UNIVERSITY FOR THE CREATIVE ARTS

PROGRAMME SPECIFICATION FOR:

BA (HONS) GRAPHIC DESIGN

PROGRAMME SPECIFICATION 2019/20
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)
Course Title	Graphic Design

Course Location and Length	Campus: Farnham	Length: Full-time - 3 years

Mode of Study	Full-time	✓	Part-time	

Period of Validation	2015/16 to 2019/20
Name of Professional, Statutory or Regulatory Body	Not Applicable
Type of Accreditation	Not Applicable
Accreditation due for renewal	Not Applicable

Entry criteria and requirements[2]

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 <u>here</u>, 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 (or Functional Skills English/Key Skills Communication Level 2).

Other relevant and equivalent level 3 UK and international qualifications are considered on an

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[1] Regulated by the Higher Education Funding Council for England
[2] This should be the standard University Criteria unless otherwise approved by the Academic Board and include UCAS entry profile for undergraduate courses.

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%	0.0%	100.0%
Stage 2	0.0%	0.0%	100.0%
Stage 3	0.0%	0.0%	100.0%
Overall Learning & Teaching hours[4]	Scheduled:	Independent:	Placement:
Stage 1	35.2%	64.8%	0.0%
	422 hours	778 hours	0 hours
Stage 2	29.3%	57.3%	13.3%
	352 hours	688 hours	160 hours
Stage 3	26.3%	73.7%	0.0%
	316 hours	884 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		

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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

Subject/Qualification Benchmark Statement: Art and Design	
Framework for Higher Education Qualifications (FHEQ)	

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	If elective is this the most popular student choice?
Year/Stage 1				
FGCM4001 - Guiding Principles and Ways of Working	4	30	Core	
FGCM4002 - Principles in Practice I	4	30	Core	
FGCM4004 - Visual Communications: Context and Theory	4	30	Core	
FGCM4003 - Principles in Practice II	4	30	Core	
Year/Stage 2				
FGCM5007 - Graphic Communication in the Professional Context	5	30	Core	
FGCM5002 - Specialist Ways of Working	5	30	Core	
FGCM5008 - Contextual and Theoretical Perspectives	5	30	Core	
FGCM5003 - Publishing and Narrative	5	30	Core	
FGCM5004 - Specialist Ways of Working in the Professional Context (Study Abroad - Outgoing)	5	30	Elective	No
FGCM5009 - Contextual and Theoretical Perspectives (Study Abroad - Outgoing)	5	30	Elective	No
Study Abroad with Host Institution	5	60	Elective	No
FGCM5006 - Publishing and Narrative (Study Abroad - Incoming)	5	30	Elective	No
FGCM5005 - Graphic Communication in the Professional Context (Study Abroad – Incoming)	5	30	Elective	No
Year/Stage 3				
FGCM6001 - External Context	6	30	Core	
FGCM6003 - Dissertation	6	30	Elective	No
FGCM6004 – Combined Dissertation/Critical Reflection	6	30	Elective	Yes
FGCM6002 – Final Major Project	6	60	Core	