



Programme Specification:

**Pearson BTEC HND Art and Design  
(Art Practice)  
(Illustration, Drawing and Printmaking)**

**Academic entry year: 2022-2023**

*Date of Programme Specification: January 2021*

*Date of revision of Programme Specification: September 2021*

**Precise title of the qualification:** Pearson BTEC Level 5 Higher National Diploma in Art and Design (Arts Practice)

**Name of the awarding body:** Pearson

**Institution at which the qualification is delivered:** Morley College London

**UCAS Institution code:** M91

**UCAS Campus Code:** C (Chelsea)

**UCAS Course Code:** IDPD

### **Description of the programme**

The HND in Art and Design (Art Practice pathway) is an Illustration, Drawing and Printmaking course developed to enable its students to interrogate 2D practices across a range of both traditional and cutting-edge processes. With a focus on hands-on, process-based expertise, the course is designed to develop your skills and knowledge of a broad range of primarily 2D practices with interrogation into each method so you can test, develop and refine work to understand the various intricacies of each method of production.

With drawing studios and a fully equipped print-room, you will have the opportunity of learning from experienced tutors, who are industry experts and dedicated to their disciplines, knowing both traditional hand rendered techniques, through to cutting edge digital practices.

In year 1, across the first semester you will be introduced to new production techniques that include studio based drawing practices such as Life Drawing, still life and Observational studies, and well as working on location in contemporary 'en plein air' and site specific practice, along with broader practices that encompass movement sound and conceptual drawing methodologies.

As your skill base grows you will investigate the methods of refining your work across a range of outcome pathways and explore the use of printmaking in its broadest sense, to gain an in-depth knowledge of its potential.

As you progress through the second semester of year 1, your attention will turn to the professionalisation of your work where you can relate your practice to its place in industry and find your contemporaries.

In year 2, in the first semester along with a broad range of practical workshops in drawing, print and illustrative processes, you will begin professionalising your work and apply your skills to a range of industry outcomes. By testing and refining your skills you will deepen your understanding of your methods and processes including advanced life drawing, and intaglio print and graphic led methods. Due to our experimental approaches you can really become an expert in your field and create a unique body of work.

At Level 5 (year 2) study we aim for you to develop as a specialist, so your briefs will allow you to respond to what drives your work, and focus on what matters most to you. As this course is broad and experimental in its approach, you will be able to develop your work into a range of outcomes depending on your own personal direction.

Your work in the second semester of year 2 will help shape and hone your work further as you will focus on advancing your practice towards a final body of work. Your self-negotiated brief will allow you to define your methodology and realise your personal aims.

Alongside technical delivery, you will also respond to live industry briefs so you are able to test your working knowledge and its place in industry. At the Chelsea Centre our newly established Creative Agency will allow you respond to briefs from a range of partners to build a unique and personal portfolio

Within this professionalisation of your practice you will be able to consider various finishing approaches including bookbinding, framing and curatorial practice; and with entrepreneurship sitting alongside your practical development you will be able to analyse your approach and outcomes to enable you to progress into a range of industry and educational pathways.

By the end of the programme you will be able to understand your place within the industry, and learn the standards and processes needed to achieve. You will also have the knowledge needed to either progress into further Higher Education courses such as the BA (Hons) Top-up programme here at Chelsea, or externally; or progress directly into work within your chosen industry pathway.

### **Mode of study:**

This is a full-time course, which is delivered through a combination of onsite delivery based in our practical studios, live online sessions, and independent working. Our class sizes are small to enable close working relationships so you can receive bespoke delivery. We believe this small group working is key to success, as you can be guided closely through workshops, and receive a high level of contact time with academic staff.

Our small class size also means we are a close knit group, therefore commitment to the course is vital. Excellent attendance, punctuality and engagement are key to succeeding.

### **Entry requirements**

Morley College London is committed to recruitment and admissions processes which are fair, explicit and implemented consistently across its range of provision. As such, the College aims to place their applicants on appropriate programmes with the support necessary for them to succeed. The admissions process will encompass a range of services, from the provision of information about programmes and services, through to the point of enrolment and beyond.

The College positively encourages applications from candidates from a diverse range of backgrounds, experience and ages, including those with disabilities. In line with government legislation, the College has an Equality Policy, to ensure that applicants participate in a fair and equal process for selection, regardless of sex, sexual orientation, race, ethnic origin, age, disability, religious beliefs or socio-economic background. Through implementation of these policies, the College will ensure that selection at interview is restricted to the academic ability to succeed on the course.

Applicants can apply via UCAS or via the College website. For those that apply via the College website, those applicants who go on to enrol with the College will have their details forwarded to UCAS as part of the application process. This forms part

of the College's contractual obligations in using UCAS as a recruitment and marketing body. Applicants who do not go on to enrol with the College will not have their details forwarded to UCAS

Applicants will need to attend an interview with a member of the course team who can discuss the course and its requirements with the individual applicant so they can make informed decisions.

We welcome applications from anyone who believes they are capable of reaching the standards required by this qualification. Applicants should have a background in art and design, and a level of drawing ability which enables them to be able to develop work independently. A portfolio will be required at interview to help confirm the programme suitability to the applicant, and should demonstrate practical ability, research skills and creative thinking.

Entry is established at 48 UCAS points equivalent achieved through:

- Access to Higher Education Diploma
- A levels
- BTEC at level 3

With GCSE English grade 4 or C minimum, GCSE Maths is desirable

**Direct entry into Year 2:** We are happy to consider applications for direct entry onto the second year of study from those who have already completed and been certificated on the associated HNC at level 4. Applicants will be asked to supply their Pearson ID number available on their certificate or transcript.

**Mature students:** if you do not meet the entry requirements as outlined above, we may still consider your application based on previous employment or previous study. We appreciate that mature students may have extensive relevant experience gained through paid or unpaid work, or through other types of professional training or sector-related opportunities and this experience may be used to support an application. Please contact the Programme Lead on [matt.gee@morleycollege.ac.uk](mailto:matt.gee@morleycollege.ac.uk) to discuss.

### Learning support

Higher education students requiring additional learning support may be able to apply for [Disabled Students Allowance](#). Please follow the link for details.

### English Language Requirements

Students undertaking higher level education need to have a commensurate level of understanding of the English language so as to be able to achieve their qualification. Morley College London require higher education students to have a minimum level of 5.5 (IELTS or equivalent) with no score lower than a 5 in listening and speaking and no score lower than a 5.5 in reading and writing.

Pearson higher national qualifications also require the same level of English language equivalency:

- o Common European Framework of Reference (CEFR) level B2; or
- o Pearson Test of English Academic (PTE Academic) 42; or
- o Pearson Test of English General (PTE) Level 3; or
- o Pearson Versant English Test 58-68; or
- o International English Language Testing System (IELTS) 5.5; with both Reading and Writing elements at 5.5; or

- o Having recently completed (i.e. in the last 2 years) a formal programme of study in English at an appropriate level (such as a level 3 BTEC or 'A' level) prior to starting their Higher National

*Please note that Morley College London does not hold Tier 4 status for international students seeking approval.*

### **Employer engagement**

Through units focussing on professional practice, our students gain real industry experience and develop collaborative practices to build skills ready for industry; additionally, by working alongside our other creative pathways, our students are able to use dedicated specialist studios and work inside a creative community in the Chelsea Centre for Creative Industries. This supports broad, diverse and experimental practices and gives our students all the skills needed to become independent creative practitioners.

The course uses 'Live Briefs' whereby clients and employers can engage with students to offer expertise and experience, this will enable students to build a personal portfolio of current, and real experience.

### **Employability skills**

Skills developed through this programme include: team working, independent working, research, time-management, report writing, reflection, and innovation.

In addition students will gain experience in the health and safety requirements needed to become an independent practitioner, and run public workshops.

### **Programme structure**

A Higher National Diploma is made up of 120 credits at level 4 (year 1) and 120 credits at level 5 (year 2).

Units are usually 15 credits (or multiples thereof) for Higher Nationals. The Total Qualification Time (TQT) is an estimate of the total amount of time expected to complete the qualification. This includes guided learning, directed learning, and assessment. Each 15 credit unit equates to approximately 150 hours which includes 60 hours of guided learning. As a student you can expect:

TQT for HND = 2,400 hours  
Including Total Guided Learning = 960 hours

That leaves 90 hours per unit of self-study, directed study, and assessment time per 15 credit unit.

### **Unit structure**

Type of unit (core, specialist, optional)	Unit number	Unit title	Credit value	Level
<b>Year 1</b>				
Core	1	Professional Development	15	4
Core	2	Contextual Studies	15	4
Core	3	Individual Project (Pearson Set)	15	4
Core	4	Techniques & Processes	15	4
Specialist	15	Media Practices	15	4
Specialist	16	Material Practices	15	4

Optional	22	Printmaking	15	4
Optional	63	Principles of Life Drawing	15	4
Year 2				
Core	32	Professional Practice	15	5
Core	33	Applied Practice Collaborative Project (Pearson-set)	30	5
Specialist	40	Advanced Art Practice Studies	30	5
Optional	50	Material Selection & Specification	15	5
Optional	61	Creative Entrepreneurship	15	5
Optional	64	Advanced Life Drawing	15	5

Successful completion of the course will result in certification of the Pearson BTEC Level 5 Higher National Diploma in Art and Design (Art Practice).

### Learning and teaching

A blend of in college practical activities and workshops are supported by onsite and online tutorials via Google Classroom and Microsoft Teams. The balance of onsite and online teaching will vary according to the Department of Education guidance.

There is a strong focus on practical, technical skills and developing personal independent working practices. Delivery from our academic and technical team is complemented by masterclasses, industry input and presentations. Students benefit from a high level of contact time with tutors.

Each project gives the opportunity to follow a range of processes and help students to understand the conditions of a brief, allowing students to build up confidence and understanding of their own process and how it can best be developed in order to support progression into industry.

Assessment methods are in the form of

- A portfolio of work that demonstrates the learning outcomes
- Written assignments
- Practical Tasks
- Development work that shows creative thinking
- Formative feedback
- Peer Feedback
- Summative Assessment

At the end of the course, exit tutorials will focus on each students' development over the course, and how each student can best be supported as they progress into industry or further higher study.

### Resources

We have a fully equipped print room with large presses, and students can create work using a variety of methods including traditional etching.

In addition, students will have access to drawing studios for a range of activities from large collaborative working, to individual work. As this course is based in the art department, students will be supported by the wider community, so individual

resources can also be used as the need arises, allowing for exploration and personal development of individual work.

### **Additional costs**

Students pay a one-off fee of £60 towards paper, card and maintenance of equipment. Additional material expenses occur as students work on projects. Whilst material and equipment demands vary by student and brief, and are entirely determined by the student, it is expected that students themselves will need to purchase materials, and equipment for the duration of the course.

### **Programme outcomes**

Students who complete the HND qualification will be able to do the following at level 5:

- Devise a project and follow the design process from initial research into historical and cultural contexts, ideas generation, creative development, testing and experimentation, through to finished outcome
- Develop individual work to a high, professional standard
- Confidently design and make for different contexts, across both personally and commercially led projects
- Work with traditional and non-traditional materials
- Demonstrate industry knowledge and ability to represent themselves professionally
- Communicate visually through portfolio, illustration and sketchbook
- Develop own skills and techniques through independent problem-solving
- Understand the qualities of specialist materials and processes, and be able to select appropriate materials for given contexts
- Present work as a means of communication aimed at engaging a specific audience
- Evaluate art practices as a means of socio-political critique or commercial promotion
- Assess the viability of a creative opportunity, through analysis of market research
- Present a business plan, for a creative venture, to a panel of potential stakeholders

### **Progression opportunities**

Upon completion of this course, students are able to progress into Level 6 qualifications, including the BA (Hons) Top-up at Chelsea. Students may also progress into industry employed in professions including illustrator, designer, design assistant, among others.

As the HND programme includes collaborative practice and entrepreneurship, you will also be able to set up as an independent artist, supported with a thorough understanding of your place within your contemporaries.

This is a desirable and much needed set of skills for positions within industry where working knowledge of current industry position can set you apart; whether as a creative producer or behind the scenes as a buyer or curator.

## **Quality assurance and methods of improving quality**

The College assures that it is meeting its standards by a variety of methods. Each curriculum team has to internally verify its assessments and assessment decisions to ensure that assessment and marking is fair.

Each of the courses are assessed externally via an External Examiner appointed by the Awarding Body (Pearson).

The College has its own Quality and Standards Office and a Learning and Teaching Office, both of these function to support the delivery of courses across the College.

We hold termly Programme Management Boards which enable students to consult with the course delivery team on how their course is running. We have opportunities for students to become representatives of their student cohort and join these Board meetings. We also run surveys across the year to understand how students feel about their place in the College itself and how they are progressing on their course. We use students' feedback to help shape the course in-year (if timing permits) or for future cohorts.