

## UNIVERSITY OF CENTRAL LANCASHIRE

### Programme Specification

This Programme Specification provides a concise summary of the main features of the programme and the 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.

***Sources of information on the programme can be found in Section 17***

<b>1. Awarding Institution / Body</b>	University of Central Lancashire
<b>2. Teaching Institution</b>	Hugh Baird College
<b>3. University School/Centre</b>	School of Art, Design and Fashion
<b>4. External Accreditation</b>	None
<b>5. Title of Final Award</b>	BA (Hons) Visual Merchandising and Promotional Design
<b>6. Modes of Attendance offered</b>	Full time and Part time
<b>7. UCAS Code</b>	N240
<b>8. Relevant Subject Benchmarking Group(s)</b>	QAA Benchmark Statement Art and design/ History of art, architecture and design (2008)
<b>9. Other external influences</b>	NA
<b>10. Date of production/revision of this form</b>	17 <sup>th</sup> March 2017
<b>11. Aims of the Programme</b>	
<ul style="list-style-type: none"> <li>• To develop skills and learning in order to undertake a career in visual merchandising and promotional design</li> <li>• To facilitate the acquisition of knowledge, understanding and skills in creative thinking and innovation in display design</li> <li>• To develop the individual's personal and professional aspirations and promote lifelong learning</li> <li>• To develop a creative practitioner with an awareness of the contextual implications of the design industry</li> <li>• To encourage the acquisition of transferable skills</li> </ul>	
<b>12. Learning Outcomes, Teaching, Learning and Assessment Methods</b>	
<b>A. Knowledge and Understanding</b>	
<p>A1. Demonstrate knowledge and understanding via key aspects of the visual merchandising and promotional design environment to include detailed knowledge of their chosen design field</p> <p>A2. Enable the student to critically assess their own work in relation to the contemporary design environment</p>	

<p>A3. Research visual and technical reference material and apply the same to solving design problems</p> <p>A4. Apply research, idea generation, creative thinking, experimentation, scale and function in the production process</p> <p>A5. Define a personal identity and direction within the visual merchandising and promotional design practice</p>
<p><b>Teaching and Learning Methods</b></p> <p>Lectures, tutorials, self directed study, research, project work, critiques and formal presentations</p>
<p><b>Assessment methods</b></p> <p>Assessment is by coursework, critiques and presentations.</p>
<p><b>B. Subject-specific skills</b></p> <p>B1. Apply the design process in the development of realistic proposals and concepts</p> <p>B2. Recognise and evaluate complex design issues in relation to project work</p> <p>B3. Explore, consider and define past, present and future trends</p> <p>B4. Develop ideas through a series of design preliminary outcomes, for example concept designs, scale models, prototypes etc.</p> <p>B5. Produce a final three dimensional outcome appropriate to professional design practice</p> <p>B6. identify and utilise appropriate materials for presentation</p>
<p><b>Teaching and Learning Methods</b></p> <p>Lectures, tutorials, self-directed study, research, project work, critiques and formal presentations</p>
<p><b>Assessment methods</b></p> <p>Assessment is by coursework, critiques and presentations</p>
<p><b>C. Thinking Skills</b></p> <p>C1. Deploy a range of idea generation techniques in order to respond to a brief in a dynamic, creative manner</p> <p>C2. Undertake self-assessment and critical evaluation of design work in visual merchandising and promotional design</p> <p>C3. Work in ways that are academically rigorous, analytical, reflective, critical and creative</p> <p>C4. Produce a reflective diary that examines and explores current industry trends</p> <p>C5. Use digital solutions to a professional standard to support the development of the final design</p>
<p><b>Teaching and Learning Methods</b></p> <p>Lectures, tutorials, self-directed study, research, project work, live briefs, critiques and formal presentations</p>
<p><b>Assessment methods</b></p> <p>Assessment is by coursework, critiques and presentations</p>
<p><b>D. Other skills relevant to employability and personal development</b></p> <p>D1. Work independently and in a team</p> <p>D2. Produce a body of self-initiated professional work for presentation, exhibition and employment</p> <p>D3. Clearly communicate design concepts both verbally and visually to groups of people</p> <p>D4. Be a reflective design practitioner</p> <p>D5. Evidence and apply self-directed organizational skills via a gant chart</p> <p>D6. Produce an individually tailored personal development pack that can be adapted via a digital format</p>
<p><b>Teaching and Learning Methods</b></p> <p>Lectures, tutorials, self-directed study, research, project work, critiques and formal presentations</p>
<p><b>Assessment methods</b></p>

Assessment is by coursework, critiques and presentations

**13. Programme Structures\***

**14. Awards and Credits\***

Level	Module Code	Module Title	Credit rating	
Level 6	DD3992	Honours Project	40	<b>BA (Hons) in Visual Merchandising and Promotional Design</b> requires 120 credits at Level 6  <b>BA in Visual Merchandising and Promotional Design</b> requires a minimum of 80 credits at Level 6
	DD3000	Contextual Studies - Design Futures	20	
	IN3101	Spatial Awareness	20	
	IN3102	Exhibition design	20	
	IN3103	Industry Context	20	

**15. Personal Development Planning**

We aim to prepare and train you to take responsibility for your own learning and career development, to be able to evaluate your strengths and weaknesses and develop a key skills base, for example: the use of English, literacy and writing skills, numeracy, communication skills and use of IT. You will be encouraged to evaluate your strengths and areas for improvement on a continuous basis as you progress through the year.

PDP is designed to enable you to work towards a point where would like to be on graduation; to help you acquire the skills needed for your chosen career; evaluate your strengths and plan to deploy them in a range of situations after graduation.

Your personal aspirations will form the basis of project work and planning and the modules D3992 and IN3103 are specifically designed to develop professional practice and appropriate career ambitions.

**16. Admissions criteria**

Entry to the Degree Programmes validation from UCLan requires:

Successful completion of the Foundation Degree / HND in a design based discipline for example: Visual Merchandising and Promotional Design, Interior Design, Graphic Design, Fashion and Textiles, Creative Makeup Design and Practice, and Fashion Promotion.

For external applicants:

- Attend an interview
- Evidence a portfolio of work
- Transcript at level 4 and 5 from either a Foundation Degree, HND or BA (Hons) course

**UK and EU Entry:** Equivalent international qualifications will be considered towards meeting the general entry requirements. Additionally, EU students, for whom English is not the first language, will be required to evidence an IELTS score of 6.0 or equivalent. Equivalences include:

- TOEFL written examination score of 550 plus a test of written English (at 4)
- TOEFL Computer Equivalent score of 230
- Proficiency in English (Cambridge) at Grade C or above

**17. Key sources of information about the programme**

- Hugh Baird College [www.hughbaird.ac.uk](http://www.hughbaird.ac.uk)

• Hugh Baird University Centre Course Guide
• UCAS: <a href="http://www.ucas.ac.uk">www.ucas.ac.uk</a>
• UCLan <a href="http://www.uclan.ac.uk">www.uclan.ac.uk</a>
• Student Handbook

## 18. Curriculum Skills Map

Please tick in the relevant boxes where individual Programme Learning Outcomes are being assessed

Level	Module Code	Module Title	Core (C), Compulsory (COMP) or Option (O)	Programme Learning Outcomes			
				Knowledge and understanding	Subject-specific Skills	Thinking Skills	Other skills relevant to employability and personal development

				A1	A2	A3	A4	A5	B1	B2	B3	B4	B5	B6	C1	C2	C3	C4	C5	D1	D2	D3	D4	D5	D6
<b>LEVEL 6</b>	IN3101	Spatial Awareness	COMP	✓	✓	✓	✓		✓	✓		✓	✓	✓	✓		✓		✓	✓	✓		✓	✓	
	IN3102	Exhibition Design	COMP		✓		✓		✓	✓	✓	✓	✓		✓	✓	✓		✓		✓	✓	✓	✓	
	IN3103	Industry Context	COMP			✓		✓			✓					✓	✓	✓	✓	✓	✓			✓	✓
	DD3992	Honours Project	COMP	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	
	DD3000	Contextual Studies	COMP	✓	✓	✓					✓	✓					✓		✓		✓			✓	

## 19. LEARNING OUTCOMES FOR EXIT AWARDS:

### **Learning outcomes for the award BA Visual Merchandising & Promotional Design 80 credits**

- A1. Demonstrate knowledge and understanding via key aspects of the visual merchandising and promotional design environment to include detailed knowledge of their chosen design field
- A3. Research visual and technical reference material and apply the same to solving design problems
- A4. Apply research, idea generation, creative thinking, experimentation, scale and function in the production process
- A5. Define a personal identity and direction within the visual merchandising and promotional design practice
  
- B1. Apply the design process in the development of realistic proposals and concepts
- B2. Recognise and evaluate complex design issues in relation to project work
- B4. Develop ideas through a series of design preliminary outcomes, for example concept designs, scale models, prototypes etc.
- B5. Produce a final three dimensional outcome appropriate to professional design practice
- B6. Manually identify and utilise appropriate materials for presentation
  
- C1. Use a range of idea generation techniques in order to respond to a brief in a dynamic, creative manner
- C3. Work in ways that are academically rigorous, analytical, reflective, critical and creative
- C4. Produce a reflective diary that examines and explores current industry trends
- C5. Demonstrate the ability to use digital solutions to a professional standard to support the development of the final design
  
- D1. Work independently and in a team
- D2. Produce a body of self-initiated professional work for presentation, exhibition and employment
- D3. Clearly communicate design concepts both verbally and visually to groups of people
- D4. Be a reflective design practitioner
- D5. Time management and organisational skills
- D6. Produce an individually tailored personal development pack that can be adapted via a digital format.