

Pathway Type	International Foundation Year
Pathway Areas	Art, Design & Media
Pathways/s	One, Two and Three Semester
Pathway Provision	College: NQF Level/s: 3
Title	University Foundation in Computing and Technology
NQF (FHEQ)	Level 3
Credit Points	One (1) Semester Programme = 60 Two (2) Semester Programme=120 Three (3) Semester Programme= 160
Duration of Study	One, Two & Three Semesters
Weeks of Study	One (1) Semester Programme = Thirteen (13) weeks Two (2) Semester Programme =Twenty-Six (26) weeks Three (3) Semester Programme =Thirty-Nine (39) weeks
Mode of Study	Full-time
Mode of Delivery	Face to Face
Notional Hours	One (1) Semester Programme = 600 Two (2) Semester Programme = 1,200 Three (3) Semester Programme = 1,600
Contact Hours	One (1) Semester Programme = 206 Two (2) Semester Programme = 416 Three (3) Semester Programme = 624
Self-directed Study Hours	One (1) Semester Programme = 392 Two (2) Semester Programme = 784 Three (3) Semester Programme = 976
Delivery Model	Standard Delivery Model (SDM)
Teaching Institution	Birmingham City University International College
Awarding Institution	Birmingham City University
Faculty/School	Art, Design & Media
Teaching Location (Campus)	4 Cardigan Street, Birmingham
2-semester intakes	September and January
3-semester intakes	September and May
Subject Benchmarks Statements	<ul style="list-style-type: none"> • QAA Quality Codes - https://www.qaa.ac.uk/the-quality-code/subject-benchmark-statements • https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_22 • https://www.qaa.ac.uk/docs/qaa/sbs/sbs-communication-media-film-and-cultural-studies-24.pdf?sfvrsn=c401b481_4

Articulation Programmes

DEGREE PATHWAYS	DEGREE AWARDS	NQF AWARD LEVEL
Fashion	BA (Hons) Fashion Design	6
	BA (Hons) Fashion Business and Promotion	6
	BA (Hons) Fashion Communication	6
	BA (Hons) Textile Design	6
Architecture	BA (Hons) Architecture	6
	BA (Hons) Landscape Architecture	6
	BA (Hons) Interior Architecture and Design	6
	BA (Hons) Product Design	6
Jewellery	BA (Hons) Jewellery and Objects	6
Jewellery Technology	BSc (Hons) Gemmology and Jewellery Studies	6
	BA (Hons) Horology	6
Media & Journalism	BA (Hons) Media and Communication	6
	BA (Hons) Music Business	6
	BA (Hons) Media Production	6
	BA (Hons) Journalism	6
	BA (Hons) Sports Journalism	6
Art	BA (Hons) Fine Art	6
	BA (Hons) Art and Design	6
	BA (Hons) Illustration	6
	BA (Hons) Art Design with Creative Technologies	6
	BA (Hons) Graphic Design	6
	BA (Hons) Photography	6
Film Animation & Photography	BA (Hons). Film Making	6
	BA (Hons) Film & Screen Writing	6
	BA (Hons) Digital Animation	6
English	BA (Hons) English and Creative Writing	6
	BA (Hons) English and Journalism	6
	BA (Hons) Creative Writing	
	BA (Hons) English Language and Literature	6
	BA (Hons) English Literature	6

EDUCATIONAL AIMS

The International Foundation Year programme in Art, Design and Media (ADM), has been devised to preparing international students for successful entry and progression in undergraduate programmes.

The educational aims of the programme are to:

1. Prepare student with knowledge, that bridges the gap between the different educational systems to ensure a smooth transition into First Year degree (NQF Level 4) in Art, Design and Media.
2. To endow students with an educational pathway that augments opportunities for professional employment and development in the sector at both a national and international level.
3. Develop in students an appreciation and desire to learn based on competent intellectual and practical skills building to a set of transferable skills that will support them in all aspects of their onward academic studies/careers and assist informed decision making.
4. Ensure that students have attained the prescribed level of inter-disciplinary language competence described as Level B2 'Independent User' by the Council of Europe, see Common European Framework of Reference for languages at the minimum pass mark of 40% in the ACL accredited module Interactive Learning Skills and Communication, and therein a minimum 6.0 IELTS equivalent empower students with confidence to work independently and in a team in an academic setting
5. Support students to acclimatise helping them to integrate, enhancing their academic awareness and ethical practices including academic integrity.

PROGRAMME LEARNING OUTCOMES

Intended Learning Outcomes

All modules have a set of Generic Learning Outcomes (LOs) attached to them; see relevant Module Guides. These provide a basic set of core skills that can be employed as a basis to further study and life-long learning. They are delivered using an interdisciplinary and progressive approach underpinned by the relevant Interactive Learning Skills and Communication (ILSC) module, to build these core skills within the context of subject-specific learning. Incorporated in these core skills are the key themes of relationship-management, time-management, professional communication, technological and numerical understanding and competency.

On successful completion of this programme, students should be able to:

A: Knowledge and Understanding:

- A1. Demonstrate broad understanding of key concepts and contexts in art, design and media
- A2. Gain understanding of creative process from idea generation and how this is applied to projects
- A3. Identify and explain the role of culture, society and technology in creative industries art, design and media industries
- A4. Understand ethical considerations on sustainability and its impact in the creative sector

B: Cognitive and Intellectual Skills

- B1. Develop practical and technical skills to initiate and make meaningful contributions to projects
- B2. Apply disciplinary knowledge and skills to creatively generate ideas that proffer solutions to challenges
- B3. Evaluate creative works and be able to explain the rationale for choices made
- B4. Ability to work independently and collaboratively on projects in a way that demonstrates reflective practice

C. Practical Skills

C1. Employ key communication skills appropriate to undergraduate study, inclusive of written, oral, reading, speaking, numerical, graphical and diagrammatic manipulation and presentation of information.

C2. Employ analytical skills and methodologies as a basis to further study.

C3. Ability to begin to engage critically with regard to the underlying challenges art media and design.

D: Transferable skills

D1. Develop resilience and time management skills to respond to tasks

D2. Ability to use feedback to engage in reflection to enhance on outputs

D3. Develop professional communication skills and be able to operate independently and in a group to present ideas

D4. Use a range of digital platforms and tools to communicate and undertake learning activities

Learning, Teaching and Assessment Strategy

Teaching and teaching are primarily standard with 16 hours contact times per week across various modules. Teaching sessions will take place in small class sizes using a range of student centric teaching approaches to deliver the learning outcomes in a way that aims to provide focused support and address specific learning needs. Students will be exposed to practical and hand-on projects and activities through project-based learnings that will provoke their creative abilities. The practical sessions will take place in workshops using traditional and digital facilities in a well-supported environment. Teaching methods such as lectures, seminars, project based, workshop and technical will be used to facilitate learning across the modules. To inspire the students, they will have opportunity to visit galleries, field trips and culture exposure for social integration.

Teaching materials supported by appropriate videos and other useful learning resource will be available to students on the VLE, and their engagement will be tracked on weekly basis.

Assessment Principles

- Constructive alignment with learning outcomes and teaching activities
- Assessment methods and criteria are clearly published and assessable
- Reliable and consistent
- Fair and inclusive
- Fit for purpose and timely
- Feedback is purpose driven and supports learning
- Transparent, efficient and manageable
- Assessment literacy encouraging academic integrity
- Marking and moderation process are consistently applied
- Efficiency of assessment boards
- Systemic enhancement through feedback from stakeholders

The College adopts a wide variety of assessment methods that aligns with the knowledge and skills that students on the programme are expected to acquire. The assessment strategy employs formative and summative assessment methods; formative assessments will be

used to check for learning and identify students at risks for appropriate intervention as. Formative assessment will also be used to scaffold learning, facilitate reflective learning and offers the opportunity to provide students with feedback that can feedforward into their summative assessment. Summative assessments are as described in the module guides; students will receive detailed assessment briefs and exposed to the provisions of the assessment regulations to help students avoid academic impropriety.

Teaching staff are encouraged to pay particular attention to specifying clear assessment criteria and providing timely, regular, and constructive feedback that helps to clarify opportunities to improve performance. Summative assessments are moderated by internal and externally for quality assurance. A subject specialist within the College moderates a ten percent sample of each assessment. Link tutors from Birmingham City University and appointed external examiners are invited to review these samples. All summative works follow the governance processes before final outcomes are published to the students.

The following is representative of the variety of assessment methods used on the programme:

Types of Assessment

- Essay
- Presentation
- Portfolio reviews
- Self- Reflective journal
- Essay writing and reports

Student Engagement strategy

Theme	Engagement strategy
Academic Engagement	Encourage peer learning, guest lectures and exposure to industry practice; tutorial support
Pastoral Support	Detailed orientation to event that will cover wellbeing and counselling support
Career and Employability	Insights on on career paths, engagement with Graduate+ and encourage students to volunteer and promote student mentorship programme
Digital	Encourage entrepreneurial skills and innovation; use the VLE to share updates on events and facilitate community of practice
Smooth transition and social integration	Pair IFY students with current university students; promote involvement in university societies; encourage events that promote cultural diversity
Continuous Improvement	Incorporate student voice through regular feedback and active participation in governance processes.

Programme Structure

Stage(s) of Study



Curriculum Structure

One Semester Rotation

1 Semester Foundation - Art Technology -Gemmology & Horology				
Semester 1	Interactive Learning Skills and Communication 15 Credits	Numerical Techniques II 15 Credits	Information Research, Recording and Responding in Art and Design 15 Credits	Extended Media Experimentation 15 Credits

1 Semester Foundation - Media, Journalism & English				
Semester 1	Interactive Learning Skills and Communication 15 Credits	Mass Communication 15 Credits	Critical Thinking 15 Credits	Extended Media Experimentation 15 Credits

1 Semester Foundation - Art Design & Media				
Semester 1	Interactive Learning Skills and Communication 15 Credits	Knowledge and Understanding of Creative Practice in Art & Design 15 Credits	Information Research, Recording and Responding in Art and Design 15 Credits	Extended Media Experimentation 15 Credits

Two Semester Rotation

2 Semester Foundation - Film & Animation				
Semester 2	Numerical Techniques 2 15 Credits	Design Concepts 15 Credits	Programming Techniques 15 Credits	Extended Media Experimentation 15 Credits
Semester 1	Interactive Learning Skills and Communication 1 15 Credits	Numerical Techniques 15 Credits	ICT Skills 15 Credits	Media Experimentation 15 Credits

2 Semester Foundation - Media Journalism & English				
Semester 2	Mass Communication 15 Credits	Design Concepts 15 Credits	Extended Media Experimentation 15 Credits	Globalisation 15 Credits
Semester 1	Interactive Learning Skills and Communication 1 15 Credits	ICT Skills 15 Credits	Critical Thinking 15 Credits	Media Experimentation 15 Credits

2 Semester Foundation - Art Technology - Horology & Gemmology				
Semester 2	Numerical Techniques 2 15 Credits	Design Concepts 15 Credits	Critical Thinking 15 Credits	Information Research, Recording and Responding in Art and Design 15 Credits
Semester 1	Interactive Learning Skills and Communication 1 15 Credits	Numerical Techniques 1 15 Credits	Physics 1 15 Credits	ICT Skills 15 Credits

2 Semester Foundation - Art & Design				
Semester 2	Interactive Learning Skills and Communication & Preparation and Progression in Art and Design II 25 Credits	Knowledge and Understanding of Creative Practice in Art and Design 15 Credits	Personal Combined Experimental Studies in Art and Design 15 Credits	Extended Media Experimentation 15 Credits
Semester 1	Interactive Learning Skills and Communication & Preparation and Progression in Art and Design I 25 Credits	Information Research, Recording and Responding in Art and Design 15 Credits	Media Experimentation in Art and Design 15 Credits	

THREE SEMESTER ROTATION

3 Semester Foundation - Film & Animation				
Semester 3	Numerical Techniques 2 15 Credits	Design Concepts 15 Credits	Programming Techniques 15 Credits	Extended Media Experimentation 15 Credits
Semester 2	Interactive Learning Skills and Communication 1 15 Credits	Numerical Techniques 15 Credits	ICT Skills 15 Credits	Media Experimentation 15 Credits
Semester 1	Academic English 15 Credits	Numeracy Skills 15 Credits	Study Skills 15 Credits	Creative Workshop 15 Credits

3 Semester Foundation -Media, Journalism & English				
Semester 3	Mass Communication 15 Credits	Design Concepts 15 Credits	Extended Media Experimentation 15 Credits	Globalisation 15 Credits
Semester 2	Interactive Learning Skills and Communication 1 15 Credits	ICT Skills 15 Credits	Critical Thinking 15 Credits	Media Experimentation 15 Credits
Semester 1	Academic English 15 Credits	Numeracy Skills 15 Credits	Study Skills 15 Credits	Creative Workshop 15 Credits

3 Semester Foundation - Art Technology, Gemmology & Horology				
Semester 3	Numerical Techniques 2 15 Credits	Design Concepts 15 Credits	Critical Thinking 15 Credits	Information Research, Recording and Responding in Art and Design 15 Credits
Semester 2	Interactive Learning Skills and Communication 1 15 Credits	Numerical Techniques 1 15 Credits	Physics 1 15 Credits	ICT Skills 15 Credits
Semester 1	Academic English 15 Credits	Numeracy Skills 15 Credits	Study Skills 15 Credits	Creative Workshop 15 Credits

3 Semester Foundation - Art & Design				
Semester 3	Interactive Learning Skills and Communication & Preparation and Progression in Art and Design II 25 Credits	Knowledge and Understanding of Creative Practice in Art and Design 15 Credits	Personal Combined Experimental Studies in Art and Design 15 Credits	Extended Media Experimentation 15 Credits
Semester 2	Interactive Learning Skills and Communication & Preparation and Progression in Art and Design I 25 Credits	Information Research, Recording and Responding in Art and Design 15 Credits	Media Experimentation in Art and Design 15 Credits	
Semester 1	Academic English 15 Credits	Numeracy Skills 15 Credits	Study Skills 15 Credits	Creative Workshop 15 Credits

One Semester Rotation(s)

University International Foundation Year in Art Technology						
Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1						
4	ILS001	Interactive Learning Skills and Communication	15	60	30	70
4	TEE104	Numerical Techniques II	15	40	100	
4	ART101	Information Research, Recording and Responding in Art and Design	15	40		100
4	ART 105	Extended Media Experimentation	15	40		100
Undergraduate Stage 1: Art Technology, Gemmology & Horology			60 Credits Points			

University International Foundation Year in Media Journalism & English						
Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1						
4	ILS001	Interactive Learning Skills and Communication	15	60	30	70
4	HUM101	Mass Communication	15	40	100	
4	HUM102	Critical Thinking	15	40	50	50
4	ART105	Extended Media Experimentation	15	40		100
Undergraduate Stage 1: Journalism & English			60 Credits Points			

University International Foundation Year in Art & Design						
Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1						
4	ILS001	Interactive Learning Skills and Communication	15	60	30	70
4	ART103	Knowledge and Understanding of Creative Practice in Art & Design	15	40		100
4	ART101	Information Research, Recording and Responding in Art and Design	15	40		100
4	ART 105	Extended Media Experimentation	15	40		100
Undergraduate Stage 1: Art Design, Media Jewellery & Fashion			60 Credits Points			

Two Semester Rotation(s)

University International Foundation Year in Media Technology						
Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1						
4	ILS001	Interactive Learning Skills and Communication 1	15	60	30	70
4	TEE101	Numerical Techniques 1	15	40	100	-
4	TEE102	Physics 1	15	40	100	-
4	TEE103	ICT Skills	15	40	60	40
Semester 2						
4	TEE104	Numerical Techniques 2	15	40	100	-
4	HUM102	Design Concepts	15	40	20	80
4	HUM102	Critical Thinking	15	40	50	50
4	ART101	Information Research, Recording and Responding in Art and Design	15	40	50	50
Undergraduate Stage 1: Media Technology. Gemmology, Horology			120 credit points			

University International Foundation Year in Media, Journalism & English						
Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1						
4	ILS001	Interactive Learning Skills and Communication 1	15	60	30	70
4	TEE103	ICT Skills	15	40	50	50
4	HUM102	Critical Thinking	15	40	50	50
4	ART102	Media Experimentation	15	40	-	100
Semester 2						
4	HUM101	Mass Communication	15	40	50	50
4	TEE105	Design Concepts	15	40	20	80
4	Bus 103	Globalisation	15	50	60	40
4	ART105	Extended Media Experimentation	15	40	-	100
Undergraduate Stage 1: Media Journalism & English			120 credit points			

University International Foundation Year in Film & Animation						
Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1						
4	ILS001	Interactive Learning Skills and Communication 1	15	60	30	70
4	TEE101	Numerical Techniques 1	15	40	100	-
4	TEE103	ICT Skills	15	40	50	50
4	ART102	Media Experimentation in Art and Design	15	40	-	100
Semester 2						
4	TEE104	Numerical Techniques 2	15	40	50	50
4	TEE105	Design Concepts	15	40	20	80
4	TEE106	Programming Techniques	15	40	60	40
4	ART105	Extended Media Experimentation	15	40	-	100
Undergraduate Stage 1: Film & Animation			120 credit points			

University International Foundation Year in Art & Design & Architecture						
Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1						
5	ILS1ARTA	Interactive Learning Skills and Communication & Preparation and Progression in Art and Design	25 (50)	60	-	100
4	ART101	Information Research, Recording and Responding in Art and Design	15	40 (60)*	-	100
4	ART102	Media Experimentation in Art and Design	15	40 (60)*	-	100
Semester 2						
5	ILS1ARTB	Interactive Learning Skills and Communication & Preparation and Progression in Art and Design	25 (50)	60	-	100
4	ART103	Knowledge and Understanding of Creative Practice in Art and Design	15	40 (60)*	-	100
4	ART104	Personal Combined Experimental Studies in Art and Design	15	40 (60)*	-	100
4	ART105	Extended Media Experimentation	15	40 (60)*	-	100
Undergraduate Stage 1 : Art, Design, Jewellery, Architecture & Fashion			120 credit points			

3 Semester Rotation

University International Foundation Year in Art, Design & Media						
Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1						
4	HUM120	Academic English	15	40	-	100
4	TEE120	Numeracy Skills	15	40	-	100
4	ART100	Creative Concepts	15	40	-	100
4	HUM121	Seminar Sessions (Employability)	15	40	-	100



Semester 2						
5	ILS1ARTA	Interactive Learning Skills and Communication & Preparation and Progression in Art and Design	25 (50)	60	-	100
4	ART101	Information Research, Recording and Responding in Art and Design	15	40 (60)*	-	100
4	ART102	Media Experimentation in Art and Design	15	40 (60)*	-	100
Semester 3						
5	ILS1ARTB	Interactive Learning Skills and Communication & Preparation and Progression in Art and Design	25 (50)	60	-	100
4	ART103	Knowledge and Understanding of Creative Practice in Art and Design	15	40 (60)*	-	100
4	ART104	Personal Combined Experimental Studies in Art and Design	15	40 (60)*	-	100
4	ART105	Extended Media Experimentation	15	40 (60)*	-	100
Undergraduate Stage 1 : Art, Design, Jewellery, Photography Architecture & Fashion			160 credit points			

***Students on Architecture will have to achieve 60% pass mark before progressing**

University International Foundation Year in Media Technology						
Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1						
5	HUM120	Academic English	15	40	-	100
5	TEE120	Numeracy Skills	15	40	-	100
4	ART100	Creative Concepts	15	40	-	100
4	HUM121	Seminar Sessions (Employability)	15	40	-	100
Semester 2						
4	ILS001	Interactive Learning Skills and Communication 1	15	40	30	70
4	TEE101	Numerical Techniques 1	15	40	100	-
4	TEE102	Physics 1	15	40	100	-
4	TEE103	ICT Skills	15	40	60	40
Semester 3						
4	TEE104	Numerical Techniques 2	15	40	100	-
4	TEE105	Design Concepts	15	40	20	80
4	HUM102	Critical Thinking	15	40	50	50
4	ART103	Information Research, Recording and Responding in Art and Design	15	40	50	50
Undergraduate Stage 1 : Media Technology, Gemmology Horology			175 credit points			

University International Foundation Year in Journalism & English						
Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1						

5	HUM120	Academic English	15	40	-	100
5	TEE120	Numeracy Skills	15	40	-	100
4	ART100	Creative Concepts	15	40	-	100
2	HUM121	Seminar Sessions (Employability)	15	40	-	100
Semester 2						
4	ILS001	Interactive Learning Skills and Communication 1	15	60	30	70
4	TEE101	Numerical Techniques 1	15	40	100	-
4	HUM102	Critical Thinking	15	40	50	50
4	HUM103	Composition and Style	20	50	50	50
Semester 2						
4	HUM101	Mass Communication	15	40	50	50
4	TEE105	Design Concepts	15	40	20	80
4	TEE103	ICT Skills	15	50	60	40
4	Bus 103	Globalisation	15	50	60	40
Undergraduate Stage 1 : Journalism & English			175 credit points			

University International Foundation Year in Film & Animation						
Core Modules			Credit Points	Pass Mark %	Exam %	Coursework %
Contact Hrs/Week	College Module Code	Module Name				
Semester 1						
5	HUM120	Academic English	15	40	-	100
5	TEE120	Numeracy Skills	15	40	-	100
4	ART100	Creative Concepts	15	40	-	100
4	HUM121	Seminar Sessions (Employability)	15	40	-	100
Semester 2						
4	ILS001	Interactive Learning Skills and Communication 1	15	40	30	70
4	TEE101	Numerical Techniques 1	15	40	100	-
4	TEE103	ICT Skills	15	40	50	50
4	ART102	Media Experimentation in Art and Design	15	40	-	100
Semester 2						
4	HUM101	Numerical Techniques 2	15	40	50	50
4	TEE105	Design Concepts	15	40	20	80
4	TEE106	Programming Techniques	15	50	60	40
4	ART105	Extended Media Experimentation	15	40	-	100
Undergraduate Stage 1 : Film & Animation			175 credit points			

Progression and Award Requirements

Each module offered on the programme has a minimum overall pass mark. Please refer to Module Guide (MD). The College's Policy and Regulation (CPR9) explains all our assessment regulations for further details on the assessment regulations and failing to progress. -

<https://bcuic.bcu.ac.uk/about/policies/>

Final and intermediate awards

Students that successfully complete the programme with the minimum 120 credits in a two semester will be eligible to progress to their chosen BCU degree programme as per offer letter and CAS and receive a transcript.

Categories of Performance

A (High Distinction, 70 - 100%) – Distinctive level of knowledge, skill and understanding which demonstrates an authoritative grasp of the concepts and principles and ability to communicate them in relation to the assessment event without plagiarism or collusion. Indications of originality in application of ideas, graphical representations, personal insights reflecting depth and confidence of understanding of issues raised in the assessment event.

B (Distinction, 60 - 69%) – Level of competence demonstrating a coherent grasp of knowledge, skill and understanding of the assessment and ability to communicate them effectively. Displays originality in interpreting concepts and principles. The work uses graphs and tables to illustrate answers where relevant. Ideas and conclusions are expressed clearly. Many aspects of the candidate's application and result can be commended.

C (Merit, 50 - 59%) – Level of competence shows an acceptable knowledge, skill and understanding sufficient to indicate that the candidate is able to make further progress. The outcome shows satisfactorily understanding and performance of the requirements of the assessment tasks. Demonstrates clear expression of ideas, draws recognisable and relevant conclusions.

D (Pass, 40 - 49%) – Evidence of basic competence to meet requirements of the assessment task and event. Evidence of basic acquaintance with relevant source material. Limited attempt to organise and communicate the response. Some attempt to draw relevant conclusions.

F (Fail 0- 39%) – The candidate's application and result shows that the level of competence being sought has not yet been achieved. The assessed work shows a less than acceptable grasp of knowledge, skill and understanding of the requirements and communication of the assessment event and associated tasks.

Progression Criteria: minimum pass mark of 40% achieved for all modules listed.

NB: See individual Module Guides for details marks classification

Appendix 1- Assessment Map

Modules	Group Presentation	Project/Reflective Journal	Essay/report	Exam	Course Work
Interactive Learning Skills and Communication 1			70%	30%	
Numerical Techniques 1 & 2				100%	
Physics 1				100%	
ICT Skills				100%	
Design concepts			80%	20%	
Programming Techniques			40%	60%	
Business Studies			50%	50%	
Numerical Skills					100%
Mass Communication			50%	50%	
Critical Thinking			50	50%	
Academic English					100%
Study Skills					100%
Globalisation			60%	40%	
Creative Workshop		100%			
Media Experimentation in Art and Design		100%			
Information and Interpretation in Art and Design		100%			
Personal Experimental Studies in Art and Design		100%			
Extended Media Development in Art and Design		100%			
Interactive Learning Skills and Communication & Preparation and Progression in Art and Design A & B					100%

Appendix 2 - Constructive Alignment

Learning Outcomes	Teaching and Learning Methods	Assessment Methods and Strategies
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<p>A1. Demonstrate broad understanding of key concepts and contexts in art, design and media</p> <p>A2. Gain understanding of creative process from idea generation and how this is applied to projects</p> <p>A3. Identify and explain the role of culture, society and technology in creative industries art, design and media industries</p> <p>A4. Understand ethical considerations on sustainability and its impact in the creative sector</p>	<p>Acquisition of Intended LOs via a combination of small group lectures (listening, writing and reading); small group-based tutorial labs/coursework (oral, reading, listening and written presentation); and individual coursework (oral, and written presentation) and summative examination (reading and writing).</p> <p>Additional support is provided through the provision of small peer-led tutorial group work and of individual tutorial support; College module-specific subject specialists delivering modules; guest speakers (industry/topic specific); monitoring and appraisal by College academic management.</p> <p>The opportunity to interface regularly with noted platforms in College, Birmingham City University library and independent environments to develop an understanding of the implications of the use of different e-learning for research.</p> <p>Students are encouraged throughout the stage of study to undertake independent study both to support taught/learnt and to broaden their individual knowledge and understanding of the subject.</p>	<p>A combination of summative coursework along with written assignments, portfolios and in-course assessments/tests, computer-based coursework and tests, project reports and presentations</p>
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