



The Knowledge Hub
International University Institution of Egypt

partnered with



Course Specification

Part A

BA (Hons) Interior Architecture and Design (Four Year Degree)

TKHU034

School of Art & Design

TKH School of Design and Media

Academic Year: 2023/2024

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take 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 the Module Information Directory (MID), student module guide(s) and the course handbook.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated. The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.



The Knowledge Hub

International University Institution of Egypt

partnered with



Coventry
University



Section A. 1 - Level 3

**BA (Hons) Interior
Architecture and Design**

Section A.1

Level 3 Specification	Page
1 Introduction (Basic Course Information sections 2-11 can be found in Part A.2)	4
12 Outline and Educational Aims of Level 3	4
13 Level 3 Learning Outcomes	5
14 Level 3 Structure and Requirements, Modules, Credits and Progression	6

Part A.1 Course Specification Level 3

BA (Hons) Interior Architecture and Design

1. Introduction

Part A.1 of this document outlines Level 3 of the BA (Hons) Interior Architecture and Design degree, which is a shared year taught across the Faculty of Arts and Humanities

Part A.2 outlines Levels 4, 5 and 6, which are specific to the BA (Hons) Interior Architecture and Design course.

Level 3 Year in Art, Design and Media

Level 3 is a Year in Art, Design and Media that will introduce all students in the School of Design and Media to the key concepts in the subject(s) they intend to study, as well as the academic study skills and language they will need to operate effectively at degree level. Level 3 consist of 80 credits of subject-specific modules and 40 credits of academic English skills modules. The year will be fully taught in English with embedded specialist English-language and study skills support to prepare students for Levels 4, 5 and 6 of the Coventry University degree course. Level 3 is typically for students who do not have English as their first language.

Sections 2-11

Basic Course Information Sections 2-11 can be found in the BA (Hons) Interior Architecture and Design Course Specification Part A.2

12 Outline and Educational Aims of Level 3 Outline

The Level 3 Year in Art, Design and Media is designed to foster a creative, critical and experiential approach to art, design and media practice with embedded general English and English for specific purposes. Students are encouraged to experiment with different creative methods, test ideas and engage in a process of critical reflection through creative approaches. The course supports students towards informed career choices, with awareness of their own creative strengths and knowledge of creative career pathways. Successful completion of the course enables access to appropriate degree-level study with Coventry University. The year includes embedded academic English and study skills support.

The Level 3 Year is structured in two parts:

Exploration (60 credits, Level 3). Through individual, group and collaborative working, students are exposed to a wide range of issues concerned with visual understanding and visual thinking, studio practice, audio/visual media production, narrative, material handling, careers, art/design/media histories, creative problem solving, skill acquisition, critical reflection and independent learning. Creative work is supported and enhanced by focused English for specific purposes, building key vocabulary, listening, comprehension and interpretation skills, and academic writing. Students are guided through project briefs focused towards a developing understanding of degree subject specialisms. The outcome of this stage is a portfolio of creative outcomes, both physical and digital. The 40 credit Art, Design and Media module is supported and enhanced by a 20 credit focused English for specific purposes to develop key vocabulary, verbal, comprehension/interpretation skills, group presentation skills, and academic writing through the development of personal statements and reflective consideration of context of their creative practice.

Transition (60 credits, Level 3). The second stage of the course prepares students for degree-level study in creative disciplines, through the development of a specialism-focused individual projects towards the final outcome, an exhibition/showcase of final projects appropriate to the professional practice approaches in their chosen creative pathway. The 40 credit Art, Design and Media module is supported and enhanced by one 20 credit English for specific purposes modules, with emphasis on subject-specific academic writing, research skills, and the verbal and presentation skills.

Level 3 General Aims:

The Level 3 Year in Art, Design and Media will enable students to:

- Become familiar with the key concepts in their chosen subject area.
- Develop the language and subject-specific academic study skills necessary to study at university level.
- Manage their own learning and acquire transferable skills such as communication, initiative and problem solving that equips and orientates students for higher education.

Level 3 Specific Aims:

The Level 3 Year in Art, Design and Media will enable students to:

- Acquire a broad knowledge of current and historical concerns and concepts within art, design and media;
- Develop an understanding of research, processes and practical skills appropriate to art, design, and media, and apply these critically and imaginatively through subject-specific outcomes;
- Develop study skills and academic English language skills, specific to the subject areas of art, design and media;
- Learn to manage learning, and acquire transferable skills such as communication, presentation, visual and digital fluency, critical reflection, initiative and problem-solving that equips and orientates students for degree level study in art, design and media;
- Develop appropriate skills, understanding and experience for successful transition into appropriate degree-level study and professional pathways in art, design and media.

13 Level 3 Learning Outcomes:

On successful completion of Level 3 a student will be able to:

1. Demonstrate understanding of the fundamental concepts in art, design and media within international and social contexts, in an English-speaking learning environment;
2. Show evidence of development, problem solving and application of creative skills and approach;
3. Demonstrate the ability to use a range of creative media effectively, including digital tools, within art, design and media
4. Demonstrate the ability to communicate ideas effectively through research, analysis, interpretation and evaluation in both verbal and written academic English;
5. Demonstrate understanding of career pathways and professional contexts in art, design and media and;
6. Demonstrate the ability to critically self-evaluate, and transition to more independent research-informed learning at degree-level.

14 Level 3 Structure and Requirements, Modules, Credits and Progression

Level 3 Structure

Semester 1	Semester 2
KH3135AAD Art, Design and Media 1: Exploration (40 credits)	KH3136AAD Art, Design and Media 2: Transition (40 credits)
KH3109HUM Foundation Academic English 1 for Design and Media (20 credits)	KH3110HUM Foundation Academic English 2 for Design and Media (20 credits)

14.1 Entry Requirements to Level 3 Year in Art, Design and Media

1 AS Level grade D and 5 GCSEs (including English Language, Mathematics and Science) at A*- C or 9 - 4 in the new GCSE grading structure **OR** 8 GCSEs (including English Language, Mathematics and Science) at A*- C or 9 - 4 in the new GCSE grading structure) **OR** Tawjihiya/General Secondary School certificate with minimum 60% **OR** Pass grades in IB Diploma.

In the case of applicants whose first language is not English, an adequate proficiency in English must be demonstrated. This would normally be a minimum IELTS score of 5.5 (with no less than 5.0 in each component) or equivalent.

All equivalent qualifications are welcome, as are mature students with alternative experience.

Portfolio

Students are required to submit a portfolio/show reel/written work and may be asked to attend an interview if it is practical to arrange.

Progression to Level 4

Students who pass Level 3 according to the regulations will be entitled to progress to Level 4. Level 3 marks do not contribute to the final degree award

Modules within Level 3 and their credit value are identified in the table below.

Module Code	Title	Semester	Credit Value	Learning Outcomes
KH3135AAD	Art, Design and Media 1: Exploration	1	40	LO 1,2,3,4,5,6
KH3109HUM	Foundation Academic English 1 for Design and Media	1	20	LO 1,4,5,6
KH3136AAD	Art, Design and Media 2: Transition	2	40	LO 1,2,3,4,5,6
KH3110HUM	Foundation Academic English 2 for Design and Media	2	20	LO 1,4,5,6

Sections 15–18

Sections 15-18 can be found in the BA (Hons) Interior Architecture and Design Course Specification Part A.2



The Knowledge Hub
International University Institution of Egypt

partnered with



Course Specification Part A.2

BA (Hons) Interior Architecture and Design – Level 4, 5 and 6

**TKH School of Design and
Media**

Academic Year: 2023/2024

Please note: This specification provides a concise summary of the main features of the course and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if they take 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 the Module Information Directory (MID), student module guide(s) and the course handbook.

We regularly review our course content, to make it relevant and current for the benefit of our students. For these reasons, course modules may be updated.

The accuracy of the information contained in this document is reviewed by the University and may be verified by the Quality Assurance Agency for Higher Education.

Section A.2 Contents

Course Specification Level 4, 5, 6	Page
1 Introduction	11
2 - 11 Basic Course Information	12
12 Outline and Educational Aims of the Course	13
13 Learning Outcomes at Levels 4, 5, 6	14
14 Course Structure and Requirements, Modules, Credits and Awards	15
15 Support for students and their learning	19
16 Criteria for Admission and Selection Procedure	19
17 Method for evaluating and enhancing the quality and standards of teaching and learning	20
18 Regulation of Assessment	20
19 Indicators of Quality Enhancement	21
20 Additional information	21

PART A Course Specification (Published Document)
BA (Hons) Interior Architecture and Design

1. Introduction

As a subject Interior Architecture and Design explores the complex relationships between users and spaces. On this course students will study Interior Architecture and Design skills, knowledge and techniques and develop capabilities to produce creative spatial solutions that will address relevant user needs within different scenarios. The course will engage with fast moving technological change to produce graduates that are confident to operate professionally within future design contexts.

Implicit in the practice of Interior Architecture is the adaptive re-use of existing buildings and structures. As existing structures already have a high 'embodied energy', their adaptation is frequently more sustainable than their demolition and replacement. Students will be taught how to survey, analyse and understand existing architecture; then conceptualising designs for new interior spaces.

The BA (Hons) Interior Architecture and Design course was established in 2012 in the School of Art and Design. It has quickly developed a global reputation as a forward-looking and innovative course. In 2018 the course was accredited by the SBID (Society of British and International Design). Key foci of the course include: design through making, sustainability and internationalisation of the curriculum.

The course is highly engaged with industry and community through industry-specific guest lectures, live briefs and projects, COIL (Collaborative Online International Learning) projects and international field trips. Through activities which draw on global design themes, students will develop intercultural literacy, an understanding of a wider context, and be able to bring such influences into their design work.

We celebrate a 'vertical' studio approach (where teaching can happen across all levels and projects), where students experiment, exercise and practice critical thinking, spatial intelligence, creativity, collaboration/cross-collaboration and technical competency through lectures, interlinked projects, workshops, tutorials and charrettes. We deliver progressive scaffolded teaching. Our students explore, experiment and design with both analogue and digital technologies and generate outcomes in: 2D and 3D, CAD, video and VR.

The course considers architecture and interiors at a range of scales, a reflection of the breadth and complexity of the subject area. This encompasses problem solving activities, exposure to technologies and digital literacy and environmental sensitivity from small to large spaces. Development of the graduate profile, pace, complexity and intensity of learning and the journey that students will undertake is embedded within the pedagogy.

The course is studied 3 years full time plus a Sandwich Year option. The course strongly encourages students to gain experience in industry or abroad on a Professional Enhancement Year. Such experiences contribute to students' confidence and professionalism in their final year.

By the end of the course students will be confident to engage with the industry across the diverse roles associated within the subject area. Our graduates work as: interior designers, exhibition designers, branding creatives, design leads, lighting designers, digital model makers and CAD designers, academics, salespeople etc.

2 Available Award(s) and Modes of Study		
Title of Award	Mode of attendance	FHEQ Level
BA (Hons) Interior Architecture and Design	F/T 3 years	Level 6
Fallback Awards BA Interior Architecture and Design	F/T 3 years	Level 6
Diploma of Higher Education in Interior Architecture and Design	F/T 2 years	Level 5
Certificate of Higher Education in Interior Architecture and Design	F/T 1 year	Level 4
3 Awarding Institution/Body	Coventry University	
4 Collaboration	Autonomous Franchise	
5 Teaching Institution and Location of delivery	Coventry University Branch at TKH The Knowledge Hub Universities Campus New Administrative Capital, Residential Area 7, R7, Cairo Governorate	
6 Internal Approval/Review Dates	Date of approval/latest review: 06/2021 Date for next review: Academic year 2026/2027	
7 Course Accredited by	Not Applicable	
8 Accreditation Date and Duration	Not Applicable	
9 QAA Subject Benchmark Statement(s) and/or other external factors	QAA Art and Design Benchmark Statement, 2019: qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf	
10 Date of Course Specification	May 2023	
11 Course Directors	The Knowledge Hub: TBC Link Tutor Level 3: Amy O'Donnell Link Tutor Levels 4, 5, 6: Richard Jones	

12 Outline and Educational Aims of the Course

The educational aims for the course are in line with the Coventry University mission statement. They are aligned to the Art and Design Benchmark Statements 2019.

The overall aims of the BA (Hons) Interior Architecture and Design course are to:

1	Provide a learning environment in which students can gain experience and engage at the forefront of interior architecture and design practice;
2	Enable students from all backgrounds to develop their creative and intellectual potential through visual arts and design practice;
3	Foster discipline-related transferrable skills so that students become independent learners, thus having the intellectual flexibility to contribute to, and benefit from, a society in continual change;
4	Promote the development of individual creativity and the exercise of informed aesthetic, utilitarian and design judgements;
5	Foster self-awareness, intellectual integrity and adaptability;
6	Cultivate critical analysis and creative synthesis through the production of innovative and experimental artefacts;
7	Develop within students a basis for aligning with their professional community of practice or further study;;
8	Nurture interpersonal skills to enable effective communication and collaborative practice with audiences and/or clients;
9	Promote the exploration of experiential material and technological capabilities.

13 Course Learning Outcomes

The course outcomes have been mapped against the [QAA Framework for Higher Education Qualifications](#)

On successful completion of the course a student will be able to:

<i>Learning Outcome</i>	<i>BA (Hons) Interior Architecture and Design Course Learning Outcome description</i>
1	Demonstrate curiosity through design development by applying effective methods of research and analysis
2	Test, refine and optimise design outcomes within ethical, technical and environmental contexts
3	Create interior architecture and design outcomes that will meet relevant criteria, including usability, environment, desirability and technological feasibility
4	Effectively communicate design process and outcomes using appropriate tools and techniques
5	Work independently and/or collaboratively with professionalism across different fields and cultural contexts
6	Demonstrate capabilities and resilience to practise within a wider context at a professional level

14 Course Structure and Requirements, Levels, Modules, Credits and Awards

14.1 Attendance

According to The Knowledge Hub Regulations.

Monitoring of Attendance

According to The Knowledge Hub Regulations.

14.2 Professional Enhancement Year

Students successfully completing Level 5 of their course will be permitted on the optional Professional

Enhancement Year route, which allows students to spend a year on a professional placement between Level 5 and Level 6 of their course.

Students opting to take this route will secure and undertake a work placement and will register on 5011AAD. 5011AAD is a zero-credit module and will be assessed as pass/fail only. It cannot replace any course credits in the final award or be included in the overall award classification. Students who successfully complete the assessment associated with this module will receive the addition of "with Professional Enhancement" on their degree title.

14.3 Semester of Study at Coventry University (Optional)

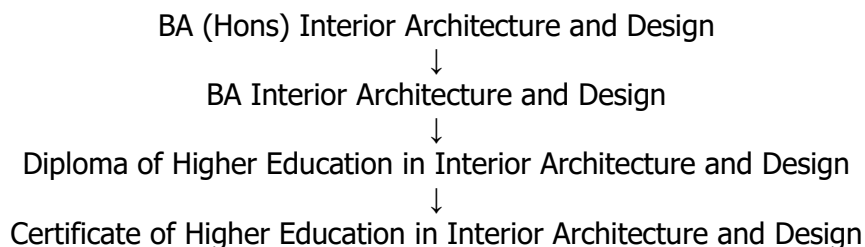
The course structure and timing of delivery at The Knowledge Hub shall be aligned with the equivalent course at Coventry University to enable a student to complete a semester of study/one academic year at Coventry University as part of their studies. The marks achieved at Coventry University will be used in the assessment of the student's performance at the end of each level and used in the calculation of the final degree classification.

Typical pattern of delivery for full-time attendance

Credit level	Module Code	Title	Learning Credit	Assessment credit	Mandatory / Optional	Course Learning Outcomes
4	KH4057AAD	Drawing and Making Spaces	20	20	M	2, 3, 4, 5, 6
4	KH4058AAD	Creative Exploration	20	20	M	1, 2, 3, 4, 5, 6
4	KH4059AAD	The Language of Space	20	20	M	1, 2, 3, 4, 5, 6
4	KH4060AAD	Digital Skills 1	20	20	M	2, 3, 4, 5, 6
4	KH4061AAD	Materials and Structures	20	20	M	1, 2, 3, 4, 5, 6
4	KH4062AAD	Designing Spaces	20	20	M	1, 2, 3, 4, 5, 6
5	KH5062AAD	Branded Spaces	20	20	M	1, 2, 3, 4, 5, 6
5	KH5063AAD	Digital Skills 2	20	20	M	2, 3, 4, 5, 6
5	KH5064AAD	Professional Development	20	20	M	4, 5, 6
5	KH5065AAD	Research and Analysis	20	20	M	1, 2, 5, 6
5	KH5066AAD	Creative Consolidation	20	20	M	2, 3, 4, 5, 6
5	KH5067AAD	Collaborative Design	20	20	M	1, 2, 3, 4, 5, 6
5	KH5011AAD	Professional Enhancement Year	0	0	O	
5	KH5010AAD	International Enhancement Year	0	0	O	
6	KH6057AAD	Final Major Project: Definition and Direction	20	20	M	1, 4, 5, 6
6	KH6058AAD	Final Major Project: Investigation	20	20	M	1, 4, 5, 6
6	KH6059AAD	Final Major Project: Conceptual Synthesis	20	20	M	2, 3, 4, 5, 6
6	KH6060AAD	Final Major Project:	60	60	M	1, 2, 3, 4, 5,

		Development and Resolution				6
--	--	----------------------------	--	--	--	---

Cascade of Awards



15 Criteria for Admission and Selection Procedure

Design and Media applicants must have a minimum cumulative Grade Point Average (GPA) of 3.0, and score **1100** in **SAT 1** (no less than 550 in each band), or to take **2 APs** with a minimum score of **3.0**.

For Design and Media Programmes: One Math course is required to be taken during the last years of study.

A level	BBC.
Pearson BTEC Level 3 National Extended Diploma (first teaching from September 2016)	DMM in an Art or Design subject.
Access to HE Diploma	The Access to HE Diploma. Plus GCSE English at grade 4 or above.
International Baccalaureate Diploma Programme	29 points.
GCSE/National 4/National 5	5 GCSEs at grade 4 / C or above to include English
IELTS	6.0 overall with a minimum of 5.5 in each component OR equivalent

Portfolio Students are required to submit a portfolio/show reel/written work and may be asked to attend an interview if it is practical to arrange.

Non-standard applications will be reviewed on a case by case basis by the Link tutor.

16 Academic Regulations and Regulation of Assessment

This Course conforms to the [Regulations for the delivery of Coventry University Undergraduate awards at the Coventry University Branch at The Knowledge Hub, Egypt.](#)

17 Indicators of Quality Enhancement

The Progression and Awards Board (PAB) for Art and Design is responsible for considering the progress of all students and making awards in accordance with both the University and course-specific regulations.

The assurance of the quality of modules is the responsibility of the Boards of Study which contribute modules to the course.

External Examiners are appointed by Coventry University's Academic Board for all courses that lead to an academic award. External Examiners have the opportunity to moderate all assessment tasks and a sample of assessed work for each module. They will report annually on the course and/or constituent modules and their views are considered as part of the Course Quality Enhancement and Monitoring (CQEM) process.

Student views are sought through module and course evaluation questionnaires and the Students' Union Student consultative processes. There is also student representation on a range of key committees at course, School and Faculty level.

The following are key indicators of quality and standards:

- The course has been designed in accordance with the Quality Assurance Agency for Higher Education (QAA) benchmark statements for Art and Design for UG 2019.
- The course is accredited by The Society of British & International Interior Design (SBID).
- Interior Architecture and Design has maintained high National Student Survey (NSS) outcomes for overall student satisfaction: 100% (2016), 100% (2017), 100% (2018), 90.9% (2019), 85.7% (2020), 97.1% (2021).
- Industry has high opinion of our graduate profile. 83.3% (Graduate Outcomes 2020) of our graduates go on to work and/or study.
- The course has very good reputation nationally and internationally and extends franchises in Singapore and Kuala Lumpur.
- The team that developed this course has significant national and international professional experience and engages with practice, art projects, community and heritage projects.
- Students are encouraged to participate in design competitions and have won accolades such as the Red Dot Award 2017 and prizes at New Designers 2017 and 2018.
- Approximately a third of our graduates are international with Overseas status. We make efforts to maintain contact through alumni networks tools such as LinkedIn to stay in touch. Students are gaining graduate jobs nationally and internationally. Our Alumni, champions of the course, regularly attend our Degree Show and support the course in securing placements for our students in companies they work for.
- The course team have members with experience of external examining and external course validation at other HE Institutions. Staff development strategy has provided team colleagues with opportunities to develop and enhance teaching and assessment expertise. All members of staff hold FHEA (Fellowship of the Higher Education Authority) or SFHEA (Senior Fellowship of the Higher Education Authority).

18. Additional Information

Enrolled students have access to additional, key sources of information about the course and student support including:

- Academic Course Director(s) who are responsible for particular activities across the course and are able to provide advice and support to students in course-related matters;_
 - Student Handbook;
 - Module Descriptors;
 - CCQEM Reports;
 - The Knowledge Hub Study Support Information.
-