



The Art Academy
FINE ART DIPLOMA
Course Document
Academic Year 2017/18

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The Art Academy is a wholly independent art school and charity, based in London Bridge and offering a wide range of art education programmes to a diverse group of participants. At the heart of what we do is our three year, degree equivalent Diploma.

The Diploma course is unique amongst art courses in the UK, having been designed to incorporate all the elements that the Academy sees as central to the successful development of a professional artist. These include:

- A focus on the development of both traditional and contemporary skills. Diploma students at the Art Academy are required to complete a series of skills classes which offer them a thorough grounding in a variety of techniques, materials and approaches within their chosen discipline(s). Classes are available in a wide variety of disciplines, and students are encouraged to experiment widely both within and across disciplines. Contact time is high, with students offered more than 24 hours tutored time each week from tutors who are all practising artists and specialists in their fields.
- The freedom for students to evolve their own artistic language and creative ideas. The Diploma course offers considerable flexibility for each student to direct their own learning. Students are encouraged and supported to develop creatively, learning techniques both to understand and develop their creative processes and to rigorously pursue their artistic ideas and intentions.
- We believe that each student should be trained to develop a robust creative process that allows him or her to be true to their creative vision. *The creative process can and should be learned*, so design process, critique methodology, creative and contextual awareness, and personal vision form key parts of the curriculum.
- A thorough understanding of the art market and the world of the professional artist. The professional development programme gives students the knowledge and confidence to establish their artistic practices and learn how to make their way as professional artists upon leaving the college. We believe that understanding the art market and the world of the professional artist helps artists make informed choices within their creative practice, so we ensure that *tutors at The Art Academy are working professional artists*. We also have resident artists from whom the students gain a first-hand understanding of professional life and we provide a comprehensive Professional Development programme *so students have many opportunities to exhibit, gain commissions and teach during their studies*.
- The support and encouragement of a close-knit artistic community. The Art Academy is a small, dedicated and vibrant artistic community, where students benefit from the support of their peers and a group of dedicated tutors, as well as from opportunities for group commissions, exhibitions and internships. And we believe that creativity is best nurtured in a small, dedicated and vibrant artistic community. So, the Academy maintains a body of approximately 45 Diploma students *to ensure that each student can be cared for and nurtured within a hive of creative energy*.

THE AWARD	DIPLOMA IN FINE ART	(2)
Structure	Modules, made up of smaller Component choices	
Duration	Full time students complete the programme in 3 years. Part time students can expect to complete the requirements in 4 to 5 years, depending on their individually chosen study programmes	
Principal	Sue Spall, Head of Academic Affairs	

ADMISSIONS **(3)**

Policy

The main aim of the admissions policy is to establish the overall health of the course by ensuring that all potential students are serious about their goals and intend to pursue a career in the arts.

Target students

The course encourages applications from as wide a range of adult students as possible in terms of age and experience. We strongly encourage applicants seeking to become professional practicing artists.

The Art Academy expects to receive applicants for the Diploma from post-A level to post-Foundation BTEC students, or those with equivalent experience. However, applicants from different backgrounds who are able to demonstrate their determination and creative potential may be selected purely on the strength of their portfolio, interview and written statements.

The student is awarded an Art Academy Diploma in Fine Art upon satisfactory completion of the programme. This is an internally accredited award and the Academy cannot sponsor Visas for international students wishing to join the Diploma (Students who are EU citizens automatically have the right to study in the UK).

Entry Requirements

All applicants should have a good portfolio of recent work and a CV and are required to complete The Art Academy's application form. *An application form can be obtained online or from the office.* Entrants must be over 18 at the time of entry and must demonstrate competency in spoken and written English, which will be judged through the applicant's Statement of Intent and interview.

Interview

Suitable candidates will be offered an interview. Interviews are based on the content and quality of the applicant's portfolio, CV and Application form. Portfolios should be well-conceived and well-presented (see below). Overseas applicants or those unable

to travel to London may be able to undergo a telephone or skype interview (Portfolios for these should be either mailed to the Art Academy attention of Darren Nairn, or sent digitally.)

Offers and Deposit

Where an applicant is to be offered a place, this will be done either immediately after interview, or following the completion of an interview cycle part way through the academic year. Acceptance of a place must be confirmed by candidates in writing via a completed Course Enrolment Contract, which must be returned to The Art Academy's Course Administrator along with an initial deposit:

£500 for the full time Diploma
£300 for the part time Diploma

Portfolio requirements:

If possible, students should bring to the interview a portfolio containing:

- 10 pieces of original finished work, which shows their technical ability in a range of media. This should include photographs of 3d installation work or for digital work, a device on which to show it.
- 1 sketchbook showing their own areas of interest, individual thought process or development process of finished work.
- 1 example of writing, critical study work or exploration of other artists they have undertaken.

Students should critically edit their work so they do not bring more than the above. Students who cannot provide all of the above, should contact the office to speak about alternatives.

CV:

This can be in any printed or digital format. It must be written and signed by the applicant. The signature will be taken as proof of authorship; an electronic signature is accepted.

Competency in spoken and written English:

Written English will be judged by from the student's Application Form. Spoken English will be judged at interview.

Credits for Previous Fine Art Study

Students with substantiated prior study or experience in individual subjects may be credited for certain components of the Diploma during their study period at the discretion of the Head of Academic Affairs or appointed representative. On occasion, a more experienced student may be considered for entry at Level 2.

COURSE AIMS & OBJECTIVES

(4)

To ensure that:

- I. **Students develop a broad understanding of traditional and contemporary skills.**

Students will discover, experiment with and develop practical skills in a number of disciplines. This will include developing a solid understanding of a variety of techniques, materials and tools.

II. **Students advance specific practical skills related to their practice and develop a personal artistic language and informed material choices.**

Students will identify a specific technical area and advance and hone the specialised formal skills associated with it, working in any style or medium.

Motivated by engagement with these skills, they will be encouraged to incorporate them within an informed choice of materials and develop an iterative process between their intent and formal practice, culminating in the development of their own artistic language.

III. **Students establish a passion for development, learning and a personal method of working.**

Students will evolve their interests, tailoring their own learning pathways and research goals, and will incorporate their growing knowledge into a personal way of working. They will be required to fulfil their responsibility to the wider community at the college through attendance, response to other students and their work, and their contribution to the life of The Art Academy.

IV. **Students discover and evolve their core intentions and creativity.**

They will learn to understand and articulate what they want to express, create or communicate through their work. Their core intention will be derived from a desire to respond to what resonates with the student or has meaning to them as an individual (drawn from their experiences, passions and interests). They will be required to show they have undertaken a process of rigorous, imaginative, lateral thinking and ingenuity, considering their ideas as widely as possible.

V. **Students develop a critical faculty, reflection and evaluation applicable to their own artistic practice and that of their peers.**

Students will reflect upon and evaluate their work, scrutinise and articulate their intent, identify their strengths and weaknesses and develop future ambitions through their evaluation. They will also develop a critical awareness of the viewer's experience and relationship to their work. They will be expected to be able to reflect upon and effectively evaluate the work of their peers.

VI. **Students produce creative and authentic artworks that contribute to contemporary society.**

They will produce artwork that is true to their own ideas and artistic language, demonstrating consideration for how their work contributes to, and has value to, contemporary society. Through the intelligent use of skills and artistic language, they will be expected to develop new and imaginative forms of expression.

VII. **Students research and understand the historical and contemporary context of their work.**

Students will examine and debate relevant contemporary, historical, philosophical, cultural and artistic ideas. They will be required to become mindful of the wider context in which they are working including surrounding artistic discourses (contemporary and historic) and the wider cultural, social, political and environmental context. They will also be expected to consider their responsibility to themselves, their peer group and artistic community, the art world and to society in general.

VIII. **Students learn to present and curate.**

Students will develop an ability to present their work effectively, showing consideration for the presentation of the individual artwork, its positioning within the wider context of an exhibition, and taking account of issues such as space, lighting, structural or support systems and layout. They will be required to demonstrate the ability verbally to present their work.

IX. **Students prepare for an artistic career, through understanding elements of professional practice and art world activities, and exploring and preparing for their progression path beyond the The Art Academy.**

Students will research and understand the broad art market and understand what it is to be professional within the art world. They will be required to have investigated the options for their progression path beyond the Academy and to have gained relevant experience for it.

OVERVIEW AND STRUCTURE

(5)

Students can choose to focus on cross-dimensional media, 2D, 3D and 4D (time based media). They will study compulsory core disciplines - drawing, studio practice (creative development), art history and contextual studies, digital studies and professional development. Core 2D and 3D disciplines include both contemporary and traditional skills.

Students choose each term's components halfway through the previous term. They can discuss their progression pathway in tutorials with their personal tutors, or make an appointment to see the Academic Course Coordinator or the Academic Course Manager who can help them to decide on the combination of skills components they wish to take. This can evolve as the student proceeds through the programme, subject to availability within individual courses, which are filled on a first-come, first-served basis.

At level 3, although skills classes are still taken, the focus moves to individual Studio Practice to develop students' own creative vision, allow them to build up a body of work for the Graduate Exhibition and ensure students take their first steps as working artists by engaging in exhibitions and commissions.

Academic levels and terms

The course follows a three-year programme for full time students, or four to five years as part time study. Level 1 refers to Year 1 for full time, or the equivalent period of part time study. Level 2 refers to Year 2 for full time, or the equivalent period of part time study, and so on.

Each year is made up of 3 terms, each consisting of 10 teaching weeks.

TERM	DATES
Autumn	September to December
Spring	January to March
Summer	April to June

FULL TIME STUDY

(6)

Levels 1 and 2:

The minimum study requirement for the **full time** Diploma programme is four study days (28 hours) per week, comprising:

1. One day of tutored studio practice. This will include a professional development module run over 2 full days in level 2 terms 1 & 2 with additional crit and seminar sessions throughout the year (this continues in level 3). In addition to the tutored studio practice days students are expected to complete a minimum of 7 hours self-directed Studio Practice (this can be done out of the Academy).
2. A minimum of two and maximum of three optional skill development days in any discipline (these skills components run 1 day a week for 10 weeks). These tutored study days must cover the core requirements of the programme:
 - A mandatory Art Theory/ History component in term 2 of each year.
 - A digital development component in term 3 which can be taken in level 1 or 2*
 - A full drawing module (Students need to ensure that they have covered the required amount of relevant drawing components over levels 1 & 2 for their specialism: 2D = 6; 3D = 4; 4D = 4)

** The digital development component can be accredited from evidence of prior knowledge if students are able to demonstrate sufficient skills via a portfolio of existing work.*

Level 3:

The minimum study requirement for the **full time** Diploma programme in L3 is four study days (28 hours) per week, this will include:

1. One or more optional skills development day(s) in any discipline in some terms. (Level 3 Diploma students take 1 to a maximum of 3 elective skills Components in the year)
2. One day of tutored studio practice with 14 to 21 hours of self-directed Studio Practice, depending on the number of skills classes being taken (these hours can be completed outside of the Academy)
3. A professional development programme run over 2 full days in terms 1 & 2 with additional crit and seminar sessions throughout the year in level 3.
4. 1-2-1 tutorial sessions at key points in the year with the head of Art History as part of your contextual studies programme and to assist you with your dissertation.

PART TIME STUDY

(7)

Part time Diploma students cover all of the elements necessary to complete the levels but over four or five years, usually completing Levels 1 & 2 in three years, and Level 3 over two years, although this is flexible (in some circumstances levels 1 & 2

can be completed in four years).

Part time study is usually 2 days a week, the content of which will vary from term to term in order that the student covers the necessary skills components, Studio Practice components and Art Theory. However part time students can opt to increase to three days a week for some terms where it maybe necessary in order to ensure that all required components are completed, provided that this is balanced in subsequent terms to ensure that an average of 2 tutored days per week is not exceeded. *(NB - part-time students can generally only study one discipline at a time)*

Part time students do not necessarily have to complete a day of studio practice each term (as in some terms it may be beneficial to take 2 days of skills components), but do need to ensure that all six studio practice components are completed in order before progressing to level 3. When undertaking the studio practice components in levels 1 & 2 part time students are expected to undertake approximately 7 hours a week of self-directed Studio Practice. Level 3 part time students are expected to complete 7 hours a week independent study.

It is highly unlikely that a Part time student could complete level 3 in one year. However, part time students wishing to complete level 3 in one year may elect to become full time students for that year (and pay the relevant full time fees). Students completing Level 3 over two years can complete a maximum of 3 elective skills Components over the two years.

Students who have existing skills in specific disciplines may be accredited with certain components of study on enrolment and could potentially complete the Diploma on a part time basis over a shorter time period.

LEVEL 1

(8)

Within their chosen disciplines of study, students are introduced to core skills. Whatever style or materials the students choose, the aim in level 1 is to encourage students to start to understand the language of different art forms and to establish a confident capability in the use of tools and technical skills.

Through a wide range of directed projects within the Studio Practice components, students start to explore and develop the creative process; beginning to look beyond forms themselves to their effects and uses to make critical choices and to start developing a confident design process and contextual awareness; students are required to conduct contextual research, investigating personal areas of interest in relation to artistic and wider discourses that will inform their design process and the development of their own artistic practice. This is facilitated by individual and group critiques with studio practice tutors, visiting lecturers and art theory tutors.

The Art Theory component introduces students to the broad variety of theories, philosophies and practices relevant to the contemporary visual arts. Students also undertake a programme of Digital Studies to learn key digital skills.

LEVEL 2

(9)

Level 2 is focused on expanding and deepening creative visual vocabulary whilst pursuing more ambitious and sophisticated projects to a greater degree of competency than level 1. Open exploration is much more important than finished artworks at this stage.

Essential technical skills and methods introduced in level 1 will become increasingly instinctive whilst new, more complex, skills and methods will be acquired. Students will begin more deeply to appreciate the potential of technical processes and assimilate specific material properties and processes into their artistic development.

The level 2 directed studio practice projects facilitate a more refined creative process and more robust critical awareness through continued contextual investigation. In the final project of level 2, students develop their concepts and write an initial artist's statement, identifying key areas of research interests around which their 3rd level of study will be based.

The Art History component at this level will build on the principles, knowledge and skills learnt in the level 1 Art theory module, examining art and culture from the eighteenth century to the modern day. Students will start to identify specific areas of study relevant to their own emerging artistic direction in preparation for their dissertation in level 3.

The intention is that the students' sense of commitment, personal work ethic, and sense of responsibility towards their working environment would continue to strengthen throughout level 2.

Students start the professional development programme during Level 2, which continues in Level 3.

LEVEL 3

(10)

In Level 3, Diploma students are given the freedom to develop further their own artistic language, leading on from the work undertaken in Studio Practice in the final term of Level 2. The focus of this Level is on individual studio practice, with each student concentrating on their own creative process and developing ideas around the artist's statement they wrote in Level 2. Students spend a minimum 3 days on studio practice per week under the supervision of either the level 3 tutor, their personal tutor, the Director of Academic Affairs or another designated tutor. All students must spend a minimum of 2 days (14 hours) per week during term time working in The Art Academy.

At this level students refine further their critical awareness through more extensive contextual research and investigation, leading to a dissertation exploring an area of research that supports and reflects their own personal practice and areas of interest. Students undertake a comprehensive body of research and work which culminates in a graduate exhibition at the end of the year.

In addition, students take 1 to 3 elective skills Components per year within their Core Discipline or in another area of tutored study appropriate to their individual Studio Practice work. The skills days are aimed at helping the student to support their studio practice and develop further their individual artistic language.

The Professional Development Component continues in Level 3. The module begins to equip students to participate confidently in the world as practising artists. Students will begin to explore and articulate their individual career paths within the arts while gaining necessary tools to do so. Meetings with the Head of Professional Development ensure that on leaving the Academy, all students have participated in an external Exhibition or Commission, have websites, contact databases and portfolios. They will also have been helped to put a plan together for their ongoing practice whether in further study or organising an exhibition as a working goal or other suitable avenues of progression.

PRACTICE AND PATHWAYS

(11)

Cross-disciplinary Studio Practice

Studio Practice is where students develop their own artistic practice, applying the skills learnt through the elective skills component classes to refine their own visual language whilst using the knowledge gained through the art theory and contextual studies programmes to clarify and focus the concept(s) behind their work. This element of the course is delivered through tutored practical sessions, critiques and individual tutorials where students explore project briefs based on the Academy's Artistic Principles each term during levels 1 and 2. As part of the Studio Practice module students are encouraged to develop contextual knowledge, their critical faculty and to situate their practice within the broader context of the visual arts debate. Throughout the Studio Practice projects students will be directed towards texts and areas of research that are relevant to their own practice and encouraged to build a portfolio of research and reference material that inspires and conceptually supports their work.

This is intended to allow students to experiment and explore different approaches before embarking on a self directed project in level 3 which will showcase their artistic vision in the Graduate Exhibition.

Art Theory & History

Art Theory enhances students' theoretical knowledge of the visual arts and contemporary arts culture, through exploration of historical and contemporary art and ideas. It introduces students to key texts and thinkers who have shaped the language of art over the past hundred years. Students participate in seminars, lectures, exhibition visits and essay writing.

In level 1 students will undertake a 10 week (1 day a week) component in Art Theory exploring theories of spectatorship, designed to equip students with the necessary tools to effectively analyse and understand key concepts in contemporary and historic artistic practice and theory, communicate through writing and how to research, enriching their artistic referencing, vision and ultimately their creative practice. Level

2 students then apply this knowledge in a 10 week programme exploring modern and contemporary art. Both of these components are intended to enable students to identify an area of personal interest which informs their own artistic practice as a research topic for their dissertation in level 3.

Professional and Digital Development

Professional and Digital Development equips students confidently to establish their artistic practice. The subject explores areas of marketing, arts law, tax, portfolio presentation, websites and sources of funding. Students are tutored to prepare curricula vitae and portfolios. Visiting specialists, gallery directors, curators, lawyers and accountants, will give seminars and critical feedback in a programme that runs throughout levels 2 & 3.

This is complemented by Digital Development, which gives students an understanding of how to document and present their work through a range of contemporary and digital media. A mandatory skills component undertaken during Levels 1 or 2 enables students to understand how digital languages could benefit their development and provide them with the tools to implement them. *(students can be accredited if satisfactory proof of prior knowledge of the specified digital skills can be evidenced)*

2D expression and techniques

Students pursue a broad range of skills to a high level of competency, during which students are encouraged to develop innovative and individual work with a focus on conceptual and/or emotional depth. At the Art Academy drawing is considered to be fundamental and is a core subject of study for all Level 1 and 2 students, exploring observation, creativity, composition and mark making, with an emphasis on how we understand, perceive and respond to the world.

2D study areas include:

- Materials & methods
- Drawing
- Mixed media
- Supports, mediums and paint making
- Light, colour & tone
- Composition
- The human form
- Landscape
- Printmaking
- Photography
- Exploring international 2D cultures
- Abstraction
- Methods of painting
- Elements of painting
- The palette
- Collage
- Specialist surfaces
- Creative painting
- 2D digital media and techniques

3D skills and techniques

We ensure that a wide range of technical skills is developed to give scope for creative development. Taught by tutors specialising in these areas, these skills are the building blocks for the creative studio practice.

Exploratory 3D study areas include:

- Modelling techniques
- Figure and portraiture
- Glass
- Ceramics
- Installation
- Time based and Kinetic art
- Performance
- Stone Carving
- Tools and carpentry
- Plaster and wire
- Land art
- Site-specific sculpture
- Abstraction
- Wood Carving
- Mixed media
- Found object sculpture
- Mould making and cold casting
- Steel welding and fabrication
- Silversmith techniques using copper and brass

4D skills and techniques

Students will develop a practical ability in equipment and software and an understanding of how these techniques can be used across a variety of 4D practices and new media. Presentation methods of time-based work and moving image will be discussed as well as their integration into other disciplines. Expressing their own ideas and interests through technologies and devices, students will realise 4D artworks that translate a sound concept. They will also be encouraged to explore how digital visuality has impacted on everyday contemporary existence and the way we make art in it.

4D study areas include:

- Video
- Photography
- Sound
- Key Software
- Recording Equipment & Devices
- Film
- Internet
- Websites
- 3D Software

Digital Publishing
Advanced Software
Screens and Projectors
Animation

Short Courses and Evening Classes

Diploma students are welcome to participate for free in the The Art Academy's Short Courses, Weekend Courses and Evening Classes, subject to the availability of space. There are a wide variety of these courses both during term time and during the holidays. Students are expected to pay for materials or to bring their own to evening and short courses.

The Academy also runs regular open access life drawing and printmaking sessions on Saturdays, which are available to diploma students free of charge.

COURSE STRUCTURES

(12)

Group Critiques

Are integrated into the Core Discipline components and Studio Practice components for students to have the opportunity to benefit from feedback from both tutors and peers on the development of their studio work.

Seminar Discussions

Are small discussion groups focusing on a particular topic of interest relating to components of study. Seminar discussions are also a forum in which students present and discuss studio work in practice and in theory.

Lectures

Will support group presentations, component subjects or general study.

Tutorials -

Tutorials are conducted on an individual basis and take two forms at the Academy:
Personal and Artistic.

Students will sign-up for one tutorial sessions with their personal tutor, and one session with another tutor, at the beginning of each term. (Part time students will sign up for one tutorial session per term, all with their personal tutor). Missed tutorials cannot be rearranged and tutorials cannot be carried over from term to term.

Personal Tutorials

Each Level 1 and 2 student is allocated a personal tutor by the Head of the course. This person will remain their tutor throughout their first two years (or Levels) of study, unless the student or tutor specifically requests to change the arrangement.

The Personal Tutor is responsible for the student's support and pastoral care, including; academic progress, helping the student to determine their pathway and choices of skills components as they progress through the Diploma and to ensure that they are coping with the various challenges of student life. Full time and Part time Diploma students have one individual personal tutorial (45 minutes each) per term

during levels 1 and 2.

In Level 3, each student will be allocated a Personal Tutor, through discussion between the Head of Level 3 and the student. Once this arrangement has been agreed, the Level 3 student is responsible for making arrangements to meet with their personal tutor. The Level 3 personal tutor is responsible, alongside the Head of Level 3, for supporting the student's development and progression towards the Graduate Show at the end of the course. Level 3 students have 3 hours of individual tutor time or tutorials with their personal tutor.

Artistic Tutorials

Tutorials have a wide and open brief, giving students the opportunity for focused, one-to-one creative and technical feedback on their art work, including pre-diploma work and extra-curricular artistic activity. Students may choose to address a specific area of concern in their tutorial, which can be identified either by the student or the tutor or discuss their practice in a wider context. Where specific technical help is being sought, students can choose their tutor accordingly. Students can also seek advice about their course of study. Tutors will give whatever advice they deem appropriate to support the student's artistic development. Students are advised to prepare well for tutorials, showing as much work as they can to assist the tutor in properly understanding their practice and progress, and indicating to the tutor what guidance or support they most require. Full time Diploma students may take one individual artistic tutorial (45 minutes each) per term during levels 1 and 2.

Part time students have the same number of tutorial hours extended over 2 academic years, which usually equates to one tutorial per term through Levels 1, 2 and 3. These tutorials will be with their personal tutor.

Studio Practice

Studio Practice is examined in detail in section (11) Practice and Pathways.

External visits

Ensure students have direct access to original works, site locations, studio workshops, major collections and national and international exhibitions to contextualise their work, gain inspiration and access non-studio based subjects and media.

Visiting specialists

Are drawn from a wide range of artists, theoreticians, and practitioners who can offer wider experience and expertise to students and lead lectures, seminars and specialism days.

Teaching Hours and Attendance

Teaching days generally start at 10am and finish at 5pm, with breaks at: 11:15 (morning break), 1:00pm - 2:00pm (lunch) and 3:15pm (afternoon break).

Students must attend all Components and associated seminars, lectures, technical workshops and educational visits. It is important that students are punctual for all classes as attendance and punctuality contribute to student grades, as outlined in the

Assessments section below

HOW STUDENTS ARE ASSESSED

(13)

The Art Academy recognises that each student is highly individual and our assessment process allows us to identify and respond to student needs and to guide students through the programme accordingly. Where work is graded against criteria it will go through a second marking and moderation sampling processes to ensure a fair and robust assessment in accordance with the Academy's quality assurance policy.

Regulations

A candidate must have passed or gained credit for all the required Components and completed all three levels to be awarded the Diploma.

For a student to pass all components for which they have been assessed and complete Levels 1 & 2 so that they can move to level 3, then they must either:

- i. Have studied and passed all Components in their normal pattern (full time or part time) OR,
- ii. Show evidence of having studied any missing discipline(s) to a satisfactory level at The Art Academy or elsewhere (e.g. through weekend, evening or short course study at the Academy or at another institution). Credits for these assessments will be entered in the student's assessment sheet.
OR,
- iii. Pass an assessment conducted by the relevant Head of Department for any missing discipline(s), for example by producing a portfolio of relevant work. The Head of Department must consider the module learning outcomes and grade boundaries when making their assessment. Credits for these assessments will be entered in the student's assessment sheet.

If the student has failed a skills component for either level but is otherwise eligible to move to the next level, then they must either:

- i. Re-take the level in its entirety OR,
- ii. Re-take that Component during their next level of study as a part time student OR,
- iii. Take an equivalent series of evening, weekend, or short-course classes during their next level of study.

If the student has failed any of the project Components for Levels 1 or 2 they will need to re-take either a particular project or that level. This is because study in Level 3 requires the students to have achieved and demonstrated self-motivation and an ability to pursue a project to completion independently.

Level 1 Assessments

Students are not specifically assessed on their Level 1 work, but are required to follow The Art Academy's regulations regarding the number of components taken, and they must pass all components, in the requisite sequence (as appropriate), or gain credit in lieu (subject to approval by the Head of Academic Affairs) in order to progress to the next component, and subsequently to Level 2. Students must attend 80% of each

component to pass, and be deemed to have completed the component satisfactorily by their tutor. Students are given verbal feedback at the end of each skills component by the component tutor.

Students will receive written comments upon completion of each Studio Practice project, but will not be graded for this work. Level 1 students are expected to attend and pass the art theory component in term 2, which will require 80% attendance and along with a satisfactory presentation on a set subject (students will receive verbal rather than written feedback for this component)

All students have a brief one-on-one Annual Review to assess progress and discuss future options.

Level 2 Assessments

Students will be graded for each of their three Studio Practice components completed during Level 2. Assessments are based on the Learning Outcomes for each component. Together, these three assessments equally contribute 10% towards the final Diploma grade.

Students must attend 80% of all skill components and pass the requisite number of these, to pass the Diploma overall. Level 2 students will be expected to complete an essay for the art history component in term 2, which also requires a minimum of 80% attendance to pass. Though the art history component for level 2 is not directly awarded a grade, students will receive written feedback in their essay which will instruct and inform their approach to the graded dissertation in level 3.

All elements of level 2 must be passed in order to progress to level 3.

Level 3 Assessments

Level 3 elective skills days are ungraded. A 'Pass' or 'Fail' is given, based on minimum 80% attendance, as the work is considered a contribution to Studio Practice.

Students will receive a mid-year evaluation, to assess students' final preparation and readiness for the Final Show. Tutors could potentially at this point recommend that the student defers for a year, to give them more development time, but this happens rarely.

Professional Development constitutes 10% of the final grade. This grade is assessed through their Professional and Digital Development classes via a written examination and through a verbal assessment with the Head of Professional Development.

All students have a short one-on-one Annual Review to assess progress and discuss future options.

The dissertation essay (6000 - 8000 words) must be submitted by the end of Winter Term and will determine the level 3 grade for the Art Theory module (Art History & Contextual Studies). This contributes 10% of the final Diploma grade.

In week 10 of the Summer Term, the Graduate Exhibition Assessment will take place. This contributes 70% to the final Diploma grade and represents the culmination of the Diploma programme. Supporting research gathered through your Contextual Studies

Component and throughout the course is considered alongside the student's curated work presented for the show.

Assessment breakdown for Full Time Diploma Students

	Assessed in	Percentage
Studio Practice	Level 2	10%
Dissertation	Level 3	10%
Professional & Digital Development	Level 3	10%
Final Show	Level 3	70%

Both internal and external assessors will examine students' Graduate Exhibition work. The external assessor/s will review work presented and undertake verbal examinations (Viva Voce) with each student. The Contextual Studies research will also be presented. The role of the External Assessor is as moderator to the assessment of the internal faculty.

All students must be in attendance and all their Diploma work and portfolios must be available for the assessors to review.

Mitigating(extenuating) circumstances will always be taken into account, and everything possible done to assist and support students in the completion of their work. It is therefore important that if a student is struggling with any coursework, assessment work or anything else, they should inform a tutor as soon as possible so that support, extensions or other dispensation can be given if appropriate.

Level 3 Assessment for Part Time students (i.e. those taking level 3 over two years)

Students will participate in the Graduate Exhibition on an interim basis after the first year of level 3 study. This contributes 10% to their final Diploma grade, as follows:

- 10% Level 2 Studio Practice
- 10% Art Theory dissertation
- 10% Professional Development
- 10% Level 3 Graduate Exhibition, interim show
- 60% Final Graduate Exhibition

Method of Assessment

The method of assessment varies according to the Component requirements, which are detailed in each Component Sheet.

The Art Academy maintains a Grade Overview for each student recording academic progress. Tutors may consult these records. All records are confidential, though

performance grades will be published on completion of Components.

%	Classification	Comment
70+	First	Outstanding performance or work of exceptional quality
60-69	Upper Second	Above average performance or work of good quality
50-59	Lower Second	Work of average performance
40-49	Third	Below average performance
0-39	Fail	Re-assessment only permitted after retaking part or all of Component

Studio Practice Learning Outcomes (*please note these outcomes are distributed and delivered across a number of studio practice projects*)

Students will be able to:

- I. Effectively explore, research and develop creative ideas and evidence an understanding of their creative stimulus.
- II. Evidence a mature and independent working method.
- III. Demonstrate an understanding of effective technical and aesthetic solutions through the exploration of materials, processes and techniques.
- IV. Demonstrate a critical understanding of their own and others artistic practice and effectively communicate ideas verbally.
- V. Demonstrate an understanding of their own intention and the impact of their work on the viewer.
- VI. Demonstrate an understanding of the wider context in which their own practice is situated in surrounding artistic or relevant discourses (contemporary and historical).

- VII. Demonstrate an understanding of the creative process and professional requirements involved in undertaking a commission.
- VIII. Verbally and visually present their work effectively and professionally.
- IX. Write an effective and professional artist statement.

Assessment Criteria:

Varies depending on the specific components: Place Project, Creative Awareness Project and Concept/Personal Project.

Assessment Method:

An average of the grades for the Place Project, Creative Awareness Project and Concept/Personal Project.

Dissertation -

Students will be able to:

- I. Effectively critically analyse and discuss both their own and the work of others verbally and through written text.
- II. Evidence an understanding of appropriate terminology and use precise and informed vocabulary to express their ideas.
- III. Demonstrate effective research essay writing skills; sourcing and using relevant material, managing a research project, using an appropriate structure and Harvard referencing correctly
- IV. Demonstrate a critical understanding of their own practice and explain the relationship between the subject of their dissertation and their own work, contextualising their own practice.
- V. Evidence understanding of their practice contextualised within a larger framework; historical, theoretical, cultural, technical, genre-based or a combination thereof.
- VI. Evidence an originality of thought in both questioning and concluding of their chosen area of research.

Assessment Criteria:

Demonstration of learning outcomes 1-6.

Assessment Method:

An essay of between 6,000 and 8,000 words, written on a subject that relates to the student's practice. At the tutor's discretion the lower word boundary can be moved down to 4,000 for those with English as their second language and for those with learning difficulties, but this must be approved by the Head of Department. The dissertation must be finished by the end of January. *Where coursework is submitted late and there are no accepted extenuating circumstances it will be penalised in line with the following tariff: Submission within 6 working days: a 10% reduction for each working day late down to the 40% pass mark and no further. Submission that is late by 7 or more working days: submission refused, mark of 0. (extenuating circumstances must be pre- approved by the Head of Department).*

The dissertation can only be commenced upon completion of level 1 and 2 Art Theory, so long as the student has achieved 80% attendance of Art Theory sessions and a pass on the two component assessments. (During level 1 you will be create a

presentation on a specific subject and in level 2 you will be required to submit an essay of 2,500 - 3,500 words, which will not contribute to your final grade.)

*** In Levels 1 and 2 students develop a broad, general understanding of key movements and developments within art history, as well as key theoretical issues in relation to the field of fine art.

Professional & Digital Development Learning Outcomes (*please note these outcomes are distributed and delivered across the two separate programmes*)

Students will be able to:

- I. Demonstrate an understanding of the different options available for making a living as an artist, knowledge of the art world eco-system and appropriate strategies for achieving their desired place within it.
- II. To present themselves as a professional artist, including evidencing the requisite supporting materials appropriate for different contexts; an artist's statement, CV, biography and business cards.
- III. Create and maintain a website which demonstrates an understanding of basic design principles and how their desired audience might engage with it.
- IV. Demonstrate an understanding of how digital and internet tools can be used to communicate with individuals, expand their networks and build their online reputation.
- V. Evidence knowledge of the technical skills needed to manage photographs, media files and other suitable documentation of their practice in accordance with requested specifications; file types, DPI/ resolutions etc.
- VI. Demonstrate an understanding of professional client management and small business skills relevant to a self employed artist.
- VII. Apply for, plan and complete at least one real art world opportunity or activity relevant to their practice.
- VIII. Demonstrate an understanding of the requirements and potential sources of continuing professional and artistic development after leaving The Art Academy.

Assessment Criteria:

Demonstration of learning outcomes 1-8.

Assessment Method:

Students are required to complete an online test and submit a portfolio of evidence by week 6 of the final term of level 3. They will have a Viva (an oral examination) held with the Head of Professional Development. The Assessor will look for evidence of professional presentation, communication and organisational skills, evidence of the required knowledge and well thought out strategies and decision making. The Head of Digital Studies will assess the digital aspects of their professional development and give their assessment to the Head of Professional Development.

Final Show - Level 3 Learning Outcomes

By the end of the Diploma it is expected that there will have been a consolidation of students personal artistic practice.

Students will be able to:

- I. Evidence application of visual or sensory language to effectively express their intent and a critical understanding of how the viewer engages with their work
- II. Demonstrate understanding of material language and evidence of relevant technical skills.
- III. Demonstrate knowledge and understanding of their subject matter and effective use of this in their work.
- IV. Demonstrate understanding of the artistic, cultural and critical context of their practice.
- V. Verbally articulate ideas, concepts, research, contexts, artistic and curatorial choices. (Evident through Viva Voce with external assessor and other assessors)
- VI. Write a coherent statement in support of their personal practice, which is manifest in their practical work.
- VII. Evidence effective curation and presentation skills.

Assessment Criteria:

Demonstration of learning outcomes 1-7.

Assessment Method:

A visual assessment of the exhibited work at the graduate show is undertaken internal assessors, alongside an assessment by the external assessor where a short Viva (verbal examination) will be held.

Students may bring supporting material to the assessment.

Academic Appeals Procedure

Please refer to the student handbook

WHO'S WHO

(14)

Monitoring the Fine Art Diploma and managing the curriculum is the responsibility of the Academic Board, chaired by the Head of Academic Affairs.

Each subject within the programme, and the individual components it comprises, is the responsibility of a Department Head who organises component tutors, visiting tutors, and the overall programme of study for their subject. Tutors and visiting tutors are responsible for their individual components, classes and students. The Programme

Manager is responsible for pastoral care and administration of levels 1 – 3, with level 3 students additionally having the ability to select their own personal tutor.

Academic Board membership

Principal(Chair)
 Vice Principal
 Head of Painting
 Head of Foundation
 Head of Academic Affairs
 Academic Course Manager
 Head of Drawing
 External party
 Elected student representative

Heads of Department and staff

Tanya Russell ARBS	Sculptor	Principal, Head of Sculpture
Rob Pepper	Painter	Vice Principal, Studio Practice tutor
Tai Shan Schierenberg	Painter	Head of 2D, Painting Tutor
Brendan Kelly	Painter	Head of Drawing, Painting Tutor
Christy Symington	Sculptor	Head of 3D, Sculpture Tutor
Chloe Leaper	Sculptor	Head of Foundation, Sculpture Tutor
David Hodge	Academic	Head of Art Theory
Sue Spaul	Painter	Head of Academic Affairs, Deputy Head of Painting, Painting Tutor
Briony Marshall	Sculptor	Head of Professional Development
James Jarrett		Head of 4D & New Media, Marketing Officer
Sue Corke	Printmaker	Head of Print
Alison Hand	2D	Head of Level 3 Diploma
Lynne Abrahamson	Sculptor	SEN Head
Darren Nairn		Academic Course Manager
Rebecca Kunzi		Academic course co-ordinator
Vanessa Westwood		Short course co-ordinator

Charles Parkes

General Manager

Julie Foord

Facilities Coordinator

Felipe Marinho

Studio Technician

Please see website (www.artacademy.org.uk) for list of tutors and examples of their work

External Assessors

David Rayson, The Royal College of Art (2014, 2013, 2012)

Kim Amis, City & Guilds London (2014, 2013, 2012).

STANDARDS OF CONDUCT

(15)

Please refer to the student handbook for policies on standards of conduct; punctuality and absences, plagiarism, submission of work and extenuating circumstances.

LOCATION

(16)

The Art Academy is situated in Southwark, part of the Thames Southbank area within walking distance of the Tate Modern, Royal Festival Hall, Design Museum, Hayward Gallery, Jerwood Space, National Theatre, National Film Theatre, Courtauld Institute and Southbank Gallery.

The Art Academy is convenient for transport: five minutes from London Bridge tube and rail station, 2 minutes from Borough and 10 minutes from Southwark tube stations, and 20 minutes walk from London Waterloo station. Bus numbers 21, 35, 40, 133, 343 and C10 have stops in the near vicinity.

Students receive shared studio space and access to workshop facilities. The studios contain a lively mix of students across all levels and working in many different media, creating a very stimulating environment for ideas and innovation.