

BQA NCQF Qualification Template

DNCQF.FDMD.GD04

Issue No.: 01

QUALIFICATION SPECIFICATION							SECTION A
QUALIFICATION DEVELOPER		Limkokwing University of Creative Technology					
TITLE	Diploma in Fine Art				NCQF LEVEL	6	
FIELD	Culture, Arts and Crafts			SUB-FIELD	Fine Art		
New qualification	√	Review of existing qualification					
SUB-FRAMEWORK	General Education		TVET		Higher Education	√	
QUALIFICATION TYPE	Certificate		Diploma	√	Bachelor		
	Bachelor Honours		Master		Doctor		
CREDIT VALUE					385		
RATIONALE AND PURPOSE OF THE QUALIFICATION							
<p>Rationale</p> <p>Fine art is a creative art, which provides learners with the experience of contemporary art practice through a practice-based approach. It incorporates art forms praised mainly for its aesthetic value and its beauty; it focuses on drawing, painting, printmaking, ceramic and sculpture making for effective visual communication. It is useful to multiple sectors seeking to engage people and represent ideas, perspectives and relationships in visual or artistic form.</p> <p>The fine art qualification plays a vital part in the development of the economy of Botswana through effective and artistic communication; as it will provide the nation with creative minds in the form of artists, print makers, ceramic and illustrators. Strong artistic industries will enable Botswana to become more competitive in international markets, which in turn contributes to poverty alleviation, culture conservation and the need for employment opportunities.</p> <p>The Government of Botswana has embarked on the initiative of promoting the growth of a vibrant and globally competitive private sector. The initiative is designed as a paradigm shift in the economic diversification effort. To increase citizen ownership of and participation in economic activities of the country is one of the cardinal objectives of vision 2036. The vision points to the need to create job opportunities through diversification of the economy into other services sectors, hence the need for this qualification which blends well with the initiative. Over the years Botswana has been holly reliant on the cattle and mining industries to sustain its economy but lately the government has taken into consideration diversification of the economy. For this to be sustainable and long-term the nation should first train the</p>							

skilful and knowledgeable manpower to fill in the existing gap in the industry. Hence the formulating of this qualification that addresses the key challenges and aspirations of this country.

The need for Fine Art as a form of visual communication is emphasized in the following document; The National Development Plan 11 of April 2017 – March 2023 under Diversified Industries, *EDD Strategy*: 6.136 which states that efforts will continue to be consolidated on the EDD strategy's achievements during NDP 11 by implementing the new Industrial Development Policy (IDP), whose main aim is to achieve diversified and sustainable industries, while ensuring beneficiation of locally available raw materials. Measures will be put in place to ensure that goods and services produced in Botswana are of the quality and standard to compete in both local and international markets.

The qualification responds to the global trends in technology and the global agenda for entrepreneurial skills for job creation, creativity and innovation. International reputable companies' job advertising calls for the knowledge, skills and competences captured in this qualification package "responds to national and global needs, by producing graduates who are techno serve, creative, competent, adoptive and highly competitive".

Lack of an innovative qualification aimed at instilling a culture of continuous innovation among creative industries has been cited as an impediment to this sector's growth in Botswana (Local Enterprise Authority, 2008). Successful exploitation of new ideas has driven economic progress of many countries. "New technology and scientific understandings have unleashed new waves of innovation, creating many opportunities for creative industries to gain competitive advantage (Innovation Report, 2003)."

In a developing economy such as Botswana's, this qualification is critical. It supplies the economy with the artists, print makers and illustrators who are needed in numbers. The field of Creative Industries is a broad discipline that demands availability of personnel with several skills for any market to be adequately serviced. These range from problem solvers - thinking designers who are able to meet national and regional challenges by identifying, defining and solving problems by means of innovative design.

Purpose of the qualification

The purpose of this qualification is to produce artists who will be able to:

- be creative, innovative, independent, critical thinkers, and able to apply artistic skills in producing aesthetic artworks.

- specialize in any sub-discipline within visual art and prepare them for further Postgraduate study in any field of Art.
- Direct the reach of artistic solutions more specifically at an intended target market and deliver artistic message effectively for maximum impact through application of theory and research practice.

The qualification prepares graduates for different career opportunities, each requiring a set of special skills. Careers in Fine Art range from; Visual Artist, Illustrators, Print Makers, Art Director, Cartoonist, Fine Art Painters, Layout Artists for editorial agencies, Muralists, Art Trainers/ Teachers, Computer Artist, Freelance opportunities.

ENTRY REQUIREMENTS (including access and inclusion)

Normal entry

NCQF level 4, Certificate IV (General Education or TVET) or equivalent.

CAT and RPL

Applicants who do not meet the above criterion but possess relevant industry experience may be considered using RPL and CATS policies for access.

QUALIFICATION SPECIFICATION		SECTION B
GRADUATE PROFILE (LEARNING OUTCOMES)	ASSESSMENT CRITERIA	
1. Apply advanced principles and art techniques to communicate messages to clients.	<ul style="list-style-type: none"> • Interpret Art brief to make artwork for clients. • Create artworks in line with client's expectation. • Illustrate the artwork in terms of various design elements, such as color, shape, texture, line, lighting, mass, and space. • Select appropriate processes and materials involved in art production. 	
2. Demonstrate advanced knowledge on fine art research in visual communication Industry.	<ul style="list-style-type: none"> • Design research tools used in fine art industry customer study. • Select appropriate research tool for various fine art research in the organization. • Conduct art research using different research methods. • Show ethical considerations when conducting fine art research. • Compile a level research proposal for a fine art business. • Provide actionable recommendations for opportunities that support fine art business objectives. 	
3. Produce high level three-dimensional art works for Art communication markets.	<ul style="list-style-type: none"> • Apply a variety of techniques and processes to produce three-dimensional art works. • Create a three-dimensional sculpture using hand-building techniques. • Cuts, bends, laminates, arranges, and fastens individual or mixed raw and manufactured materials and products to form art works. • Construct different types of sculpture. • Use the latest technology and related tools to sketch and development of concepts. • Use processing techniques to manufacture products. 	
4. Exhibit art works in two	<ul style="list-style-type: none"> • Promote artworks and persuade galleries to display art pieces. 	

dimensional or three-dimensional forms.	<ul style="list-style-type: none"> • Showcase art works in museums, galleries and walkways for customer appreciation. • Negotiate sale or commission of an artworks such as sculptures, statues and paintings. • Illustrate knowledge of different art materials, techniques and processes.
5. Employ advanced knowledge of print making and print design techniques and processes.	<ul style="list-style-type: none"> • Design prints for artworks as per client's brief. • Create prints in accordance with client's brief, requirements and technical specifications and produce multiple copies for a variety of surfaces. • Transfer images from a mould to a variety of surfaces including cloth, paper and glass. • Produce prints for display events, design companies, clothing manufacturers and other activities. • Use printing techniques which include etching, block-printing, woodcuts, silk-screening and lithography to make artworks.
6. Demonstrate proficiency in digital Art and still photography for effective communication.	<ul style="list-style-type: none"> • Design digital frames to improve quality of art works. • Use graphic technology and techniques to design layout and design of portraits and landscape art works. • Enhance art works with the use of graphic software. • Evaluate the socio-economic impact of photography in a contextualised environment. • Operate a digital camera to produce quality images of art works for exhibitions. • Produce creative, aesthetic and persuasive images. • Edit images and photos of art works.
7. Apply ancient and contemporary art in to modern and contemporary art for visual communication.	<ul style="list-style-type: none"> • Analyse historical and contemporary art trends to produce concept-art works. • Use published research and historical art developments to create new artifacts. • Interpret artifacts found in archeological sites. • Assess the influence of Botswana's traditional art in modern or

	contemporary art.
8. Apply advanced entrepreneurial skills to solve complex fine art business problems.	<ul style="list-style-type: none"> • Develop business plan for a fine art business. • Interpret financials of a fine art business. • Distinguish the types of entrepreneurships and the financial sources for starting a fine art business. • Generate business ideas & innovation using professional thinking tools. • Provide quality fine art services to individual. • Present and defend the fine art design concept to clients in an organization.
9. Demonstrate mastery and accountability when leading a team of fine artists.	<ul style="list-style-type: none"> • Communicate effectively with others to understand and appreciate the variety of responses art provokes. • Create good relationships with colleagues and customers in the organisation. • Lead a team of fine artists to execute a task in the industry. • Prepare comprehensive report and submit it as required by the workplace. • Compile effective reports as may be required at work. • Perform duties given by the supervisor ethically and responsibly.

QUALIFICATION STRUCTURE			SECTION C
FUNDAMENTAL COMPONENT Subjects / Units / Modules /Courses	Title	Level	Credits
	Drawing	5	12
	History of Art	6	10
	Principles of Graphic Design	5	12
	Entrepreneurship for the Arts	6	12
CORE COMPONENT Subjects / Units / Modules /Courses	Fundamentals of Design	5	10
	Creative and Innovation Studies	6	15
	Introduction to Computer Skills	5	10
	Communication and Study Skills	5	10
	Illustration	6	30
	Figure drawing	6	40
	Ceramic	6	40
	Print Making	6	36
	Sculpture Making	6	24
	Painting	6	40
	Digital Art	7	24
	Industrial Attachment	6	40
ELECTIVE COMPONENT Subjects / Units / Modules /Courses	Web Technology	6	20
	Animation Practice	6	20
	Marketing	6	20
	Photography for Fashion	6	20
Total			385
RULES OF COMBINATIONS, CREDIT DISTRIBUTION (WHERE APPLICABLE):			
<p>The students are classified as per the following nomenclature on the basis of credit hours completed:</p>			

NCQF Level	Total number of Credits
Level 5	46
Level 6	315
Level 7	24
Total	385

The qualification draws credits from three levels, Level 5 with 46 credits, Level 6 with 315 credits, level 7 with 24 credits with a total of 20 credits from electives.

ASSESSMENT AND MODERATION ARRANGEMENTS

Assessment arrangements

The learners will undergo formative and summative assessments, which should be designed by assessors who are registered and accredited by BQA.

The weightings for the assessments will be as follows;

Assessment Method	Weight
Formative Assessments	60%
Summative Assessments	40%

Moderation arrangements

There will be internal and external moderation undertaken by moderators accredited by BQA or any other recognized authority. All processes and procedures will be in line with NCQF requirements. This will be conducted in reference to the institution's moderation policy and procedures.

RECOGNITION OF PRIOR LEARNING (if applicable)

There is provision for award of the qualification through RPL and CAT in line with National RPL policy and ETP policy.

PROGRESSION PATHWAYS (LEARNING AND EMPLOYMENT)

Learning Pathways

This qualification is designed to facilitate vertical and horizontal progression both locally and internationally.

Horizontal Articulation (related qualifications of similar level that graduates may consider)

- Diploma in Graphic Design
- Diploma in Digital Photography
- Diploma in Advertising
- Diploma Creative Multimedia
- Diploma in Furniture Design

Vertical Progression

- Bachelor of Arts in Fine Art
- Bachelor of Arts in Graphic Design
- Bachelor of Arts in Photography
- Bachelor of Arts in Multimedia
- Bachelor of Arts in Advertising
- Bachelor of Arts in Packaging Technology

Employment Pathways

- Illustrator Artists
- Print Makers
- Cartoonist
- Fine Art Painters
- Visual Artist
- Mural Painting Artist
- Curator

QUALIFICATION AWARD AND CERTIFICATION

To qualify for qualification award and certification, a students must

- Attain a minimum of 385 credits overall.
- Complete satisfactorily the specified requirements of the qualification.
- Have official verification that he/she has covered and passed all the modules.

A Diploma in Fine Art certificate will be awarded upon successful completion of the qualification.

REGIONAL AND INTERNATIONAL COMPARABILITY

Regional and international Universities and Qualifications were used as indicated on the table below, which shows one regional and two international comparable qualifications to our proposed qualification.

1. Central University of Technology, Free State (South Africa)
2. National College of Art and Design- Dublin (Ireland)
3. Nanyang Academy of Fine Arts (Singapore)

Key findings from the comparison are;

Similarities

- In general, the three-bench marked qualification are similar to the proposed qualification.
- Main Exit Outcome(s) from the three benchmarked qualifications are 90-100% to the proposed qualification.
- Titles of Qualifications are similar for the three and also similar to the proposed qualification.
- Two of the benchmarked qualification have similar Domains/Modules/Courses/Subjects covered (Fundamental, core & electives) and also same as this qualification.
- All the three qualifications have both the summative and formative assessments strategies.

Differences

- Only one qualification has similar credit value as this qualification, one has lesser credit value, and the other did not indicate credits.
- Of the three comparable qualifications one does not include modules but instead it uses unit standards, but the units are similar to modules which this qualification included.



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REVIEW PERIOD
<p>This qualification will be reviewed every five (5) years.</p>