BA Typography and History of Art and Architecture UCAS code: WV23, EV23
For students entering Part 1 in 2003

Awarding Institution:	The University of Reading
Teaching Institution:	The University of Reading
Relevant QAA subject benchmarking group(s):	Art & Design, History of Art, Architecture and Design
Faculty of Arts and Humanities	Programme length: 3 years

Date of specification: September 2005
Programme Director: Dr Mary Dyson
Programme Adviser: Dr Mary Dyson
Board of Studies: Typography, History of Art
Accreditation: Not appropriate

Summary of programme aims
The Typography element aims to provide a grounding in the practice of the subject, informed by theory and history. It provides a supporting learning environment in which students develop a range of intellectual, visual, technical and social skills.

The History of Art element aims to provide a framework for examining changing categories of art, architecture and visual artefacts in different places and times. It will develop advanced skills in analysing visual culture and embed the examination of its production and reception within distinct cultural and social contexts. It will foster a critical understanding of the relationship between contemporary conceptions of art, architecture, visual artefacts and culture, and those held elsewhere in other periods, promoting a conception of history of art as a dynamic discipline encompassing divergent, sometimes conflicting, approaches and views.

Transferable skills
The University's Strategy for Teaching and Learning has identified a number of generic transferable skills which all students are expected to have developed by the end of their degree programme. In following this programme, students will have had the opportunity to enhance their skills relating to problem-solving, information handling, communication (both written and oral), numeracy, team working, use of information technology and career management.

By the end of the programme, students are expected to have developed the skills of problem solving; effective communication in speech and writing; undertaking self-directed and independent work; understanding of the role of technology in the workplace.

More specifically, they should develop an ability to articulate and substantiate their own points of view, evaluating evidence and using reasoned arguments. They should be skilled at visual analysis, learning how to describe evidence from visual sources in oral and written forms. They should learn how to organize their own work schedule, to become independent and self-motivating and to take independent initiatives to develop their studies. They should understand ways of improving learning and performance, identification of weaknesses and their resolution, time management, and working with others. The programme will include opportunities to develop skills at making oral presentations and to use visual images to support an argument.

Programme content
The following profile lists the compulsory and optional modules. Students must choose modules to make 120 credits in each Part in consultation with an adviser. In Part 1, up to 40 credits can be taken in modules available elsewhere in the University, described in the Faculty Part 1 handbook. In Parts 2 and 3, up to 20 credits can be taken from modules available elsewhere in the University.

In Typography, Part 1 introduces the history, theory and practice of typography and graphic communication, with the option of an introduction to relevant digital technology and structured and analytical approaches to design. In Part 2, compulsory modules in theory and history may be combined with the development of skills in typographic detailing. In Part 3, further experience of design skills is acquired and some specialisation developed through a choice of options which may be theoretical, historical or practical and the opportunity to research a dissertation topic.

Part 1 History of Art and Architecture provides different introductions to aspects of the study of history of art and architecture. Distinctive perspectives allow students to orientate themselves in different ways in relationship to the subject - in terms of art as part of the history of ideas or as part of the history of visual artefacts and their makers, or within a history of genres. In Part 2, through a compulsory core module, students engage with material on the historiography of history of art and its objects of study, directly extending the work of Part 1. A compulsory module held at a study centre abroad allows works of art and architecture to be studied at first hand and as part of a specific cultural and social formation. An optional module in one selected period, approach or distinctive media provides a focus on broad aspects of visual culture. Of the 120 credits in Part 2, 5 are taken up by Career Management Skills. In Part 3, students select three optional modules. These modules involve more intensive and specialised study, and introduce areas of innovation and scholarship both within the discipline and in its interdisciplinary aspects.

Part 1 (three terms)		Credits	Level
Compulsory modules in Typography(40 credits)			
TY1HG	*Introduction to the history of graphic communication*	20	C
TY1TP	*Introduction to typographic theory and practice*	20	C
Optional module in Typography (20 credits)			
TY1DM	*Introduction to digital design methods*	20	C
In Art History at least 40 credits to be made up from the following:			
HA1AA	*Art and its genres: an introduction*	20	C
HA1AB	*Art and ideas: an introduction*	20	C
HA1AC	*Makers and making: artist, architects and their practices*	20	C

Part 2 (three terms)		Credits	Level
Compulsory modules in Typography (40 credits)			
TY2GC	*History of graphic communication*	20	I
TY2TT	*Theory of typographic and graphic language*	20	I
Optional module in Typography (20 credits)			
TY2TD	*Typographic detailing*	20	I

This module may be replaced by 20 credits taken from elsewhere in the University, provided 60 credits are taken in Art History.

In the Department of History of Art and Architecture

Compulsory modules			**40 credits**
HA2ST	*Study Trip abroad*	20	I
HA2DD	*Distance and difference: perspectives on art, architecture and visual culture*	20	I

Optional module:
20 credits from the following: **20 credits**

HA2AP	Art and Power in fifteenth-century Italy	20	I
HA2AA	Altars, Aristocrats and Guillotines. Aspects of Baroque, Rococo and Neo-Classical art and architecture.	20	I
HA2HH	Heroes and Hero Worship	20	I
HA2MA	Modern art and architecture, and its discontents	20	I
CL2AS	Greek and Roman Sculpture	20	I

Career Management Skills contributes 5 credits' worth of marks to the average for Part 2.

Part 3 (three terms)   Credits Level
Compulsory modules in Typography (20 credits)

| TY3SP | Skills for design practice | 20 | H |

Optional modules in Typography (20 credits)
Not all optional modules will necessarily be available in any year. Admission to optional modules will be at the discretion of the Programme Director.

Up to 20 credits to be selected from the options below:

TY3DI	Designing to inform	10	H
TY3SD	Screen design: planning and development	10	H
TY3TI	Image and text	10	H
TY3DR	Design for reading	10	H
TY3LF	History of letterforms and typography	10	H
TY3TL	Typography and language	10	H
TY3ET	Empirical approaches to typography	10	H
TY3BD	Book design in the fifteenth century	10	H
TY3TB	Twentieth-century book design	10	H
TY3CL	Use of colour in documents	10	H

One or both of these modules may be replaced by up to 20 credits taken from elsewhere in the University.

Optional modules in Art History (40 credits):
40 credits to be made up from the following.

HA3BR	Brunelleschi and Renaissance architecture	20	H
HA3PA	Palladio: architecture and science	20	H
HA3NS	Italian Renaissance Portraiture	20	H
HA3TI	Tintoretto and 16th-century Italian Art	20	H
HA3DE	Delacroix, Romanticism and French nineteenth-century painting	20	H
HA3GO	Goya: Reason and Superstition in the Spanish Enlightenment	20	H
HA3RF	Figuring the Female Body	20	H
HA3LA	Landscape Art in Britain and France: Place and Meaning	20	H
HA3AW	Art, War and Gender in the twentieth century	20	H
HA3BD	Bodies of Difference: Mapping contemporary art	20	H
HA3MU	Museums	20	H
HA3SP	Spaceand Place: Architecture and the Monument	20	H

Compulsory module (40 credits)
A dissertation of 40 credits which students choose to take in either Typography or History of Art.

TY3DN	*Dissertation in Typography*	40	H
	OR		
AR3D1	*Dissertation in History of Art*	40	H

Progression requirements

To proceed to Part 2, a student requires 40 credits within Typography and at least 40 credits in History of Art and Architecture. They must obtain at least 40% in TY1HG, TY1TP, HA1AA and HA1AB; achieve an overall average of 40% in 120 credits taken in the examination; achieve a mark of at least 30% in individual modules amounting to not less than 100 credits taken in Part 1.

To proceed from Part 2 to Part 3, all students should have acquired 120 credits with an overall average of 40%. 100 of these credits should be within Typography and History of Art, with at least 40 credits in each subject. In Typography they must obtain an average of 40% across TY2TT and TY2GC and in History of Art and Architecture at least 40% in HA2ST. They must achieve a mark of at least 30% in individual modules amounting to not less than 100 credits taken in Part 2.

Summary of teaching and assessment
In Typography there are formal lectures, seminars and practical work in studios and workshops. Modules are assessed by a mixture of essays, reports, seminar presentations, formal examinations (with seen and unseen papers) and projects. The dissertation involves preparatory skills workshops and individual tutorials with supervisors.

In History of Art and Architecture, teaching is delivered by a mixture of lectures, seminars, and essay tutorials. Modules are assessed by a mixture of coursework and formal examination, with the proportion of coursework (including seminar performance) increasing as the degree progresses. The dissertation in Part 3 comprises a piece of work based on supervised independent study supported by workshops and is assessed entirely by coursework.

The conventions for classification are included in the Programme Handbook but you should note that weighting between Part 2 and Part 3 for classification purposes is 33% and 67%.

Admission requirements
All applicants are considered on their individual merits and the Department may vary these requirements if it sees fit. No previous experience of History of Art and Architecture is required for admission. Entrants to this programme are normally required to have obtained:
Grade C or better in English in GCSE; and achieved
UCAS Tariff: 280 points from 3 A levels (preferably not all practical subjects); 300 points from 4 subjects (e.g. 3 A levels and 1 AS level); including at least one grade B at advanced level.
International Baccalaureat: 31 points
Irish Highers: BBBBB
Scottish Highers 280pts
GNVQ 280pts
GCSE/O level Modern foreign language recommended

Mature applicants
Applications from mature candidates are welcomed. A mature applicant is more likely to receive an offer of a place if he or she has undertaken recent study, for example 2 or more A levels or an

Access course, but each case is assessed on its individual merits. We recommend you contact an admissions tutor as soon as possible to discuss your individual circumstances.

International applicants
Applications from international candidates are welcomed. If you are not offering A levels we advise you to contact either an admissions tutor before applying in order to discuss the acceptability of your qualifications. IELTS Band 7 (or equivalent) will be required for those whose education has not been undertaken in English.

Admissions Tutors: Dr Mary Dyson/Mr Eric Kindel (Typography) and Dr. Simon Lee (History of Art and Architecture)

Support for students and their learning
University support for students and their learning falls into two categories. Learning support includes IT Services, which has several hundred computers and the University Library, which across its three sites holds over a million volumes, subscribes to around 4,000 current periodicals, has a range of electronic sources of information and houses the Student Access to Independent Learning (S@IL) computer-based teaching and learning facilities. There are language laboratory facilities both for those students studying on a language degree and for those taking modules offered by the Institution-wide Language Programme. Student guidance and welfare support is provided by Personal Tutors, the Careers Advisory Service, the University's Special Needs Advisor, Study Advisors, Hall Wardens and the Students' Union.

Induction includes meetings during 'Freshers' Week' with introductions at University and Faculty levels. Support for students in their studies is provided through the University's Personal Academic Record (PAR) scheme, in which students meet their personal tutors regularly to review their progress and help students assess their development.

In Typography, the Department handbook provides extensive information about the programme and the Department. The Department's year tutor system enhances the personal tutor system, with year tutors available to offer advice on the choice of modules within the programme. The emphasis throughout the programme is on individual and small-group learning rather than class teaching. Within the University and the Department there are several important collections which form the bases for seminar presentations, and potential resources for dissertations. The Department has its own computers (Apple Macintoshes) and related hardware (e.g. scanners, laser printers, digital cameras) with a range of professional software relevant to the subject.

In History of Art and Architecture, the Departmental programme Handbooks issued to Part 1 and to degree course students provide extensive information on resources and study skills. Each student is assigned a Course Adviser, normally their academic tutor, to advise on their choice of modules within the programme. Additional support is provided through a subject-specific reading room containing essential course texts, reference works, some current periodicals and photocopying facilities. There is also a slide library containing slides from all periods of art and architecture history which students will consult as part of their studies. It includes resources in video tapes and computers and in digital imaging and elearning such as BlackBoard. First hand study of works of art is provided through particular classes taught in museums, art galleries or on architectural visits and by a period of study at a centre abroad as well as through the department's own collections, mainly of drawings. Support for students in their studies is provided through the University's Personal Academic Record (PAR) Scheme, in which students meet their personal tutors regularly to review their progress.

Career prospects
A number of specialised careers are open to Typography and History of Art graduates, such as jobs in museums and galleries, auction houses, and increasingly the heritage and leisure industries. Their visual skills also make them attractive to publishers. In addition the skills which Typography and History of Art graduates acquire, such as analytical abilities, problem solving, research skills, independence and adaptability, mean they are sought after for jobs in a wide range of fields, including teaching, social work, accountancy, personnel, banking and commerce, retailing, marketing, IT, civil service and local government. Students may go on to post-graduate study in either Typography or History of Art, at MA and also at PhD level, both at Reading and elsewhere.

Opportunities for study abroad or for placements
Students in the Department of History of Art spend a period of study abroad during Part 2 as part of the Socrates scheme.

Educational aims of the programme
The programme in Typography aims to provide a grounding in the practice of the subject, informed by theory and history. It provides a supporting learning environment in which students develop a range of intellectual, visual, technical and social skills.

The History of Art component aims to provide a framework for examining changing categories of art, architecture and visual artefacts in relationship to different places and times. It will stimulate student's academic and personal development, extending and broadening their range of intellectual skills and abilities. It will develop advanced skills in analysing visual culture and embed the examination of the production and reception of art and architecture within different cultural and social contexts, including issues such as class, race and gender. It will promote a critical understanding of visual aesthetics, artistic and architectural practices and aesthetic traditions. It will foster a critical understanding of the relationship between contemporary conceptions of art, architecture and visual artefacts, and those held elsewhere in other periods, promoting a conception of history of art as a dynamic discipline encompassing divergent, sometimes conflicting, approaches and views. It will aim to promote students' independence and initiative in the organisation and completion of their work and in the formation of judgements.

Programme Outcomes
The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:

Knowledge and Understanding

A. Knowledge and understanding of:
1. Principles of typographic design
2. Elements of graphic language and their interrelationships
3. Methods of interpreting visual artefacts and comprehending their functions and meaning
4. History of typography and graphic communication
5. a broad range of art, architecture and visual culture from the Middle Ages to the present day both in the West and in comparison to selected cultures in other times and places
6. key issues and current priorities in art and architectural history including conflicting interpretations and specific methods of analysis germane to the historiography of the subject
7. The design process and relevant working methods and tools

Teaching/learning methods and strategies

The teaching of typography has three aspects: theory, history and practice. Theory and history inform practice and practical experience enables discussion of theoretical issues and historical examples. Theory and history are mainly taught through lectures and seminars. Practical projects provide an insight into design process and methods.
In History of Art Part 1, basic knowledge is provided through formal lectures, supported by set tasks for practising the elementary analysis of visual artefacts. Specialist knowledge and deeper understanding is fostered in the guided selection of period options at Part 2, where the teaching is seminar and discussion based. Feedback is provided through written responses to seminar participation and in formative assessed work. In later parts of the programme, and beginning at Part 2, students will take increasing responsibility for their own learning, fostered through the guided selection of increasingly specialised options and independent study, including a dissertation.

Assessment
Most knowledge is tested through a combination of coursework and examinations. A dissertation and oral presentation also contribute. Practical work in typography is assessed by projects.

Skills and other attributes

B. Intellectual skills – able to:
1. Assemble and review literature
2. Organise material and articulate in written form
3. Use documentary and visual resources as evidence
4. Analyse visual artefacts and specifically examples of graphic language
5. Structure, analyse and solve problems
6. Plan, conduct, and write up a piece of basic experimental research
7. Transfer appropriate skills and methods from one topic within the subject to another

Teaching/learning methods and strategies
Self-directed study in close consultation with a supervisor develop research skills. The ability to organise and structure arguments is emphasised throughout but particularly in the dissertation. Lectures and seminars promote analysis and interpretation of graphic language and visual artefacts. In the History of Art component, such skills are additionally fostered through opportunities to study visual artefacts at first hand in the study trip abroad. Projects provide the opportunity to analyse and solve design problems and analyse examples of graphic language through critiques. The skills required for basic experimental research are taught through practicals and fieldwork. The ability to transfer knowledge from one area of the programme to another is evidence of high level performance.

Assessment
The dissertation is the primary vehicle for assessing students' research skills and transfer of knowledge. Coursework essays and examinations provide additional forms of assessment in modules taken earlier in the programme, which include analysis of visual artefacts. Assessment of practical work incorporates problem solving. Coursework assesses the implementation and reporting of basic research.

C. Practical skills – able to:
1. Assess requirements of project brief
2. Explore alternative approaches to a problem
3. Plan practical design work
4. Develop and carry out individual research programmes and strategies
5. Identify, locate, record and recall key features of visual sources
6. Engage in group discussion and debate

Teaching/learning methods and strategies
Practical skills are taught within the practical modules in Typography. Some lectures (e.g. on typographic theory) feed into the development of practical skills by examining a range of design outcomes. Group discussion and debate is featured throughout the programme. Conducting independent research, identifying and interpreting visual artefacts and sources, and recall of key features is taught from Part 1.

Assessment
Projects completed in practical modules assess 1-3. Coursework, the dissertation and written examinations assess 4 and 5.

D. Transferable skills – able to:
1. Solve problems
2. Articulate ideas effectively in speech and writing
3. Describe evidence from visual sources in oral and written forms
4. Manage time
5. Work as a team member
6. Handle a variety of information sources
7. Use basic statistical techniques
8. Plan career

Teaching/learning methods and strategies
The use of IT is embedded throughout the programme. Presentations within seminars and written coursework develop communication skills. Practical work involves problem solving, managing time, working within teams. Seminars can also involve team work. Time management is necessary for submitting coursework. Lectures, seminars and self-directed study provide experience of information handling. Library and internet skills are acquired through various coursework and in particular through the dissertation in Part 3. Experimental research projects introduce basic statistical techniques. A series of briefings, exercises and self-directed study cover career development skills.

Assessment
Coursework is used to assess 1–3, 6–8. Some skills are not directly assessed, but they contribute to effective outcomes of projects, and enhance performance in modules.

Please note: This specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably expect to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the learning outcomes, content and teaching, learning and assessment methods of each module can be found in module and programme handbooks.