



Programme Specification:

HND Art and Design (Product Design pathway) (CERAMICS)

Academic entry year: 2022-2023

Date of Programme Specification: October 2020

Date of revision of Programme Specification: September 2021

Precise title of the qualification:

Pearson BTEC Level 5 Higher National Diploma in Art and Design (Product Design)

Name of the awarding body: Pearson

Institution at which the qualification is delivered: Morley College London

UCAS Institution code: M91

UCAS Campus Code: W (Waterloo)

UCAS Course Code: PROD

Description of the programme

On our HND Ceramics course at Morley College Waterloo we understand that effective design development must be underpinned by solid practical skills and technical knowledge. For example, in the first year (L4) you will be taught clay construction, wheel-throwing, plaster mould-making and glaze-mixing alongside digital design software such as Photoshop, Illustrator and AutoCAD for surface design and 3D printing. You will be educated and supported by enthusiastic expert specialists in small class sizes and they will teach you how to interpret and respond to stimulating design scenarios. As professional ceramicists you will need excellent presentation skills in order to promote your ceramic products or gain employment, which is why we embed them seamlessly into our program. We also engage with visiting Ceramic artists and designers to provide context and inspiration for your future career development. Successful completion of the HNC year will prepare you to progress on to our second (L5) year.

The second year of our HND Ceramics course will give you the tools to become innovative and skilled ceramic designers and practitioners. You will continue to build and extend ceramic design and technical skills and deepen individual conceptual practice. Our professional and highly specialist tutors are there to teach advanced skills in clay construction and mould-making and guide you to develop your own innovative ceramic materials and glazes to enhance design. By the end of the course you will design, make, glaze and launch your own collection of ceramic artefacts/products. You will also be able to present your ceramic design collections professionally, and with confidence. Before your launch, at New Designers, and your end of year exhibition in the brand new Morley Gallery you will have increased experience of planning promotion and publicity and approaching sponsorship to make the most of available opportunities for your future career.

Mode of study:

You will gain practical skills in our design studio, plaster area, ceramics workshop and glaze room. Digital skills, using software such as Photoshop, Illustrator and AutoCAD, will be taught online and in our Mac suite, where we have Mac computers, laptops and 3D scanners and 3D printers. The course is taught over 3 days per week for 30 weeks. Students also have the chance for independent study/practice, with technician support, in our workshops during twilight hours and on two Saturdays a month and in the L5 year this independent access is increased to evenings and every Saturday.

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..

All students will be interviewed face to face, either online or in person.

Admission is based on a portfolio of work which should include one, or all, of the following: ceramics, drawings, designs and any other relevant creative media.

Entry is established at 48 UCAS points equivalent achieved through:

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

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.

If English is a second language; IELTS level 5.5 or equivalent (see details below)

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 Anna.Silverton@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:

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

We engage with visiting professional ceramicists/designers/project-managers/gallery curators who are invited to attend our exhibitions. New Designers attracts a very wide audience of gallery curators and interior design practices; it is an advantageous networking opportunity etc. Professional ceramicists are invited in to give demonstrations/talks/tutorials and, by example, to give context for real-life careers in ceramics. We also visit professional studios (circumstances allowing)

Employability skills

Our students will develop independent working skills, team working experience, strong research tools, effective time-management, robust report writing, self-reflection and evaluation, innovation, logistical and planning experience and confident, professional presentation skills.

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 HND Ceramics (including year 1 at level 4)

Type of unit (core, specialist, optional)	Unit number	Unit title	Credit value	Level
Core Unit Mandatory	1	Professional Development	15	4
Core Unit Mandatory	2	Contextual Studies	15	4
Core Unit Mandatory	3	Individual Project (Pearson-Set)	15	4
Core Unit Mandatory	4	Techniques and Processes	15	4
Specialist Unit Mandatory	5	3D Practices	15	4
Specialist Unit Mandatory	7	Computer Aided Design (CAD)	15	4
Optional Unit	17	Art/Craft Production	15	4
Optional Unit	30	Surface Design	15	4
Core Unit Mandatory	32	Professional Practice	15	5
Core Unit Mandatory	33	Applied Practice Collaborative Project (Pearson Set)	30	5
Specialist Unit Mandatory Unit	35	Advanced Product Design	30	5
Optional Unit	48	Conceptual Practice	15	5
Optional Unit	50	Material Selection & Specification	15	5
Optional Unit	51	Ceramic Design	15	5

Learning and teaching

Our Level 4 (first) year is delivered 'Online Plus', this means that 3 units are delivered online and 5 are delivered in our workshops at Morley College Waterloo. For 2021-22, and under the 'new normal', this may change in line with Department of Education and College guidance.

Our second (L5) year is delivered in our workshops and design studio at Morley College Waterloo, with some tutorials/pastoral support delivered online. For 2021-22, and as set out under the 'new normal', this may change in line with Department of Education and College guidance.

Students are expected to work independently (e.g. at home or in the library) on research, report-writing and on design development, for example. A visual timetable of study will be made available, and students will also receive an overview for each unit, with weekly activities and homework expectations for the purposes

of good time management and planning. Students will be taught over 3 days per week, and there will also be time for independent practical working during twilight hours and 2 Saturdays a month. Level 5 second year students will have more opportunities for independent studio working when full induction is complete.

As well as practical group, and one to one, demonstrations and tutorials students will also be expected to take part in presentation seminars, group critiques and discussions in the studios, and online.

To support your studies, we also have a virtual learning environment (Moodle) This platform will hold all course and individual unit materials and the student handbook. Students make written submissions/reports by downloading on Moodle, it therefore includes plagiarism software.

Each Unit has learning outcomes, these are structured within an Assignment Brief, which has a real-life design scenario. Tasks within the assignment are matched to learning outcomes and assessment criteria for transparency and to help you achieve your best.

We support your future employability by providing you with the skills to begin your career. In the first year students will learn to reflect on and evaluate areas of strength and areas for development. You will meet professional ceramicists that will demonstrate different models for employment and self-employment. In the second year students will build a 'sponsorship deck', and work collaboratively to organise their own end of year exhibition and launch at New Designers Art Fair. For students who wish to top-up to a L6 BA level we offer help and guidance with UCAS.

We have designed the HNC/HND Ceramics course to enable students to build practical knowledge and gain design tools before honing those skills and extending conceptual and professional practice. We have structured the unit content to flow naturally through this process and incorporate scenarios for inspiration and 'live' or 'competitive' briefs when available, and appropriate.

For each unit students will receive group and individual tutorials and critiques. Each assignment will have formal formative and summative assessment dates outlined clearly. The formative assessment, with written feedback will provide advice and guidance to ensure you achieve your best at summative assessment.

Summative assessment is held at the end of each unit, the process is both fair and transparent. At this stage you will receive your grade for each unit within two weeks (pass, merit or distinction) with written feedback which outlines our assessment decisions and gives individual advice for future development.

Resources

Our design studio is equipped with a Mac suite, Mac laptops, 3D scanners, 3D printers and a large (A1) format colour printer.

Morley HNC/D Ceramics workshop is well equipped with new throwing-wheels, and everything you need for clay construction. We have a well-equipped plaster area with model and mould-making equipment, including lathes and large mould-drier cabinet and slip-casting blunger/table etc. Our kiln room is equipped with spray-glazing facilities and a test kiln for student glaze-material development.

Our Morley Waterloo library/learning centre is a good resource with many books/periodicals suitable for our syllabus in stock, we also supplement this with our own departmental technical/glaze books for students to access.

Morley Gallery is the Waterloo centre's public exhibition space, used for showcasing a wide range of art forms. We are fortunate to have our own prestigious gallery space to showcase and launch our final student exhibitions. There are also other exhibitions spaces at Morley where we celebrate progress made on individual units (Surface Design etc.)

Additional costs

We charge for clay, plaster and printing materials, by weight/quantity. An educated estimate is £50 paid in advance per term (depending on individual consumption, costs may be less or more).

Students will have access to free Adobe CC software and AutoCAD in our base rooms. For the purposes of online learning students will need Adobe CC software, which is available at student rate (currently £16 per month). **Means tested bursaries are available for this resource.**

We provide a basic tool pack for HNC students, from there students are expected to build their own tool collection (depending on areas of interest) We do have communal specialist tools for lathe turning, glazing etc.

PPE. Students are expected to have their own apron/overall(s), to be washed at the end of each teaching session. Students will also need a full dust-respirator for glazing and plaster work; students can source their own or buy at cost from the department (currently £25)

We do have some bursary funding, which is allocated fairly, by application and means testing. We pride ourselves that no student should be at disadvantage due to low income, every effort is made to maintain this.

Programme outcomes

On completion of the (L4) first year students should be able to;

- Present surface designs for decal transfers using creative design software
- Demonstrate use of computer aided design software to be able produce a 3D printed model
- Demonstrate practical and technical skills for clay construction, mould-making and slip-casting in response to a design-brief scenario.
- Present research and creative design development clearly and concisely using digital media
- Mix, test and modify slips and glazes to enhance ceramic project work
- Compare and contrast own work/conceptual position within historic and contemporary art and design contexts.

On completion of final (L5) HND year, students should be able to;

- Develop and present own collection of handbuilt/wheel-thrown products/artefacts.
- Work independently to produce a slip-casting model, mould and slip-cast product.
- Identify and describe specifications for ceramic manufacturing production.
- Develop ceramic materials and use innovation in order to enhance personal designs.
- Communicate personal concepts using visual and 'live' presentation skills.
- Work collaboratively to organise and curate the final graduate ceramics exhibition.

- Identify an ideal target market for the purposes of marketing and promotion
- Develop and present own business plan.

Progression opportunities

Graduation at Level 5 could position you for;

- Setting up your own practice with other graduates/professionals in community/group studios.
- Setting up your ceramics practice in your own studio as a sole-trader
- Apply for placements in selective community group studios
- Work as an intern-assistant for a professional ceramicist
- You may also apply for top up to Level 6 BA via UCAS.

We will inform you of competitive placements and/or internships as they come in (depending on availability and these are changing all the time)

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.