

Programme Specifications

Foundation Creative Industries - FCI1

October 2024

Progression Degrees

BA Illustration
BA Advertising & Brand Design
BA Film & Motion Design
BA Photography
BA Audio Design
BA Music Production
BA Popular Music

Foundation Overview

Duration	2 Semesters (28 teaching weeks)
Occurrence	October, January
Total teaching hours face to face	532
Total study hours	868
Language	English

Foundation Modules

	Modules	Codes	
1	English language and Academic skills	UG01 UG02	Semester 1 & 2
2	Critical and Creative Thinking	UG03	Semester 1
3	Core Maths	UG04	Semester 1
4	German language and culture	GL01 GL02	Semester 1 & 2
5	Ethics	UG07	Semester 2
6	Creative Project Development	UG10	Semester 2

Name of Module/ Modultitel: <i>English Language and Academic Skills</i>					
Course Information/ Kursinformationen	Frequency of delivery/ Häufigkeit des Angebots	Length/ Dauer	Language/ Sprache	ECTS points/ ECTS-Punkte	Study hours/ Studentische Arbeitsbelastung
UG01 & UG02 English Language and Academic Skills	Annually	2 Semesters	English		Total study hours: 600 Taught hours: 224 Self-study: 376
Module Leader/ Modulverantwortliche(r)/ Lehrende	Credits/ Leistungspunkte	Assessment/ Prüfungsform		Teaching mode and methods/ Lehr- und Lernformen	Weighting/ Prüfungsleistung
		<ol style="list-style-type: none"> 1. Formative Assignment Short summary of reading text (500 words) 2. Written Assignment 500 words (e.g. summary of reading material) 3. Written assignment of 1,500 words using essay format 4. Formative assignment individual presentation 5. Group Presentation and seminar discussion (10 min each member) 6. Final summative examination covering academic reading and listening skills (1.5 hours) 		Lectures, Seminars, Tutorials, Group work	UG01 <ol style="list-style-type: none"> 1. Course work 40% 2. Course work 60% UG02 <ol style="list-style-type: none"> 3. Course work 60% 4. Exam 40%
Module Description/ Constructive Alignment					
<p>This module has been designed to help students develop their academic literacy and communication skills in preparation for undergraduate study and to understand the institutional culture, practices, norms and expectations of German higher education in an international academic context and community. It will enable students to develop academic research and communication skills using contemporary resources and raise students' English language levels to the required entry point for undergraduate entry. It also aims to provide students with understanding of the range of methodologies and a solid grounding for the research skills required in undergraduate study. By encouraging students to share this knowledge in an open class forum (small group tutorial presentations), the module also aims to develop and encourage the use of presentation skills in academic and professional-facing contexts.</p> <p>At the end of this Module, students will have developed transferable and portable skills of effective and professional communication to support their ongoing study as well as providing a basis to foster career and life-building skills. The module utilises several practical activities to allow candidates to develop these essential skills. Assignments for each of the four skills of academic reading, writing, speaking and listening are included to confirm that students meet the appropriate exit threshold in English language proficiency.</p>					
Intended Learning Outcomes – Ability to act /transferrable skills / Handlungskompetenz					

Upon completion of this module students will be able to:

- Demonstrate an ability to communicate effectively, both orally and in writing, qualitative and quantitative information at an appropriate level
- Embed the importance of self-study and reliance. This involves cultivating and developing a responsibility within each student to take responsibility for their own learning, initiative, effective time-management and self-discipline within the academic and professional environments
- Demonstrate awareness of the need to function as reflective autonomous learners in a variety of environments, work in teams in a variety of roles, forming, leading, building, problem solving and consolidating, and manage time and tasks effectively
- Display an understanding of the concept of continuous improvement and objectivity in relation to an individual's academic performance

Intended Learning Outcomes - Knowledge and subject specific understanding / Fachkompetenz

Upon completion of this module students will be able to:

- Demonstrate an ability to structure and produce an academic essay and report on a topic relevant to the student's discipline, including the planning, writing and editing stages of the process
- Develop and practise academic writing skills at the sentence, paragraph and discourse levels in appropriate written genres
- Be able to construct arguments with supporting evidence to establish a position on an issue
- Interpret, summarise and evaluate arguments, assumptions, data and concepts to make justified decisions or draw justified conclusions

Intended Learning Outcomes – Application and generation of knowledge / Methodenkompetenz

Upon completion of this module students will be able to:

- Search for, select and evaluate sources of information for research, and use appropriate citation and bibliography writing conventions, making full use of library and e-learning search (catalogue and bibliographic) resources
- Demonstrate an ability to understand and identify the key themes of a lecture, using appropriate comprehension, notetaking and summary writing skills
- Select, read, digest, summarise and synthesise information material in a variety of forms, both qualitative and quantitative (text, numerical data and diagrammatic) and in an appropriate manner to identify and determine key facts/themes and relevance.
- Analyse and incorporate appropriate academic sources and data into academic writing
- Understand the principles and conventions of academic discourse including using sources correctly and avoiding plagiarism
- Proficiently use techniques and technology in the collation, interpretation and presentation of data in oral and written formats
- Build examination techniques and skills

Intended Learning Outcomes – Communication and cooperation / Sozialkompetenz

Upon completion of this module students will be able to:

- Work effectively as a team member and independently
- Plan and deliver a formal academic presentation to a group of peers on a topic relevant to the student's discipline

Outline Content/ Lerninhalt

- **Academic writing conventions** - preparation for and production of academic written assignments in genres relevant to the discipline of study: argumentation, paragraph structure and cohesion, and introduction and practice of appropriate academic grammar and vocabulary to encourage greater linguistic accuracy.
- **Referencing & Plagiarism** – introduction and practise of referencing techniques and tackling plagiarism and use of AI generated text through paraphrasing, reporting verbs and transition signals
- **Reading techniques** - development of reading strategies including reading for different specific purposes, identifying main points and topic sentences, predicting content of reading passages; note-taking and summarising content and evaluating writers’ purpose and stance
- **Research skills** – introduction to different methodologies, research design and methods. Data collection and analysis, including uses and application of information technology and Artificial Intelligence (AI).
- **Presentations & Seminars** - Preparation for and planning of academic presentations and participation in seminars: fluency development in spoken academic language, development of verbal and non-verbal communication skills, use of visual aids and techniques of engaging with audience. Developing of interpersonal skills for successful groupwork
- **Listening and note-taking** - developing comprehension skills for listening to authentic lectures and other academic spoken formats. Introduction and development of academic notetaking and summary strategies and skills for listening to lectures
- **Effective Study Techniques** - development of the micro-skills needed for academic writing, including pre-writing, brainstorming, planning, text organisation, editing and rewriting; using drafts and formative peer and tutor feedback to feedforward; selecting and using research from multiple sources in writing; and developing referencing skills.
- **Self-reflection** – helps students to think about feedback provided on their own work and learning where individual improvements can be gained through further study

Recommended reading/ Empfehlungsliteratur

Name of Module/ Modultitel: <i>Critical and Creative Thinking</i>					
Course Information/ Kursinformationen	Frequency of delivery/ Häufigkeit des Angebots	Length/ Dauer	Language/ Sprache	ECTS points/ ECTS-Punkte	Study hours/ Studentische Arbeitsbelastung
UG03 Critical and Creative Thinking	Annually	1 Semester	English		Total study hours: 150 Taught hours: 56 Self-study: 94
Module Leader/ Modulverantwortliche(r)/ Lehrende	Credits/ Leistungspunkte	Assessment/ Prüfungsform		Teaching mode and methods/ Lehr- und Lernformen	Prüfungsleistung
		<ol style="list-style-type: none"> Formative assignment Argument essay 1000 words Research project report 1000 words 		Lectures, Seminars, Tutorials, Group work	<ol style="list-style-type: none"> Course work: 50% Course work: 50%
Module Description/ Constructive Alignment					
<p>This Critical and Creative Thinking module teaches students to create effective arguments through objectively assessing different types of information and literature. It is crucial for good degree outcomes and future employability to teach students to recognise logical fallacies, identify credibility and can make logical, rational arguments that avoid bias.</p> <p>This module is designed to teach, reinforce, and practice independent learning and critical thinking, as opposed to rote memorisation. Teachers will use a range of techniques such as open discussion in class, presentations and individual research (e.g. on Fake news) to encourage critical thinking skills within daily, academic and professional-facing contexts. It will deepen the understanding and interpretation of processes, motives, argument, rationale, credibility of a wide range of studies.</p>					
Intended Learning Outcomes – Ability to act/ Transferable skills / Handlungskompetenz					
<p>Upon completion of this module students will be able to:</p> <ul style="list-style-type: none"> Demonstrate an ability to examine and comment on component parts of a particular argument to develop a structured and analytical response Analyse sources of information, regardless of format, and evaluate their relevance and reliability and use these appropriately in the development of an argument including reliability, argument mapping, and identifying fallibility 					
Intended Learning Outcomes - Knowledge and subject specific understanding / Fachkompetenz					
<p>Students will develop key skills in critical and creative thinking, including effective debating, negotiation and argumentation. They will learn to use brainstorming and scenario-building techniques, distinguish between fact and opinion and evaluate arguments for clarity and consistency. The course will also cover hypothesis generation, the use of various types of evidence and how to synthesize and present data to support well-reasoned arguments.</p>					
Intended Learning Outcomes – Application and generation of knowledge / Methodenkompetenz					

Upon completion of this module students will be able to:

- Understand and evaluate the credibility of various types of evidence, inclusive of qualitative and quantitative approaches
- Define and critically assess arguments and evidence from a range of academic sources

Intended Learning Outcomes – Communication and cooperation / Sozialkompetenz

Upon completion of this module students will be able to:

- Describe how knowledge, evidence, and errors in thinking influence problem solving
- Define and explain bias

Outline Content/ Lerninhalt

This Module will apply different forms of thinking and creating critical thinking skills, and how to apply them:

- Developing Skills in Debating, Influencing, Negotiating, Gaining agreement
- Brainstorming / Mind-mapping / Scenario-building
- Fact vs Opinion / Objectivity vs Subjectivity
- Hypothesis Generation / Consideration of Alternatives
- Formulating Effective Arguments / Taking a Position / Critical Evaluation of Arguments
- Using Arguments in Writing (Effective Essay Structure)
- Evaluating Arguments I: Good - Clarity / logical consistency / structure
- Evaluating Arguments II: Poor - Identifying flaws in arguments: false assumptions, ambiguity, irrelevance and bias
- Types of Evidence: Primary / Secondary / Quantitative / Qualitative / Controlling Variables / Collecting / Using samples
- Critical Synthesis from Multiple Sources
- Pattern Recognition and fusing Data / Assessing the Credibility of Evidence
- Using & Presenting Data to Support an Argument

Recommended reading/ Empfehlungsliteratur

Name of Module/ Modultitel: <i>Core Maths</i>					
Course Information/ Kursinformationen	Frequency of delivery/ Häufigkeit des Angebots	Length/ Dauer	Language/ Sprache	ECTS points/ ECTS-Punkte	Study hours/ Studentische Arbeitsbelastung
UG04 Core Maths	Annually	1 Semester	English		Total study hours: 150 Taught hours: 56 Self-study: 94
Module Leader/ Modulverantwortliche(r)/ Lehrende	Credits/ Leistungspunkte	Assessment/ Prüfungsform		Teaching mode and methods/ Lehr- und Lernformen	Prüfungsleistung
		1. Exam (closed book) including multiple choice and short-form answer questions (1.5 hours) 2. Final exam (closed book) (2 hours)		Lectures, Seminars, Tutorials, Student-managed learning	1. Exam: 40% 2. Exam: 60%
Module Description/ Constructive Alignment					
<p>Having successfully completed the module, students will have both consolidated and gained further necessary mathematical skills required to study at first year undergraduate level. Students will be able to carry out the basic mathematical manipulations and understand relevant key concepts through theoretical and practical teaching methods. The topics covered include a range of arithmetic skills, algebra, solving equations, probability and basic statistics.</p>					
Intended Learning Outcomes – Ability to act/ Transferable skills / Handlungskompetenz					
<p>Upon completion of this module, students will be able to confidently work with numbers, including the usage of a calculator where necessary. Students will also be able to apply fundamental mathematical principles throughout their other study modules, considering a variety of real-world contexts.</p>					
Intended Learning Outcomes - Knowledge and subject specific understanding / Fachkompetenz					
<p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none"> Define basic principles of arithmetic, algebra, data, statistics, area and volume of simple shapes, non-linear equations, basic principles of probability 					
Intended Learning Outcomes - Application and generation of knowledge / Methodenkompetenz					
<p>Upon completion of this module, students will be able to:</p>					

- Apply their mathematical knowledge to solve problems in the areas of arithmetic, algebra, data, statistics, area and volume of simple shapes, non-linear equations, basic principles of probability

Intended Learning Outcomes – Communication and Cooperation / Sozialkompetenz

Outline Content/ Lerninhalt

This module covers an introduction to the following:

- Arithmetic
- Algebra
- Representation of data: graphic representation, straight line equations
- Non-linear equations
- Statistics
- Basic principles of probability

Recommended reading/ Empfehlungsliteratur

Name of Module/ Modultitel: German language and culture					
Course Information/ Kursinformationen	Frequency of delivery/ Häufigkeit des Angebots	Length/ Dauer	Language/ Sprache	ECTS points/ ECTS-Punkte	Study hours/ Studentische Arbeitsbelastung
GL01 & GL02 German language and culture	Semesterly	1 Semester	English/ German		Total study hours: 100 Taught hours: 42 Self study: 58
Module Leader/ Modulverantwortliche(r)/ Lehrende	Credits/ Leistungspunkte	Assessment/ Prüfungsform		Teaching mode and methods/ Lehr- und Lernformen	Prüfungsleistung
		1. Formative assessments including: Reading, Speaking, Listening 2. Oral exam		e.g. Lecture, Seminar, Teaching videos, Role Play, Peer to peer learning	Exam: 100%
Module Description/ Constructive Alignment					
<p>The module is intended for students who have little or no previous knowledge of German and offers an introduction to the language. Teaching methods are based on interactive language development tasks, such as group work and role playing. It also includes the study of texts, oral development work and listening comprehension exercises. Students are asked to consolidate class work by learning vocabulary and structures, and by reading, watching or listening to material in German. Using of a range of learning aids and a variety of media, such as a reference grammar and a bilingual dictionary, students will be able to progress faster in accredited German classes during their future studies.</p>					
Intended Learning Outcomes – Ability to act/ Transferable skills / Handlungskompetenz					
<p>Upon completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Enable an elementary level of communicative competence in everyday situations • Develop an awareness of the general social and cultural background of the language 					
Intended Learning Outcomes - Knowledge and subject specific understanding / Fachkompetenz					
Intended Learning Outcomes – Application and generation of knowledge / Methodenkompetenz					
<p>Upon completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Understand the basic grammatical structures of the German language • Read and comprehend simple written and aural texts and extract specific, predictable information related to everyday situations 					

Intndeded Learning Outcomes – Communication and cooperation / Sozialkompetenz
<p>Upon completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Communicate about a variety of general topics requiring a simple and direct exchange of information on familiar and routine matters • Make progress through developing skills of self-study and application and develop an awareness of the diversity of and sensitivity to German culture
Outline Content/ Lerninhalt
<p>Grammar (indicative):</p> <ul style="list-style-type: none"> • Alphabet and numbers; word order in sentences, questions & polite Imperatives; conjugation in the present tense • Genders of nouns; def./ indef. articles; adverbs of time • Addressing someone in the du-form; interrogative when?' • Verb haben' + Accusative; possessive pronouns • Objects and their genders; use of possessive pronouns; informal & formal ways of addressing people • Expressing likes & dislikes - gern/lieber; ein/kein; verbs + direct object • The time; the days of the week • Use of modal verbs können', müssen', wollen'; prepositions either followed by the accusative or the dative depending on the context • Adjective endings in front of nouns Es gibt' (There is / are) ... + Accusative; adjectives in attributive/ predicative position • Use of the informal Imperative • Demonstrative adjectives • Prepositions + Dative / Accusative • The months; subordinate clauses introduced by dass'; use of the past tense forms (past tense of haben / sein + past participle of the verb) <p>Topics (indicative):</p> <ul style="list-style-type: none"> • Overview of German culture and customs • Greeting others and introducing oneself • Talking about today and yesterday • Order Food at Fast Food Restaurant • Dining in Restaurant • Date, Time, and Transportation • Shopping
Recommended reading/ Empfehlungsliteratur

Name of Module/ Modultitel: <i>Ethics</i>					
Course Information/ Kursinformationen	Frequency of delivery/ Häufigkeit des Angebots	Length/ Dauer	Language/ Sprache	ECTS points/ ECTS-Punkte	Study hours/ Studentische Arbeitsbelastung
UG07 Ethics	Annually	1 Semester	English		Total study hours: 150 Taught hours: 56 Self-study: 94
Module Leader/ Modulverantwortliche(r)/ Lehrende	Credits/ Leistungspunkte	Assessment/ Prüfungsform		Teaching mode and methods/ Lehr- und Lernformen	Prüfungsleistung
		1. Individual Presentation (5 min) 2. Case Study Report 1000 words		Lecture, Seminar, Group work, Flipped classroom	1. Course work 50% 2. Course work 50%
Module Description/ Constructive Alignment					
<p>Ethics is a system of moral principles that affects decision-making, based on what one considers to be 'right' and 'wrong'. Students will be encouraged to use critical thinking and research to discuss descriptive, normative and analytic approaches to ethics and ethical problems. Students will look at a variety of applications to understand the interdependence and intersection between behaving ethically in varying contexts.</p> <p>With respect to ethical questions, students will investigate competing answers to an idea and critically engage with these to examine their strengths and weaknesses. Through case study analysis and own research, students will gain a broad understanding of how ethics can be applied to a variety of subject areas and what questions should be asked to evaluate validity.</p>					
Intended Learning Outcomes – Ability to act/ Transferable skills / Handlungskompetenz					
<p>Upon completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Employ the tools of critical analysis in their thinking and writing by applying the appropriate resources to support an ethical viewpoint • Know how ethics can be applied to a variety of subject areas and what questions should be asked to evaluate validity 					
Intended Learning Outcomes - Knowledge and subject specific understanding / Fachkompetenz					
<p>Upon completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Recall ethical issues and developments in the main areas of study across the Business, Engineering and Creative fields • Define areas of debate within ethics including the ideas of different thinkers (e.g. Kant, Plato) 					

Intended Learning Outcomes – Application and generation of knowledge / Methodenkompetenz
<p>Upon completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Explain the relevance of ethical approval for practices • Discuss differing viewpoints and their ethical implications and apply these to case studies
Intended Learning Outcomes – Communication and cooperation / Sozialkompetenz
<p>Upon completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Interrogate claims to understand the nature of acceptable principles in behaviour and treatment from individuals and by different cultures
Outline Content/ Lerninhalt
<ul style="list-style-type: none"> • Introduction and Course Structure • Media Integrity Ethics • Business and Business Integrity Ethics • Appropriation and Attribution • Systematic Moral Analysis • Challenges to Ethical Living • Important Ethical Terms • Ethical Systems (e.g., Deontology, Utilitarianism) • Ethics in Society • Animal Ethics • Environmental Ethics • Psychology in Ethics • Political Ethics • Mock United Nations
Recommended reading/ Empfehlungsliteratur

Name of Module/ Modultitel: <i>Creative Project Development</i>					
Course Information/ Kursinformationen	Frequency of delivery/ Häufigkeit des Angebots	Length/ Dauer	Language/ Sprache	ECTS points/ ECTS-Punkte	Study hours/ Studentische Arbeitsbelastung
UG10 Creative Project Development	Annually	1 Semester	English		Total study hours: 150 Taught hours: 56 Self-study: 94
Module Leader/ Modulverantwortliche(r)/ Lehrende	Credits/ Leistungspunkte	Assessment/ Prüfungsform		Teaching mode and methods/ Lehr- und Lernformen	Prüfungsleistung
TBC		<ol style="list-style-type: none"> Portfolio (1500-word equivalent) Presentation (2500-word equivalent) 		Workshop Seminars, Student-managed learning	<ol style="list-style-type: none"> Course Work: 40% Course Work: 60%
Module Description/ Constructive Alignment					
<p>This module provides an opportunity to establish independent working methods for student creative practices including a range of subjects from Advertising, Illustration, Film, Photography to Audio and Music design. Through research and exploration of ideas, students will develop personal study patterns, specialist skills and thematic interests. The work will be centred upon the creative process – Research, Development, Production and Evaluation through a personal project established from assigned and self-generated briefs. The project enables the student to further their skills and experience by undertaking an appropriate investigation into practical processes, underpinned by contextual and critical development. Throughout the learning process, students will engage with and use traditional, digital and/or experimental media and techniques associated with the production of creative research.</p>					
Intended Learning Outcomes – Ability to act/ Transferable skills / Handlungskompetenz					
<p>Students will be able to work independently and within a self-generated project brief, research, develop and explore approaches to ideas and specialist skills related to personal interests and establish a personal direction related to your intended progression route e.g., graphic design, interior design, architecture, digital arts, game design, photography, illustration, fine art.</p>					
Intended Learning Outcomes – Knowledge and subject specific understanding / Fachkompetenz					
<p>Upon completion of this module, students will be able to</p> <ul style="list-style-type: none"> Develop audio and/or visual language. Adopt development strategies including exploration, experimentation and refinement of creative concepts. Apply appropriate application of techniques and processes in the production of a final piece/outcome. 					
Intended Learning Outcomes – Application and generation of knowledge / Methodenkompetenz					

<p>Upon completion of this module, students will be able to</p> <ul style="list-style-type: none"> Analyse, interpret, respond and evaluate a range of themes. Plan, develop and convey detailed information. Build up specific vocabulary, which communicates possible positive and negative outcomes of a project related to their specialism. Apply appropriate functional presentation methods and skills associated with expressing a range of research materials in response to set themes.
<p>Intended Learning Outcomes – Communication and cooperation / Sozialkompetenz</p>
<p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none"> Communicate clearly using appropriate nomenclature to enhance meaning in all oral and written assessments with no recourse to collusion or plagiarism Present clearly, coherently and logically in a variety of oral and written formats using a variety of appropriate qualitative and quantitative tools and evidence bases Collate, summarise, reason and argue effectively on a given topic without reference to another’s work or ideas/concepts
<p>Outline Content/ Lerninhalt</p>
<ul style="list-style-type: none"> Exploring a range of project proposals; responding to client and/or source Critical and analytical enquiry; researching, recording and responding methodologies Creative problem-solving/idea generation and concept development Design process/stages; addressing key aspects relating to subject/enquiry Exploring narratives/themes/sources of inspiration/interpretation Referencing examples/work of others Digital media and production techniques Creating final pieces/outcomes to convey concept Portfolio building and communication skills Evaluation of learning
<p>Recommended reading/ Empfehlungsliteratur</p>