

**DEFINITIVE COURSE RECORD**

Course Title	<b>FdA Commercial Arts Practice</b>
Awarding Bodies	<b>University of Suffolk</b>
Level of Award <sup>1</sup>	<b>FHEQ Level 5</b>
Professional, Statutory and Regulatory Bodies Recognition	<b>None</b>
Credit Structure <sup>2</sup>	<b>240 Credits Level 4: 120 Credits Level 5: 120 Credits</b>
Mode of Attendance	<b>Full-time</b>
Standard Length of Course <sup>3</sup>	<b>2 years full-time</b>
Intended Award	<b>FdA Commercial Arts Practice</b>
Named Exit Awards	<b>CertHE Commercial Arts Practice</b>
Entry Requirements <sup>4</sup>	<b>Typical offer: 80 UCAS tariff points (or above), BB (A-Level), DM (BTEC)</b>
Delivering Institution(s)	<b>University of Suffolk at East Coast College (Great Yarmouth)</b>
UCAS Code	<b>WW12</b>

This definitive record sets out the essential features and characteristics of the FdA Commercial Arts Practice course. The information provided is accurate for students entering level 4 in the 2018-19 academic year.<sup>5</sup>

**Course Summary**

The FdA Commercial Arts Practice course primarily focuses on developing your own subject specialism and how to make it into a viable business. Throughout the course, skills will be developed in a wide range of areas including technologically, financially and philosophically. Each year of the course ends with the opportunity to exhibit your work in an outside location which is planned and budgeted by students. This allows you to invite individuals who you consider may be able to assist you in progressing further as an artist once the course is complete. Many of the students go on to enrol on the BA Arts Practice Level 6 course which focuses mainly on a dissertation and final major project. Although work experience is not compulsory; it is encouraged and we have a wide range of contacts with local creative companies including Seachange Arts, Time and Tide Museum, various photographic and design companies and the Hollywood Cinema.

<sup>1</sup> For an explanation of the levels of higher education study, see the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)

<sup>2</sup> All academic credit awarded as a result of study at the University adheres to the [Higher education credit framework for England](#).

<sup>3</sup> Where the course is delivered both full-time and part-time, the standard length of course is provided for the full-time mode of attendance only. The length of the part-time course is variable and dependent upon the intensity of study. Further information about mode of study and maximum registration periods can be found in the [Framework and Regulations for Undergraduate Awards](#).

<sup>4</sup> Details of standard entry requirements can be found in the [Admissions Policy](#)

<sup>5</sup> The University reserves the right to make changes to course content, structure, teaching and assessment as outlined in the [Admissions Policy](#).

## **DEFINITIVE COURSE RECORD**

### **Course Aims**

- To promote a flexible reflective approach and the development of growing independence to support a career in art and design.
- To develop the key and academic skills which will broaden the range of opportunities for work, employment, self-employment within the art and design sector.
- To encourage the understanding that learning takes place in all areas of art and design activity.
- To develop the specific technical competencies required of a practitioner.
- To encourage creativity within the context of professional practice.
- To promote understanding of the sector.
- To encourage the assumption of responsibility and the ability to make informed decisions.
- To promote personal and inter-personal skills required for progression within the sector.
- To promote widened participation and enable further progression within Higher Education.
- To create a strong foundation for lifelong learning.

### **Course Learning Outcomes**

The following statements define what students graduating from the FdA Commercial Arts Practice course will have been judged to have demonstrated in order to achieve the award. These statements, known as learning outcomes, have been formally approved as aligned with the generic qualification descriptor for level 5 awards as set out by the UK Quality Assurance Agency (QAA).<sup>6</sup>

### **Knowledge and Understanding**

1. Understanding of the main methods of enquiry and acquisition of information and knowledge relevant to a career in art and design.
2. Identification and evaluation of the roles, responsibilities and values which influence the artist and designer.
3. Understanding of the team work and leadership required of a working practitioner.
4. Application of evaluation and appraisal techniques to their own work and that of others.

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<sup>6</sup> As set out in the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)

## DEFINITIVE COURSE RECORD

### Mental and Cognitive Skills

5. Locate and analyse information using appropriate conventions regarding attribution, referencing and presentation.
6. Provide considered solutions to problems and unforeseen circumstances encountered in projects.
7. Demonstrate the ability to set and achieve realistic objectives in projects and establish the mechanisms required to monitor progress.
8. Demonstrate the ability to investigate art and design contexts.

### Graduate/Employability Skills

9. Interact effectively with other artists from conception to implementation and evaluation.
10. Develop professional working relationships within the local arts sector.
11. Select, manage, organise and retrieve information when investigating and researching arts issues.

### Course Design

The design of this course has been guided by the following QAA Benchmark:

- Art & Design (2008)

### Course Structure

The FdA Commercial Arts Practice comprises modules at levels 4 and 5.

Module Specifications for each of these modules is included within the course handbook, available to students on-line at the beginning of each academic year.

	Module	Credits	Module Type <sup>7</sup>
Level 4			
	Sector IT Skills	20	R
	Introduction to Arts Projects	20	R
	Personal Development and Planning	20	R
	Applied Image Making	20	R
	Art Project 1	20	R
	The Context of Art & Design	20	R
Level 5			
	Arts Marketing	20	R
	Image and Application	20	R

<sup>7</sup> Modules are designated as either mandatory (M), requisite (R) or optional (O). For definitions, see the [Framework and Regulations for Undergraduate Awards](#)

## DEFINITIVE COURSE RECORD

	Planning and Preparation	20	R
	Research and Sector Sustainability	20	M
	Project Realisation and Review	40	R

### Awards

On successful completion of the course, students will be awarded a FdA Commercial Arts Practice. Students who leave the course early may be eligible for a CertHE Commercial Arts Practice on successful completion of 120 credits including all mandatory modules at level 4.

### Course Delivery

The course is delivered at the University of Suffolk at East Coast College (Great Yarmouth). Students studying full-time on FdA Commercial Arts Practice are likely to have approximately 360 contact hours for level 4 and 300 contact hours for level 5. The contact hours will be a mix of tutorials, lectures, seminars, presentations and practical activity. Students will normally be expected to undertake 10-20 hours of independent study in an average week, but should be prepared for this to vary based on assignment deadlines and class exercises.

### Course Assessment

A variety of assessments will be used on the course to enable students to experience and adapt to different assessment styles. The assessment methods used will be appropriate to assess each module's intended learning outcomes. Assessment on the course overall will be approximately 100% coursework (including essays, reports, presentations, group work, reflective learning journals and research projects) 0% examinations and 0% practical assessments.

### Course Team

The academic staff delivering this course are drawn from a team that includes teaching specialists and current practitioners. All staff are qualified in their subjects with their own specialist knowledge to contribute.

### Course Costs

Students undertaking FdA Commercial Arts Practice will be charged tuition fees as detailed below:

Student Group	Tuition Fees
Full-time UK/EU	£8,220 per year
Full-time International	£13,000 per year

Payment of tuition fees is due at the time of enrolment and is managed in accordance with the Tuition Fee Policy.

Students will be required to pay additional costs for possible trips at a later date. These may include day visits or residential trips.

Students are likely to incur other costs for equipment, materials, optional field trips and exhibitions amounting to approximately £100 per year.

### Academic Framework and Regulations

This course is delivered according to the Framework and Regulations for Undergraduate Awards and other academic policies and procedures of the University and published on the [website](#).