# PROGRAMME SPECIFICATION DOCUMENT

| BA hons | Graphic design | BA/Des | Modular single hons & joint ft/pt |
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## 5. Main Purposes and Distinctive Features of the Programme

To progressively develop students' creative, professional and technical abilities in a range of graphic design specialisms

To foster a knowledge of the contextual applications of these specialisms in society across a wide range of disciplines

To encourage individual skills through specialisation in any one or combination of disciplines.

To develop research, analysis and presentation skills appropriate to the profession

To develop professional standards in the creative use of a wide range of graphics and related computer programmes

To develop professional, ethical and commercial understanding

## 6. What a graduate should know and be able to do on completion of the programme

**Knowledge and understanding in the context of the subject(s)**

A knowledge of digital and traditional techniques in the production of graphic design.
An understanding of the professional constraints and requirements of the industry
An understanding of the specialist applications of graphic art and design
A knowledge of the historical and contemporary context of graphics

**Subject-specific practical/professional skills**

Sophisticated use of graphics software and/or traditional rendering skills.
Professional presentation and self promotion for graphic designers and artists.
Creativity and lateral thinking in producing solutions to specific briefs.
Effective time management, self motivation and professional conduct

**Cognitive skills in the context of the subject(s)**

The ability to conduct effective research into the subject
The application of theory into practical solutions
Critical judgement and analysis of the work of themselves and others

**Other skills (e.g. key/transferable) developed in subject or other contexts**

Working with others, written and oral presentation skills, general IT skills, time management and professional conduct are all built into the curriculum

## 7. Qualities, Skills & Capabilities Profile

| A Cognitive | B Practical | C Personal & Social | D Other |
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| Critical analysis | Practical graphic design skills | Visual self expression | Vocational understanding |
| Visual problem solving | Visual research and application | Analysis through criticism | Career development and professional awareness |
| Conceptualisation and planning | Use of digital technology | Self-motivation, organisation and time management | |
| Application of theory into practice | | Teamwork | |

| 8. Duration and Structure of Programme/Modes of Study/Credit Volume of Study Units | | | |
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| Duration is 3 years full time, 4-6 years part time.<br>To be awarded an honours degree students must acquire a total of 360 credits, made up of 120 credits at each level. The programme comprises single modules at 20 credits each, and double modules at 40. Intermediate awards of ordinary BA for 300, DipHE for 240 and CertHE for 120. Each level comprises core and elective modules. | | | |

**Part II 10 modules(single) or 5 modules(joint)**

| | Core Modules | Options (normally 20 credits each) | Project (20 credits) |
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| **H3 Honours Modules** | **Professional practice**<br>**Personal project (double**) | **Packaging 2**<br>**Advertising and art direction**<br>**Editorial design**<br>**Moving image graphics 2** | |
| **H2 Honours Modules** | **Graphics in context**<br>**Ideas into reality (double)** | **Advertising and the brand image**<br>**Moving image graphics 1**<br>**Packaging 1**<br>**Corporate design**<br>**Information design** | |

**Part I (Level 1)  5 modules(single) 3 modules(joint)**

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| **First Year Part-Time Equivalent** | **Communication**<br>**Visualisation(double)**<br>**Computers in design**<br>**Type as image**<br>**Multimedia** | | |

| 9. Learning, Teaching and Assessment Strategy | 10. Other Information *(including compliance with relevant Institute policies)* |
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| **Learning and Teaching Methods**<br><br>**A structured progressive programme of lectures/visual presentations and seminar discussion/visits. All these assist in contextualising the practical assignments on which the programme is based.**<br><br><br>**Assessment Methods** | Date programme first offered<br>**09 2004**<br><br>**Admissions Criteria**<br>*Standard Requirements*<br><br>**Portfolio of work at interview**<br>**UCAS 140 pt tariff**<br><br>*Non Standard Entry*<br><br>**Experience in industry/portfolio of work** |

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| **All modules assessed on work produced, whether written, oral or practical. Where there is more than one component each submission is assessed separately and feedback given** | **Indicators of Quality and Standards**<br>**Validation of structure with external panel member 1996**<br>**All assignments at Yrs 2 and 3 double marked**<br>**Continuing favourable external examiner reports in graphics**<br>**Student feedback sheets**<br>**QAA result 2000**<br>**Large growth in students enrolled in graphics.** |

**Assessment Classification System**
**Pass mark set at 40**
**Final degree class based on 30% of H2 and 70% of H3 modules**
**Marginal criteria operate at plus or minus 2%**

**Honours Classification Bands**
**1:1 70 plus**
**2:1 60-69**
**2:2 50-59**
**pass 40 plus**
**fail below 40**
**35-40 potential compensation**