

THE ART ACADEMY

FINE ART DIPLOMA
programme 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

Modular. Students will usually begin in September, although on some occasions students may be able to join the programme in January.

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

Programme Leader

Sue Spaul, Director of Programmes

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 practising 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, the Academic Course Manager 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 Academic Course Coordinator 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.

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.

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 elective skills workshop courses (these are one day a week for 10 weeks) halfway through the previous term. They can discuss their progression pathway in studio practice with the course leader or a specialist tutor, during artistic tutorials 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 elective skills workshop courses 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, allowing 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)

Level 1:

The minimum study requirement for the **full time** Diploma programme is four study days (28 hours) per week. This comprises of 3 tutored days and 1 independent study day. Students can if they wish opt to take a further tutored day through the choice of an additional skills day (elective skills workshop course). The level is broken down as below:

1. One day of tutored studio practice. 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 elective skills workshop courses run 1 day a week for 10 weeks). These tutored study days must cover the core requirements of the programme:
 - A mandatory Art Theory module in term 2.
 - A digital development module in term 1 which can be taken in level 1 or 2* though it is advised that students complete this in level 1.
 - A full drawing module; Students need to ensure that they have covered the required 3 drawing elective skills workshop courses in level 1.

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

Levels 2:

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

1. Two days of tutored studio practice. This will include a professional development module run over 2 full days in level 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 one and maximum of two optional skill development days in any discipline

(these elective skills workshop courses run 1 day a week for 10 weeks). These tutored study days must cover the core requirements of the programme:

- A mandatory Art History module in term 2.
- A digital development component in term 1 which can be taken in level 1 or 2* though it is advised that students complete this in level 1.

** 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 workshop course 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 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 elective skills workshop courses, Studio Practice modules and Art Theory/ History modules. 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 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 workshop courses 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 at the discretion of the Academic Course Manager.

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 modules, 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. In order to facilitate this tutored studio practice days are increased to two per week.

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 to appreciate the potential of technical processes more deeply 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 module 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 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 and are given a dedicated, permanent space to work in.

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 workshop courses 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 module continues in Level 3. This 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 workshop courses 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 modules 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) module 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 modules 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

*These courses are available as evening/short courses only and where unsold places are available, students can join free of charge, paying only for materials.

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 & OTHER PROGRAMME DETAILS

(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, elective skills workshops or general study.

Artistic Tutorials

Tutorials are conducted on an individual basis:

*Diploma students may take one individual artistic tutorial (45 minutes each) per term during **levels 1 and 2**. Students will sign-up for one tutorial session at the beginning of each term. Missed tutorials cannot be rearranged and tutorials cannot be carried over from term to term. **Level 3 students** are able to take 2 tutorials per term.*

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 extracurricular 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.

Pastoral Support, advice and guidance

The Academic Course Manager has ultimate responsibility for the welfare of all students, working

closely with programme leaders. Students are able to speak to the Academic Course Manager, Academic Course coordinator or the programme leader about any personal issues or concerns they might have.

It is intended that students will primarily be supported in ensuring their academic progress, (including helping students to determine their pathway and choices of elective skills workshop courses as they progress through the Diploma) by the Programme Leader during studio practice sessions. However, students are able to seek academic advice from all three staff members mentioned above outside of these sessions.

Students with Learning Support Needs

The Academy welcomes students with Learning Support Needs, and would expect to be able to support one or two such students within each year group on its long courses (Diploma, CPD and FSD courses together). There is a designated Head of SEN for these students, who will be fully appraised of the specific Learning Support Needs of each individual student, and along with the Academic Course Manager have overall responsibility both for their welfare and for enabling them to access the curriculum during their time at the Academy. She or he will develop a bespoke programme for each student if necessary, and hold one tutorial per term with each of them to oversee their progress and discuss any issues as they arise. (In addition, each student will undertake a further tutorial each term with one of the college's other tutors). The Head of SEN and Academic Course Manager will also ensure that all other tutors working with an individual student with Learning Support Needs are appraised of the needs of that student, and understand what, if anything, they need to do to support the student and his or her learning beyond what they might do for other students.

In the final year of study, students with Learning Support Needs may be given additional support as necessary as they work towards their graduate show.

The Head of SEN and Academic Course Manager, and other staff members as relevant, will keep in regular contact with the parents of students with Learning Support Needs if appropriate, including meeting with them to discuss the progress of the student and any issues arising in their course of study.

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 classes and associated seminars, lectures, technical workshops and educational visits. It is important that students are punctual for all classes. Minimum attendance for all components is 80%. Elective skills workshop courses are ungraded. A 'Pass' or 'Fail' is

given, based on minimum 80% attendance, as the work is considered a contribution to Studio Practice.

Storage and Studios

The Academy will provide a space for students to store their materials and work. Studios are allocated for taught sessions and maybe available for student use outside of scheduled sessions (including evening and short courses). Other than in level 3, students are not allocated individual permanent studio space. However, The Art Academy has a small number of Project Spaces available for booking if students need a space to work in for a longer period of time. The Academy has Resident Artist studios, which may be rented, but these are in high demand.

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 an elective skills workshop course 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 (ie pay to retake the course at day course rates) 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 assessed modules (studio practice and art theory/history) for Levels 1 or 2 they will need to re-take either a particular project or the entire 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 elective workshop courses taken, and they must pass all components, in the requisite sequence (as appropriate), or gain credit in lieu (subject to approval by the Academic Course Manager) in order to progress.

Throughout all 3 levels students must attend 80% of each elective skills workshop course to pass, and be deemed to have completed the course satisfactorily by their tutor. Students are given verbal feedback throughout and at the end of each skills workshop course.

Students will receive written comments upon completion of each Level 1 Studio Practice module and the Art Theory module, but will not be graded for this work. A minimum benchmark of 80% attendance applies to these modules as well.

All students have a brief one-on-one Annual Review to assess progress and discuss future options during the final studio practice module.

Level 2 Assessments

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

Students must attend 80% of all elective skills workshop courses 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 module for level 2 is not directly awarded a grade, students will receive written feedback for 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

Students will receive a mid-year evaluation, to assess students' final preparation and readiness for the Graduate Exhibition. 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 is assessed at level 3 via a written examination and through a verbal assessment with the Head of Professional Development and constitutes 10% of the final grade.

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 the 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 or the Academic Course Manager as soon as possible so that support, extensions or other dispensation can be given if appropriate.

Method of Assessment

The method of assessment varies according to the module requirements, which are detailed in each course/ module brief or information 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 all 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
30-39	Pass	Poor performance
0-30	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 and intent 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 art and/or art theory
- 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 referencing correctly
- IV. Evidence understanding of their practice and/or that of others contextualised within a larger framework; historical, theoretical, cultural, technical, genre-based or a combination thereof
- V. Evidence an originality of thought in both questioning and concluding of their chosen area of research

Assessment Criteria: Demonstration of learning outcomes 1-5.

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/ History, so long as the student has achieved 80% attendance of Art Theory sessions and a pass on the two module assessments.

Professional Development Learning Outcomes

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 are also required to make all supporting material available for the assessment.

Extenuating Circumstances Procedure

Please refer to the student handbook

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 Principal. Day to day management of Academic affairs is divulged to the Quality Assurance Committee, who work on behalf of the Academic Board.

Each subject within the programme, and the individual components it comprises, is the responsibility of the Quality Assurance Committee who work with Department Heads to organise tutors, visiting tutors, and the overall programme of study for their subject. Tutors and visiting tutors are responsible for their individual skills workshop courses, classes and students. The Academic Course Manager is responsible for pastoral care and administration of levels 1 – 3.

Academic Board membership

Principal (Chair)
Vice Principal
Director of Programmes

Quality Assurance Committee membership

Academic Course Manager (Chair)
Director of Programmes
Level 3 lead tutor

Head of Painting
Head of Foundation
Academic Course Manager
External party
Trustee representative
Elected student representative

Academic Course Coordinator
Principal or Vice Principal

Key staff

Charles Savage	Principal
Rob Pepper	Vice Principal, Studio Practice tutor
Sue Spull	Director of Programmes, Diploma Programme Leader, Deputy Head of Painting, Studio Practice tutor, Painting Tutor
Darren Nairn	Academic Course Manager
Rebecca Kunzi	Academic Course Co-ordinator
Aimee Brigginsshaw	Academic Administrator
Alison Hand	Head of Level 3 Diploma, Drawing & Painting tutor
Tai Shan Schierenberg	Head of Painting, Painting tutor
Julian Wild	Sculpture consultant, Studio Practice tutor, Sculpture Tutor
Lynn Dennison	Head of Foundation, Sculpture tutor
David Hodge	Head of Art Theory
Briony Marshall	Head of Professional Development, Sculpture Tutor
James Jarrett	Head of 4D & New Media, Marketing Officer
Sue Corke	Head of Print, Print tutor
Lynne Abrahamson	SEN Head, Sculpture Tutor
Charlotte Gowing	Operations Manager
Dominic Montague	Facilities manager

Felipe Marinho	Studio Technician
Zuzana Knightova	Public Programme Manager
Gemma Varley	Public Programme Administrator
Sophie Postgate	Marketing Manager

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

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.