PROGRAMME SPECIFICATION [ACADEMIC YEAR 2020/21]
This Programme Specification is designed for prospective students, current students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content of each unit can be found in the Unit Descriptors.
Section A – Material Course Information

<table>
<thead>
<tr>
<th>Validating Body</th>
<th>University for the Creative Arts¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teaching Body</td>
<td>University for the Creative Arts</td>
</tr>
</tbody>
</table>
| Final Award Title and Type | BA (Hons)  
Or  
BA (Hons) with International Year |
| Course Title    | Graphic Design                     |
| Course Location and Length | Campus: Epsom  
Length:  
BA: 3 years  
BA with International Year: 4 years |
| Mode of Study   | Full-time ✔️ ✗ Part-time |
| Period of Validation | 2019/20 to 2023/24 |
| Name of Professional, Statutory or Regulatory Body | N/A |
| Type of Accreditation | N/A |
| Accreditation due for renewal | N/A |

Entry criteria and requirements²

As the UK’s highest ranking creative arts university, we want to attract the best and most creative minds in the country – so we take a balanced approach to candidate assessment, taking both individual portfolios and exam results into account.

That’s why your portfolio is an especially important part of your application to study with us – and we can help. Our academics can offer you expert advice on how to showcase your creative work and build a portfolio that will make your application stand out.

More advice on how to create an exceptional portfolio is also available here, along with specific portfolio requirements for this course.

Along with your portfolio, the standard entry requirements** for this course are:

- 112 UCAS tariff points from accepted qualifications*, or
- Pass at Foundation Diploma in Art & Design (Level 3 or 4), or
- Distinction, Merit, Merit at BTEC Extended Diploma, or
- Merit at UAL Extended Diploma, or
- 112 UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject

And four GCSE passes at grade A*-C and/or grade 4-9 including English Language.

¹ Regulated by the Office for Students
² This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.
Other relevant and equivalent level 3 UK and international qualifications are considered on an individual basis, and we encourage students from diverse educational backgrounds to apply.

If your first language is not English, you will need an IELTS score of 6.0 or equivalent. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component.

*To see the accepted QCF qualifications, visit: [http://uca.ac.uk/study/accepted-qualifications/](http://uca.ac.uk/study/accepted-qualifications/)

** We occasionally make offers which are lower than the standard entry criteria, to students who have faced difficulties that have affected their performance and who were expected to achieve higher results. In these cases, a strong portfolio is especially helpful.

<table>
<thead>
<tr>
<th>Overall methods of assessment³</th>
<th>Written exams:</th>
<th>Practical exams:</th>
<th>Coursework:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stage 1</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>Stage 2</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>Stage 3</td>
<td>0%</td>
<td>0%</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Overall Learning &amp; Teaching hours*</th>
<th>Scheduled:</th>
<th>Independent:</th>
<th>Placement:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stage 1</td>
<td>34%</td>
<td>66%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>405 hours</td>
<td>795 hours</td>
<td>0 hours</td>
</tr>
<tr>
<td>Stage 2</td>
<td>30%</td>
<td>59%</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>360 hours</td>
<td>710 hours</td>
<td>130 hours</td>
</tr>
<tr>
<td>Stage 3</td>
<td>34%</td>
<td>66%</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>405 hours</td>
<td>795 hours</td>
<td>0 hours</td>
</tr>
</tbody>
</table>

General level of staff delivering the course⁵

The University’s current recruitment policy for Lecturers and Senior Lecturers states that they must have either an MA or equivalent professional practice in a relevant discipline or field. All lecturing staff are encouraged to work towards a teaching qualification or professional recognition by the Higher Education Academy and this is a requirement for Senior Lecturers. Senior Lecturers are required to be professionally active or engaged in research in their discipline. All Lecturers and Senior Lecturers undertake scholarship in their disciplines. There are also Sessional staff to link courses with professional practice and Technicians to provide technical support.

Language of Study

English

Subject/Qualification Benchmark Statement:
Art and Design (QAA)

Framework for Higher Education Qualifications (FHEQ)

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³ As generated by the most popular unit descriptors and calculated for the overall course stage data.
⁴ As generated by the most popular unit descriptors and calculated for the overall course stage data.
⁵ Include general information about the experience or status of the staff involved in delivering the course, for example Professor, Course Leader, Senior Lecturer
The course structure

The structure of all of the University's awards complies with the University's Common Credit Framework. The Common Credit Framework includes information about the:

- Rules for progression between the stages of a course;
- Consequences of failure for reassessment, compensation and exit awards;
- Calculation and classification of awards;

<table>
<thead>
<tr>
<th>Unit codes and titles</th>
<th>Level</th>
<th>Credit value</th>
<th>Elective/ Core</th>
<th>Most popular student choice of optional elective units or elective options in core units?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Year/Stage 1</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EGRD4009 - Thinking</td>
<td>4</td>
<td>40</td>
<td>Core</td>
<td></td>
</tr>
<tr>
<td>EGRD4008 - Making</td>
<td>4</td>
<td>40</td>
<td>Core</td>
<td></td>
</tr>
<tr>
<td>EGRD4007 - Platform Rotation</td>
<td>4</td>
<td>40</td>
<td>Core</td>
<td></td>
</tr>
<tr>
<td><strong>Year/Stage 2</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>EGRD5009 - Work Placement</td>
<td>5</td>
<td>40</td>
<td>Core</td>
<td>Two options in unit: Option 1 – Industry placement and Option 2 – In-house Studio. Option 1 – Industry placement most popular.</td>
</tr>
<tr>
<td>EGRD5017 - Language 1 *</td>
<td>5</td>
<td>40</td>
<td>Elective</td>
<td>Yes</td>
</tr>
<tr>
<td>EGRD5018 - Image 1 *</td>
<td>5</td>
<td>40</td>
<td>Elective</td>
<td>Yes</td>
</tr>
<tr>
<td>EGRD5019 - Data 1 *</td>
<td>5</td>
<td>40</td>
<td>Elective</td>
<td>No</td>
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<tr>
<td>EGRD5020 - Design Futures 1 *</td>
<td>5</td>
<td>40</td>
<td>Elective</td>
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<tr>
<td>EGRD5021 Professional Practice (Study Abroad) ∆</td>
<td>5</td>
<td>20</td>
<td>Elective</td>
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<tr>
<td>EGRD5022 - Language 1 (Study Abroad) ∆</td>
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<tr>
<td>EGRD5023 - Image 1 (Study Abroad) ∆</td>
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<td>20</td>
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<tr>
<td>EGRD5024 - Data 1 (Study Abroad) ∆</td>
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<td>Elective</td>
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<tr>
<td>EGRD5025 - Design Futures 1 (Study Abroad) ∆</td>
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<td>20</td>
<td>Elective</td>
<td>No</td>
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<tr>
<td>International Year (Optional from 2020/21)</td>
<td>N/A</td>
<td>N/A</td>
<td>Elective</td>
<td>No</td>
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<tr>
<td><strong>Year/Stage 3</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>EGRD6011 - Critical Design Practice</td>
<td>6</td>
<td>40</td>
<td>Core</td>
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<tr>
<td>EGRD6012 - Language 2 *</td>
<td>6</td>
<td>40</td>
<td>Elective</td>
<td>Yes</td>
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<tr>
<td>EGRD6013 - Image 2 *</td>
<td>6</td>
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<td>Elective</td>
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<tr>
<td>EGRD6014 - Data 2 *</td>
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<td>Elective</td>
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<tr>
<td>EGRD6015 - Design Futures 2 *</td>
<td>6</td>
<td>40</td>
<td>Elective</td>
<td>No</td>
</tr>
</tbody>
</table>

*These units may not all run every year depending on their popularity.

∆ From 2020/21 these units are available for incoming students only.