



Differential Validation

(Major Programme Changes – Type A)

Report of the Review Panel

Programme Reference Number:	M075
Faculty/School(s):	Education, Design and Humanities
Department(s):	Design and Creative Media

Details of Programme(s) Reviewed (include embedded awards):

Title:	Award Type:	NFQ Level:	ECTS:	Duration	Delivery Mode:
LY_DFMDP_B Bachelor of Arts (Honours) in Film and Media Production	Major	8	240	4 years	Full Time
LY_DGDIL_D Bachelor of Arts in Graphic Design and Illustration	Major	7	180	3 years	Full Time
LY_DFMED_D Bachelor of Arts in Film and Media Production	Major	7	180	3 years	Full Time
LY_DFDWP_D Bachelor of Arts in Fashion Design with Promotion	Major	7	180	3 years	Full Time
LY_DANIM_D Bachelor of Arts in Animation	Major	7	180	3 years	Full Time
LY_DESGN_B Bachelor of Arts in Design (Common Entry)	Major	7	60	1 Year	Full Time

Date of Review:	22 nd November 2024
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Review Panel

Panellist Role	Title	Name	Organisation	Job Title
Chair	Dr	Dermot O'Donovan	ATU	Head of Department of Creative Education
External Academic/Industry Discipline Expert*	Ms	Ainslie Peters	CREW	Programme and Community Manager
Academic/Head of Department	Ms	Laura Hegarty	ATU	Lecturer, Department of Enterprise and Technology
Vice President for Academic Affairs and Registrar (VPAAR) Nominee/Academic Secretary	Ms	Carmel Brennan	ATU	Assistant Registrar

*One or two external members of panel in total.

All external members of the panel have declared that they are independent of ATU (Atlantic Technological University), and all have declared that they have no conflict of interest.

Programme Board

The panel met the staff listed below during the review of the proposed modifications.

Ms Lorna Ross	Ms Mary Gallagher
Mr Cormac Okane	

Summary of Proposed Modifications

- Amend year 1 of these 4 L7 programmes below by removing 2 5 ECTS discipline specific modules and replacing with 1 10 ECTS module "Programme fundamentals" FUNDDN601 which gives an introduction to the 4 disciplines in the specific programmes e.g. Animation, thereby allowing students to sample each discipline before making a decision as to which discipline to pursue.
 LY_DGDIL_D Bachelor of Arts in Graphic Design and Illustration
 LY_DFMED_D Bachelor of Arts in Film and Media Production
 LY_DFDWP_D Bachelor of Arts in Fashion Design with Promotion
 LY_DANIM_D Bachelor of Arts in Animation
- Create a common entry L7 using stage 1 of the 4 programmes above. LY_DESGN_D (NEW) and archive the existing L8 common entry LY_DESGN_B.
- Amend entry requirements of L8 LY_DFMDP_B Bachelor of Arts (Honours) in Film and Media Production to align with Galway-Mayo design entry requirements and new L7 i.e. remove leaving certificate art/DCG as a requirement.

Rationale for Modifications

The change is needed so as to create a L7 common entry for design to add to the CAO and to add the 4 specialist design Programmes to the L8 list. This is based on trends in CAO accepts and aims to enhance the viability of the programmes. The L8 programmes are all already validated. The inclusion of the Programme Fundamentals module is to allow students try four disciplines to inform their choice about which named award to progress to.

A change in the entry requirements has been made to the L7 Common Entry and L8 Film and Media Production stream to align with the Galway-Mayo design entry requirements. It was felt that this was an unnecessary barrier to student entry.

This is a tested method already in place in ATU Galway/Mayo and is a route that allows for better student choice.

Findings

Overall Finding

Approved without changes	
Approved subject to condition(s) and/or recommendation(s)	X
Rejected	

Reason for Overall Finding

The panel agrees that the changes proposed are appropriate and considerate of both student needs and programme viability.

Conditions

1. Review the Approved Programme Schedule for accuracy. Ensure that all modules on semester 2 of common entry are listed as electives, as intended. Remove the stage exit award at the end of stage 1 of common entry.


Recommendations

1. Clarify in the programme teaching and learning strategy how the Programme Fundamentals module contributes to the programme and its importance in determining the student pathway. Consider involving industry representation (e.g., guest speaker, graduate profile, field trip) during this module to support student engagement and choice, and including this in the module teaching and learning strategy as relevant.
2. Outline any restrictions on availability of places on the level 7 named awards for students entering via the common entry route. Specify how places will be allocated when demand exceeds supply for a particular named award. Ensure that there is full transparency to applicants and students in relation to this process. Consider creating a graphic illustrating pathways for applicant and student promotional and informational purposes.

3. Elaborate on the assessment strategy and specify the teaching and learning strategy for Programme Fundamentals in the module descriptor. Ensure students are clear on the assessment criteria given the choice of assessments.
4. In the progression section of the programme document specify the named level 7 awards that students can progress to. Specify that students will achieve the programme learning outcomes in these named awards.
5. Amend the text in exit awards section to explain that students will have a chance to exit out of a named Higher Certificate on completion of stage 2 of the named award they progress onto.
6. Remove the discrepancy in entry requirements in relation to the need for specified leaving certificate subjects between the L7 common entry and the L8 animation, fashion design with promotion, and graphic & illustration programmes. This could involve removing the LC subject from the L8 programmes or adding a LC subject entry requirement to the L7 common entry. In the medium term engage in a process of research and consultation to determine the most appropriate minimum entry requirements.

Report Approval

This report has been agreed by the evaluation panel and is signed on their behalf by the chairperson.

<p>Signed:</p>  <p>Name: Dr Dermot O'Donovan Differential Validation Panel Chair</p>	<p>Date: 22nd November 2024</p>
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