BA (Hons) Creative Advertising Course Specification

1. General information

Course Title	BA (Hons) Creative Advertising
UCAS code	W900
Awarding University	Leeds Arts University
University at which course is delivered	Leeds Arts University
Professional Accreditation (if applicable)	n/a
Programme Directorate	Lens Based Practices
Relevant QAA benchmark(s)	Art & Design 2008
Date of most recent review/approval (for new courses)	May 2016
Date of next review	2019-20

Awards	Credits	Duration	Mode of study
BA (Hons) Creative Advertising	360 (180 ECT)	3 years	FT
BA Creative Advertising *	300	3 years	FT
DipHE in Creative Advertising *	240	2 years	FT
CertHE in Creative Advertising *	120	1 year	FT
***Exit Award only**			

2. Course aims and objectives

2.1 Educational aims and objectives

- A course that focuses on creative thinking and exploration (level 4), creative strategy, pragmatism and realisation (level 5) and experience which encourages students to become autonomous learners with the ability to synthesise and reflect (level 6);

- A specialised course of study in creative advertising in copywriting and art direction;

- A high quality education in a stimulating environment, appropriately resourced;

- An academically rigorous and practical course of study that develops students capability to synthesise and articulate their learning at a strategic level;

- The ability to enter professional advertising practice or progress to higher level of study at MA level in a related discipline.

2.2 Relationship to other courses and awards

(Where the award is part of a hierarchy of awards/courses, this section describes the articulation between them, opportunities for progression upon completion of the course, and arrangements for bridging modules or induction)

N/a

3. Course outcomes

Intended learning outcomes are listed below.

3A Course Outcomes – Level Learning Outcomes

BA (Hons) Creative Advertising *Level Outcomes*			*Mapping*
By the end of level 4 students will be able to:			
Level 4	CA4.1	Demonstrate an understanding of how to generate creative products suitable to the professional and wider contexts.	4A1, 4A2, 4A3, 4A4, 4A5, 4A6, 4A7
	CA4.2	Evidence skills to analyse, evaluate, experiment and develop creative ideas to communicate through media with audiences.	4B1, 4B2, 4B3, 4B4, 4B5, 4B6
	CA4.3	Evidence the capacity of producing work that follows the creative process from research through ideation to execution using a variety of media production technologies.	4C1, 4C2, 4C3, 4C4, 4C5, 4C6
	CA4.4	Demonstrate an ability of applying methods to well defined problems, communicating effectively in a format appropriate to the discipline.	4D1, 4D2, 4D3, 4D4, 4D5, 4D6, 4D7
By the end of level 5 students will be able to:			
Level 5	CA5.1	Demonstrate a critical understanding of the relationship between theory and practice and how to generate creative products suitable to the professional and wider contexts.	5A1, 5A2, 5A3, 5A4, 5A5, 5A6, 5A7, 5A8
	CA5.2	Evidence critical skills capable to analyse, evaluate, experiment and develop creative ideas to effectively communicate through appropriate media with audiences.	5B1, 5B2, 5B3, 5B4, 5B5, 5B6, 5B7
	CA5.3	Evidence the capacity of producing work that follows the creative strategy and process from research through ideation to execution using a variety of media production technologies.	5C1, 5C2, 5C3, 5C4, 5C5
	CA5.4	Demonstrate an ability to select methods, manage and self-direct projects in response to well defined problems, communicating effectively in a format appropriate to the discipline.	5D1, 5D2, 5D3, 5D4, 5D5
By the end of level 6 students will be able to:			
Level 6	LLO6.1	Demonstrate an independent critical understanding, specific knowledge and specialist understanding of the professional and contextual location of their practice.	6A1, 6A2, 6A3, 6A4
	LLO6.2	Evidence the synthesis of their knowledge and understanding to generate effective creative solutions within their designated discipline in order to progress into employment or other progression opportunities.	6B1, 6B2, 6B3
	LLO6.3	Evidence a high level of process and professional skills that demonstrate a critically informed application of the materials and professional skills of their chosen discipline.	6C1, 6C2, 6C3, 6C4
	LLO6.4	Use information, experiences and a range of appropriate communication methods to present themselves as a professional practitioner.	6D1, 6D2, 6D3

3B Course Outcomes – Module Learning Outcomes

In order to pass a module, all learning outcomes must be passed (i.e. achieve a grade of 40% or more for undergraduate courses and 50% or more for postgraduate courses to achieve the module).

Level 4
On completion of Level 4 of the course, students will have achieved the following learning outcomes, and will be eligible for an exit award of a Certificate of Higher Education.

Knowledge and understanding
Learning outcomes:
4A1: Demonstrate an awareness of the aesthetic, cultural, historical, technological, social, political or other contexts relevant to individual subject disciplines.
4A2: Demonstrate an awareness of the relationship between the theoretical and practical contexts of their own subject discipline.
4A3: Demonstrate an awareness of appropriate areas of practice within the creative industries and cultural environment.
4A4: Develop an awareness of how communication media can be understood within the broader concepts of culture.
4A5: Generate concepts and solutions independently and/or collaboratively in response to a set creative challenge.
4A6: Develop an understanding of the roles of communication systems within contemporary culture.
4A7: Explore both convergent and divergent thinking in the process of research, developing insights and generating a proposition.

Cognitive skills
Learning outcomes:
4B1: Evidence the ability to analyse and evaluate ideas from a range of primary and secondary sources.
4B2: Analyse, evaluate and reflect on their strengths and weaknesses as learners.
4B3: Explore different conventions, thinking techniques, languages and practices.
4B4: Through experimentation and reflection, identify and evaluate appropriate processes to develop creative concepts.
4B5: Identify and express an understanding of the key production process and professional practices relevant to creative advertising.
4B6: Demonstrate critical awareness of the relationship between clients, audiences, markets, consumers, co-workers and co-creators.

Practical and professional skills
Learning outcomes:
4C1: Evidence the capacity for undertaking practical and theoretical research that demonstrates an awareness of critical, effective and testable processes.

Practical and professional skills

4C2: Develop a body of work in response to a defined brief that effectively demonstrates an awareness of own practice in relation to others.

4C3: Develop an understanding of how to produce creative work, which demonstrates the effective manipulation of sound, image and/or the written word.

4C4: Through experimentation develop strategies to create work for a wide variety of media.

4C5: Develop production skills and practices to challenge existing forms of communication.

4C6: Through practical experimentation produce work showing an understanding of media production technologies and professional practices.

Key/transferable skills
Learning outcomes:

4D1: To communicate individual opinions in written, visual, oral and other appropriate forms.

4D2: Use appropriate communication skills to record and present their emerging practice.

4D3: Demonstrate the ability to work in flexible creative and independent ways, showing self-discipline, self-direction and reflexivity.

4D4: Provide evidence that tells a clear story of your ability to generate ideas.

4D5: Articulate ideas and information comprehensibly in visual, oral and written forms.

4D6: Demonstrate the ability to gather relevant research material in order to develop clear insights and develop a clear proposition for a creative execution.

4D7: Work collaboratively within a team, showing an ability to listen, contribute and lead effectively.

Level 5

On completion of Level 5 of the course, students will have achieved the following learning outcomes, as well as those at Level 4, and will be eligible for an exit award of a Diploma of Higher Education.

Knowledge and understanding
Learning outcomes:

5A1: Demonstrate a critical understanding of the aesthetic, cultural, historical, technological, social, political or other contexts relevant to individual subject disciplines.

5A2: Demonstrate an awareness of the relationship between the theoretical and practical contexts of their own creative concerns.

5A3: Demonstrate an informed understanding of professional context of their practice within the creative industries and cultural environment.

5A4: Make appropriate use of a range of research methods, to investigate a topic and produce work relating to the critical, cultural or social context of art and design.

5A5: Demonstrate an understanding of various media formats and advertising archetypes.

5A6: Develop concepts through to outcomes.

Knowledge and understanding

5A7: Demonstrate an understanding of the communication of concepts through moving and static images and words.

5A8: Demonstrate an understanding of creative advertising , design, communication and media practice and theory in the context of history, society and contemporary culture.

Cognitive skills
Learning outcomes:

5B1: Evidence the ability to use logic, reasoning and critical judgement to analyse ideas from a range of primary and secondary sources.

5B2: Identify and analyse the challenges and opportunities offered by future developments within individually appropriate areas of creative practice.

5B3: Generate ideas, concepts, proposals, solutions and/or arguments, using the language, materials, processes and techniques of a designated discipline.

5B4: Develop methods of reflection to appraise and interpret research that enables the formulation of clear insights.

5B5: Demonstrate an understanding of media formats in relation to specific audiences.

5B6: Question and appraise through independent enquiry skills that underpin professional development.

5B7: Think creatively and apply divergent thinking skills to satisfy the needs of the project/client.

Practical and professional skills
Learning outcomes:

5C1: Evidence the capacity for undertaking practical and theoretical research that demonstrates an informed application of critical, effective and testable processes.

5C2: Develop a body of work in response to a defined brief that effectively demonstrates professional working practices in research, planning and communications.

5C3: Respond to set briefs or proposals in a professional context.

5C4: Demonstrate the developments of creative ideas based on a proposition formed from clear research insights.

5C5: Demonstrate the ability to be flexible, creative and appropriate in producing output for a variety of audience in a variety of media.

Key/transferable skills
Learning outcomes:

5D1: Organise and carry out self-directed projects and communicate outcomes through written, visual, oral and other appropriate forms.

5D2: Employ a range of appropriate professional communication methods to record and present their own creative practice, concerns and ambitions.

5D3: Exercise self-management skills in managing their workloads and meeting deadlines/apply interpersonal and social skills to interact with others.

Key/transferable skills
5D4: Make connections between intention, process, outcome, context and communication.
5D5: Demonstrate how to collate and evaluate information from a range of sources when carrying out independent research.

Level 6

On completion of Level 6 of the course, students will have achieved the following learning outcomes, as well as those at Levels 4 and 5, and will be eligible for the award of BA (Hons).

Knowledge and understanding
Learning outcomes:
6A1: Demonstrate an independent critical understanding of the aesthetic, cultural, historical, technological, social, political or other contexts relevant to individual subject disciplines.
6A2: Demonstrate specific knowledge and specialist understanding of the professional and contextual location of their practice.
6A3: Understand and demonstrate coherent and detailed subject knowledge and professional competences, some of which will be informed by recent research in the discipline.
6A4: Demonstrate a critical understanding of the synthesis between the theoretical and practical contexts of their own creative concerns.

Cognitive skills
Learning outcomes:
6B1: Evidence the ability to use logic, reasoning and critical judgement to analyse ideas from a range of primary and secondary sources, and employ critical and theoretical methodologies to evaluate examples from the relevant subject discipline.
6B2: Undertake research to identify and evaluate personal and professional skills and the career or progression opportunities available to them.
6B3: Articulate and synthesise knowledge and understanding attributes and skills in effective ways in the contexts of creative practice, employment, further study, research and self-fulfilment.

Practical and professional skills
Learning outcomes:
6C1: Evidence the capacity for undertaking a wide range of independent practical and theoretical research that demonstrates an informed application of critical, effective and testable processes.
6C2: Develop and implement a personal promotion strategy to communicate to relevant organisations.
6C3: Develop appropriate methods of professional presentation combining visual, verbal and written techniques.
6C4: Demonstrate their ability to synthesise analytical and intuitive approaches with a high level of process and professional skill.

Key/transferable skills

Learning outcomes:

6D1: Organise, plan and effectively manage self-directed projects and communicate outcomes through written and other appropriate forms.

6D2: Use a range of appropriate communication methods to present themselves as a professional practitioner to a relevant audience.

6D3: Analyse information and experiences, formulate independent judgements and articulate reasoned arguments through review and evaluation.

Learning and teaching strategy / assessment methods

Teaching & Learning Strategies may include:

Lectures; demonstrations; screenings; seminars; workshops; work simulations; tutorials; group and individual project work; live projects; supervised independent learning; open and resource-based learning; e-learning, production practice; and work placements.

Large and small group, and individual learning and teaching situations.

Tutor-led, student-led and independent learning sessions.

Sessions that emphasise primarily knowledge acquisition, skills development (specific and general-transferable), and analysis and evaluation.

Use of a range of technology systems for accessing data, resources, contacts and literature, and for the acquisition of production skills.

Assessment methods may include:

Breadth and depth of subject knowledge and awareness of the history and context(s) of that knowledge.

Critical analysis, whether of texts, fields of knowledge, concepts or cultural or production practices, including the ability to contextualise the analysis and engage in critical debate through discursive argument.

Subject-specific and generic skills, including skills of investigation and enquiry, oral and written communicative skills, the use of a range of technology systems for accessing data, resources, contacts and literature, and media production skills and creativity.

Critical reflection on issues of practice, on new knowledge and understandings, and on students' own and others' performance against agreed criteria, including the capacity to deploy and evaluate evidence and to express the outcomes of such reflection clearly and fluently.

In the case of production work, assessment criteria will reflect the specific brief and the overall aims of the course, and recognition of relevant professional standards, where appropriate.

5. Distinctive features of the course structure

The course is both creative and pragmatic with a strong academic foundation. The support from the advertising industry, the course curriculum and the way in which it is delivered make the course unique, viable and sustainable.

The creativity is derived from students learning and adopting a number of 'creative thinking models' throughout levels 4 and 5. The thinking models are such, when used in any variety of combinations, the results are extremely broad and diverse.

Level 5 sees the introduction of creative strategy, giving the content a more pragmatic grounding and is acknowledged by the Creative Directors during consultation.

The uniqueness is echoed in the briefs. The problem [brief] presented to the students do not have a predifined right nor wrong answer, they are open to interpretation consequently, the students identify the problem.

The ambitions of the course are such that the course will explore theory and practice in order to develop alternative methods of communication within the context of advertising. The links with, and endorsements of major leaders from within the industry also suggest that roles within advertising are constantly changing and as a result students must be allowed to develop the ability to diversify talents and proficiencies, which should include, but not be limited to copywriting or art direction. This is supported by PPP modules where students are encouraged to explore a variety of roles within the advertising industry, as an example planners, account handlers and strategiests. Students are encouraged to utilise copywriting and art direction to explore and assess how different media and technologies can be employed to deliver a coherent, effective and meaningful message.

6. Course structure

Course Structure - LEVEL 4	
Compulsory modules	Credit points
OUCA401 The Context of Practice 1	20
OUCA402 Personal & Professional Practice 1	20
OUCA403 Concept Development	20
OUCA404 Advertising Medium	20
OUCA405 Advertising Process	20
OUCA406 Creative Advertising	20

Course Structure - LEVEL 5	
Compulsory modules	Credit points
OUCA501 Context of Practice 2	20
OUCA502 Personal & Professional Practice 2	20
OUCA503 Responsive	20
OUCA504 Concept & Idea Development	30
OUCA507 Copywriting & Art Direction	30

Course Structure - LEVEL 6	
Compulsory modules	Credit points
OUCA601 Context of Practice 3	40
OUCA602 Personal & Professional Practice 3	20
OUCA603 Extended Practice	60

6 Curriculum Map

6A Course Outcomes – Level Learning Outcomes

This table indicates which module learning outcome is covered by which level learning outcome (✓).

Level 4	4A1	4A2	4A3	4A4	4A5	4A6	4A7		4B1	4B2	4B3	4B4	4B5	4B6		4C1	4C2	4C3	4C4	4C5	4C6		4D1	4D2	4D3	4D4	4D5	4D6	4D7
CA4.1	✓	✓	✓	✓	✓	✓	✓																						
CA4.2									✓	✓	✓	✓	✓	✓															
CA4.3																✓	✓	✓	✓	✓	✓								
CA4.4																							✓	✓	✓	✓	✓	✓	✓

Level 5	5A1	5A2	5A3	5A4	5A5	5A6	5A7	5A8		5B1	5B2	5B3	5B4	5B5	5B6	5B7		5C1	5C2	5C3	5C4	5C5		5D1	5D2	5D3	5D4	5D5
CA5.1	✓	✓	✓	✓	✓	✓	✓	✓																				
CA5.2										✓	✓	✓	✓	✓	✓	✓												
CA5.3																		✓	✓	✓	✓	✓						
CA5.4																								✓	✓	✓	✓	✓

Level 6	6A1	6A2	6A3	6A4		6B1	6B2	6B3		6C1	6C2	6C3	6C4		6D1	6D2	6D3
LLO6.1	✓	✓	✓	✓													
LLO6.2						✓	✓	✓									
LLO6.3										✓	✓	✓	✓				
LLO6.4															✓	✓	✓

6B Course Outcomes – Module Learning Outcomes

This table indicates which study units assume responsibility for delivering and assessing (✓) particular course learning outcomes.

Level 4 Study module/unit	4A1	4A2	4A3	4A4	4A5	4A6	4A7	4B1	4B2	4B3	4B4	4B5	4B6	4C1	4C2	4C3	4C4	4C5	4C5	4D1	4D2	4D3	4D4	4D5	4D6	4D7
OUCA401 Context of Practice 1	✓	✓						✓						✓						✓						
OUCA402 Personal & Professional Practice 1			✓						✓						✓						✓					
OUCA403 Concept Development				✓						✓						✓						✓				
OUCA404 Advertising Medium					✓						✓						✓						✓	✓		
OUCA405 Advertising Process						✓						✓						✓							✓	
OUCA406 Creative Advertising							✓						✓						✓							✓

Level 5 Study module/unit	5A1	5A2	5A3	5A4	5A5	5A6	5A7	5A8	5B1	5B2	5B3	5B4	5B5	5B6	5B7	5C1	5C2	5C3	5C4	5C5	5D1	5D2	5D3	5D4	5D5
OUCA501 Context of Practice 2	✓	✓							✓							✓					✓				
OUCA502 Personal & Professional Practice 2			✓								✓						✓						✓		
OUCA503 Responsive				✓								✓						✓						✓	
OUCA504 Concept & Idea Development					✓	✓						✓	✓						✓					✓	
OUCA507 Copywriting & Art Direction							✓	✓						✓	✓					✓					✓

Level 6 Study module/unit	6A1	6A2	6A3	6A4	6B1	6B2	6B3	6C1	6C2	6C3	6C4	6D1	6D2	6D3
OUCA601 Context of Practice 3	✓		✓		✓			✓				✓		
OUCA602 Personal & Professional Practice 3		✓				✓			✓				✓	
OUCA603 Extended Practice			✓				✓			✓	✓			✓