

UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

BA (HONS) GRAPHIC DESIGN

PROGRAMME SPECIFICATION [ACADEMIC YEAR 2017/18]

*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 <sup>1</sup>	
Final Award Title and Type	BA (Hons)	
Course Title	Graphic Design	
Course Location and Length	Campus: Epsom	Length: 3 years
Period of Validation	2016/17 to 2020/21	
Name of Professional, Statutory or Regulatory Body	N/A	
Type of Accreditation	N/A	
<p>Entry criteria and requirements<sup>2</sup></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 <a href="#">here</a>, 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"> <li>• 112 new UCAS tariff points (equivalent to 280 old UCAS tariff points) from accepted qualifications*, or</li> <li>• Pass at Foundation Diploma in Art &amp; Design (Level 3 or 4), or</li> <li>• Distinction, Merit, Merit at BTEC Extended Diploma, or</li> <li>• Merit at UAL Extended Diploma, or</li> <li>• 112 new UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject</li> </ul> <p>And Four GCSE passes at grade A*-C and/or grade 4-9 including English (or Functional Skills English/ Key Skills Communication Level 2).</p> <p>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.</p> <p>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.</p> <p><i>*To see the accepted QCF qualifications, visit: <a href="http://uca.ac.uk/study/accepted-">http://uca.ac.uk/study/accepted-</a></i></p>		

<sup>1</sup> Regulated by the Higher Education Funding Council for England

<sup>2</sup> This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

<i>qualifications/</i> <i>** 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.</i>			
Overall methods of assessment <sup>3</sup>	Written exams:	Practical exams:	Coursework:
Stage 1	0%	0%	100%
Stage 2	0%	0%	100%
Stage 3	0%	0%	100%

Overall Learning & Teaching hours <sup>4</sup>	Scheduled:	Independent:	Placement:
Stage 1	33.8%	66.3%	0%
Stage 2	27.5%	47.5%	25%
Stage 3	33.8%	66.3%	0%
General level of staff delivering the course <sup>5</sup>	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.		
Mode of Study	Full-time	✓	Part-time
Language of Study	English		
Subject/Qualification Benchmark Statement: Art and Design (QAA)			
Framework for Higher Education Qualifications (FHEQ)			
National Framework for Higher Education Qualifications			

<sup>3</sup> As confirmed for the KIS course stage data: the overall percentage in terms of Written exams; Practical exams and Coursework

<sup>4</sup> As confirmed for the KIS course stage data: the overall percentage by stage

<sup>5</sup> 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. All students are registered for a particular award. Exit awards are available to students in line with 6.7 of the Common Credit Framework.

Unit codes and titles	Level	Credit value	Elective/ Core	If elective is this the most popular student choice?
Year 1				
EGRD4005 Developing Thinking	4	40	Core	
EGRD4006 Developing Making	4	40	Core	
EGRD4007 Platform Rotation	4	40	Core	
Year 2				
EGRD5005 Platform: Design Laboratory 1	5	40	Elective	Yes
EGRD5006 Platform: Information 1	5	40	Elective	No
EGRD5007 Platform: Interaction & Interface 1	5	40	Elective	No
EGRD5008 Platform: Typography 1	5	40	Elective	Yes
EGRD5009 Work Placement	5	40	Core	
EGRD5010 Platform: Design Laboratory 1 (Study Abroad)	5	20	Elective	No
EGRD5011 Platform: Information 1 (Study Abroad)	5	20	Elective	No
EGRD5012 Platform: Interaction & Interface 1 (Study Abroad)	5	20	Elective	No
EGRD5013 Platform: Typography 1 (Study Abroad)	5	20	Elective	No
EGRD5014 Work Placement (Study Abroad)	5	20	Elective	No
Study Abroad with Host Institution	5	60	Elective	No
Year 3				
EGRD6005 Platform: Design Laboratory 2	6	40	Elective	Yes
EGRD6006 Platform: Information 2	6	40	Elective	No
EGRD6007 Platform: Interaction & Interface 2	6	40	Elective	No
EGRD6008 Platform: Typography 2	6	40	Elective	Yes
EGRD6009 Creative Research and Practice	6	40	Core	

## Section B - Course Overview

The discipline of Graphic Design is expansive and is used to describe a broad range of practices and processes from the design of books and magazines to wayfinding, environmental graphics, logos, user experience design, websites, coding and processing.

The BA (Hons) Graphic Design in Epsom is ambitious, student-led, focussed, and fosters strong connections between practice, theory and industry. We believe in equipping you with the tools to become makers and thinkers who will shape the future of the discipline.

This practice-based course is centred on the principle of 'thinking through making' and is delivered in a series of dedicated studio spaces that encourages you to adopt a professional approach from day one. It seeks to position you at the centre of your learning experience,

employing a unit structure that allows you to map your own path through the course.

#### Stage 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.

#### Stage 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 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 ten-week placement of your choice.

There is additionally the option to undertake the Study Abroad programme during your second year of study, providing you with the opportunity to study at one of our worldwide partner institutions for the second half of the academic year.

#### Stage 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.

In addition to these units, you will begin to synthesise your practice through the Creative Research and 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. It culminates in a 6,000 word written dissertation that will form the content of a design project.

### 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 different research methods.

###### Analysis

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

##### Understanding:

###### Subject Knowledge and Understanding

Demonstrate a broad understanding of Graphic Design and underlying principles.

###### Experimentation

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

##### Application:

###### Technical Competence and Understanding

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

###### Personal and Professional Development

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 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.

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 national Subject Benchmarks in Art & Design 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