

Professional Certificate in Creative Hospitality

AD488PC

PROGRAMME SPECIFICATIONS

Programme title	Professional Certificate in Creative Hospitality	School	School of Fine Art
Resulting awards	Professional Certificate in Creative Hospitality	Head of School	Prof Philip Napier
Level	Level 9 on the National Framework of Qualifications	ECTS credits¹	5 credits
University award	Professional Certificate (Minor Award)	Programme type	Postgraduate programme delivered flexibly
Programme Co-ordinator	Prof Philip Napier	External Examiner	TBC
Programme team	NCAD staff team within the School of Fine Art (Co-ordinators, Lecturers and Technical Officers)		

1. Programme Aims and Objectives: Purpose, Vision and Values

Background

NCAD is the lead partner in the Creative Futures Academy (CFA), a major new government-funded initiative. In partnership with IADT, UCD, and industry partners from across the creative sector, we are developing a range of courses that will empower creative practitioners from a range of disciplines, and at different stages of their learning, with the sustainable and adaptable skills and attributes that they will require to shape the future of Ireland's creative sector.

As part of a suite of programmes that makes up the Creative Futures offer at NCAD, the Professional Certificate in Creative Hospitality seeks to provide a scholarly framework for students who wish to study specific, connected aspects of creative disciplines and themes within a leading art and design college setting.

Purpose

The Professional Certificate in Creative Hospitality is a stand-alone award but has the potential to become a formational part of a 20-credit Professional Diploma part of expanded postgraduate study. NCAD offers other programmes to MA and MFA level.

Professional Certificate in Creative Hospitality

The Creative Hospitality programme invites participants to maximise the potential for authentic and meaningful shared experience in their work by adopting the theories of hospitality. The programme

¹ European Credit Transfer and Accumulation System, where 60 ECTS credits equate to the workload of a full-time academic year (two trimesters)

explores the process of welcoming others into our practice by carefully navigating the role of the host, the significance of guests, risk-taking, reciprocity, self-preservation, placemaking and care.

The intersection between creativity and hospitality offers a wealth of rich, mutually beneficial learning opportunities. In this overlapping space we can pool from the inspiring origins, philosophy and rituals of hospitality while applying artistic methodologies to develop ideas.

Exploring this material furnishes a comprehensive knowledge base for those interested in cultivating opportunities for interaction and shared connections in their professional practice.

The teaching methodology has been designed with a celebratory emphasis on creative practice, catering to artists, designers, cultural practitioners or indeed those who wish to explore new techniques and approaches to develop ideas.

This programme provides professional development opportunities to individuals and organisations who wish to gain insight into the art of welcoming strangers.

The Creative Hospitality programme is suited to artists, designers, chefs, food entrepreneurs, architects, public-facing organisations, healthcare practitioners, event managers, those involved in the tourism industry, care workers, hoteliers and more.

Programme Aims

The programme encourages participants across a range of creative disciplines and hospitality backgrounds to integrate research, creative practice and contemporary methods, theory and contexts.

The programme seeks to prepare students, from the broadest range of creative backgrounds, with the practical and theoretical means to develop contemporary creative practice and theory within a specialist award, while benefitting from an interconnected, interdisciplinary creative discourse and community of practice.

The programme allows participants to develop their specialist practice, professional skills and their knowledge and application of critical contexts to:

- CONNECT with social and cultural change to create impact.
- BUILD sustainable communities of interest that grow without discipline.
- EXPAND creative thinking to support a change of perspective across and beyond the sector.

The programme aims to:

- provide participants with appropriate skills and knowledge that can be applied to their professional development as creative practitioner.
- critically evaluate and engage with contemporary debates regarding practice-based research, practice-led research and cognate creative methodologies.
- provide participants with requisite knowledge and skills to creatively contextualise their practice and imaginatively demonstrate its wider validity.
- develop participant's knowledge and skills to prepare them for further life-long learning.

- assist participants in developing their own practice in relation to contemporary creative practice and discourse. This may be as an artist, designer, maker, curator, educator, writer or other.

2. Programme Outcomes

On successful completion of the programme, students will be able to:

- Demonstrate knowledge and understanding of contemporary creative practice and mastery of key debates within diverse hospitable environments.

3. Admission Requirements

To be accepted into the programme, applicants must have completed an honours level 8 undergraduate degree (achieving at least a 2:2) in a relevant and cognate discipline, or have an appropriate level of professional practice in the subject field or a related field.

Learners can be accepted onto the programme without the academic entry requirements outlined above. In such cases, applicants will need to demonstrate equivalent and relevant experience and/or formal learning.

Learners should apply to the programme with evidence of previous successful qualifications, statements of work-related achievement etc.

Learners who have not been educated through English must show proof of achieving IELTS 6.5 (with a minimum of 6 in the writing section on the Academic Version) or an equivalent score in another accepted test.

4. Further Educational Opportunities

This Professional Certificate provides a sound and strong basis for further education at the postgraduate level and developing contemporary creative practice and theory, contributing to wider fields of our expanding culture, society and economy.

Careers and skills

The programme is designed to meet the needs of both the creative and hospitality sectors within and beyond Ireland. The programme seeks to ground a knowledge of the transversal and specialist skills to equip creative practitioners to work within existing career paths, while also carving out their own distinct practice resulting in new career pathways. Upon completing the programme, learners will be well-equipped to inform and influence the future direction of the creative and hospitality industries, driving innovation and shaping the cultural landscape.

5. Teaching and Learning

Delivery

Delivered by academic staff and visiting faculty who are leading practitioners and researchers in their specialist fields, the Professional Certificate is centred on contemporary creative practice and discourse.

Specialist lecturers and researchers support a rich learning and research environment, and supply the critical, disciplinary and technical expertise to support students to develop their practice and professional competencies.

The programme encourages activity through collective engagement projects and skill acquisition, while enabling learners to develop a strong specific creative philosophy, research-led agenda and vocational focus.

The innovative Creative Hospitality curriculum has been informed by creative and hospitality sectors and is subject to a co-creation model of development where possible.

The Creative Hospitality programme takes place in a supportive, co-learning environment. It serves as a hospitable setting where individuals can challenge conventional viewpoints, explore new ideas, and receive guidance and feedback from both peers and mentors.

Learning, teaching and assessment techniques include:

- Structured learning activities
- Group tutorials
- Lectures
- Self and peer tasks
- Group work
- Independent study

6. Methods of Assessment

Assessment Methods

The Professional Certificate will be delivered as long and thin, short and wide, micro experiences, intensive experiences, intervals, on-demand etc. Assessment will align to suit the needs of both the learner and the programme. An adaptive assessment approach will create a structured, fluidity of assessment and evaluation methods for each, that offers the learner what they are looking for whilst ensuring pedagogical rigour.

Assessment Procedure

A transparent assessment procedure empowers the student to understand the assessment process and enables them to evaluate their own levels of achievement against explicit grades, goals and learning outcomes whilst appreciating how and where they might improve.

Individual components of the programme are assessed on a grade-allocation basis to provide students with clear feedback to promote self-evaluation and self-reflection in their own learning processes. Staff are experienced in delivering a range of assessments and evaluations in line with student construction of knowledge and demonstration of understanding.

The aim of the assessment procedure is to achieve the following objectives:

- Measure: Grade or recognise the level of the student's achievement in relation to the learning outcomes.

- Communicate: Assessments provide students with clear feedback to promote self-evaluation and self-reflection in their own learning processes.
- Illustrate: Learning outcomes and competencies that are required have been achieved, which allows for progression to the next level/course/step in the learning journey.

Assessments are undertaken by a team of staff who are examining how students have met the learning outcomes. Assessment may occur or be required on or off campus or online, and will be timetabled well in advance.

Work undertaken by students on the Professional Certificate in Creative Hospitality will be assessed in the following way:

- Summative Assessment: assessment results are aggregated and used to determine whether students have fulfilled the specified learning outcomes and have met the standard required to achieve a passing grade, and so can be granted the credits for successfully completing the programme.

7. Programme Review and Evaluation

All programmes are subject to College-wide evaluation tools and events. Student evaluation and feedback takes place on completion of the programme. Feedback results are sent to each School to respond to and report to Programmes Board on what changes or developments will be implemented in response to the evaluations.

External Examiners review and evaluate the assessment process. In addition, informal feedback is gathered from discussions with students, staff and management.

These evaluation events are important to current and future students, to ensure we can enhance the delivery of programmes at NCAD.

In addition, learners are invited to discuss their experience on the module with their lecturers at any point during the year.

This programme is delivered under the support of the Creative Futures Academy HCI pillar 1 funded project, which is subject to an annual evaluation. A major review of this programme will be carried out in 2026/27.

8. Modular Provision

Professional Certificate in Creative Hospitality			
Module	Credits	Core or Option	Trimester
PGCF1014 Creative Principles - Creative Hospitality	5	Core	Any trimester

PGCF1014 Creative Principles – Creative Hospitality

The programme is designed specifically to recognise the qualities and expertise that the practitioners themselves bring to the module. Collaborative learning is a central feature, fostering an environment that encourages the sharing of creative processes, practices, resources and ideas. Each cohort of creative practitioners will contain a rich mixture of backgrounds, in terms of disciplinary specialisms and personal and professional interests. Drawing upon this richness, the module will

create a creative learning pedagogical space to facilitate students to expand on their own extensive experience, knowledge and skills in your creative fields.

9. Programme Structure

Professional Certificate in Creative Hospitality	
PGCFAF1014 Creative Principles - Creative Hospitality 5 Credits	

Final Award Calculation

The final award is calculated using credit from the single 5-credit module, equivalent to about 100 hours of student effort.

Successful completion of the 5-credit module that makes up this programme will entitle students to apply for the award of Professional Certificate in Creative Hospitality

Grading is in accordance with the [NCAD Grade Descriptors](#).

10. Resources

Staffing

Name	Title/Role
Teaching Staff	
Professor Philip Napier	Programme Co-ordinator
Jennie Moran	Lecturer
Administrative Staff	
NCAD and CFA Administrative Staff	Programme Administration
Technical Support Staff	
NCAD Technical Officers	Technical Supports

Space

The programme will be based within existing College studios, workshops and other spaces.

Facilities

The programme will utilise existing College facilities. Access to facilities across the CFA partners will be available subject to nature and availability.

For further information on this programme contact

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