

**Higher Education
BA (Hons) Visual Arts
Academic Handbook
2019/2020**



Please take the time to read this information before you commence your studies, and retain the handbook to refer to as necessary throughout the programme of study. The handbook is also available on the College VLE.

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Introduction

Welcome to the BA Visual Arts programme.
We hope your time here will be both rewarding and successful.

This is your programme handbook and provides details relating to the delivery and assessment of the modules for the year. It should be used in conjunction with the HE Student Handbook that details all the support and resources that the Faculty offers to you during your learning experience here at Canterbury College. During your Induction week we will discuss these with you and you will need to refer to these with you throughout your study.

We hope above all, that you will enjoy your time here at Canterbury College and will make the most of all the academic activities and social opportunities made available to you.

Contact information

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Programme Information

Your Programme of Study

Your programme of study is a **validated plus** award run in partnership with University of Kent and monitored for quality by the Qualification Assurance Agency (QAA). You can find the full programme specification on their website.

You will be enrolled as a member of both the Canterbury College and the University of Kent and will benefit from the use of resources at the College and selected resources at [University of Kent](#). The programme and assessment regulations of both the College and the University of Kent will apply.



This is 1 year full time programme. Each year of study will be delivered over 30 weeks, divided into two semesters. Your study will consist of 368 hours of guided learning, which include lectures, seminars, tutorials and other learning opportunities. You are expected to complete a further 732 hours of self-directed study.

In order to achieve the qualification you are required to successfully complete 4 modules, obtaining 120 credits per year of study. In addition to the 240 credits you would have already achieved as an entry requirement to this programme.

Where your programme offers optional modules these are identified in the list below.

Code	Module title	Level	Credits	Semester	Core/ Optional
HZ547	Developing Graphic Practice	6	30	1	CORE
HZ549	Consolidating Graphic Practice	6	30	2	CORE
HZ550	Presentation/Exhibition Practice	6	30	2	CORE
HZ551	Research Project	6	30	1 & 2	CORE

The full programme and module specifications are available to view on the [University of Kent](#) website.

Grading Criteria for your Programme

Assignments are assessed against their assignment criteria as detailed for each module. You must pass each criteria to pass an assignment.

Individual modules are graded as a percentage only, in accordance with the categorical marking scheme. In general Canterbury College requires that all elements of assessment for a module must be passed in order for the module as a whole to be passed.

Classification	Numerical Scale	The student will
Fail	0 10 20 32 35 38	<ul style="list-style-type: none"> • Show evidence of no or minimal research, with extremely limited knowledge of relevant principles or techniques • Demonstrate very poor or poor awareness of the issues or their wider significance • Show evidence of no or very limited thought or evaluation • Show little effort at organising and presenting the material, and style is not academic or of poor academic quality • Show many errors in English, with poor or no use of referencing
Pass/Third	42 45 48	<ul style="list-style-type: none"> • Show evidence of limited research, and incomplete knowledge of relevant principles or techniques • Demonstrate limited awareness of the issues or their wider significance • Show evidence of limited thought and evaluation • Show limited effort at organising and presenting the material, and show limited effort to use academic style • Show generally satisfactory use of English, but with some errors and limited use of referencing
Pass/Lower Second Class	52 55 58	<ul style="list-style-type: none"> • Show evidence of a fair degree of research, with reasonable knowledge of relevant principles or techniques • Demonstrate adequate awareness of the issues and their wider significance • Show some evidence of thought and make a serious attempt at evaluation • Show adequate effort at organising and presenting the material, and adequate use of academic style • Show satisfactory use of English, with only minor errors and reasonable use of referencing
Merit/Upper Second Class	62 65 68	<ul style="list-style-type: none"> • Show evidence of a good degree of research, with good knowledge of relevant principles or techniques • Demonstrate good awareness of the issues and an understanding of their wider significance • Show clear evidence of thought and evaluation • Show good organisation and presentation of the material, with good academic style

		<ul style="list-style-type: none"> Show good use of English, and good use of referencing
Distinction/First Class	72 75 78 85 95 100	<ul style="list-style-type: none"> Show evidence of a wide-ranging research, with comprehensive knowledge of relevant principles and techniques which may exceed the general requirement Demonstrate to full and perceptive awareness of the issues and a clear understanding of their wider significance Show clear evidence of independent thought and evaluation Show evidence of clearly and carefully planned, organised and presented material written in excellent academic style. Show excellent use of English, and with excellent use of referencing

For more details on how your credits are awarded for your programme view the [Credit Framework](#) on the University of Kent website.

Programme Planner

Module Title	Semester 1															Semester 2														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Developing Graphic Practice											A																			
Consolidating Graphic Practice																						A								
Research Project																					A									
Presentation/Exhibition																														A

A = Assignment deadline

■ = Delivery weeks

If for any reason, you are experiencing difficulties that may affect your attendance at college or ability to complete assignments, please contact your course tutor in the first instance, at the earliest opportunity. This will enable the Faculty to provide you with appropriate advice or support try to help you achieve within your programme.

Module Information

Module: Developing Graphic Practice

Level: 6

Credit Value: 30

Module Code: HZ547

A Synopsis of the Curriculum

Researching and selecting/simulating a commission or self-determined brief that incorporates professional requirements and considerations to produce a proposal for a specific audience.

Development of ideas will be through both practical and written activities. Students may consider collaborative unions however, with distinct individual roles and responsibilities to procure a substantial outcome.

Audience.

Researching and exploring pertinent practitioners.

Identify own specialist area of design/advertising practice and generate a body of practical work.

Pitching for work and client liaison.

Presenting and disseminating information as a professional.

The intended subject specific learning outcomes

On successfully completing the module students will be able to:

1. Utilise a graphic design brief or commission to identify and research a specific audience whilst demonstrating a detailed awareness of contemporary practice.
2. Utilise a detailed knowledge of historical and contemporary practitioners within own specialist graphic design area by developing own practice through practical reflection in a suitable format such as sketchbooks, creative designs, 'blogs' and reflective logs.
3. Critically examine and explain the significance of works of other graphic design practitioners and apply pertinent principles to create a practical work within a pedagogical, theoretical or conceptual framework, to identify potential concepts for the development for self-initiated work.
4. Effectively apply cognitive and creative aptitude and practical ability within the graphic design studio to produce a developmental body of practical graphic design work displaying an understanding of the selected audience within a simulated or real setting.
5. Utilise evaluative strategies to participate in a critique that assesses the success of the project and encourages individual development.

The intended generic learning outcomes

On successfully completing the module students will be able to:

1. Demonstrate the acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline.
2. Deploy accurately established techniques of analysis and enquiry within a discipline.

- Apply the methods and techniques that they have learned, to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects.

Learning and Teaching Methods

The total learning time is 300 hours.

Your guided learning time will be 120 hours and may consist of a combination of formal lectures, study visits, practical sessions, seminars, tutorials and workshops.

Students will be expected to undertake approximately 180 hours of self-directed study, including required reading, research and completing assignments.

Total of Taught Hours	120
Total Student Independent Study	180
Total Study Hours for Module	300

We offer a further 30 hours per programme to give tutorials to students on a pro rata basis.

Assignment Brief

Assignment 1	Weighting	Assessment Method	Learning Outcomes
Formulate a personal response to a research question with reference to and analysis of a selected audience that relates to own practice	10%	Research Question of 1,000 words (or equivalent)	SLO 1,2 GLO 1,2
Assignment 2			
To assess understanding and signification of practical exploration with reference to and analysis of personal creative intention and response to an audience.	70%	Practical Portfolio of 3,500 words (or equivalent)	SLO 2,3,4 GLO 3
Assignment 3			
To assess response to selected brief with reference to and critical analysis of possible further development opportunities.	20%	Evaluation and Final Critique 1,500 words (or equivalent)	SLO 5 GLO 3

Reading List

Baldwin, J and Roberts, L. (2006) *Visual Communication: From Theory to Practice*. Worthing: AVA Publishing.

Kelly C (2004) *IDN Special 03: Examining the Visual Culture of Corporate Identity USA*: Gingko Press

Wheeler, A. (2006) *Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands* Bognor Regis: John Wiley & Sons

Ingledew, J. (2011) *The A-Z of Visual Ideas: How to Solve and Creative Brief*. London Laurence King.

Module: Consolidating Graphic Practice

Level: 6

Credit Value: 30

Module Code: HZ549

Synopsis of the Curriculum

Personal innovation in a reasoned response to a location.

Managing the relationship with the client.

Integrating research with own practice and assimilating knowledge and skills of other practitioners, to produce a body of work that is fit for purpose.

Interim critique.

Final critique.

The intended subject specific learning outcomes

On successfully completing the module students will be able to:

1. React and respond to a graphic design brief, identify an appropriate graphic design methodology to suit the client and their audience and demonstrate the ability to manage the client's needs.
2. Critically examine and evaluate the specialist practice of appropriate graphic designers to develop knowledge of suitable strategies related to own work.
3. Develop a body of reflective, practical work that identifies studio objectives, methods, decision-making processes and demonstrates the utilisation of appropriate graphic design software, hardware and media. Leading to the articulation of viable conclusions.
4. Utilise a graphic design brief or commission to adapt or produce a body of practical work designed to effectively engage an audience within a simulated or real setting, demonstrating cognitive skills, creative aptitude and practical ability.
5. Produce, discuss, debate and critique own graphic design practice, contemporary techniques, strategies and concepts to formulate and develop own reasoned responses to the critical judgements of others.

The intended generic learning outcomes

On successfully completing the module students will be able to:

1. Demonstrate a systematic understanding of key aspects of their field of study.
2. Demonstrate the acquisition of coherent and detailed knowledge, at least some of which is at, or informed by, the forefront of defined aspects of a discipline.
3. Deploy accurately established techniques of analysis and enquiry within a discipline.
4. Apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects.
5. Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

Learning and Teaching Methods

The total learning time is 300 hours.

Your guided learning time will be 120 hours and may consist of a combination of formal lectures, study visits, practical sessions, seminars, tutorials and workshops.

Students will be expected to undertake approximately 180 hours of self-directed study, including required reading, research and completing assignments.

Total of Taught Hours	120
Total Student Independent Study	180
Total Study Hours for Module	300

We offer a further 30 hours per programme to give tutorials to students on a pro rata basis.

Assignment Brief

Assignment 1	Weighting	Assessment Method	Learning Outcomes
Research on related practitioners and location - Formulate a personal response to a client brief or to simulate a brief with reference to and analysis of a selected audience that relates to own practice.	10%	Written assignment of 1,000 word	SLO 1,2 GLO 1,2
Assignment 2			
Practical portfolio including sketchbooks, visual logs	70%	Portfolio with equivalence of 3,500 word	SLO 2,3,4 GLO 3,4
Assignment 3			
Presentation and final critique	20%	Presentation & written assignment of 1,500 words	SLO 5 GLO 3

Reading List

Bourquin N (2006) *Altitude: Contemporary Swiss Graphic Design* Germany:Die Gestalten Verlag

Fiell C (2010) *Contemporary Graphic Design* Germany: Taschen

Kimberley E (2007) *Typographic Systems* USA: Princeton Architectural Press

Muller Brockman J (2009) *Grid Systems in Graphic Design: A Handbook for Graphic Artists, Typographers, and Exhibition Designers* Switzerland:Verlag Niggli

Module: Presentation/Exhibition Practice

Level: 6

Credit Value: 30

Module Code: HZ550

Synopsis of the Curriculum

This module will 'showcase' your work and ensure that you have professional documentation/portfolio of your practice for future employment. The exhibition process will be overseen by tutors and managed by the students including publicity, planning, organising and arranging an opening event.

Content includes:

Organising, managing and production of an exhibition or the presentation of completed work.

Theory associated with own area of specialist practice and issues arising from the production, display and promotion of work within the public realm, through research on works of other artists/designers.

The exhibition/production process.

Exhibition: finishing work and preparing for display. Researching contemporary exhibition/production of others and contemporary modes of display.

The intended subject specific outcomes

On successfully completing the module students will be able to:

1. Research and identify suitable methods of display for final work as an exhibition and/or a final production, displaying knowledge and sound understanding of the appropriate and necessary management skills to meet all requirements.
2. Organise and present final work, applying display, editing and selection skills to produce a professional showcase demonstrating a comprehensive understanding of process.
3. Demonstrate a professional awareness when selecting a format to present a body of work, including appropriately documented written information, in order to demonstrate to a potential commissioner of one's ability, both technically and academically, in your chosen area of specialism. Show an awareness of potential commissioners and organisations that could support own progression.

The intended generic learning outcomes

On successfully completing the module students will be able to:

1. Demonstrate a conceptual understanding that enables the student to solve problems.
2. Deploy accurately established techniques of analysis and enquiry within a discipline.
3. Apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects.
4. Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
5. Make decisions in complex and unpredictable contexts.

Learning and Teaching Methods

The total learning time is 300 hours.

Your guided learning time will be 120 hours and may consist of a combination of formal lectures, study visits, practical sessions, seminars, tutorials and workshops.

Students will be expected to undertake approximately 180 hours of self-directed study, including required reading, research and completing assignments.

Total of Taught Hours	120
Total Student Independent Study	180
Total Study Hours for Module	300

We offer a further 30 hours per programme to give tutorials to students on a pro rata basis.

Assignment Brief

Assignment 1	Weighting	Assessment Method	Learning Outcomes
Research file identifying and investigating suitable methods of presentation - Investigate and identify appropriate comparative research to inform basis for own presentation and state intended approach to project.	10%	Written assignment of 800 word	SLO 1 GLO 1, 2
Assignment 2			
A formal proposal and presentation to exhibit practical outcomes - Assess personal creative intentions with regard to planning work for exhibition and/or for display specific to pathway	20%	Presentation of 1,200 word	SLO 2 GLO 5
Assignment 3			
Body of work that defines area of practice suitable and personal statement - Produce and present a body of work in an appropriate specialist area and that relates to practice demonstrating a technical and academic approach to the presentation of final outcomes	70%	Portfolio of work for exhibition & 500 word evaluation	SLO 5 GLO 5

Reading List

Baron C (2009) *Designing a Digital Portfolio* London: New Riders

Farrelly L (2010) *Designers Identities* London: Laurence King

Greco N & Zeigler K (2001) *Portfolios Online: Digital and Graphic Designers' Websites* London: HarperCollins

Hungerland B & C (2002) *Marketing Your Creative Portfolio* London: Prentice Hall

O'Neill (2012) *The Culture of Curating and the Curating of Culture(s)* Cambridge Massachusetts: MIT Press

Vakin, J, Stuckey, K and Lane, V. eds. (2013) *All this Stuff: Archiving the Artist*. Faringdon: Libri Publishing.

Module: Research Project

Level: 6

Credit Value: 30

Module Code: HZ551

Synopsis of the Curriculum

The module provides an opportunity to engage in in-depth discussions of research, the findings and the analysis of those findings.

Content includes:

Identifying the project aspect or theme and formulating a research proposal and action plan in an appropriate format.

Engaging with critical and theoretical discourses that are closely aligned with specialist practice.

Managing all aspects of the research project. Synthesising knowledge and understanding acquired from the research conducted.

Critically analysing the material gathered. Developing sustained and cogent arguments and drawing suitable conclusions and recommendations.

Writing up the research report.

The intended subject specific learning outcomes

On successfully completing the module students will be able to:

1. Produce a detailed project proposal to identify a topic specific to own specialist creative practice, propose a project title and plan for detailed enquiry and research relating to the specified aspect or theme.
2. Make a verbal and visual presentation of the proposed project, in an appropriate format, to the tutor.
3. Effectively implement their approved research project using a range of relevant sources, drawing upon knowledge and skills acquired from studies of the programme, utilising their research action plan as appropriate and carrying out an investigation that is reflective and methodologically sound.
4. Critically analyse, evaluate and assess researched materials and data in response to the project and develop arguments within the context of a theoretical framework, using appropriate media and formats, demonstrating thorough knowledge and understanding of the topic as it relates to the research project
5. Draw conclusions and, as appropriate, challenge received opinion and make recommendations for good practice or improvement that are both practicable and follow from the evidence provided.
6. Effectively present the research outcomes in an academic document, including artistic media where applicable, making effective and appropriate use of academic conventions, accurately incorporating references and bibliographical information.

The intended generic learning outcomes

On successfully completing the module students will be able to:

1. Deploy accurately established techniques of analysis and enquiry within a discipline.
2. Demonstrate a conceptual understanding that enables the student to devise and sustain arguments.

3. Demonstrate coherent and detailed knowledge, at least some of which is at or informed by, the forefront of defined aspects of a discipline.
4. Describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in the discipline.
5. Communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
6. Demonstrate the qualities and transferable skills necessary for employment.
7. Exercise initiative and personal responsibility.

Learning and Teaching Methods

The total learning time is 300 hours.

Your guided learning time will be 8 hours and may consist of a combination of formal lectures, study visits, practical sessions, seminars, tutorials and workshops.

Students will be expected to undertake approximately 292 hours of self-directed study, including required reading, research and completing assignments.

Total of Taught Hours	8
Total Student Independent Study	292
Total Study Hours for Module	300

We offer a further 30 hours per programme to give tutorials to students on a pro rata basis.

Assignment Brief

Assignment 1	Weighting	Assessment Method	Learning Outcomes
Verbal presentation of project proposal & bibliography - Identify the proposal topic or theme and title, the resource review to be undertaken and rationale; and an understanding of key concepts to be investigated.	10%	1,000 word proposal Presentation of 1 hour max	SLO 1,2 GLO 1,2,3
Assignment 2			
Research Project to assess ability to conduct a sustained and appropriate research project and to communicate this research effectively in a written format and other formats as appropriate, with reference to individual specialist practice	90%	Written research project 6,000 – 7,000 words	SLO 3,4,5,6 GLO 2,3,4,5,6,7

Reading List

Bell J (2010) *Doing your Research Project: A Guide for First-time Researchers in Education and Social Science* Maidenhead: Open University Press

Denscombe M (2010) *The Good Research Guide* Maidenhead: Open University Press

Lupton E & Miller J (1999) *Design Writing Research* London: Phaidon Press Ltd

Payne E and Whittaker L (2006) *Developing Essential Study Skills* London: Financial Times Prentice Hall

Sharp J.A, Peters J and Howard K (2003) *The Management of a Student Research Project*, 3rd edition Farnham: Gower

Disclaimer: All module Information is correct at time of press but may be liable to change. If this happens you will be notified in class and on the VLE at the earliest opportunity.

Weekly Schedule

Week	Content	Seminar topic and reading
Week 1	Developing Graphic Practice & Research Project	Visual Communication: From Theory to Practice by Jonathan Baldwin & Lucienne Roberts Design Writing Research by Ellen Lupton & Abbott Miler
Week 2	Developing Graphic Practice & Research Project	Visual Communication: From Theory to Practice by Jonathan Baldwin & Lucienne Roberts Design Writing Research by Ellen Lupton & Abbott Miler
Week 3	Developing Graphic Practice & Research Project	Visual Communication: From Theory to Practice by Jonathan Baldwin & Lucienne Roberts Design Writing Research by Ellen Lupton & Abbott Miler
Week 4	Developing Graphic Practice & Research Project	Visual Communication: From Theory to Practice by Jonathan Baldwin & Lucienne Roberts Design Writing Research by Ellen Lupton & Abbott Miler
Week 5	Developing Graphic Practice & Research Project	Visual Communication: From Theory to Practice by Jonathan Baldwin & Lucienne Roberts Design Writing Research by Ellen Lupton & Abbott Miler
Week 6	Developing Graphic Practice & Research Project	Visual Communication: From Theory to Practice by Jonathan Baldwin & Lucienne Roberts Design Writing Research by Ellen Lupton & Abbott Miler

Week 7	Developing Graphic Practice & Research Project	Visual Communication: From Theory to Practice by Jonathan Baldwin & Lucienne Roberts Design Writing Research by Ellen Lupton & Abbott Miler
Week 8	Developing Graphic Practice & Research Project	Visual Communication: From Theory to Practice by Jonathan Baldwin & Lucienne Roberts Design Writing Research by Ellen Lupton & Abbott Miler
Week 9	Developing Graphic Practice & Research Project	Visual Communication: From Theory to Practice by Jonathan Baldwin & Lucienne Roberts Design Writing Research by Ellen Lupton & Abbott Miler
Week 10	Developing Graphic Practice & Research Project	Visual Communication: From Theory to Practice by Jonathan Baldwin & Lucienne Roberts Design Writing Research by Ellen Lupton & Abbott Miler
Week 11	Deadline: 7 th December Developing Graphic Practice	Design Writing Research by Ellen Lupton & Abbott Miler
Week 12	Consolidating Graphic Practice & Research Project	<i>Contemporary Graphic Design by Charlotte Fiell</i> Design Writing Research by Ellen Lupton & Abbott Miler
Week 13	Consolidating Graphic Practice & Research Project	<i>Contemporary Graphic Design by Charlotte Fiell</i> Design Writing Research by Ellen Lupton & Abbott Miler
Week 14	Consolidating Graphic Practice & Research Project	<i>Contemporary Graphic Design by Charlotte Fiell</i> Design Writing Research by Ellen Lupton & Abbott Miler

Week 15	Consolidating Graphic Practice & Research Project	<i>Contemporary Graphic Design by Charlotte Fiell</i> Design Writing Research by Ellen Lupton & Abbott Miler
Week 16	Consolidating Graphic Practice & Research Project	<i>Contemporary Graphic Design by Charlotte Fiell</i> Design Writing Research by Ellen Lupton & Abbott Miler
Week 17	Consolidating Graphic Practice & Research Project	<i>Contemporary Graphic Design by Charlotte Fiell</i> Design Writing Research by Ellen Lupton & Abbott Miler
Week 18	Consolidating Graphic Practice & Research Project	<i>Contemporary Graphic Design by Charlotte Fiell</i> Design Writing Research by Ellen Lupton & Abbott Miler
Week 19	Consolidating Graphic Practice & Research Project Deadline: Research Project	<i>Contemporary Graphic Design by Charlotte Fiell</i> Design Writing Research by Ellen Lupton & Abbott Miler
Week 20	Consolidating Graphic Practice	<i>Contemporary Graphic Design by Charlotte Fiell</i>
Week 21	Consolidating Graphic Practice	<i>Contemporary Graphic Design by Charlotte Fiell</i>
Week 22	Deadline: 21 st March Consolidating Graphic Practice	<i>The Culture of Curating and the Curating of Culture</i> by Paul O'Neill
Week 23	Presentation/Exhibition Practice	<i>The Culture of Curating and the Curating of Culture</i> by Paul O'Neill
Week 24	Presentation/Exhibition Practice	<i>The Culture of Curating and the Curating of Culture</i> by Paul O'Neill
Week 25	Presentation/Exhibition Practice	<i>The Culture of Curating and the Curating of Culture</i> by Paul O'Neill

Week 26	Presentation/Exhibition Practice	<i>The Culture of Curating and the Curating of Culture</i> by Paul O'Neill
Week 27	Presentation/Exhibition Practice	<i>The Culture of Curating and the Curating of Culture</i> by Paul O'Neill
Week 28	Presentation/Exhibition Practice	<i>The Culture of Curating and the Curating of Culture</i> by Paul O'Neill
Week 29	Presentation/Exhibition Practice	<i>The Culture of Curating and the Curating of Culture</i> by Paul O'Neill
Week 30	Deadline: Presentation/Exhibition Practice	<i>The Culture of Curating and the Curating of Culture</i> by Paul O'Neill

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Additional Information:

All relevant policies and procedures for [Canterbury College](#) are available on our website.

Those relevant to our awarding body, the [University of Kent](#), are available on their website.