

BA (Hons) Art Practice

Department	The Department of Creative Technologies
Awarding Body	University of East Anglia
Additional Accreditations	None
Full-time Duration	3 years
Full-time Annual Fee	£8,500
Entry Requirements	UCAS Tariff: 96 points A Level: CCC Pearson BTEC L3 National Ext. Diploma: MMM GCSE Maths and English at Grade C/4 or above. English language requirements: IELTS (Academic) Grade 6 IELTS 6.0 overall (minimum 5.5 in all components) where English is not the student's first language. A portfolio of work displaying a range of art or design outcomes that demonstrates an appropriate level of art skills and knowledge. Non-standard applicants who do not meet the published entry requirements may be considered on an individual basis and we encourage such applicants to contact Universitystudiesadmissions@easterneducationgroup.ac.uk for further guidance. <i>The university does not accept International Applications for this course</i>
Study Location	West Suffolk College, Out Risbygate, IP33 3RL, Bury St Edmunds, UK
Subject to Validation	No
Additional Potential Costs	Outside of course fees, there are some additional costs associated with the completion of the programme. The outline costs indicated below show requirements and non-mandatory costs that may be associated with the course. In order that you can complete the tasks and creative work involved in your studies, you will be required to purchase a basic range of materials and tools - details of which will be supplied during induction in the form of a Kit-list. In addition to art supplies, students will also need to pay for some costs involved in end of year exhibitions and trips. Be assured that we always strive to keep any additional student costs to an absolute minimum and provide adequate notice of any expenses that may need to be paid. Course Costs include the following items: • £80 Kit-list • £150 for materials, per annum • £100-£150 for end of year exhibitions per annum • £100 – Travel costs for module trips per annum

Please note: *Optional residential trips may be organised at key points throughout the programme. The cost of these will vary depending on location.*

Narrative

BA (Hons) Art Practice will provide you with an outstanding programme of delivery that combines theoretical perspectives with the development of high-level practical art skills. Innovative idea-generation and problem-solving are at the heart of the course to enable students to develop successful visual solutions with originality and flair. The course has been designed to enable you to develop critical contextual skills, emphasising and encouraging creative growth through research. Central to our ethos is the notion that through exposure to art theory, analysis of contextual material and critical reflection, visual awareness is developed and effective strategies to convey meaning are formed.

The course is interdisciplinary and cross-specialist, enabling you to explore a range of specialisms to develop an individual creative process through enquiry and experimentation. In addition, the programme places vocational art at its centre, enabling students to develop an understanding of the professional world of art and design in order that they can establish their own individual practice. As such, BA (Hons) Art Practice has been formulated to enable creative individuals interested in forging a successful career in artistic practice in areas such as Printmaking, Drawing & Painting, Mixed Media and 3D Creation pathways to develop collectively within a unified degree programme.

Key Course Features

The course is delivered on campus and requires students to attend two full days per week. Delivery of the course is through a range of methods including lectures, seminars, discussions, and workshops.

Year 1 (Level 4)

Year 1 modules will introduce fundamental concepts of art theory and practice through a mixture of lectures, seminars, and workshop demonstrations. This is combined with set tasks where students will explore and experiment to help build understanding and knowledge.

Year 2 (Level 5)

In year 2, more emphasis is placed on self-directed study with a greater degree of autonomy. Workshop demonstrations play a less significant role and instead lectures, and seminars are prioritised to build theoretical skills and strengthen idea generation techniques whilst practical skills are developed with more independence alongside feedback from lecturers and the peer group. In year 2 you will begin to work on more vocationally oriented projects alongside engaging in a mentorship programme and a commercial art fair.

Year 3 (Level 6)

In year 3, students are expected to be critically reflective and independent learners. Much of the teaching delivery is professionally focused and the projects set at this stage are intended to finalise preparation for professional art practice or progression to post-graduate study. The year culminates in a major public exhibition of work showcasing the skills and experience gained across the span of the programme.

Career Prospects

The primary objective of the programme is to enable students to develop into self-employed, practising artists. In addition to this, students will acquire the skills and knowledge necessary to pursue a career in art education (however, an additional post-graduate teaching qualification may be required dependent on the intended sector of teaching practice graduates wish to progress to). Finally, BA (Hons) Art Practice provides an excellent grounding in practice-led research which enables graduates to progress to post-graduate study.

Professions in which graduates can progress to following completion of the course include (but are not limited to):

- Printmaker
- Illustrator
- 3D maker
- Textile artist
- Lens-based Media artist
- Painter
- Mixed-media artist
- Teacher / lecturer

Indicative Module Summary

Year 1 (Level 4)

Visual Communication Part 1: 2D Problem Solving

2D Problem-solving seeks to initiate a divergent, risk-taking and creative mind-set in students to aid the development of original ideas to produce two-dimensional outcomes. Through experimentation with a range of processes, this module aims to impart knowledge & understanding in ways of generating unique ideas alongside an effective use of key practical art skills. Through a combination of workshops, lectures and group discussions exploring art approaches, contextual / cultural influences and idea-generation, students will develop and further their skills in the conception and implementation of art solutions.

Visual Communication Part 2: 3D Problem Solving

3D Problem-solving seeks to initiate a divergent, risk-taking, and creative mind-set in students to aid the development of original ideas to produce two-dimensional outcomes. Through experimentation with a range of processes, this module aims to impart knowledge & understanding in ways of generating unique ideas alongside an effective use of key practical art skills. Through a combination of workshops, lectures and group discussions exploring art approaches, contextual / cultural influences and idea-generation, students will develop and further their skills in the conception and implementation of art solutions.

Drawing: Materials, Process & Technique

This module seeks to build and strengthen understanding in the practice and theory of drawing through experimentation, reflection, and discussion. The module will enable students to explore ways in which mark-making can be used within their creative process through exposure to a range of drawing scenarios. Observational drawing will play a key role and students will be tasked with capturing human forms, still-life, and locations in a multitude of ways. Formal elements such as perspective, light, shading and strength of line will also be investigated to assist students in developing their drawing skills and finding an approach that best-compliments their creative vision. Following an introduction to a variety of techniques using a range of materials, students will use drawing as a problem-solving tool, tackling one or more set briefs.

Cross-specialist Collaboration

Cross-specialist Collaboration provides students with an opportunity to work collaboratively as a group in the production of a publication. Working as part of a collective, students will be tasked with completing a joint project, bringing together the range of specialisms within the cohort for a single creative goal. This will stretch and challenge students to strengthen their skills in communication, teamwork and diplomacy whilst taking personal responsibility for their role within the group.

Creative Perspectives

Creative Perspectives enables students to engage in more sustained longer-form writing to help build upon the skills developed through reflection and analysis of theory, practice and contextual influences contained in the 20-credit modules 2D & 3D Problem Solving. By examining areas from the beginnings of artistic expression, through the development of the commercial arts to contemporary art and beyond, Creative Perspectives aims to imbed a broad overview of the visual arts whilst providing an opportunity for students to study and analyse a creative practitioner, process, or art movement at length. In addition, students will reflect upon the importance of research to art practice to help develop an understanding of the ways in which contextual sources can direct and influence visual outcomes. Through a combination of

informative lectures, independent research and written analysis, this module will stretch and challenge students to explore contextual and theoretical material to help fortify and inspire their artistic practice.

Showcase

Showcase aims to provide an opportunity for students to research, explore and experiment with a range of potential presentation methods; both online and offline. The contemporary practitioner requires not only basic knowledge of traditional curatorial techniques in the setting of a real-world exhibition, but also an understanding of the way that social media, webstores, and an online presence can garner attention and promote work. In the competitive world of art, practitioners must understand current and emerging self-promotion strategies and methods in order that they can stand out from the crowd. They must also understand the specifics of their audience and use knowledge and understanding to present their work accordingly. Showcase seeks to provide a solid grounding in the presentation and dissemination of work as a vital stage of their creative development. In addition, this module prepares students for the step-up to the presentational requirements of Level 5 study and in particular, the Commercial Creation module.

Year 2 (Level 5)

Pathways & Mentorship

Although all art-based creative processes share similarities, potential pathways such as printmaking, painting and 3D creation have key differences in the ways ideas are formed and outcomes are developed and produced. It is therefore essential that students gain a good understanding of these distinctions and begin to develop specialist skills and knowledge that will assist them in the pathway they choose to carry forward into Level 6 study and their career beyond. This is best achieved through a two-prong approach. Firstly, by working on a brief set by a practising artist specialising in their intended direction, students can gain a clearer understanding of what that pathway involves through feedback on outcomes from the individual who set it. Secondly, by combining first-hand information on the working processes of artists with independent research and analysis, students can develop a critical understanding of what differing disciplines involve as well as the crossovers inherent in contemporary art practice. This is achieved through a range of visiting artist talks provided during Phase 1 of the module. The Pathways speakers invited to share their knowledge and experience are drawn from a broad cross-section of society to ensure that students are exposed to expertise from a range of individuals. Speakers from a spectrum of backgrounds, genders and cultural influences are sought to enable students to gain as wide a picture of the creative landscape as possible.

Research Methods

This module provides an opportunity for students to explore a wide range of research methodologies, preparing them for the level 6 Module Practice-Led Dissertation. Building on the research techniques and requirement for analysis introduced in the Level 4 module Creative Perspectives, Research Methods aims to provide students with a thorough understanding of research methodologies and ways in which to analyse and articulate information. In addition, research methods that reflect academic conventions and standards along with ethical considerations are important considerations when conducting academic study.

Drawing in Context

Building on the fundamental skills introduced in the Level 4 module; Drawing – Materials Process & Technique, Drawing in Context aims to provide students with an opportunity to expand their understanding and refine their approach to drawing through independent experimentation and application with an individually tailored methodology.

Commercial Creation

Following on from Level 4 module Showcase where selection, promotion and exhibition techniques were explored, this module seeks to enable students to apply these skills in a more professional context. Commercial Creation provides students with an opportunity to put the cognitive and practical skills acquired throughout Level 4 into the commercial arena by challenging them to plan, create, promote, and sell their work at a commercially oriented public maker's fair.

Year 3 (Level 6)

Professional Art Practice

In order that the undergraduate art student can progress to commercial practice, it is important that they first have a critical understanding of vocational aspects that relate to their future career. An essential aspect of level 6 study on BA (Hons) Art Practice is to enable students to acquire knowledge in the technical aspects of being commercially successful as well as taking stock of their progression and future ambitions within the world of art practice. Practical issues such as taxation & registering as a sole trader, as well as invoicing and costing are all essential details that cannot be overlooked. In addition, factors including building and maintaining a relationship with clients, codes of practice and conduct, verbal and written communication and forging a positive reputation are all important in establishing a successful career in the creative sector. However, in order that students are best prepared to forge a career in the competitive world of commercial art practice, a broader, cognitive approach that critically evaluates individual approaches to launching a career is required. Professional Art Practice seeks to prepare students for

this progression through a process of problem-solving, delivery of key knowledge and critical reflection.

Professional Portfolio

This module will include lectures focused on key attributes of successful portfolios to further students' knowledge and understanding in preparing and using visual material for vocational purposes. Curatorial theory will be critically analysed and explored, demonstrating approaches to showcasing and interpreting a selection of work with maximum impact. Portfolio formats and variations will be explored in order that students can select a product that best suits their creative pathway and online options will be presented and discussed to enable them to choose and develop an appropriate, permanent online presence. In addition, tuition will be provided in the use of digital publication software such as Adobe InDesign to enable students to create a professional off-line digital portfolio for the purpose of presenting creative work to future clients, gallery curators, customers and businesses and a promotional publication.

Major Project

This module has been designed to enable students to work on a significant, self-initiated art brief that aligns with their career ambitions and future goals. Diversity and a strong focus on individual difference is encouraged and the importance of expressing broad viewpoints is explored. Initial sessions will deliver information on exhibition design, curation specific to the space, idea generation and organisation / planning through a series of lectures. Group seminars focused on independent student progression will occur at key points throughout the module to enable students to share development and discuss direction.

Practice-led Dissertation

In order that students can gain a more comprehensive understanding of their own creative process, Practice-led Dissertation requires engagement in a mixture of research methodologies. Combining reflection on personal art processes with examination of secondary contextual research enables students to develop a deeper understanding of their practice. In addition, students will engage in the generation of art as a form of research to enable reflection on their own practice in conjunction with other research methods.

Staff Team

Our lecturing staff are all fully qualified creative professionals with relevant industry knowledge and skills. All modules are taught by artists with extensive professional experience gained within their areas of continued practice, some of whom hold Master's Degrees.

Assessment Methods

A variety of assessment methods are used which include coursework, group presentations, quizzes and written assignments

Modules are assessed by the module leader, internally verified by another member of staff.

Typical Module Diet

All modules are 20 credits unless stated

Year 1 (L4)	Year 2 (L5)	Year 3 (L6)
Visual Communication Part 1: 2D Problem Solving (20 credits)	Pathways & Mentorship (40 credits)	Professional Art Practice (20 credits)
Visual Communication Part 2: 3D Problem Solving (20 credits)	Research Methods (20 credits)	Professional Portfolio (20 credits)
Drawing: Materials, Process & Technique (20 credits)	Drawing in Context (20 credits)	Major Project (40 credits)
Cross-specialist Collaboration (20 credits)	Commercial Creation (40 credits)	Practice-led Dissertation (40 credits)
Creative Perspectives (20 credits)		
Showcase (20 credits)		

Study Hours

Study Hours per 20 credit Module: 200 hours

Lectures and Seminars: 36 – 48 hours

Assessments: 30 hours

Preparation and Independent study: 122 – 134 hours

*Typically, three 20 credit modules will be studied per Semester. There are two Semesters a year.

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English language requirements) can be accessed via the University Studies website at
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