Programme Handbook

BA (Hons) Contemporary Creative Practice
2024/2025

Contents

Sources of Additional Information

The Canvas Online Learning Environment

Information and learning materials for your modules will be provided on the Canvas Learning Management System. Please check the announcements regularly and any other communication methods used for your programme. Canvas will form an important part of your learning experience. Please let your Module Leader know if you encounter any problems accessing this material.

Student Handbook

The Student Handbook contains essential information to support your success and the enjoyment of your study at British University Vietnam. Therefore, it is highly recommended that you read this handbook carefully. If there is any unclear information, kindly reach out to our university staff for clarification. Student Handbook is available for access on your Canvas Learning Environment, under tab Student Resources.

Module Handbooks

Your programme is comprised of several individual modules, each with its own detailed information provided in a separate module handbook. All module handbooks are available for you to access via the Canvas Learning Environment, under the **Student Resources** tab.

Student Support

For general information relating to support services, kindly contact our Student Information Office at:

Email: studentservice@buv.edu.vn

Hotline: 0936 376 136

For wider information about the Student Services available to you, visit student pages on SU website. You can also use the Report and Support pages available for students to both report incidents and to find different avenues of support, both internally and externally.

Welcome

An Introduction to British University Vietnam

We are proud to announce that our university is the first British university to be established in Vietnam, and the only university anywhere in the world to offer the British Ambassador's Scholarship. In August 2022, BUV was officially announced as the first university in Vietnam to be awarded a **5-star Excellent University** rating from the internationally acknowledged QS organisation. Specifically, the University was awarded 5 stars on the following criteria: **Teaching, Employability, Academic Development, Facilities, Social Responsibilities**, and **Inclusiveness.**

As an undergraduate student at British University Vietnam (BUV), you have access to all benefits a recognised British University's degree can offer, along with a unique and 100% British learning experience, without having to leave your home country. The quality of your courses, the standard of academic excellence, together with the teaching and learning style are on the same level as other courses in any British university.

Your undergraduate degree will be awarded by Staffordshire University, one of our institutional partners in the UK. Staffordshire University has been working closely with the academic staff at British University Vietnam to ensure that your learning experience and the overall quality of your graduate degree are identical to of those students who are studying in the UK. It means you will not only study the entire course in English, but also learn to develop your own independent skills in writing argumentative essays, delivering persuasive presentations, collaborating in teams and contributing in group discussion. You will be required to manage your time effectively, while continuing to be an active learner and constantly contribute to your own personal development.

An Introduction to Staffordshire University

Staffordshire University (SU) is named after its home county, Staffordshire in Central England. The university possesses a long and rich history of over 120 years in education and has been recognised globally for its top-quality courses in various majors. Today it continues to support more than 17,800 students in two main campuses Stoke-in-Trent and Stafford in the UK.

Staffordshire University has many special characteristics that make it unique. However, the one that stands out the most is its strong commitment to improve the quality of higher education across the world. As part of this commitment, the University has offered a large number of learning opportunities in many countries including Spain, France, Greece, India, Sri Lanka, Oman, China, Malaysia and of course, Vietnam. There are over 6,000 students studying with Staffordshire University in different partner institutes over the world.

SU's strong commitments and great reputation in top-quality higher education courses have matched our mission and vision perfectly and make it an ideal educational partner for BUV. Both institutions are committed to work side by side to ensure that the quality of your study and learning experience is on the same level with what experienced by the students at Staffordshire University in the UK.

A message from the Dean

Welcome to British University Vietnam (BUV), partnering within Staffordshire University to deliver and award your degree. At BUV we are really proud that our world-class programmes have a global reach, and we are proud to work in partnership with Staffordshire University. As we say, a BUV degree is a British Degree!

At BUV we are committed to ensuring that our programmes are relevant and contemporary; and that our staff are highly qualified, internationally educated, experts in their fields. We are confident that you will have an excellent experience studying with us and will be advocates of BUV's mission and values as you progress through your studies and become our alumni. To embody these values, your degree and its accompanying Professional and Social Growth Programme (PSG) will focus on developing the following Graduate Attributes:

Empathetic and Ethical - Demonstrates professional integrity, while at the same time valuing diversity, emotional intelligence and respect for the values and perspectives of others.
Confident and Professional - Self-confident, yet mindful of professional, social and cross-cultural norms that shape behavioural expectations in the workplace.
Collaborative - The ability to identify and build teams in the workplace with people who are cross-disciplinary in language, skills and background
Innovative Problem Solvers - Adept ideators, employing a positive disposition and resilience to the collective creation of innovative ideas and solutions.
Sustainability Mindset - Demonstrating careful consideration of the social, cultural and environmental issues that are impacting Vietnam and the world.
Lifelong Learners - Employing reflexive thinking and learning how to relearn for continuous personal and professional growth.
Career Ready - Demonstrate the ability to apply current knowledge, skills and experience to future career choices and opportunities.

Should you ever need help in developing these attributes, pursuing your own goals, or understanding your programme in any way, I encourage you to reach out to our faculty who will be happy to help you! I wish you the very best of luck in your studies.

Dr. Jason MacVaugh

Dean (Higher Education)

University Contact Points

The official communication channels in every course are **Student emails and Canvas LMS**. Students are expected to use Student emails to contact and communicate with the Academic Team throughout the course.

For any module related matters, it is recommended that all communications should be done via Canvas LMS. For any other supports related to Academic Administration, your first point of contact should always be the **Student Information Office** located at the **Student Information Counter** on level 2, BUV Campus.

Admission Office Provides support and guidance for inquires relate to all Admissions procedure including pre-arrival inquiries.	admissions@buv.edu.vn
Course Office Provides support and guidance for inquires relate to Timetable, Class Arrangement, Status changes, Course Operations, Programme and Module Administration.	courseoffice@buv.edu.vn
Student Information Office Provides support and guidance for inquiries relate to Attendance Records and the first point of contact for any other general inquiries and meeting bookings.	studentservice@buv.edu.vn
Student Academic Support Office Provides support and guidance for inquiries relate to all academic supports including Student Tutor Programme and Faculty Learning Support.	academic-support@buv.edu.vn
Student Engagement Provides general support and guidance for student activities, student life and employability activities.	se@buv.edu.vn
Student Engagement – Career Services Organises employability skill trainings and industry exposure activities; provides personalised support and guidance on career navigation, career planning, internships, and other career related inquiries	se-careers@buv.edu.vn

Student Engagement- Student Life Provides support and guidance for inquiries related to student life on campus including student activities and student clubs.	se-studentlife@buv.edu.vn
Well-being and Psychological Counselling Provides support and guidance student's well-being matters, including psychological counselling services.	student-wellbeing@buv.edu.vn
Learning Resources Centre Provides support and guidance for inquires relate to Student Ipad, Learning Resources Facilities including On-campus Library.	buv-lrc@buv.edu.vn
Canvas Learning Management System Provides support and guidance for inquires relate to Canvas Learning Management System.	buv-lms@buv.edu.vn
Exam Office Provides support and guidance for inquires relate to Exam Timetable, Exam regulations.	examoffice@buv.edu.vn
Academic Compliance Office Provides support and guidance for inquires relate to Academic Misconduct, Academic Regulations and Exceptional Circumstances.	aca.compliance@buv.edu.vn
Central of Academic Information Services - CAIS Provides support and guidance for inquiries relate to Exam Results, Student Records, Transcripts and Academic records.	cais@buv.edu.vn

International Office Provides support and guidance for inquires relate to Global Mobility, including Exchange and Transfer Programmes and International Study Tours.	international@buv.edu.vn

BUV welcomes feedback on all aspects related to your study and overall experience at the University. Your feedback is strictly confidential and will be reviewed/ assessed by members of the University's Senior Management Team for further actions if required.	

General feedback	feedback@buv.edu.vn

Academic Contact Points

Appointment	Name	E-mail address
Dean (Higher Education)	Associate Professor Jason MacVaugh	dean@buv.edu.vn
Head of Centre for Research and Innovation	Associate Professor Mike Perkins	mike.p@buv.edu.vn
Head of Academic Quality	Dr. Jyotsna Bijalwan	jyotsna.b@buv.edu.vn
Head of Post-Graduate Studies	Dr. Simon Kimber	simon.k@buv.edu.vn
Discipline Lead - Business (University of London)	Mark Harris	mark.h@buv.edu.vn
Discipline Lead - Business (Accounting, Finance & Economics)	Dr. Dong Manh Cuong	manhcuong.d@buv.edu.vn
Programme Lead - Accounting and Finance	Maredi Lamet	maredi.l@buv.edu.vn
Discipline Lead - Business (Management and Marketing)	Dr. Ashvari Subramaniam	kumarashvari.s@buv.edu.vn
Programme Lead - International Business Management	Don Hickerson	don.h@buv.edu.vn
Programme Lead – Marketing Management	Dr. Tingting Xie	tingting.x@buv.edu.vn
Discipline Lead - Computing & Innovative Technologies	Dr. Ali Al-Dulaimi	ali.d@buv.edu.vn
Programme Lead – Computer Games Design and Programming/ Games Art	David Holloway	david.h@buv.edu.vn
Programme Lead – Cyber Security/ Cloud Technologies	Dr. Hamza Mutaher	hamza.a@buv.edu.vn
Discipline Lead – Communication and Creative Industries	Dr. Paul D.J. Moody	paul.m@buv.edu.vn
Programme Lead – Contemporary Creative Practices	Richard Childs	richard.c@buv.edu.vn
Discipline Lead - Tourism and Hospitality Management	Dr. Maren Viol	maren.v@buv.edu.vn
Programme Lead - Event Management	Lee McMillan	lee.m@buv.edu.vn

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Equality, Diversity and Inclusion

We are committed to promoting and enabling a positive culture where staff, students and visitors are confident to be their authentic selves. We focus on inclusion as a way to ensure equality of opportunity for all our people and to demonstrate our commitment to Equality, Diversity and Human Rights. This commitment is reflected in our Student Equal Opportunities and Diversity Policy and SU's Equality, Diversity and Inclusion Statement and Framework, which underpin our course development and delivery.

Support and Guidance

We endeavour through our support systems to support you in all relevant areas of your programme – whether relating to professional, academic and/or personal development.

Academic support

At BUV, we are committed to providing comprehensive academic support beyond the classroom to ensure your success throughout your educational journey. Our Student Academic Support (SAS) Office is the central point of contact whenever you require guidance or assistance in achieving your academic goals. We strongly encourage you to make full use of these valuable resources to enhance your learning experience, overcome challenges, and excel academically.

If you have any questions or need support, please do not hesitate to contact us at academic-support@buv.edu.vn.

Support and wellbeing

At British University Vietnam, we are committed to supporting all our students and there are a wide range of services available to you.

Student Support
For general information relating to support services, kindly contact our Student Information Office at:
Email: studentservice@buv.edu.vn
Hotline: 0936 376 136

Student Well-being Support
At BUV, we understand it is totally normal to feel overwhelmed and crushed sometimes, and we want you to know that we are here for you. Reach out to us and talk to us whenever you feel lost or unsure. Simply email our Student Wellbeing and Psychological Counsellor at student-wellbeing@buv.edu.vn, we will arrange a private and confidential meeting for you to express all your concerns and worries with an expert to find the best way for you to thrive in your current circumstance.

Student Association Committee (SAC)

SAC is the official representative body of the undergraduate students' interests and concerns. They have 07 members with clear responsibilities that support the BUV Student Community. You can reach out to them if you need any help during your study and student life journey via:

Fanpage: BUV Student Association Committee

Instagram: @sacbuv

Email: sac@st.buv.edu.vn

An Introduction to your Programme

The aims of this course are informed by a vision that recognises the importance of a higher education experience in developing, inquisitive and reflective individuals. We are committed to a number of key Aims and Objectives that underpin the design and delivery of our course, all of which combine to produce visually literate graduates equipped with specialist and transferable skills.

Whether you choose to become a graphic designer, an illustrator, a photographer or an animator, our focus is on the personal and professional fulfilment of our students. Our intention is that graduates will emerge from this course as highly employable, having been exposed to a diverse range of industry-relevant skills and experiences. This course allows for you to determine your creative route. We provide a canvas to support your exploration and growth.

Our Key Aims and Objectives:

- Provide 'future facing' projects and content that develops a student's professional approach to creative working practices within a chosen specialist area of study: graphic design, illustration, photography, or animation.
- Encourage the research of materials and processes, effective time and resource management, and critical judgment to inform well rounded creative outcomes.
- Promote a critical and analytical understanding of current creative practice, highlighting contemporary social debates, ethics, trends, and practices shaping the creative industries.
- Equip students with necessary transferable skills, including soft skills and effective verbal communication, to maximize employment opportunities within a specialist area of the creative industries.
- Produce 'industry ready' graduates, with a comprehensive range of skills, knowledge, and understanding for the evolving creative industries.
- Encourage interdisciplinary and collaborative project work across various related disciplines in the creative industries, and foster industry awareness.
- Foster the development of extensive problem-solving skills and creative responses that demonstrate broad research skills, ideation, and creative process within a specialist area of the creative industries.
- Support students in developing their freelance career opportunities through contact with professional industry networks within the creative industries, understanding modern networking social platforms to promote their portfolios and engage with employability opportunities.
- Encourage and support the development of a well-crafted digital and physical portfolio or showreel of work within students' chosen specialisms, promoting student

engagement in design competition self-initiated briefs in the creative industries, which will help lead them to freelance opportunities.

What is distinctive about this course?

This course offers a unique opportunity for students to explore their creativity across multiple disciplines - graphic design, illustration, photography, or animation. It encourages interdisciplinary learning, fosters industry awareness, and provides exposure to diverse industry-relevant skills and experiences.

- In the first year of the program students will take a deep dive into the world of art, design, and creative practice by participating in hands-on workshops aimed at nurturing creative thinking and establishing the fundamental skills necessary for a future in the creative industries.
- In the second year, students will begin to focus intensively on a chosen specialism, whether that be graphic design, illustration, photography, or animation. This stage is defined by the completion of complex projects and developing more advanced skills and techniques specific to each students chosen industry area.
- In the program's final stage, students concentrate on honing expert knowledge and realising their personal projects in their chosen discipline. This phase acts as a stepping stone to future job opportunities, placing significant focus on preparing portfolios that meet industry standards.

Upon completing Level 4, students will receive extensive support in selecting a specialist study stream for the second stage of the programme: graphic design, illustration, photography, or animation.To facilitate this decision-making process, students will attend introductory lectures outlining the specialist content for the upcoming year. Additionally, they will have the opportunity to schedule specialist tutorials for further guidance. During these sessions, lecturers will help students choose the most appropriate option based on their interests, skills, and future career aspirations.

Graduate Destinations

Graduates of our course are reflective and critical learners with a comprehensive perspective, prepared to contribute to the creative industries. Our course imbues the wide array of qualities needed for success within the Creative Industries. Across all modules of the BA (Hons) Contemporary Creative Practice degree, we aim to equip our graduates with future-facing skills and understanding to thrive within their chosen specialism.

Graduates will gain a broad understanding of their chosen discipline, underpinned by the industry knowledge, research, and innovative teaching of our academic team. Through project-based learning, live projects, and presentations, our graduates will acquire 'work-ready' skills, professionalism, soft skills, and independent problem-solving abilities.

Our graduates will be effective communicators, capable of working collaboratively on team projects. Their practical creative skills will be showcased in a portfolio of work, presented in both physical and digital formats.

Throughout the course, students will be encouraged to develop their understanding through critical reflection and questioning of different views and perspectives. This critical approach in the context of their specific discipline will further demonstrate our graduates' abilities and strengths.

Graphic Design graduates will have the attributes necessary to secure employment within a design studio, agency or as a freelancer. Future roles include:

- Graphic Designer
- Art Director
- Strategist
- UX/UI Designer
- Client Services
- Junior Creative
- Advertising / Branding Creative
- Packaging designer
- Copywriter
- Social Media Content Provider
- Web Designer
- Freelance Designer

Illustration graduates will have the attributes necessary to secure employment within a design studio, agency or as a freelancer. Future roles include:

- Freelance Illustrator
- Art Director
- Maker seller
- Animator
- Storyboard artist
- Visual Development Artist
- Editorial Illustrator
- Packaging designer
- Book arts and publishing
- Printmaking
- Exhibiting Artist
- Production designer, theatre/television/film

Photography graduates will have the attributes necessary to secure employment within a design studio, agency or as a freelancer. Future roles include:

- Photo Editor
- Picture Researcher
- Freelance Photographer
- Commercial Photographer
- Fashion Photographer
- Sports and Event Photographer
- Photojournalist
- Art Director

Animation graduates will have the attributes necessary to secure employment within a design studio, agency or as a freelancer. Future roles include:

- Animator
- Visual Development and Storyboard Artist
- 3D Modeller
- Character Designer
- Digital Painter & Artist
- Rendering Artist
- Compositor
- Motion Graphics Artist
- Special Effects Designer

Programme Outcomes

Your award has a set of written learning outcomes (known as Programme Outcomes) that describe what you should be able to do by the end of the course.

These are designed to help you understand what you need to do to pass your course and receive your award. The outcomes for your course can be found in Appendix A of this handbook.

Module Learning Outcomes

Each module you study has separate learning outcomes which join together to enable you to demonstrate that you have achieved the overall learning outcomes for your award. The learning outcomes for your modules can be found in your Module Handbooks and Module Descriptors, access available on your Canvas page.

The 'University 8' at Staffordshire University

The specific learning outcomes for your award and modules have been matched to eight university-wide learning outcome statements:

- knowledge and understanding
- learning enquiry
- analysis
- problem solving
- communication
- application
- reflection

These statements describe the abilities and skills all Staffordshire University students should demonstrate in order to pass their course. They have been designed to meet national expectations contained within the [Framework for Higher Education Qualifications.](#)

This ensures that the learning outcomes for your course are equivalent to similar courses at other UK universities and colleges. Appendix A shows how the Programme Outcomes for your course have been mapped to the University 8.

The Structure of your Programme

Programme Title: BA (Hons) Contemporary Creative Practices

Level 4

TB1	Critical Foundations 01: Study Skills for Creative Practice	Studio Foundations 01: Visual Investigation
TB2	Critical Foundations 02: Creative Research	Studio Foundations 02: Design & Application

Level 5

TB1	Critical Enquiry 01: Creative Influences	Studio Specialism 01: Experimental Formats (Animation/ Graphic Design/ Illustration/ Photography)
TB2	Critical Enquiry 02: Industry, Research & Development	Studio Specialism 02: Future & Emerging Technologies (Animation/ Graphic Design/ Illustration/ Photography)

Level 6

TB1	Creative Directions	Studio Innovation 01: Explore (Animation/ Graphic Design/ Illustration/ Photography)
TB2	Creative Futures	Studio Innovation 02: Consolidate (Animation/ Graphic Design/ Illustration/ Photography)

Learning, Teaching and Assessment on your Programme

Learning and Teaching

The learning and teaching strategies used on the BA (Hons) Contemporary Creative Practices course are intended to focus upon students achieving the learning outcomes; furthermore, they enable a student to critically reflect upon their learning. Through dynamic, project-based delivery, the learning and teaching strategies are designed to encompass all learning styles, and to:

- fulfil the aims and outcomes of the course
- develop a range of subject related skills
- develop transferable, future facing, employability skills for the creative industries
- promote the ability to be an independent learner and develop 'soft skills'

Level 4

In the first year of study, students will embark on a journey of exploration across a broad spectrum of art and design processes. This foundational year serves as an immersive introduction to the creative arts, where students will engage with an assortment of materials and technical processes. Students will participate in hands-on workshops, designed to nurture their creative thinking, and stimulate their artistic curiosity. These workshops also serve as an invaluable platform for students to familiarize themselves with the essentials of their chosen field, from mastering the usage of various tools and materials, to understanding the nuances of different artistic techniques. This exposure to a broad range of artistic practices is aimed at cultivating a well-rounded understanding of the creative arts. The first year also focuses on easing students' transition into higher education, providing them with the skills and knowledge necessary for academic success in their subsequent years of study.

Level 5

After the initial foundation year, students will progress into more specialized studies in their chosen field during the second year. This year will provide them with the opportunity to undertake complex projects that demand advanced application of their skills. They will gain specialist technical skills relevant to their chosen discipline, whether it be animation, graphic design, or illustration. This period also involves immersing themselves in discussions, debates, histories, and theories that underpin their area of study, allowing them to understand their chosen field in a wider context.

Level 6

In the final year, students will have the opportunity to refine their expertise and industry knowledge. They will undertake personal projects that address their personal and professional interests, providing a platform to showcase their developed skills and knowledge. This year is also dedicated to preparing portfolios and showreels that will be

crucial for their employment and industry placement. These comprehensive portfolios will reflect their technical abilities, creative thinking, and understanding of their chosen discipline, positioning them as competitive candidates in the creative arts industry.

Assessment

Assessments are provided to students in two main ways: orally, in tutorial and critique situations and in writing, summative, which will indicate performance against the learning outcomes of the module. All modules include assessment tasks/activities/outcomes, based on the submission of coursework, the nature of which is determined by the variety of projects or assignments set within the module. The assessment process identifies the importance of the development and appreciation of skills, thought processes and crafting with a 'hands-on' and creative approach to projects, understanding and mastering the aesthetic and a firm grounding of knowledge of industry expectations within your specialist discipline areas.

Assessment of course project work may take the following forms:

- Presentations – oral, visual, and creative
- Portfolios – containing development and research
- Practical deliverable creative final outcomes (2D/3D/digital/moving image)
- Essays
- Reports
- Design Presentations, Pitches & Blogs

Formative assessment

This form of assessment provides ongoing feedback and advice, to help students plan a course of action to improve design work and understanding of the principles introduced. Formative assessment is an ongoing feature of the course, occurring through tutorial discussions, peer assessment, formal and informal critique, and self-assessment, both 1:1 and in small groups.

Summative assessment

This takes place on completion of a module and is provided in the form of a grade point (on a scale of 0 – 100%), this is accompanied by written feedback from the module tutor, relating your achievement to the learning outcomes of the module. The grade point scheme is linked, within the Undergraduate Modular

How to Submit Assessments

Submitting Assignments Online

Online assignments will be submitted through Canvas, using one of a number of methods that would be explained to you via a Canvas training session hosted by the Exam Office before your first submission at BUV. All assignments are marked anonymously.

Anonymous Submission

Note that most assignments are marked anonymously, and that you are asked to not include your name in submitted work unless specifically requested in the assessment document.

For online submissions, we will use the tools available in Canvas and our grading system Turnitin to ensure anonymity wherever possible.

Keeping a Backup

It is good practice to keep a hard or (backed-up) electronic copy of any assignment you submit, whether that assignment is submitted on paper or electronically. Should the assignment you submit get lost, then you will have the receipt to prove that you handed it in, and a copy to replace what has been lost.

Exceptional Circumstances

You must submit all pieces of assessment required for each module on or before the submission date for each piece of assessment. Failure to do so is likely to result in failure of the module overall. There may be occasions when you are unable to submit or undertake a piece of assessment due to circumstances beyond your control.

Feedback on your Work

Seven principles of good feedback

Good feedback should:

- Be an interactive process involving student-tutor and student-student dialogue.

- Facilitate the development of self-assessment and reflection.

- Clarify for students and staff, through dialogue, what good or bad performance actually is in the assignment or task.

- Be developmental, progressive and transferable to new learning contexts.

- Be ongoing and embedded in the learning process.

- Motivate, build esteem and confidence to support sustainable lifelong learning.

- Support the development of learning groups and communities.

Submission and Feedback

All assignments should be submitted via Canvas. Feedback for the assignment will be provided after the approval and permission from the relevant Examinations Board.

Furthermore, feedback on your performance is provided in a variety of ways –throughout your study period, you will be receiving informal feedback on your performance, via your discussions with teaching staff in tutorials for instance. Feedback should help you to self-assess your work as you progress through the module and help you to understand your subject better.

Feedback is not just the marks at the end of the module – it could be regular verbal advice about your work, perhaps as you develop a portfolio of work; comments made by tutors or fellow students in group discussions; or the written comments on your work.

External Examiners appointed to your Programme
External examiners help the University to ensure that the standards of your course are comparable to those provided by other universities or colleges in the UK. More information on the role performed by external examiners can be found in our External Examiner Policy.

Kindly note: It is not appropriate for you to make direct contact with your external examiner. Please direct any queries for your External Examiner through your Programme Leader.

Course Specific Regulations

Your course is delivered and assessed according to the University's Academic Award Regulations. Please visit our Regulations webpage for more information.

BUV Student Voice

During the course you will have the opportunity to share your views and opinions on your modules, course and the University. Your feedback is key to ensuring that we get an accurate picture of what it is like to be a student at British University Vietnam and enables us to enhance the learning experience for current and future students.

Student feedback is welcomed, valued and considered by the senior management of the University. All learners have the opportunity to provide their individual views through module surveys. In addition, students in each cohort are asked to elect two Representatives to collate and represent their views in the Student Staff Liaison Committee meeting held in the middle of each semester. Cohort's representatives are asked to feedback to their peers' issues and decisions from the Student Staff Liaison Committee meetings.

Students may also write at any time direct to the Dean by email to dean@buv.edu.vn for academic feedbacks or to feedback@buv.edu.vn for generic feedbacks. All feedbacks are anonymous and your identity is always kept confidential.

BUV will use this information to inform the improvement and enhancement of the learning experience and University life in general for both current and future students.

BUV Student Association Committee (SAC)
BUV Student Association Committee (SAC) is a committee that represents the BUV student community. The committee act as the voice for BUV fellows, listen and collect concerns from all students and act upon their favour to create the best operating and learning environment at BUV.

The term of the SAC members is one year with new voting season happens in May annually. Students from all cohorts of SU, FE, IHM in all levels as well as a representative from the University of London Programme (UoL), can apply with no restrictions and limitation. Anyone from BUV student community can vote for any candidates they trust to choose seven best representatives. The final elected SAC members would be informed via an official email sent by BUV Student Experience Department

Every student has the opportunity to become a course/class/cohort representative. This voluntary position makes you the key contact point between staff and students, where you will listen to your peer's feedback to understand everyone's experiences, speak to your staff about ways to further enhance your learning & teaching and share the positive outcomes and impacts for learners.

Personal and Social Growth Programme

The Personal and Social Growth (PSG) Programme is a unique initiative of British University Vietnam (BUV) to encourage students' well-rounded development and enable them to acquire essential skills, qualities, and qualifications for future success. It is one of three key drivers of BUV, along with the accredited British and international higher education degrees in Vietnam, as well as a 5-star university campus with state-of-the-art learning spaces and dedicated support services.

Going parallel with and complementing the academic degree programmes, the PSG Programme with a vast pool of activities outside the classroom can cater to students' unique aspirations and facilitate their personal, social, professional, and academic growth in four aspects: Work & Career Readiness; University & Community Engagement; Social, Cultural and Emotional Development; and Academic Excellence.

To document students' PSG journey, BUV awards PSG points in proportion to the efforts and achievements that the students make in different impactful activities. Upon successful completion of the PSG Programme, students will be awarded a PSG certificate and a

detailed transcript with activities and points accumulated throughout their time at BUV. The PSG certificate is a competitive advantage for students to confidently seize opportunities in the real world.

BUV Career Guidance and Employability

BUV Career Services & Industry Relations Team consist of dedicated and experienced career consultants, career services officers, and industry relations officers who can help you with internship applications, personal career guidance, equipping employability skills and the most updated career options, as well as meeting up real-life professionals, experts, and managers in careers & employability activities. The team offers several internship opportunities on BUV Job Portal, CV review and feedback, job interview practice, career consultation, career test debrief, introduction letters, and reference letters.

The best way to get started is to:

- Visit the SE Lounge on Level 1, right next to the bus entrance and talk to a member of staff.
- Write an email to BUV Career Services & Industry Relations Team via the email address: SE-Careers@buv.edu.vn.

Or book a session with a career consultant by make an appointment via the link below: https://buvse.simplybook.asia/v2/.

Global Connections

During your course you will be encouraged to think globally and consider issues from a variety of perspectives, ensuing you have the knowledge and skills necessary to build your future career in an increasingly connected world.

We are committed to supporting students who wish to undertake study, work or volunteering placements abroad. In business programmes, students will conduct research in real-life international case studies to gain a global perspective. Students on specialised programmes such as International Hospitality Management and Tourism Management have the opportunity to attend international study trips to gain in-depth understanding on the international tourism context. If you would like to explore these opportunities, please contact the University's dedicated International Office (international@buv.edu.vn) to make an enquiry and book a virtual appointment.

Policies & Procedures

A full suite of BUV Academic Policies and Procedures can be found on your Canvas page, under tab Student Resources/ University Policies.

In the event of any issues arising during your course, please speak to your Programme Leader or Learning Support Team as soon as possible. Should you not be able to resolve the issue, please visit our 'Appeals, Complaints and Conduct' webpage for information.

For full details of SU regulations, explaining what good academic conduct is and how SU will deal with allegations of academic misconduct, please see the University's Academic Conduct Procedure. You will be able to find our comprehensive set of policies and regulations here.

Appendix A – Programme Outcomes

At the end of your studies you should be able to:

Level 4			Mapped Modules
Explore and understand key concepts and principles of historical and contemporary practices relating to creative practice. Benchmark Statements: A&D Benchmark 3.5, 3.6, 3.9, 3.10, 4.1, 5.4, 5.6, 5.7, 6.4, 6.10	University Outcomes (tick/mark)		Studio Foundations 01: Visual Investigation (40C)
	Knowledge & Understanding	x	
	Learning		
	Enquiry		
	Analysis / Visual Analysis		
	Problem Solving		
	Communication		
	Application		
	Reflection		
	Working with Others		
Develop awareness of personal learning requirements, in the acquisition of a range of knowledge and skills Benchmark Statements: (A&D Benchmark 2.5, 3.8, 3.9, 3.10, 5.4, 5.5, 5.6, 6.10)	University Outcomes (tick/mark)		Critical Foundations 02: Creative Research (20C)
	Knowledge & Understanding		
	Learning	x	
	Enquiry		
	Analysis / Visual Analysis		
	Problem Solving		
	Communication		
	Application		
	Reflection		
	Working with Others		
Present, evaluate and interpret information as part of creative practice. Benchmark Statements: (A&D Benchmark 2.3, 2.4, 2.5, 3.5, 3.6, 3.7, 3.8, 3.9, 4.4, 6.10)	University Outcomes (tick/mark)		Critical Foundations 01: Study Skills for Creative Practice (20C)
	Knowledge & Understanding		
	Learning		
	Enquiry	x	
	Analysis / Visual Analysis		
	Problem Solving		
	Communication		
	Application		
	Reflection		
	Working with Others		

Evaluate and apply knowledge to specific creative practices. Benchmark Statements: (A&D Benchmark 3.5, 3.6, 3.7, 3.8, 3.11, 4.4, 6.10)	University Outcomes (tick/mark)		Studio Foundations 01: Visual Investigation
	Knowledge & Understanding		Critical Foundations 02: Creative Research (20C)
	Learning		
	Enquiry		
	Analysis / Visual Analysis	x	
	Problem Solving		
	Communication		Studio Foundations 02: Design & Application
	Application		
	Reflection		
	Working with Others		
Evaluate suitability of approaches for creative problems and visual solutions. Benchmark Statements: (A&D Benchmark 2.3, 3.11, 4.1, 5.2, 5.6, 6.10)	University Outcomes (tick/mark)		Studio Foundations 01: Visual Investigation
	Knowledge & Understanding		Critical Foundations 02: Creative Research (20C)
	Learning		
	Enquiry		
	Analysis / Visual Analysis		
	Problem Solving	x	
	Communication		Studio Foundations 02: Design & Application
	Application		
	Reflection		
	Working with Others		
Communicate information and ideas accurately using a variety of techniques for visual information and ideas. Benchmark Statements: (A&D Benchmark 3.5, 3.6, 3.7, 3.9, 4.4, 5.5, 6.6)	University Outcomes (tick/mark)		Critical Foundations 01: Study Skills for Creative Practice (20C)
	Knowledge & Understanding		
	Learning		
	Enquiry		
	Analysis / Visual Analysis		
	Problem Solving		Studio Foundations
	Communication	x	
	Application		
	Reflection		
	Working with Others		

		01: Visual Investigation Critical Foundations 02: Creative Research (20C) Studio Foundations 02: Design & Application
Apply knowledge and skills from research and experimentation for creative projects, presentations, or written assignments. Benchmark Statements: (A&D Benchmark 2.5, 3.3, 3.4, 3.7, 3.9, 3.11, 4.4, 5.4, 5.6, 5.7, 6.9, 6.10)	University Outcomes (tick/mark) | Knowledge & Understanding	
Learning	
Enquiry	
Analysis / Visual Analysis	
Problem Solving	
Communication	
Application	x
Reflection	
Working with Others			Studio Foundations 01: Visual Investigation Studio Foundations 02: Design & Application
Demonstrate the ability to formulate questions and identify key issues within the creative industries. Benchmark Statements: (A&D Benchmark 2.7, 3.4, 6.6, 6.8, 6.10)	University Outcomes (tick/mark) | Knowledge & Understanding	
Learning	
Enquiry	
Analysis / Visual Analysis	
Problem Solving	
Communication	
Application	
Reflection	x
Working with Others			Critical Foundations 01: Study Skills for Creative Practice (20C) Critical Foundations 02: Creative Research (20C)

Demonstrate contribution/s to a team effort and the completion of common, creative, or visual goals. Benchmark Statements: (A&D Benchmark 2.7, 3.3, 5.2, 5.5, 5.6, 5.8, 6.6, 6.10)	University Outcomes (tick/mark)		Studio Foundations 02: Design & Application
	Knowledge & Understanding		
	Learning		
	Enquiry		
	Analysis / Visual Analysis		
	Problem Solving		
	Communication		
	Application		
	Reflection		
	Working with Others	x	

Level 5			**Mapped Modules**
Demonstrate knowledge and critical understanding within a creative specialism; graphic design, illustration, photography, or animation. Benchmark Statements: (A&D Benchmark 3.5, 3.6, 3.9, 3.10, 4.1, 5.4, 5.6, 5.7, 6.4, 6.10)	University Outcomes (tick/mark)		Studio Specialism 01: Experimental Formats
	Knowledge & Understanding	x	
	Learning		
	Enquiry		
	Analysis / Visual Analysis		
	Problem Solving		
	Communication		
	Application		
	Reflection		
	Working with Others		
Understand and apply appropriate learning approaches, such as research and practice relevant to a chosen creative specialism; graphic design, illustration, photography, or animation. Benchmark Statements: (A&D Benchmark 2.5, 3.8, 3.9, 3.10, 5.4, 5.5, 5.6, 6.10)	University Outcomes (tick/mark)		Critical Enquiry 02: Industry, Research & Development
	Knowledge & Understanding		
	Learning	x	
	Enquiry		
	Analysis / Visual Analysis		
	Problem Solving		
	Communication		
	Application		
	Reflection		
	Working with Others		

Demonstrate appropriate research and experimentation in the development of an individually defined response to a brief, assignment, or idea within a chosen creative specialism; graphic design, illustration, photography, or animation. Benchmark Statements: (A&D Benchmark 2.3, 2.4, 2.5, 3.5, 3.6, 3.7, 3.8, 3.9, 4.4, 6.10)	University Outcomes (tick/mark)		Critical Enquiry 01: Creative Influences Studio Specialism 01: Experimental Formats Critical Enquiry 02: Industry, Research & Development Studio Specialism 02: Future & Emerging Technologies
	Knowledge & Understanding		
	Learning		
	Enquiry	x	
	Analysis / Visual Analysis		
	Problem Solving		
	Communication		
	Application		
	Reflection		
	Working with Others		
Use a range of specialist techniques in the critical analysis of practices, products, and debates linked to a chosen creative specialism; graphic design, illustration, photography, or animation. Benchmark Statements: (A&D Benchmark 3.5, 3.6, 3.7, 3.8, 3.11, 4.4, 6.10)	University Outcomes (tick/mark)		Studio Specialism 02: Future & Emerging Technologies
	Knowledge & Understanding		
	Learning		
	Enquiry		
	Analysis / Visual Analysis	x	
	Problem Solving		
	Communication		
	Application		
	Reflection		
	Working with Others		
Critically evaluate different approaches and demonstrate the ability to identify problems and potential solutions through specialised experimentation. Benchmark Statements: (A&D Benchmark 2.3, 3.11, 4.1, 5.2, 5.6, 6.10)	University Outcomes (tick/mark)		Critical Enquiry 01: Creative Influences Studio Specialism 01:
	Knowledge & Understanding		
	Learning		
	Enquiry		
	Analysis / Visual Analysis		
	Problem Solving	x	
	Communication		

	Application		Experimental Formats
	Reflection		
	Working with Others		Critical Enquiry 02: Industry, Research & Development

Communicate effectively using written, visual, and oral presentation techniques to share specialised ideas to identified audiences. Benchmark Statements: (A&D Benchmark 3.5, 3.6, 3.7, 3.9, 4.4, 5.5, 6.6)	University Outcomes (tick/mark)		Critical Enquiry 01: Creative Influences Studio Specialism 01: Experimental Formats Critical Enquiry 02: Industry, Research & Development Studio Specialism 02: Future & Emerging Technologies
	Knowledge & Understanding		
	Learning		
	Enquiry		
	Analysis / Visual Analysis		
	Problem Solving		
	Communication	x	
	Application		
	Reflection		
	Working with Others		

Apply underlying concepts to develop ideas and/or the resolution of specialised projects, presentations, or written assignments; in graphic design, illustration, photography, or animation. Benchmark Statements: (A&D Benchmark 2.5, 3.3, 3.4, 3.7, 3.9, 3.11, 4.4, 5.4, 5.6, 5.7, 6.9, 6.10)	University Outcomes (tick/mark)		Critical Enquiry 01: Creative Influences Studio Specialism 02: Future & Emerging Technologies
	Knowledge & Understanding		
	Learning		
	Enquiry		
	Analysis / Visual Analysis		
	Problem Solving		
	Communication		
	Application	x	
	Reflection		
	Working with Others		

Identify the role played by specific visual elements in the perception and interpretation of specialist work by an audience. Benchmark Statements: (A&D Benchmark 2.7, 3.4, 6.6, 6.8, 6.10)	University Outcomes (tick/mark)	Studio Specialism 02: Future & Emerging Technologies
	Knowledge & Understanding	
	Learning	
	Enquiry	
	Analysis / Visual Analysis	
	Problem Solving	
	Communication	
	Application	
	Reflection	x
	Working with Others	
Demonstrate the ability to influence and support the realisation of a common, creative, or visual goals in; graphic design, illustration, photography, or animation. Benchmark Statements: (A&D Benchmark 2.7, 3.3, 5.2, 5.5, 5.6, 5.8, 6.6, 6.10)	University Outcomes (tick/mark)	Critical Enquiry 01: Creative Influences Studio Specialism 02: Future & Emerging Technologies
	Knowledge & Understanding	
	Learning	
	Enquiry	
	Analysis / Visual Analysis	
	Problem Solving	
	Communication	
	Application	
	Reflection	
	Working with Others	x

Level 6	Mapped Modules

	University Outcomes (tick/mark)		
Acquire a coherent and detailed understanding of key aspects, linked to specialist industry practices and their historical, theoretical, cultural, and professional contexts. Benchmark Statements: (A&D Benchmark 3.5, 3.6, 3.9, 3.10, 4.1, 5.4, 5.6, 5.7, 6.4, 6.10)	Knowledge & Understanding	**x**	Creative Futures
	Learning		
	Enquiry		
	Analysis / Visual Analysis		
	Problem Solving		
	Communication		
	Application		
	Reflection		
	Working with Others		
Understand uncertainty, ambiguity, and the limits of knowledge, as well as the ability to acquire, evaluate and apply new specialist knowledge in pursuit of a self-initiated goals within creative industries. Benchmark Statements: (A&D Benchmark 2.5, 3.8, 3.9, 3.10, 5.4, 5.5, 5.6, 6.10)	University Outcomes (tick/mark)		Studio Innovation 01: Explore
	Knowledge & Understanding		
	Learning	x	
	Enquiry		
	Analysis / Visual Analysis		
	Problem Solving		
	Communication		
	Application		
	Reflection		
	Working with Others		
Select and use appropriate research and experimental methods, analyse results, and formulate conclusions for future work, in the development of a self-initiated and specialist projects. Benchmark Statements: (A&D Benchmark 2.3, 2.4, 2.5, 3.5, 3.6, 3.7, 3.8, 3.9, 4.4, 6.10)	University Outcomes (tick/mark)		Creative Directions Studio Innovation 01: Explore
	Knowledge & Understanding		
	Learning		
	Enquiry	x	
	Analysis / Visual Analysis		
	Problem Solving		
	Communication		
	Application		
	Reflection		
	Working with Others		
Critically analyse specialist industry practices and products in light of current debates and formulate a personal position within a contemporary context/s of the creative industries.	University Outcomes (tick/mark)		Studio Innovation 01: Explore Studio Innovation
	Knowledge & Understanding		
	Learning		
	Enquiry		
	Analysis / Visual Analysis	x	

Benchmark Statements: (A&D Benchmark 3.5, 3.6, 3.7, 3.8, 3.11, 4.4, 6.10)	Problem Solving		02: Consolidate
	Communication		
	Application		
	Reflection		
	Working with Others		

Demonstrate the ability to identify and anticipate problems, explore alternative possibilities, and apply the most suitable solutions within a sustained specialist project/s; graphic design, illustration, photography, or animation. Benchmark Statements: (A&D Benchmark 2.3, 3.11, 4.1, 5.2, 5.6, 6.10)	University Outcomes (tick/mark)		Studio Innovation 01: Explore Studio Innovation 02: Consolidate
	Knowledge & Understanding		
	Learning		
	Enquiry		
	Analysis / Visual Analysis		
	Problem Solving	x	
	Communication		
	Application		
	Reflection		
	Working with Others		

Communicate information, ideas, problems, and solutions to specialist and non-specialist audiences through appropriate specialist and professional means. Benchmark Statements: (A&D Benchmark 3.5, 3.6, 3.7, 3.9, 4.4, 5.5, 6.6)	University Outcomes (tick/mark)		Creative Directions Creative Futures Studio Innovation 02: Consolidate
	Knowledge & Understanding		
	Learning		
	Enquiry		
	Analysis / Visual Analysis		
	Problem Solving		
	Communication	x	
	Application		
	Reflection		
	Working with Others		

Apply enquiry and analysis methods and techniques to the design, development, and production of industry-level projects, presentations, or written assignments. Benchmark Statements: (A&D Benchmark 2.5, 3.3, 3.4, 3.7, 3.9, 3.11, 4.4, 5.4, 5.6, 5.7, 6.9, 6.10)	University Outcomes (tick/mark)		Creative Directions Studio Innovation 01: Explore Creative Futures Studio Innovation
	Knowledge & Understanding		
	Learning		
	Enquiry		
	Analysis / Visual Analysis		
	Problem Solving		
	Communication		
	Application	x	
	Reflection		
	Working with Others		

		02: Consolidate
Use critical evaluation to form conclusions about practical and contextual issues in a specialist industry practice/s and demonstrate the ability to exercise autonomy, initiative, and self-direction in preparation for a professional role within the creative industries. Benchmark Statements: (A&D Benchmark 2.7, 3.4, 6.6, 6.8, 6.10)	University Outcomes (tick/mark) | Knowledge & Understanding	
Learning	
Enquiry	
Analysis / Visual Analysis	
Problem Solving	
Communication	
Application	
Reflection	x
Working with Others			Creative Directions Studio Innovation 02: Consolidate
Work with others to initiate specialist outcomes and projects, accepting responsibility, and recognising individual strengths and weaknesses, so that individual and/or shared creative goals, production targets or projects can be fully realised. Benchmark Statements: (A&D Benchmark 2.7, 3.3, 5.2, 5.5, 5.6, 5.8, 6.6, 6.10)	University Outcomes (tick/mark) | Knowledge & Understanding	
Learning	
Enquiry	
Analysis / Visual Analysis	
Problem Solving	
Communication	
Application	
Reflection	
Working with Others	x		Studio Innovation 01: Explore Studio Innovation 02: Consolidate