

Programme Specification

BA (HONS) GRAPHIC DESIGN

Awarding Institution:	The University of Bolton		
Teaching Institution:	The University of Bolton		
Division and/or Faculty/Institute:	Arts and Media Technologies		
Professional accreditation	Professional body	Professional body URL	Status of graduates
Final award(s):	BA (Hons)		
Interim award(s)	N/A		
Exit or Fallback award(s)	Certificate of Higher Education in Graphic Design Diploma of Higher Education in Graphic Design		
Programme title(s)	Graphic Design		
UCAS Code	W210		
JACS Code	W210		
University Course Code(s)	Full-time ART0002 Part-time ART5002		
QAA Benchmark Statement(s)	Art and Design		
Other internal and external reference points	QAA Academic Infrastructure, including the Framework for Higher Education Qualifications and the Code of Practice UK Quality Code for Higher Education The University of Bolton awards framework		
Language of study	English		
Mode of study and normal period of study	Full-time 3 years Part-time 4.5 years		

Admissions criteria

- 5 GCSEs of grade C and above including English Language;
- At least two A levels (or equivalent) in any subject;
- Portfolio of creative work;
- Attend an interview with a member of the course team;
- Work experience desirable.

The quality of the portfolio/interview is the primary basis on which applicants are selected, therefore, special consideration will be given to applicants without the above qualifications who have a strong portfolio.

If English is not your first language you will also need IELTS 6.0 (or equivalent).

Additional admissions matters

If invited for interview you will be given further advice on how to prepare yourself for interview and what you can expect. This information will be sent to you when you are invited for interview.

For applicants living outside the UK or who are unable to travel, we will accept electronic portfolios and conduct Skype interviews.

Fitness to practise declaration

Not applicable

Aims of the programme

Graphic design is an ever-changing industry; the last ten years have seen massive changes in working methods, praxis and media and no-one can predict what will happen during the next ten years. However, one element never changes and that is the creative thought process that designers employ before any design outcome is reached. Our programme aims to give you the skills to understand the creative process from start to finish. It will help you to understand the creative and technical possibilities of contemporary graphics image making coupled with great typography and driven by original thinking. You will also have the opportunity to explore the theoretical and historical elements that underpin the business and develop your ability to organise and evaluate information. You will have the opportunity to work on client-led briefs set in collaboration with the staff team during years two and three of the programme and you will be encouraged to engage in additional live briefs during your spare time.

The principal aims of the programme are to:

1. provide a stimulating, comprehensive, progressive and industrially relevant programme of study;
2. develop an ethical and critical awareness of contemporary graphic design through either simulated or live professional practice and the acquisition of industry specialist skills;
3. provide a high level of practical knowledge, skills and creativity required to compete in the professional environment;
4. develop an in-depth knowledge of specialist areas within graphic design, and a

Programme specification: BA (Hons) Graphic Design

Date: 5 June 2012

- critical understanding of the theories and principles involved;
5. develop an understanding of contemporary graphic design, and the social, economic, political, sustainable and ethical factors which influence outcomes;
 6. develop the ability to research, evaluate and apply information and ideas in your work;
 7. develop transferable skills such as visual problem solving, working with other people, planning and time management, oral and written presentation, and computer skills;
 8. develop the capacity to take a high level of responsibility for your own learning;
 9. develop an understanding of the unique role that a graphic designer plays in an increasingly complex multiplatform media landscape;
 10. develop students' academic skills to help them prepare for progression to postgraduate study.

Distinctive features of the programme

It is a very exciting period of time to be studying graphic design. New and emerging technology is having a monumental impact on the profession and the pace of change is taking everyone by surprise. This programme of study embraces change and positions itself as a provider of international design education for the visual communication industry. It is built on a series of diverse and challenging practical assignments underpinned by appropriate theory, providing you with the wide range of skills and knowledge you will need to pursue your chosen career or progress into postgraduate graphic design study.

We have a policy of continually updating the programme, ensuring your work is relevant to current industrial and international practice. Staff teaching practical subjects are also practising professionals in their chosen fields, and we bring that broad experience to our teaching.

Most of the programme involves the creative use of graphics software, but we are also strongly committed to ideas generation and problem solving using traditional media and techniques.

We offer a range of study visits over the course of a year and we encourage students to go to as many as they can*. Last year we visited the Wim Crouwel exhibition in London, the Design and Art Directors Society (D&AD) president's lectures in Manchester and Preston, the Liverpool Design Symposium, Magritte at the Tate Liverpool, D&AD folder clinics Liverpool, and then we went to Hong Kong on a week long study visit. In 2008 and 2010 we visited New York to hear Bob Gill and Milton Glazer speak at the New York Design Experience Conference giving our students the chance to pose some burning questions to the eminent designers face-to-face. We also took the opportunity to visit the MOMA, the Guggenheim and a number of iconic New York architectural landmarks. Together with the national and international study trips we also have a number of visiting speakers that contribute to the programme each year offering a useful and interesting insight into the world of the practising professional designer.

*Please note trips and study visits are optional, vary from year to year, and are charged to the student.

Programme learning outcomes
K. Knowledge and understanding On completion of the programme successful students will be able to demonstrate:
1. an in-depth knowledge of designated topics within the graphic arts, and a critical understanding of the theories, principles and conventions which underpin them;
2. a sound understanding of the contemporary context within which they are working;
3. the ability to recognise individual roles and responsibilities within an increasingly complex field of graphic design and multiplatform environment;
C. Cognitive, intellectual or thinking skills On completion of the programme successful students will be able to demonstrate the ability to:
1. analyse contemporary graphic design practice and to make theoretically informed and critical judgments;
2. analyse the social, economic, ecological, ethical and legal factors which influence decision-making;
3. use skills in critical analysis and synthesis during group and peer discussion and in coursework.
4. deconstruct information from a wide variety of sources.
P. Practical, professional or subject-specific skills On completion of the programme successful students will be able to demonstrate:
1. a high level of practical knowledge, skill, and creativity in their portfolio of practical work;
2. the ability to solve complex visual problems;
3. the implementation of safe working practices in a graphic design context;
4. the ability to present and justify graphic design solutions to audiences.
T. Transferable, key or personal skills On completion of the programme successful students will be able to demonstrate the ability to:
1. research, evaluate, organise, and apply information and ideas in their work, and display an understanding of the importance of that research;
2. work with people and engage in teamwork in an effective manner;
3. plan and use time management effectively;
4. give oral and written presentations in an effective and skilled manner.
5. develop personal skills including flexibility, adaptability, initiative, self-awareness and confidence.

Programme structure

The BA (Hons) Graphic Design programme is made up of 120 credits at HE4, 120 credits at HE5 and 120 credits at HE6.

Module Code	Module title	Core/ Option/ Elective (C/O/E)	Credits	Length (1, 2 or 3 periods)
AAD4000	Scholarship	C	20	1
AAD4001	Ideas into Reality	C	20	1
GRD4000	Typography	C	20	1
AAD4002	Visual Literacy	C	20	1
AAD4004	Applied Creativity	C	20	1
GRD4001	Principles of Design	C	20	1
AAD5000	Employability and Enterprise	C	20	1
GRD5001	Design Practice	C	20	1
GRD5003	Design for Emerging Technologies	C	20	1
AAD5001	Past, Present, and Futures: Theory in Context	C	20	1
GRD5002	Motion Graphics	C	20	1
GRD5000	Craft and Digital Production	C	20	1
AAD6000	Research	C	20	1
GRD6000	Advanced Design Practice	C	20	1
GRD6001	Advanced Visualisation for Graphic Design	C	20	1
AAD6002	Professional Practice and Self-Promotion	C	20	1
AAD6001	Major Project	C	40	1

Learning and teaching strategies

Learning and teaching methods apply a blended style. This means you will be in face- to-face sessions as well as using our Virtual Learning Environment (VLE), Moodle. Active learning is promoted via seminars, lectures and tutorials underpinned by practical workshop, demonstrations and critiques. We also organise gallery visits and optional international study visits. We have a rich visiting speaker programme from the design industry and off-site folder clinics with practising professionals. Electronic or e-learning is delivered via Moodle. Moodle allows students to access learning materials and study aids either on or off-campus which is of great benefit as it allows self-directed study to be completed from anywhere at anytime. Module-based design briefs will give you an insight into the professional environment; this is achieved via simulated design briefs, client-led live briefs, and national and international competition briefs. Students are supported through the process via group tutorial and critiques, one-to-one tutor feedback, and regular feedback from clients and collaborators.

Learning activities (KIS entry)

	Course Year		
	HE4	HE5	HE6
Scheduled learning and teaching activities	42%	47%	40%
Guided independent study	58%	53%	60%
Placement/study abroad	0	0	0

Assessment strategy

Assessment tasks are linked to the learning outcomes of each module and are normally completed at the end of the module. Assessment typically consists of a review and examination of an appropriate portfolio presentation, accompanied by a journal and sketchbooks. In most case marks are divided into 75% practice and 25% theoretical.

You will have formative assessment to help you learn and develop your knowledge and skills and summative assessment on which you are graded. There are no examinations - assessment is by continuous assessment in the form of assignments, projects, portfolios, written work, journals, sketchbook and presentations.

Formative feedback is an ongoing studio process and is delivered via critique, tutorial, group discussion and peer input. At around week seven of a module, you can expect an indication of your module performance to date together with guidance on how to improve and extend your outcomes. You are actively encouraged to seek further advice and feedback during the published drop-in sessions, via email and online discussions, and during scheduled tutorials. Summative feedback takes place at the end of each semester and you can expect written feedback on your module performance. You are also offered the chance to further discuss the written comments via one-to-one tutorial with the module tutor and/or Programme Leader.

Assessment methods (KIS entry)

	Course Year		
	HE4	HE5	HE6
Written exams	0	0	0
Coursework	100%	100%	100%
Practical exams	0	0	0

Assessment regulations

- Assessment Regulations for Undergraduate Modular Programmes

Grade bands and classifications

Grade Description	Mark %	Honours Degree Classification
Work of exceptional quality	70+	i
Work of very good quality	60-69	ii.i
Work of good quality	50-59	ii.ii
Work of satisfactory quality	40-49	iii
Borderline fail	35-39	
Fail	Below 35	

Honours classification

You will normally be awarded the honours classification resulting from the application of either Rule ACM20 or Rule ACM6.

Honours classification

You will normally be awarded the honours classification resulting from the application of either Rule ACM20 or Rule ACM6.

Rule ACM20

A weighted average of the marks from modules worth a total of 200 credits at Levels HE5 and HE6 combined, including the marks from modules worth no more than 80 credits at least at Level HE5 (weighted 30 percent) and marks from modules worth at least 120 credits at Level HE6 (weighted 70 percent), which represent the best marks achieved by you at those Levels.

Where the average falls unequivocally into one of the following bands: 48.00 - 49.99, 58.00 - 59.99, 68.00 - 69.99; and you have achieved marks clearly in an honours classification category higher than their average for modules worth at least 110 credits, then you will be awarded an honours degree in the classification category one higher than that indicated by your average.

Rule ACM6 (an alternative if you do not have sufficient marks at Levels HE5 and 6 to apply ACM20)

A simple average of the equally weighted marks from modules worth 120 credits at Level HE6 which represent the best marks achieved by you at that Level.

Where the average falls unequivocally into one of the following bands: 48.00 – 49.99, 58.00 – 59.99, 68.00 – 69.99; and you have achieved marks clearly in an honours classification category higher than their average for modules worth at least 70 credits, then you will be awarded an honours degree in the classification category one higher than that indicated by their average.

Where you have marks available for fewer than 120 credits at Level HE6, honours classification shall normally be based **solely** on a simple average of the available marks for modules at Level HE6, subject to there being marks for a **minimum of 60 credits awarded by the University. Upgrading of the honours classification will not normally be available where there are marks available for fewer than 120 credits at Level HE6**, unless this is explicitly approved.

Role of external examiners

External examiners are appointed for all programmes of study. They oversee the assessment process and their duties include: approving assessment tasks, reviewing assessment marks, attending assessment boards and reporting to the University on the assessment process.

Support for student learning

The following are examples of support for student learning.

- The programme is managed by a programme leader
- An induction programme introduce students to the University and their programme
- Each student has a personal tutor, responsible for support and guidance
- Personal Development Planning (PDP) integrated into programme
- Feedback on formative and summative assessments
- A Student Centre provides a one-stop shop for information and advice
- University support services include housing, counselling, financial advice, careers and disability
- A Chaplaincy
- Library and IT services
- Student Liaison Officers is attached to the Faculty
- The Students' Union advice services
- Faculty and Programme Handbooks which provide information about the programme and University regulations
- The opportunity to develop skills for employment
- English language support for International students
- 4 specialist AppleMac studios and access to 24/7 facilities
- Online support via the virtual learning environment (VLE) used by the University
- Academic module tutors provide support during the modules
- Feedback on assignments, workshops and technical assistance
- The university careers service and web pages at <http://www.bolton.ac.uk/Careers/Home.aspx>

Programme specification: BA (Hons) Graphic Design

Date: 5 June 2012

Methods for evaluating and enhancing the quality of learning opportunities

We continually enhance the quality of the programme and the following are examples of ways in which we do this.

- Programme committees with student representation
- Module evaluations by students
- Students surveys, e.g. National Student Survey (NSS)
- Annual quality monitoring and action planning through Programme Quality Enhancement Plans (PQEPs), Data Analysis Report (DARs) Subject Annual Self Evaluation Report (SASERs), Faculty Quality Enhancement Plans (FQEPs), University Quality Enhancement Plan (UQEP)
- Peer review/observation of teaching
- Professional development programme for staff
- External examiner reports
- D&AD folder critiques.

Other sources of information

Student portal <http://www.bolton.ac.uk/Students/Home.aspx>

Students Union <http://www.ubsu.org.uk/>

Faculty Handbook <http://www.bolton.ac.uk/students/>

Programme Handbook

Student Entitlement Statement

Module database: <http://modules.bolton.ac.uk>

Moodle

External examiners reports

<http://www.bolton.ac.uk/Quality/QAECContents/ExternalExaminersReports/Home.aspx>

The university careers service and web pages at

<http://www.bolton.ac.uk/Careers/Home.aspx>

Document control

Author(s)	Carol Allison
Approved by:	Sarah Riches Chair, university Validation Event
Date approved:	26 June 2012
Effective from:	2012/13
Document History:	

Learning Outcomes Map

Module title	Mod Code	Status C/O/E	K1	K2	K3	C1	C2	C3	C4	P1	P2	P3	P4	T1	T2	T3	T4	T5
Scholarship	AAD4000	C	DTA		DTA									DT	D	DTA	DTA	
Ideas into Reality	AAD4001	C	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	
Typography	GRD4000	C	DTA	D		D	D	DTA	DTA		DT	DT	DTA	DT	DT	DTA	DT	
Visual Literacy	AAD4002	C	DTA	DTA	DTA	DTA		DTA		DT	DTA	DT	DTA	DTA	DTA	DTA	DTA	D
Applied Creativity	AAD4004	C	DTA	DTA		DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	
Principles of Design	GRD4001	C	DTA	DTA		DTA		DTA	DTA	DTA	DT	DT	DT	DTA	DTA	DTA	DTA	
Employability and Enterprise	AAD5000	C	DTA	DTA				DTA						DTA	DTA	DTA		
Craft and Digital Production	GRD5000	C	DT	DTA	D	DTA	DTA	DTA	DT	DTA	DTA	DTA	DTA	DTA	DT	DTA	DTA	DT
Design Practice	GRD5001	C	DTA	DT	DTA	DTA	DT	D	DTA	DTA	DT	DTA		DT	DTA	DT		DTA
Past, present, and Futures: Theory in Context	AAD5001	C	DTA		DTA		DTA							DTA		DT	DTA	
Motion Graphics	GRD5002	C	DT	D	DTA	DTA	D	DT		DTA	DTA	DT	DTA		DTA	DT	DTA	DT
Design for Emerging Technologies	GRD5003	C	DTA	DT	DTA	DTA	DTA	DTA	DTA			DTA	DTA	DTA	DTA	DTA	DTA	
Research	AAD6000	C	DTA		DTA		DTA							DTA		DTA	DTA	
Advanced Design Practice	GRD6000	C	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA
Advanced Visualisation for Graphic Design	GRD6001	C	DTA	DTA	DT	DTA		DTA	DTA	DTA	DTA	DTA	D	DTA		DTA	DTA	D
Professional Practice and Self-Promotion	AAD6002	C	DTA	DTA									DTA	DTA		DTA	DTA	
Major Project	AAD6001	C	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA		DTA	DTA	DTA	DTA	DTA

K. Knowledge and understanding P. Practical, professional and subject specific skills C. Cognitive, Intellectual and thinking skills T. Transferable, key or personal skills

Developed = D, Taught = T, Assessed = A

Programme specification: BA (Hons) Graphic Design

Date: 5 June 2012

Module Listing

Module title	Mod Code	New? ✓	Level	Credits	Type	Core/ Option/ Elective C/O/E	Pre-req- uisite module	Assess- ment 1			Assess- ment 2		
								Assess- ment type	Assess- ment %	Add Y if final item	Assess- ment type	Assess- ment %	Add Y if final item
Scholarship	AAD4000	New	4	20	STAN	C	None	CW	100	Y			
Ideas into Reality	AAD4001	New	4	20	STAN	C	None	CW	100	Y			
Typography	GRD4000	New	4	20	PRAC	C	None	CW	100	Y			
Visual Literacy	AAD4002	New	4	20	STAN	C	None	CW	70		CW	30	Y
Applied Creativity	AAD4004	New	4	20	PROJ	C	None	CW	100	Y			
Principles of Design	GRD4001	New	4	20	PRAC	C	None	CW	100	Y			
Employability and Enterprise	AAD5000	New	5	20	STAN	C	None	PRA	50		CW	50	Y
Design Practice	GRD5001	New	5	20	PRAC	C	None	CW	100	Y			
Craft and Digital Production	GRD5000	New	5	20	PROJ	C	None	CW	100	Y			
Past, Present and Futures: Theory in Context	AAD5001	New	5	20	STAN	C	None	CW	80		CW	20	Y
Motion Graphics	GRD50002	New	5	20	PRAC	C	None	CW	100	Y			
Design for Emerging Technologies	GRD5003	New	5	20	PRAC	C	None	CW	80	Y	CW	20	
Research	AAD6000	New	6	20	STAN	C	None	CW	100	Y			
Advanced Design Practice	GRD6000	New	6	20	PRAC	C	None	CW	100	Y			
Advanced Visualisation for Graphic Design	GRD6001	New	6	20	PRAC	C	None	CW	100	Y			
Professional Practice and Self-Promotion	AAD6002	New	6	20	STAN	C	None	CW	75	Y	PRA	25	
Major Project	AAD6001	New	6	40	PROJ	C	None	CW	100	Y			

Type = DISS (Dissertation); FLDW (Fieldwork), INDS (Independent study); OTHR (Other); PLAC (Placement); PRAC (Practical); PROJ (Project);

STAN (Standard); WBL (work-based learning)

Assessment = EX (Written Exam); CW (Coursework); PRA (Practical)

Programme specification: BA (Hons) Graphic Design

Date: 5 June 2012

University of Bolton's Key Core Curriculum Requirements

Module Title	Module Code	C/O/E	Employability										Bolton Values			
			PDP	Communication	Team work	Organisation & Planning	Numeracy	Problem solving	Flexibility & adaptability	Action planning	Self awareness	Initiative	Personal impact & confidence	Inter-nationalisation	Environmental sustainability	Social, public and ethical responsibility
Scholarship	AAD4000	C	DTA	DTA		DTA							D		D	DT
Ideas into Reality	AAD4001	C		DTA					D							
Typography	GRD4000	C		D	D	DT	D	DTA	DT	DT	D	D	DT	D	D	D
Visual Literacy	AAD4002	C	D	DTA	DT	D T	D	DT	DT	D T	D	D	D	D	DTA	
Applied Creativity	AAD4004	C		DTA		DTA		DTA							DTA	D
Principles of Design	GRD4001	C		D	D	DT	D	DTA	DT	DT	D	DT	D	D	D	
Employability and Enterprise	AAD5000	C		DTA	DTA	DTA	DTA	DTA	D	DTA	D	D	D			D
Craft and Digital Production	GRD5000	C		DTA	D	DT	D	DTA	D	DTA	D	DT	D	D	DT	DTA
Design Practice	GRD5001	C	DTA	DTA	DT	DT	D	DTA	DT	DT	D	DT	DT	DT	DT	DT
Past, Present, and Futures: Theory in Context	AAD5001	C		DTA		DA							D	D		D
Design for Emerging Technologies	GRD5003	C		DT	D	D	DT	D	D	DT	D	D	D	DTA	DTA	DTA
Motion Graphics	GRD5002	C		D	D	DT	DT	DTA	D	DT	D	D	D	DT	D	D
Research	AAD6000	C		DTA		DTA										DTA
Advanced Design Practice	GRD6000	C		DTA	DTA	DTA	D	DTA	DTA	DTA	DT	DTA	DT	DTA	DTA	DTA
Advanced Visualisation for Graphic Design	GRD6001	C		DTA	D	DTA	D	DTA	DTA	DTA	DTA	DTA	DTA	DTA	DTA	
Professional Practice and Self-Promotion	AAD6002	C		DTA		DA			D	DA	DTA	DA	DTA	DT		DTA
Major Project	AAD6001	C	DTA	DA		DA			DTA	DTA	D	D	D	DTA	DA	DTA

Developed = D, Taught = T, Assessed = A

Programme specification: BA (Hons) Graphic Design
Date: 5 June 2012