

**Project Name:** FDA Art and Design

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<b>Name</b>	<b>Location</b>	<b>Responsibility</b>	<b>Action/Information</b>
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## **1 Background**

Within the Creative Arts Department achievement and standards are outstanding with success rates for Photography, Graphics, Media and Art and Design well above the national average. Achievement is 100% and most learners achieve much higher grades than expected and produce exceptionally high quality and imaginative art and design work. Ofsted graded the department as Outstanding with very good teaching and learning and evaluation of progress. It is anticipated that this success can be sustained at levels four and five.

Currently, the Creative Arts Department at Ludlow College has no post level three provision. Numbers for level three courses continue to grow and this department is now the third largest department in the college. A third of the college students at level three undertake some form of creative art programme attracting 256 enrolments on an annual basis. This represents 11.4% of the total of all enrolments. In addition, the Creative Arts Department has 45 adult students currently who may be encouraged to consider Higher Education if located at Ludlow.

We would like to offer an FDA in Art and Design at Ludlow to encourage students to stay and study in the area, and hopefully return as graduates to meet the needs of the area. Approximately 40% of our learners continue on to study degrees at other establishments and have indicated a preference to study at Ludlow. Currently 12% of Ludlow College adult learning is at level 4 with growth trend and growth forecast. This would suggest that between these key demographics a healthy cohort should be enrolled each year.

In order to offer such a course we would need to address our current premises and resources. Currently the Creative Arts Department boasts excellent new purpose built accommodation with studio space for Fine Art, Graphics and Photography provision as well as exhibition space in the Old School Room, a listed building in the older part of the college and the newer Adrian Jones Gallery. There are excellent darkroom facilities and a dedicated computer suite with 18 machines as well as two 3D workshops and a kiln.

To house the Foundation Degree the current accommodation would require some redesign to ensure there is more studio space for the textiles discipline. In addition we would need to add further MAC computers as well as updated software such as QUARK and Photoshop and screens, sewing machines and weaving looms to enable the full Art and Design offer for our HE students.

## **2 Objectives of the Project**

- To investigate the opportunity to deliver an FdA in Art and Design at Ludlow College;
- To build on the established links with local universities to design an FdA in Art and Design to serve the local community;
- To market the provisions to target the local community on line with the colleges strategic aim of developing HE provision in a campus of the Marches;
- To develop the existing resources for HE.

## **3 Project Approach**

It is proposed that:

- Market research will be undertaken in the summer of 2009 to develop the offer of an FdA in Art and Design for first delivery in September 2010.
- Identification of resources and undertaking the physical resource activity required for the start date of September 2010.
- Once the resources and awareness of the provision are established the plan is to deliver the FdA in Art and Design at Ludlow College in partnership with a local University.
- The writing of units for the degree to be undertaken over the next year to ensure a course which provides a best fit for individual students is available.

## **4 Scope:**

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

- Higher Education provision in Art and Design in partnership with a local University.
- FdA in Art and Design offered at Ludlow College from September 2010 with an initial cohort of 15 (minimum).

## **5 Constraints**

Specific marketing activity  
Existing resources

## **6 Initial Project Case**

- Involvement of local businesses and employers at an early stage
- Review of existing resources;
- Identification of additional resource needs including the number of work placement, classroom facilities and studio space to ensure fit for purpose and cost effective;
- Development of course materials and resources that meet both academic and vocational pathways;
- Investigate the potential for developing further vocational pathways to a higher education programme in Art and Design;
- Invite local businesses and employers to attend the end of year exhibitions and the Art Festival.

## **7 Benefits of the Project**

- Increased opportunities for a mix of vocational and academic pathways to HE from students who would not normally follow this path;

- Strengthened links with the local community, including town and the schools within the area to provide opportunity for vocational learning at an early age;
- Increased % age of students entering Higher education;
- Increase % of potential graduates remaining with the local area for employment.

## 8 Key Assumptions

- There is a market for this curriculum area - Ten people have expressed an interest in this degree for September 2010; Three people have approached the College following a recent meeting to advertise other degree provision currently being developed. Other interest had been shown by current level three students;
- Planned exhibitions as part of the college annual programme will undoubtedly raise interest the wider community;
- Suitable staff have been identified. CVs have been sourced and all are educated to degree and beyond;
- Further resources could be available within the college and the surrounding area to support this area of development.

## 9 Costs (This should include the commitment of the organisation to pay 20% of the costs)

*Double click on the table below to detail the costs of the project (to insert another row, highlight the row after where you would like the row to be inserted and go to 'Insert' & 'Rows')*

Staff costs to undertake the research, establish local employer links and develop the course materials	5,000.00
<b>Sub-Total of Revenue Costs</b>	<b>5,000.00</b>
<b>Capital Costs:</b>	
Art and Design physical resources.	9,400.00
Commitment from Ludlow College towards accommodation costs	3,600.00
<b>Sub-Total of Capital Costs</b>	<b>13,000.00</b>
<b>Total Cost</b>	<b>18,000.00</b>

If successful in this bid Ludlow College will commit £3600 to the project.

## 10 Project Timescale

It is estimated that the work will begin in July 2009 and will be completed by September 2010. This takes account of the time required to undertake the research, develop the resources and undertake any work necessary to deliver the first stage of the curriculum offer.

## 11 How will the project be evaluated?

The key performance indicators will be:

- The number of applications received during 2009/10 to ensure viability of offer.
- The recruitment of learners in September 2010 to ensure cost effective delivery.

## 12 How will the project be sustained?

Students views from the 2010/11 cohort will be used to revise and further develop the offer with the potential for delivering a further full time vocational programme in 2010, at Level 3, followed by higher education provision in 2013.

## 13 Which aims, outcomes and/or targets will the project achieve for the HWLLN? Please also state which funding criteria this project meets and how.

The key targets will be:

- To increase the numbers of students entering higher education with vocational qualifications;
- To involve employers in the development, design and delivery of curriculum where possible.

However, the following may also be met:

- To increase the number of part time students entering higher education whilst continuing employment;
- To help the target groups of students succeed in higher education;
- To facilitate a change in the design and delivery of curriculum in H & W to meet the needs of the target students.

## 14 Initial Risk Log

The following table summarises the risks that have been identified that may prevent the project being completed to the required quality, budget and timescale. The probability and impact of each risk has been graded as low, medium or high to indicate the relative importance attached to each element of risk.

<b>Risks</b>	<b>Probability</b>	<b>Impact</b>	<b>Containment Plan</b>
Unable to identify suitable resources with the budget	M	M	Identify suitable resources early in the planning stage
Lack of interest by local community	L	M	Market the proposals at an early stage in the development

## 15 Project Team

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Tina Tilmouth		Project Manager	Author
Jennie Cole and Tina Tilmouth	Ludlow College	Marketing and Quality Resources	
James Wheeler	Ludlow College	Curriculum design	
Steve Cass	Ludlow College		Writing Modules