

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

BA (HONS) GRAPHIC DESIGN

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

Validating Body	University for the Creative Arts ¹		
Teaching Body	University for the Creative Arts		
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	<input checked="" type="checkbox"/>	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		
<p>Entry criteria and requirements²</p> <p>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.</p> <p>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.</p> <p>More advice on how to create an exceptional portfolio is also available here, along with specific portfolio requirements for this course.</p> <p>Along with your portfolio, the standard entry requirements** for this course are:</p> <ul style="list-style-type: none"> • 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 <p>And four GCSE passes at grade A*-C and/or grade 4-9 including English Language.</p>			

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 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/>

** 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.

Overall methods of assessment ³	Written exams:	Practical exams:	Coursework:
Stage 1	0%	0%	100%
Stage 2	0%	0%	100%
Stage 3	0%	0%	100%
Overall Learning & Teaching hours ⁴	Scheduled:	Independent:	Placement:
Stage 1	34%	66%	0%
	405 hours	795 hours	0 hours
Stage 2	30%	59%	11%
	360 hours	710 hours	130 hours
Stage 3	34%	66%	0%
	405 hours	795 hours	0 hours
General level of staff delivering the course ⁵	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)			

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;

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

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

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

Section B - Course Overview

Graphic Design describes a wide range of visual media and approaches, employed to communicate messages at a public and personal level. Just as the evolution of the digital realm has upturned traditional media and communication channels, so too is Graphic Design going through an epoch of unprecedented change.

The next decade will undoubtedly continue to see major changes to the logistics of daily life. Climate, the refugee crisis, post-austerity, automation of the workplace and societal behaviour are all in flux. As we face this era of unparalleled change and promise, design has to decide how to react. Too often, design is part of the problem, fuelling desire and irresponsible consumption via unsustainable promotional promises.

This course aims to attract thoughtful visual thinkers and makers who are interested in applying design thinking to pressing issues within the public realm, and taking the discipline forward into a new era of versatility in the face of technological and societal change. The course is distinct from other Graphic Design courses within the UCA group in its ambition to play a substantial role in current socio-cultural debates, and to harness the persuasive visual skills of the designer to explore these issues in a meaningful way.

Graphic Design in Epsom proposes that designers are ideally placed to respond to the most pressing challenges of today. Design should be applied to these major social environmental and economic issues of our time, as design, in its most authentic and participatory version, is a key place to promote social change.

Designers now need to be bold enough to identify and confront the issues they wish to embrace. Many designers choose to look away while others are seeking out the resources they need to confront the challenges and opportunities that the future holds. Inexpensive digital tools have transformed the practice and possibilities of design, and designers can raise capital from crowdfunding and manage huge quantities of complex data on affordable computers. They can use social media to reach out to collaborators, suppliers and fabricators, and to generate media coverage.

Our course believes in the power designers now hold, and equips you to thrive in the vast new horizons that design now faces. Graphic Design in Epsom is agile, ambitious, community-centred, and makes instinctive links between theory, practice, and industry. As a practice-based course with a strong community ethos, we offer you a range of subject choices and dedicated studio spaces that encourage you to act and think as a member of a worldwide design community from day one. We support and guide you as you map your own path towards your design career by a series of negotiated options. We will equip you with the tools to become the makers and thinkers who will shape tomorrow's society for us all.

Year 1

During the first year of the course, you are introduced to a range of practices and theories that underpin the discipline of Graphic Design. Through projects, workshops and written assignments, you will be encouraged to develop a critical, rigorous, and experimental approach to developing work. There is additional emphasis placed upon acquiring technical skills through taught inductions in both digital and analogue processes.

Year 2

During your second year of study, you have the opportunity to specialise within chosen aspects of the discipline. You will select two units from a range of platforms that will allow you to cover areas of interest in greater depth through a range of practice-based projects and skills workshops. Theory

is embedded within these units and alongside your practice-based projects, you will undertake a rigorous investigation into the associated social, economic, political and cultural contexts of the discipline through a series of written or equivalent format assignments.

Alongside the two platform units, you will undertake a Work Placement. This is structured to support you in the acquisition of practical, professionally focused skills and the development of your portfolio and CV. It culminates with a negotiated placement of your choice, of approximately five weeks in length.

An option to study abroad exists within the programme in the shape of the possibility of taking up the International Year: a year-long period of study at a partner institution for the entire third year period, before returning to complete a final year within the home institution.

Year 3

During the final year of the course, you will undertake a further two platform units that you will choose from a selection of four. These may be the same and build upon projects and methods of working that you have investigated during the second year, or you may choose to explore different options.

Platforms will adopt a global context by examining the international and diverse cultural backgrounds that enrich design. They also embed employability skills by offering key digital competencies, chances to collaborate between years and courses, and the opportunity to address live and external briefs.

In addition to these units, you will begin to synthesise your practice through the Critical Design Practice unit. This unit involves the research, development, and construction of a major self-directed research and design project. This will take into account your knowledge, understanding, skills, experience, and interests that you have gained over the duration of the course.

Section C - Course Aims

The BA (Hons) Graphic Design at UCA Epsom aims to:

Encourage the development of creative, confident, informed and contemporary working practices to enable professional employment, postgraduate research and lifelong learning.

Encourage a practical and critical engagement with the expanding discipline of Graphic Design through a curriculum that closely combines practice with theory.

Promote informed, rigorous and focussed independent learning through placing the student at the centre of the learning experience.

Promote an approach to the subject that is experimental, flexible, adaptable, sustainable, and informed by research.

To provide students with a high level contemporary skill set.

Section D - Course Outcomes

Upon successful completion of the course students are able to:

Knowledge:

Research, identify and thoroughly investigate a broad range of appropriate sources using a wide range of research methods.

Examine, analyse and critically interpret the research sources appropriately and thoroughly in relation to specific set projects.

Understanding:

Demonstrate a broad understanding of Graphic Design and its underlying principles through deep subject knowledge and understanding.

Demonstrate risk taking, problem solving, a breadth of experimentation and rigorous testing and prototyping of both ideas and materials.

Application:

Demonstrate a range of technical skills appropriate to the selected medium and present work in a professional manner appropriate to the audience and context.

Demonstrate commitment to the subject, and a professional approach to planning, organisation, critical reflection and self-directed project management.

Section E - Learning, Teaching and Assessment

Learning and Teaching Strategy

BA (Hons) Graphic Design is a studio-based course, with the environment of dedicated working space and workshop areas strongly impacting upon the overall pedagogic approach of thinking through the practice of making. The course is delivered through a series of interconnected units that comprise of a range of project briefs, workshops and assignments where theory and practice are linked. Scheduled activity primarily consists of group critiques, individual tutorials, workshops and lectures.

The course adopts a global context by examining the international and diverse cultural backgrounds that enrich graphic design. It also embeds employability skills by offering key digital competencies, chances to collaborate between years and courses, and the opportunity to address live and external briefs.

The course is delivered by a diverse team of lecturers; all subject specialists, designers, academics and researchers. They are supported by a broad range of visiting practitioners and lecturers. Learning is student-centred, and enables each student to navigate their own path through the course.

Assessment Strategy

Assessment is approached as an ongoing process, with emphasis placed upon the feedback that

students receive on a day-to-day basis, from both tutors and peers. Work is assessed holistically by portfolio at the end of each unit, allowing for a breadth of work and the consideration of individual strengths and weaknesses. Learning Outcomes and Assessment Criteria are written under the same headings at each level of the course, allowing students to clearly chart their progress.

Skills applicable to graphic design scenarios include a wide remit of professional readiness including group work, situating design work in context, visual research and experimentation, pitching and presenting, and idea generation.

At each summative assessment point, students receive a 1:1 tutorial alongside their written feedback which allows tutors to respond to individual student needs and facilitate discussion around their work.

Section F - Enhancing the Quality of Learning and Teaching

The course is subject to the University's rigorous quality assurance procedures which involve subject specialist and internal peer review of the course at periodic intervals, normally of 5 years. This process ensures that the course engages with the applicable national Subject Benchmarks and references the Framework for Higher Education Qualifications.

All courses are monitored on an annual basis where consideration is given to:

- External Examiner's Reports
- Key statistics including data on retention and achievement
- Results of the Student Satisfaction Surveys
- Feedback from Student Course Representatives