

## **Project Name: Development of foundation degrees in design**

### **Amendment History:**

Version No.	Date	Reason for Amendment
1	17/12/07	New Proposal

### **Project Manager**

Richard Heatly, Hereford College of Art

### **Document Distribution**

<b>Name</b>	<b>Location</b>	<b>Responsibility</b>	<b>Action/Information</b>
Helen Vine	HCA	Progression Manager	For information
Debbie Lambert	LLN	Manager of the LLN	Co-author of the project form
Geoffrey Elliott	UW	Members of the Steering Group	To approve to proposal
Chris Morecroft	WCT		
Ian Peake	HCT		
Mike Rookes	OU		
Gail Rothnie	UoB		
Donna Obrey	LLN	Project Officer for the LLN	To track and monitor project

### **Background**

This project involves the research and development of foundation degrees in Web design and fashion/craft design. It will commence with staff from the college going out and meeting employers to identify what is needed within the region, and then the production of appropriate courses.

### **Objectives of the Project**

This project has three objectives:

1. To establish links between Hereford College of Arts (HCA) and local employers, which will be used to inform curriculum development and identify placements and projects, to make proper vocational links and career opportunities.
2. To produce research into likely demand for courses.
3. To develop FDs taking into account points 1 and 2 above.

## **Project Approach**

The project will be led by one or more member of staff from HCA who will be bought out of a certain amount of teaching to undertake the work. They will survey related provision available locally and nationally, identify possible areas for development, arrange visits to a number of local employers, then set up curriculum development teams. The development process would include external consultation, visits to other delivery centres and to the employer network established in the research phase. Any resultant courses would be validated by either University of Gloucestershire or Wales (which already validate HCA's provision in the media and design areas).

### **Scope:**

#### **A Key Products from the project**

- A network of employers prepared to work with HCA
- Progression partners for higher level study linkages
- Validated FDs (possible areas include Web Design, Fashion Design, Fashion Marketing, Fashion Journalism and Illustration, Design for Sustainable Living, Craft Design)
- A progression agreement for students completing the courses

#### **B Out of Scope**

The project funding will not cover the marketing of these courses, nor will it cover any approval costs.

### **Constraints**

- The majority of the local employers are micro businesses
- Staff will be developing these qualifications in conjunction with other teaching activities
- It will be necessary to obtain approval from University of Gloucestershire for the awards.
- The success of the courses will be dependent on recruitment.

### **Initial Project Case**

The funding will be used to enable some release of teaching duties for key members of the staff team to carry out the networking and produce the courses.

### **Benefits of the Project**

Benefits to the student :

- Development of practical courses which will be recognised by employers
- Development of additional opportunities within Herefordshire

Benefits to the employers:

- Development of courses providing practical skills as required

Benefits to the LLN :

- Contribution towards achievement of the targets for development of additional courses in Sport, Tourism, Heritage, Culture and Media

- Development of a progression agreement

### Key Assumptions

- The availability of key members of the project team
- The approval of the courses by University of Gloucestershire

### Costs of the project

Research stage	£1750
Course development stage	£3000
<b>TOTAL</b>	<b>£4750</b>

HCA to contribute travel costs, administrative support costs

### How will the project be evaluated?

Monitoring of the numbers of students on and completing the courses, and progressing via the progression agreement to further study opportunities.

### How will the project be sustained?

HCA will continue to deliver these courses once developed.

### Initial Risk Log

Risks	Probability	Impact	Containment Plan
Key project members unavailable due to other commitments	L	H	Use of other staff; use of external and part-time staff expertise
Insufficient employer demand to support course delivery	M	H	Revision to course proposals in relation to employer needs
Insufficient career development routes for graduates within local economy	M	M	Further exploration of progression agreements to higher level study as alternative outcomes; research into wider regional needs and demand
Courses not successfully validated	L	H	Monitoring of course proposal development; pre-validation meetings with link university staff; consultation with external and employer advisors throughout process
Insufficient student recruitment to sustain course viability	M	M	Thorough demand research; contingency plan and timescale for course approval; development within modular delivery matrix to support viability of small cohort numbers in development phase

### **Contribution to the aims of the LLN**

This project fits into the Sport, Tourism, Heritage, Culture and Media theme. It will contribute towards the target for new courses, but not towards the overall ASN total. The courses will be developed with employers, and will be vocational in orientation.

### **Project Team**

Mark Jackson – Programme Manager Media Arts  
Del Done – Programme Manager Art and Design  
Helen Vine – Progression Manager