision will be provided, with additional support available from our Academic Coaching and Employability Skills (ACES) team to help you with your written studies and research.

The teaching and learning methods at Level 4 facilitate the discovery of key theories and principles, in acquiring basic practical and creative skills and in developing a knowledge framework with a limited amount of independence. At Level 5 the learning outcomes are geared towards industry requirements, in developing professional skills and in synthesising knowledge with independence.

Throughout the course you are encouraged to develop your own specific area of interest within digital design, which will complement your growing design awareness. Learning activities will be planned to help you to achieve the aims of the course and individual modules. You will be encouraged to further develop independent learning skills through directed learning from module tutors and via self-directed study. Design projects are the core learning and teaching element of the course around which tutorials, critiques, group debates and technical instruction can take place.

Learning will take place through project-based enquiry, developing a capacity for independent learning and the ability to work with others. There will be a series of workshops and simulations that explore the potential of work within your areas of interest, helping develop both cognitive and practical skills. The creative potential of new technologies will also be explored alongside traditional methods. This design activity will be supported by creative reasoning in the form of debates and lectures.

9   Assessment Methods

The assessment programme has been designed to ensure that the learning outcomes for each module are assessed in an appropriate manner, whilst assessing in a manner that suits individual learning styles, preparing students for further study.

Throughout the course, formative assessment will take place both in the studio and in the workshops with students receiving verbal feedback which will be supported by written feedback following each tutorial.

Assessment include presentations, submissions of written work, coursework and project-specific work with an importance placed on students undertaking self-assessment for future professional development.

During some presentations, discussions and peer review will take place with focus placed on your work, ideas and methodology. These critiques are an essential part of the creative development process as they provide students with an assessment of the validity of their work.

10 Course Structure and Curriculum

Modules

Level 4

Module Code	Module Title	Credit Points
DD401	Ideas Generation and Design Principles	20
DD402	User-Centered Design	20
DD403	Visual Communication	40
DD404	Specialist Studio Practice	40

Level 5

Module Code	Module Title	Credit Points
DD501	Industry Studies	20
DD502	Critical Review	20
DD503	Advanced Specialist Studio Practice	40
DD504	Final Major Project	40

11 Admission to the Course

Entry requirements

The target groups for the Foundation Degree are:

- Applicants who have gained A-level or Level 3 FE qualifications and wish to continue into full-time higher education
- Mature applicants employed in the Arts Industries and wishing to gain the Foundation Degree

For admission to the course you will need to have achieved a minimum of 48 UCAS points from one of the following:

- Diploma in Foundation Studies Art and Design

- At least two A Levels at A2, with one in an Art and Design subject area

- BTEC Diploma or Extended Diploma in an Art, Design or Media-related subject

- International Baccalaureate

Other combinations of Level 3 qualifications and qualifications not currently listed on the UCAS tariff may also be considered.

If you are a mature student with relevant experience and/or qualifications, including an Access to HE Diploma within a relevant subject area, you are welcome to apply.

All applicants will be required to attend an interview with a portfolio and example of written work in which they should produce evidence of their capability to sustain the course successfully. Candidates not able to do this may be required to sit assessments of their ability to complete the course satisfactorily.

International applicants will require equivalent Level 3 qualification and may require an IELTS score of at least 5.5, with no element less than 5.0, in addition to the standard entry criteria. Equivalent scores from other English language tests will be considered.

Additional support for speakers of languages other than English is provided in two ways; general academic English classes are provided in addition to the normal classes, and also in addition to ordinary tutorials, technical tutorials are provided. If you are an international student, this gives you the opportunity to have the technical language further explained.

Accreditation of Prior (Experiential) Learning will be available for applicants who have substantial experience in media and are able to provide evidence of their previous attainment of specific learning outcomes. Guidance will be taken from NTU's Academic Standards and Quality Handbook relating to Accreditation of Prior Learning (APL), which includes specific guidance on APEL for admission with advanced standing. Additionally, guidance on the definitions and boundaries, policies and procedures will be taken from the UK Quality Code for Higher Education, Chapter B6: Assessment of your accreditation of prior learning, (December 2011). Any APEL decisions will be formally reported to the Examination Board.

Non-UK qualifications will be assessed in comparison to their UK equivalents.

For current information regarding all entry requirements for this course, please visit the Nottingham College course information web page
https://www.nottinghamcollege.ac.uk/course-detail?i=298

12 Support for learning

The Course Leader, assisted by colleagues, oversees the enrolment process and you will be allocated a personal tutor who will monitor your progress on an individual basis.

The Learning Centres (Libraries) continually update stock to ensure that they are fit for purpose and subscribe to many online journals to assist you with research. All Learning Centres are equipped with up-to-date computers and printing facilities. The Nottingham College student intranet ensures you to maintain effective communication between staff and fellow peers.

Nottingham College operates an on-line Personal Development Planning system where you can define and explore your goals and map out ways to turn them into reality. It will enable you to articulate the skills you are developing now in order to open up opportunities for the future.

The Academic Coaching and Employability Skills (ACES) team will provide input via lectures and provide individual support.

Each module will have a module specification. This identifies the learning outcomes, the method of learning and teaching, the assessment structure and weighting and the learning resources that you might use. A module booklet containing the module specification, assessment details, scheme of work and learning resources will support each module.

13 Graduate destinations/employability

There is a wide range of career opportunities within the industry, along with the opportunity to continue your studies to a higher level. Nottingham College offers progression to a 'top-up' degree, the BA (Hons) Art & Design, which is a one year full-time course, or two years part-time. There are other 'top-up' degrees available at Nottingham College and throughout the country.

The Academy has links with local, national and international companies who look for graduates to join their organisations where the opportunities to engage in live briefs and work experience is offered. The final Art, Design, Fashion and Media End of Year Show is an ideal chance to showcase your work to 'talent scouts' from the industry. In addition to our own End of Year Show, you are also invited to participate in the 'New Designers' exhibition in London in which previous students have been awarded for their work during past events. This is an additional opportunity for you to showcase their work to 'talent scouts' from a broader business community, both nationally and internationally.

14 Course standards and quality

You will be given detailed written feedback on all assessed work. You will also be given verbal feedback on skills tasks carried out.

At the end of every module you will be asked to complete an evaluation form about that module.

A sample of assessed work is Internally Verified/double marked by another tutor.

An External Examiner approved by Nottingham Trent University visits the College and checks the standards and quality of provision, with an annual report submitted to NTU as awarding institution.

A Verifier appointed by the validating university will also monitor and report on the standards and quality of the course on behalf of the awarding institution.

The Foundation Degree benchmarks set by the QAA have been incorporated into the course's learning outcomes. Reference has also been made to the relevant QAA subject benchmark statements.

The views of employers and professional bodies will be sought to maintain course currency, standards and quality via live briefs, work experience and their links to assessment.

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| 15 | **Assessment regulations** |

This course is subject to the College's HE Assessment Policy (located in the Handbook for Higher Education Students), a copy of which will be made available to you at induction.

| 16 | **Additional Information** |

Collaborative partner(s):   Nottingham Trent University

Course referenced to Quality   Subject Benchmark Statement for Art and Design
Assurance Agency for   (2017)
Higher Education (QAA)
Benchmark Statements: Foundation Degree Characteristics Statement (2015)

Course recognised by:

Date implemented: September 2018

Any additional information: