



UNIVERSITY OF LINCOLN

Programme Specification

Title:

Creative Advertising

Final Award: **Bachelor of Arts with Honours (BA (Hons))**

With Exit Awards at:

Certificate of Higher Education (CertHE)

Diploma of Higher Education (DipHE)

Bachelor of Arts with Honours (BA (Hons))

To be delivered from:

Level	Date
Level 1 or Certificate of Higher Education (CertHE)	2017-18
Level 2 or Diploma of Higher Education (DipHE)	2018-19
Level 3 or Bachelor of Arts with Honours (BA (Hons))	2019-20

Table Of Contents

1. Introduction	3
2. Basic Programme Data	4
3. Programme Description	5
3.1 Overview	5
3.2 Aims and Objectives	5
3.3 Variations to Standard Regulations and Guidance	6
4. Programme Outcomes	7
4.1 Knowledge and Understanding	7
4.2 Subject Specific Intellectual Skills	7
4.3 Subject Specific Practical Skills	8
5. Learning, Teaching and Assessment Strategies	9
5.1. Learning and Teaching Strategy	9
5.2. Assessment Strategy	10
6. Programme Structure	12
Appendix I - Curriculum Map	13
Appendix II - Assessment Map	15
Appendix III - Benchmark Analysis	19
Appendix IV - Benchmark Statements(s)	22

1. Introduction

This document describes one of the University of Lincoln's programmes using the protocols required by the UK National Qualifications Framework as defined in the publication *QAA guidelines for preparing programme specifications*.

This programme operates under the policy and regulatory frameworks of the University of Lincoln.

2. Basic Programme Data

Final Award:	Bachelor of Arts with Honours (BA (Hons))
Programme Title:	Creative Advertising
Exit Awards and Titles	Certificate of Higher Education (CertHE) Diploma of Higher Education (DipHE) Bachelor of Arts with Honours (BA (Hons))
Subject(s)	Creative Advertising
Mode(s) of delivery	Full Time Part Time
Is there a Placement or Exchange?	No
UCAS code	W213
Awarding Body	University of Lincoln
Campus(es)	Lincoln Campus
School(s)	School of Architecture & Design
Programme Leader	Mike Belton (mbelton)
Relevant Subject Benchmark Statements	
Professional, Statutory or Regulatory Body Accreditation	
Programme Start Date	2017-18

3. Programme Description

3.1 Overview

3.2 Aims and Objectives

BA (Hons) Creative Advertising provides students with a high standard of education that equips them for a career in the creative aspects of the advertising industry. The course offers students the opportunity to explore the process of designing for advertising and directing the work of others in a range of mediums. The emphasis will be on developing creative visual communicators who also have a good grasp of the commercial and academic aspects of advertising.

The curriculum is formulated to provide an experimental, creative and entrepreneurial environment in which ideas and advertising solutions are generated with reference to professional, commercial, cultural, social, ethical and historical influences. Students will be encouraged to develop an enquiring approach to study where personal initiative is supported by research and analysis.

Liaison with practitioners in the profession will be encouraged along with a wide variety of projects to help students develop a realistic understanding of the industry. Input from visiting lecturers will further inform the students vocational development and the undertaking of competitions will help to pitch the students responses to the curriculum against national standards.

The programme brings together the skills and attributes required of designers and art directors along with aspects of creative writing and copywriting. Students will develop an awareness and an appropriate level of competence in a range of visual disciplines used within advertising such as graphic design, photography, video and illustration.

BA (Hons) Creative Advertising is distinctive in that students are able to work in collaboration with their peers in a range of areas that aim to reflect professional working relationships in the industry. This will enable students to develop a comprehensive range creative skills and high levels of the generic, transferrable, professional skills eagerly sought in today's graduate employment market.

Internal contexts:

BA (Hons) Creative Advertising programme is a specialist single honours programme, which capitalises on the existing Graphic Design and Lens Based Media competence within the School. Successful graduates from the programme will have the opportunity to progress onto subject related post graduate study within the institution. This programme is offered with provision of full-time and part-time modes of study.

External contexts:

Creative Advertising is a subject area that provides opportunities for employment for graduates. This programme supports student aspiration to ultimately enter employment at a level of responsibility and creative decision-making. The programme aims to maintain contacts with industry are maintained through visiting specialists and speakers and through student participation in national and international competitions. The latter presents students with complex and demanding advertising problems that may result in opportunities for gaining professional recognition; work placements; travel bursaries; exhibition venues and publication in selected books and journals. Industrial contact is further sustained and enhanced by both staff and University membership of – and active involvement in – professional bodies with international status. Students are encouraged to gain experience of

working in the industry during the course of their study. BA (Hons) Creative Advertising aims to provide new opportunities for art and design students in the region. Contacts and liaison with local and national industry, commerce and organisations that require solutions to communication problems is seen as a benefit to both students, the institution and the wider community.

3.3 Variations to Standard Regulations and Guidance

None

4. Programme Outcomes

Programme-level learning outcomes are identified below.

Refer to *Appendix I – Curriculum Map* for details of how outcomes are deployed across the programme.

4.1 Knowledge and Understanding

On successful completion of this programme a student will have knowledge and understanding of:

- 1 Able to generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity.
- 2 Able to employ both convergent and divergent thinking in the processes of observation, investigation, speculative enquiry, visualisation and/or making.
- 3 Able to select, test and make appropriate use of materials, processes and environments.
- 4 Able to develop ideas through to material outcomes; for example images, artefacts, products, systems and processes, or texts.
- 5 Able to manage and make appropriate use of the interaction between intention, process, outcome, context, and the methods of dissemination.
- 6 Able to apply resourcefulness and entrepreneurial skills to support their own practice, and/or the practice of others.
- 7 Able to employ materials, media, techniques, methods, technologies and tools associated with creative advertising art direction and copywriting, studied with skill and imagination whilst observing good and safe working practices.
- 8 Graduates in BA (Hons) Creative Advertising will have developed skills in communication and expression through 2-dimensional and three-dimensional forms and, typically, will be able to use visual language to investigate, analyse, interpret, develop and articulate ideas and information. Their work will be informed by professional practice in advertising, including the critical and contextual dimensions of advertising design and art direction in particular, and of art and design in general; for example the business, cultural, economic, environmental, ethical, global, historical, political, societal, and/or theoretical contexts.
- 9 The practitioner's relationship with audiences, clients, markets, users, consumers, and/or participants.
- 10 The implications and potential for advertising design and art direction presented by the key developments in current and emerging media and technologies, and in interdisciplinary approaches to contemporary practice in art and design.
- 11 The relationship between the aesthetic and utilitarian dimensions (form and function).
- 12 The significance of the work of other practitioners.

4.2 Subject Specific Intellectual Skills

On successful completion of this programme a student will be able to:

- 13 Able to study independently, set goals, manage their own workloads and meet deadlines.

- 14 Able to anticipate and accommodate change, and work within the contexts of ambiguity, uncertainty, and unfamiliarity.
- 15 Able to be critically aware and able to analyse information and experiences, formulate independent judgements, and articulate reasoned arguments through reflection, review and evaluation.
- 16 Able to formulate reasoned responses to the critical judgement of others.
- 17 Able to identify personal strengths and needs.

4.3 Subject Specific Practical Skills

On successful completion of this programme a student will be able to:

- 18 Able to interact effectively with others, for example through collaboration, collective endeavour and negotiation.
- 19 Able to articulate ideas and information comprehensibly in visual, oral and written forms.
- 20 Able to present ideas and work to audiences in a range of situations.
- 21 Able to source, navigate, select, retrieve, evaluate, manipulate and manage information from a variety of sources.
- 22 Able to select and employ communication and information technologies.

For details of each module contributing to the programme, please consult the module specification document.

5. Learning, Teaching and Assessment Strategies

5.1. Learning and Teaching Strategy

The teaching and learning strategy adopted within the BA (Hons) Creative Advertising programme derives from a programme ethos that encourages students to take an active rather than passive role in the learning process. The learning strategies and teaching methods are formulated to develop subject related knowledge in tandem with understanding and skills that will aid personal, creative and professional development.

In accordance with University guidelines learning is undertaken through a balanced combination of theoretical study and project work in the form of practical assignments. Collaborative work is undertaken in appropriate areas of the programme to reflect the specific vocational aspects of the subject. This type of learning activity supports the need for students to learn from their peers – as well as their own experiences – and complement learning gained through tutorial contact.

Students will evaluate and reflect on their achievements to enable progression and development throughout the course. The teaching and learning process aims to help students develop an increasingly independent approach to study as the course progresses with an emphasis on initiative, effective self and time management along with the ability to make appropriate use of resources.

Feedback from student evaluations and external examiners will inform the development and modification of teaching and learning methods. In addition to this external liaison, staff development and student consultative meetings will be utilised to review the teaching and learning strategies as they relate to the delivery of the curriculum.

The course team will utilise a combination of the following methods to facilitate learning:

- Lectures and seminars to provide a theoretical background and understanding
- Demonstrations and workshops to support the development of practical skills and competence
- Practical studio sessions and project work under tutor guidance to ensure relevant and successful progression of work
- One-to-one tutorial sessions where progress can be discussed and monitored
- Seminars, critiques and presentations where student's and the tutor are engaged in critical discourse concerning theoretical issues, the practical work produced and ideas developed
- Self directed study for personal investigation, research and development of studio work, guided by work schedules
- Personal evaluations which demonstrate the student's critical consideration of their achievements providing the opportunity for objective personal reflection
- Team based work – and where appropriate collaborative assignments – to develop skills in the direction of others along with generic transferable skills
- Professional liaison or simulated live projects to enhance the student's vocational understanding
- Access to relevant resources to allow students opportunities to develop their skills and experience
- Assessment feedback in a range of forms: both written and verbal
- Study visits to enhance the student's personal and educational experience
- Interim formative assessments to review student progress, inform the student of standards being achieved and highlight areas for improvement.

Personal Development Planning (PDP):

Throughout the programme students will be supported to critically reflect upon their learning and achievements so they may plan effectively for further study and career opportunities. This is known as Personal Development Planning (PDP) and along with a transcript of marks it forms a Progress

File for the student. PDP is an active learning process that students manage for themselves with the support of the programme structure. It will become a resource that they can then use to generate CV's and statements for a range of applications, as well as enabling reflection upon their own learning experience as a means to inform future personal and professional direction.

The following modules directly support PDP and the Subject Handbook will detail how students might collate this information:

Level 1: Advertising: context and culture 1

Level 2: Creative advertising 2

Level 2: Advertising: context and culture 2

Level 3: Creative Advertising 3

Level 3: Advertising: external links

5.2. Assessment Strategy

Assessment for the BA (Hons) Creative Advertising programme will be in accordance with current University assessment policies and guidelines. All submitted work is assessed against the learning outcomes specified in the subject/ module handbook and outlined on assignment and project briefs. Although formative assessment is ongoing, the final grade awarded to the student is based upon the submission of completed projects and assignments at the summative assessment point. Interim formative assessments will be conducted mid-way through the academic year to review student progress, inform the student of standards being achieved and highlight areas for improvement. Assessment weightings and marking criteria will be referenced on project briefs and in subject handbooks.

Assessment strategy for group work:

Group work is defined as learning activities where two or more students work in collaboration throughout part or the whole of an assignment or module. This process will result in either a joint submission of work deemed to have been produced by the group or an individual submission of work that might include some elements that have been produced as a result of group work.

The variety of possible submission modes requires therefore, reference to a range of assessment strategies that reflect the learning objectives of each assignment. This will enable tutors to supply formative and summative feedback on both individual and group performance.

To achieve clarity of learning outcomes and their assessment tutors/ assessors will define the following for students when setting such assignments:

- Where, when and how group or singular assessment will take; i.e. a singular or a common grade for the group; partial group/ singular assessment within a scheme of work/project;
- The assessable evidence (i.e. work, tasks and outcomes) required by each student and the group along with how that evidence should be supplied. For example each student in a group may be directed to produce a rationale, work log and evaluation that records and details their contribution;
- How formative and summative assessment feedback will be imparted to the individual student or the group. For example; assessment tutorials or written feedback that detail a students individual achievement may be supplied to each student in addition to the feedback detailing the group achievement;
- In the relevant modules and the more advanced level of the Programme it may be appropriate for students to negotiate the mode of assessment in tandem with the negotiation of projects. In this instance the students would complete a proforma detailing the work and it's assessment and agree

this with the tutor prior to commencement;

- Regular group and individual tutorials would be undertaken to monitor student/group progress and address any interpersonal difficulties that may occur
- In the event of a group or an individual within a group failing to achieve a satisfactory outcome due – for instance to differences that cannot be reconciled within the group or insufficient contribution from an individual – re-assessment will be achieved through tasks set for individuals that reflect the collaborative requirements of the curriculum

It is envisaged that the assessment strategy for collaborative and group work will be informed on a developmental and reflective basis at the periodic review of the Programme and in collaboration with the External Examiner. Assessment Map gives a top-level indication of the scheduling and distribution of assessment modes within the programme. Details of module assessment strategy are included with each module specification. The variety of possible submission modes requires therefore, reference to a range of assessment strategies that reflect the learning objectives of each assignment. This will enable tutors to supply formative and summative feedback on both individual and group performance.

6. Programme Structure

The total number of credit points required for the achievement of Certificate of Higher Education (CertHE) is 120.

The total number of credit points required for the achievement of Diploma of Higher Education (DipHE) is 240.

The total number of credit points required for the achievement of Bachelor of Arts with Honours (BA (Hons)) is 360.

Level 1

Title	Credit Rating	Core / Optional
Creative Advertising 1 2017-18	45	Core
Image and Communication 1 2017-18	45	Core
Advertising: Context and Culture 1 2017-18	30	Core

Level 2

Title	Credit Rating	Core / Optional
Creative Advertising 2 2018-19	45	Core
Image and Communication 2 2018-19	45	Core
Advertising: Context and Culture 2 2018-19	30	Core

Level 3

Title	Credit Rating	Core / Optional
Creative Advertising 3 2019-20	45	Core
Advertising: External Links 2019-20	45	Core
Advertising: Context and Culture 3 2019-20	30	Core

Appendix I - Curriculum Map

This table indicates which modules assume responsibility for delivering and ordering particular programme learning outcomes.

Key: Delivered and Assessed Delivered Assessed

Level 1

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
Advertising: Context and Culture 1 2017-18	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Creative Advertising 1 2017-18	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Image and Communication 1 2017-18	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	PO13	PO14	PO15	PO16	PO17	PO18	PO19	PO20	PO21	PO22		
Advertising: Context and Culture 1 2017-18	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
Creative Advertising 1 2017-18	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Image and Communication 1 2017-18	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

Level 2

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
Advertising: Context and Culture 2 2018-19	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Creative Advertising 2 2018-19	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Image and Communication 2 2018-19	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	PO13	PO14	PO15	PO16	PO17	PO18	PO19	PO20	PO21	PO22		
Advertising: Context and Culture 2 2018-19	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
Creative Advertising 2 2018-19	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Image and Communication 2 2018-19	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		

Level 3

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
Advertising: Context and Culture 3 2019-20	✓		✓	✓	✓			✓	✓		✓	✓
Advertising: External Links 2019-20	✓	✓	✓	✓		✓	✓		✓	✓		
Creative Advertising 3 2019-20	✓	✓		✓	✓	✓					✓	

	PO13	PO14	PO15	PO16	PO17	PO18	PO19	PO20	PO21	PO22
Advertising: Context and Culture 3 2019-20	✓	✓	✓	✓	✓	✓	✓		✓	
Advertising: External Links 2019-20	✓				✓		✓	✓	✓	
Creative Advertising 3 2019-20	✓	✓	✓			✓	✓	✓	✓	✓

Appendix II - Assessment Map

This table indicates the spread of assessment activity across the programme. Percentages indicate assessment weighting.

Level 1

	01	02	03	04	05	06	07	08	09	10	11	12
Advertising: Context and Culture 1 2017-18												
Creative Advertising 1 2017-18												
Image and Communication 1 2017-18												
	13	14	15	16	17	18	19	20	21	22	23	24
Advertising: Context and Culture 1 2017-18												
Creative Advertising 1 2017-18												
Image and Communication 1 2017-18												
	25	26	27	28	29	30	31	32	33	34	35	36
Advertising: Context and Culture 1 2017-18				100								
Creative Advertising 1 2017-18				100								
Image and Communication 1 2017-18				100								
	37	38	39	40	41	42	43	44	45	46	47	48
Advertising: Context and Culture 1 2017-18												
Creative Advertising 1 2017-18												
Image and Communication 1 2017-18												
							49	50	51	52	EP 1 (Wk 16)	EP 2 (Wks 33, 34, 35)
Advertising: Context and Culture 1 2017-18												

Creative Advertising 1 2017-18

Image and Communication 1 2017-18

Level 2

	01	02	03	04	05	06	07	08	09	10	11	12
Advertising: Context and Culture 2 2018-19												
Creative Advertising 2 2018-19												
Image and Communication 2 2018-19												
	13	14	15	16	17	18	19	20	21	22	23	24
Advertising: Context and Culture 2 2018-19												
Creative Advertising 2 2018-19												
Image and Communication 2 2018-19												
	25	26	27	28	29	30	31	32	33	34	35	36
Advertising: Context and Culture 2 2018-19				100								
Creative Advertising 2 2018-19				100								
Image and Communication 2 2018-19				100								
	37	38	39	40	41	42	43	44	45	46	47	48
Advertising: Context and Culture 2 2018-19												
Creative Advertising 2 2018-19												
Image and Communication 2 2018-19												
							49	50	51	52	EP 1 (Wk 16)	EP 2 (Wks 33, 34, 35)
Advertising: Context and Culture 2 2018-19												

Creative Advertising 2 2018-19

Image and Communication 2 2018-19

Level 3

	01	02	03	04	05	06	07	08	09	10	11	12
Advertising: Context and Culture 3 2019-20												
Advertising: External Links 2019-20												
Creative Advertising 3 2019-20												
	13	14	15	16	17	18	19	20	21	22	23	24
Advertising: Context and Culture 3 2019-20												
Advertising: External Links 2019-20												
Creative Advertising 3 2019-20												
	25	26	27	28	29	30	31	32	33	34	35	36
Advertising: Context and Culture 3 2019-20				100								
Advertising: External Links 2019-20				100								
Creative Advertising 3 2019-20				100								
	37	38	39	40	41	42	43	44	45	46	47	48
Advertising: Context and Culture 3 2019-20												
Advertising: External Links 2019-20												
Creative Advertising 3 2019-20												
							49	50	51	52	EP 1 (Wk 16)	EP 2 (Wks 33, 34, 35)
Advertising: Context and Culture 3 2019-20												

Advertising: External Links 2019-20
Creative Advertising 3 2019-20

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Appendix III - Benchmark Analysis

This table maps programme learning outcomes to relevant QAA subject benchmark statements or PSRB guidelines.

Knowledge and Understanding

	Art01	Art02	Art03	Art04	Art05	Art06	Art07	Art08	Art09
PO1									
PO2									
PO3									
PO4									
PO5									
PO6									
PO7									
PO8									
PO9									
PO10									
PO11									
PO12									

	Art10	Art11	Art12	Art13	Art14	Art15	Art16	Art17
PO1								
PO2								
PO3								
PO4								
PO5								
PO6								
PO7								
PO8								
PO9								
PO10								
PO11								

PO12

Subject Specific Intellectual Skills

	Art01	Art02	Art03	Art04	Art05	Art06	Art07	Art08	Art09
PO13									
PO14									
PO15									
PO16									
PO17									

	Art10	Art11	Art12	Art13	Art14	Art15	Art16	Art17
PO13								
PO14								
PO15								
PO16								
PO17								

Subject Specific Practical Skills

	Art01	Art02	Art03	Art04	Art05	Art06	Art07	Art08	Art09
PO18									
PO19									
PO20									
PO21									
PO22									

	Art10	Art11	Art12	Art13	Art14	Art15	Art16	Art17
PO18								
PO19								

PO20								
PO21								
PO22								

Appendix IV: Benchmark Benchmark Statement(s)

- Art01** - *Present evidence that demonstrates some ability to generate ideas independently and/or collaboratively in response to set briefs and/or as self-initiated activity.*
- Art02** - *Demonstrate proficiency in observation, investigation, enquiry, visualisation and/or making.*
- Art03** - *Develop ideas through to outcomes that confirm the student's ability to select and use materials, processes and environments.*
- Art04** - *Make connections between intention, process, outcome, context, and methods of dissemination.*
- Art05** - *Knowledge and understanding of the broad critical and contextual dimensions of the student's discipline(s)*
- Art06** - *Knowledge and understanding of the issues which arise from the artist's or designer's relationship with audiences, clients, markets, users, consumers, and/or participants.*
- Art07** - *Knowledge and understanding of major developments in current and emerging media and technologies in their discipline(s)*
- Art08** - *Knowledge and understanding of the significance of the work of other practitioners in their discipline(s)*
- Art09** - *Exercise self-management skills in managing their workloads and meeting deadlines.*
- Art10** - *Accommodate change and uncertainty.*
- Art11** - *Analyse information and experiences, and formulate reasoned arguments.*
- Art12** - *Benefit from the critical judgements of others and recognise their personal strengths and needs.*
- Art13** - *Apply interpersonal and social skills to interact with others.*
- Art14** - *Communicate ideas and information in visual, oral and written forms.*
- Art15** - *Present ideas and work to their audiences.*
- Art16** - *Apply information skills to navigate, retrieve, and manage information from a variety of sources.*
- Art17** - *Select and employ communication and information technologies.*