

Programme Specification: BA Jewellery & Silversmithing – Design for Industry

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NOTE: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if s/he takes advantage of the learning opportunities that are provided. More detail on the specific learning outcomes, indicative content and the teaching, learning and assessment methods of each module can be found (1) at <http://www.bcu.ac.uk/biad>, (2) in the Module Specifications and (3) in the Student Handbook.

The accuracy of the information contained in this document is reviewed by the University and may be checked within independent review processes undertaken by the Quality Assurance Agency.

Awarding Institution / Body:	Birmingham City University
Teaching Institution:	Birmingham City University Birmingham Institute of Art & Design
Interim Awards and Final Award:	BA Hons
Programme Title:	BA Jewellery & Silversmithing – Design for Industry
Main fields of Study:	Design & Production of Jewellery, Silverware & Related Products using New Technology
Modes of Study:	1 year Full Time
Language of Study:	English
UCAS Code:	W790
JACS Code:	J530/W721

Professional Status of the programme (if applicable):

N/A

Relevant subject benchmark statements and other external reference points used to inform programme outcomes:

The course outline is based on the following:

- Current QAA Art & Design benchmarks guidelines.
- University's Mission Statement and Learning and Teaching Strategy.
- Discussions with Director of Training & Technology – Worshipful Company of Goldsmiths.
- Forum with representation from industry experts, HND J&S course sponsors, diplomats from the HND J&S course, current students.
- Knowledge and insight in to the industry from Academic Supervision of 3/4 KTP programmes.
- Consultation with HND J&S External Examiner.

Programme philosophy and aims

Explain the overall approach adopted by the programme and how it leads to the aims shown below

The BA (Hons) Jewellery and Silversmithing – Design for Industry course addresses the commercial and technological challenges of the manufacturing industry through collaboration and self-directed study. The course encourages personal direction and promotion through creativity and innovative design informed by new technology, materials and traditional manufacturing techniques.

The aims of the programme are to:

- Create proficient graduates in CAD/CAM and new technological applications appropriate to the industry.
- Develop commercially aware, innovative designers.
- Demonstrate industry related practice through all aspects of new product development.
- Provide opportunities for self-promotion and entrepreneurial thinking.

Intended learning outcomes and the means by which they are achieved and demonstrated:

Learning Outcomes¹

On successful completion of the modules the learners will:

- Gain knowledge and analyse technological processes.
- Demonstrate a creative and practical application of technological processes to

¹ Guidance on the specification of learning outcomes is available from the Centre for the Enhancement of Learning and Teaching.

design and realise a final outcome.

- Demonstrate commercial awareness and product suitability for specified target market.
- Critically evaluate and appraise outcomes.
- Identify opportunities for personal direction and utilise appropriate techniques for self-promotion.
- Apply professionalism and appropriate standards in the presentation of their work.
- Apply effective project management skills to achieve identified outcome.

Learning teaching, and assessment methods used

- Formal lectures, seminars and demonstrations.
- E-Learning through Moodle, personal Websites and blogs.
- Group and individual tutorials, critiques, peer group activity.
- Studio / workshop practice.
- Use of allocated laptops with CAD software programmes.
- Live and collaborative projects.
- Company visits.
- Attending trade shows and exhibitions.
- Students' presentations and exhibitions.
- Personal Development Planning tutorials.
- Self-directed study.
- Formative and summative assessment.
- Written and verbal feedback.

Programme structure and requirements, levels, modules, credits and awards

The structure of the course, the modules, levels and credit values, and the awards which can be gained are shown in the diagram below.

Module Code	Module Title	Credit Value
JEW6001	CAD/CAM Skills Acquisition	30
JEW6002	Business & Entrepreneurship	15
JEW6003	Design in Context	15
JEW6004	Design in Practice	60
	Award: BA Hons	120

Support for Learning including Personal Development Planning (PDP)

Students are encouraged to identify and, with guidance, to reflect on their own learning needs and are offered the following support as appropriate to meet those needs:

- A well-resourced academic environment.
- A laptop with 3D and 2D CAD software.
- Moodle and the School of Jewellery Website.
- A course Handbook outlining the course philosophy, aims, learning outcomes, module descriptors, assessment criteria and student feedback, standard assessment regulations, academic, technical and support staff, essential aspects of Health and safety.
- Regular timetabled PDP tutorials and tutorials offering support and advice on performance.
- On-line access to the University's regulations and policies governing the award of degrees, and academic policies, procedures and guidance notes related to assessment, a variety of students matters, recruitment, titles and codes of practice.
- A programme of appropriate taught session for research, contextual, technical and professional skills.
- An orientation programme outlining course requirements, tutorial ad support mechanisms, staff roles, availability and location.
- An induction programme introducing students to Faculty and University library, IT facilities, Moodle, Digital Library, access to Internet and e-mail facilities and other forms of information retrieval.
- A range of relevant tools and learning materials and information.
- A comprehensive faculty-wide policy on student progression with agreed tariffs.
- A large community of full and part time pre-graduate, higher national, undergraduate, postgraduate and higher research students engaged in predominantly vocationally orientated programmes in art, design and media.
- Access to BCU Student Services, including financial advice and support (including access funding), counselling, health, disability support (financial, personal assistance and dyslexia), careers advice, job bureau and chaplaincy.
- An equal opportunities policy and student charter.
- Membership of the BCU Union of Students and Alumni.

Criteria for admission

Candidates must satisfy the general admission requirements of the programme.

The current admission requirements can be found under the 'Entry Requirements' tab of the web page for this course.

Methods for evaluation and enhancement of quality and standards including listening and responding to views of students

Students have informal contact through:

- Tutorials and seminars.
- Moodle forums.
- Staff / student forums.

And opportunity for formal debate at:

- Course Board of Studies.
- Faculty Forums.

From these, issues relating to quality and standards may be discussed at:

- Final Examination Boards.
- Departmental Academic Monitoring Committees.
- Faculty Forums.
- Faculty Senior Management.
- Institute Board.
- Senate.

The course adheres to the University's and Faculty's Academic Monitoring schedule which considers the following:

- Faculty statistics on applications, enrolments, progression, and results.
- Course surveys of student opinion concerning all modules undertaken.
- Analysis by staff of all modules delivered.
- External Examiner's report.
- Responses to these reports by the course team.