University of the West of England, BRISTOL

CORPORATE AND ACADEMIC SERVICES

PROGRAMME SPECIFICATION

Part 1: Basic Data	
Awarding Institution	University of the West of England, Bristol
Teaching Institution	University of the West of England, Bristol
Delivery Location	Bower Ashton Campus
Faculty responsible for programme	Faculty of Art, Creative Industries and Education
Department responsible for programme	Department of Creative Industries
Modular Scheme Title	Undergraduate Programme Modular Scheme
Professional Statutory or Regulatory Body Links	Skillset Sector Skills Council
Highest Award Title	BA (Hons) Graphic Design
Default Award Title	
Fall-back Award Title	
Interim Award Titles	BA Graphic Design DipHE Graphic Design Cert HE Graphic Design
UWE Progression Route	
Mode(s) of Delivery	FT & PT

Codes	**UCAS:** W211	**JACS:**
	ISIS2: W211	**HESA:**

Relevant QAA Subject Benchmark Statements	Art & Design
CAP Approval Date	May 2013, November 2013
Valid from	September 2013
Valid until Date	August 2019
Version	8.1

Part 2: Educational Aims of the Programme

Aims of the undergraduate modular scheme:

- to provide an opportunity to develop a creative practice within a chosen field of study;

- to provide an experience of higher education in art, media and design that offers student's choice and independence in determining their own abilities and ambitions within a subject discipline;

- to equip students with the intellectual, practical, critical and creative skills necessary for them to locate themselves and their practice within professional, social, historical and cultural contexts;

- to give students the confidence to develop informed independent judgements and critical and intellectual rigour;

- to ensure that the development of key/transferable skills is an integrated part of the curriculum;

- to equip students with the necessary understanding of research techniques and appropriate methodologies;

- to sustain an environment in which individual students may realise their full potential.

Educational Aims:

The programme aims to enable students to:

- Explore the breath and depth of contemporary graphic design practice within the Creative Industries

- Develop sustainable personal and professional practice through the application of a design methodology and the implementation of a range of creative, critical and technical skills

- Understand the function of design and the role of the graphic designer

- Locate their own practice through the exploration and the application of their ideas across a range of graphic design contexts and disciplines

- Develop the intellectual, critical, technical and key/transferable skills (necessary) to work in either a professional environment or to undertake further study.

- To develop an knowledge and understanding of the professional practice within the discipline of graphic design

Programme requirements for the purposes of the Higher Education Achievement Record (HEAR)

This course enables students to explore the changing concept of graphic design and the role of the graphic designer in society and the professional world. The structure is designed to offer a pattern of learning that establishes basic principles and issues at level 1 before options

Part 2: Educational Aims of the Programme

for specialisation are introduced at levels 2 and 3. Students develop a good understanding of a range of methods for developing creative ideas before embarking upon further study that involves working within one of the specialised disciplines. Additionally work experience and professional practice underpin learning outcomes and assessment criteria throughout the course.

Part 3: Learning Outcomes of the Programme

The award route provides opportunities for students to develop and demonstrate knowledge and understanding, qualities, skills and other attributes in the following areas:

Learning Outcomes:	UADAPD-45-1	UADAPE-45-1	UADAPF-15-1	UA1APQ-15-1	UADAPH-45-2	UADAPK-15-2	UA1APS-15-2	UADAPL-30-3	UADAPM-60-3	UADAPP-15-3	UA1APT-15-3	UA1APR-45-2	UADAPJ-45-2
Knowledge and understanding of:													
The function and application of design and the role of the designer in society	x	x	x	x	x	x	x	x	x	x	x	x	x
The role of the audience/user in determining design methodology and outcome/s	x	x	x	x	x	x	x	x	x	x	x	x	x
Visual languages and the construction of meanings in a range of design contexts	x	x	x	x	x	x	x	x	x	x	x	x	x
Intellectual Skills													
Synthesise concepts and skills to develop sustainable creative practice	x	x	x	x	x	x	x	x	x	x	x	x	x
Identify visual communication problems/objectives and apply viable design methodologies to propose appropriate solutions	x	x	x	x	x	x	x	x	x	x	x	x	x
Evaluate their work and their learning in relation to personal intentions and subject-specific contexts, including the requirements of an identified audience/user.	x	x	x	x	x	x	x	x	x	x	x	x	x
Demonstrate understanding of the ethical considerations of design and the design process	x	x	x	x	x	x	x	x	x	x	x	x	x
Subject/Professional/Practical Skills													
Demonstrate knowledge of a range of graphic design processes and explore some of these in depth	x	x	x	x	x	x	x	x	x	x	x	x	x
Select, exploit and apply appropriate concepts, materials and processes to develop and test their ideas	x	x	x	x	x	x	x	x	x	x	x	x	x

Part 3: Learning Outcomes of the Programme													
Demonstrate understanding of professional practice in graphic design	x	x	x	x	x	x	x	x	x	x	x	x	x
Employ information resources effectively as tools for research, idea development and design	x	x	x	x	x	x	x	x	x	x	x	x	x
Identify and analyse key issues and problems and implement appropriate skills in resolution/realisation of a solution	x	x	x	x	x	x	x	x	x	x	x	x	x
(D) Transferable skills and other attributes													
Communicate ideas effectively in visual, verbal and written formats	x	x	x	x	x	x	x	x	x	x	x	x	x
Initiate, plan and manage self-directed study	x	x	x	x	x	x	x	x	x	x	x	x	x
Respond positively and creatively to a range of challenges	x	x	x	x	x	x	x	x	x	x	x	x	x
Demonstrate effective personal management skills including time management, self-evaluation and decision-making and the ability to access and organise information and resources	x	x	x	x	x	x	x	x	x	x	x	x	x

Part 4: Student Learning and Student Support

Teaching and learning strategies to enable learning outcomes to be achieved and demonstrated

Students experience a wide range of teaching and learning methods designed both to establish understanding of the subject and to stimulate evaluation and critique of practices within it together with their own progress and achievements. These approaches are based upon the view that evaluative skills are crucial to individual success as a practitioner after graduation.

Methods used include:

- a range of project briefs/assignments that set questions requiring a diverse range of activities to establish solutions
- an emphasis upon inter-active group activities in seminars, tutorials and assessment
- the assessment of engagement with reflective learning through module files and evaluative outcomes
- collaborative learning exercises and team projects that build team-working skills necessary in Exploring Graphic Design Process
- analysis and critique of case studies and examples
- direct contact with the profession through live projects, field work, visiting practitioners and work experience.
- engaging with professional practice and work experience at all levels of the course.

A key feature of the programme is the emphasis upon the development of the autonomous learner and the ability to execute work in a self-directed manner. With content gathering and authorship promoted through engagement with society and the industry, employing design craft skills to execute this thinking is fundamental. Teaching and learning strategies are employed with the aim of establishing good practice at key stages and introducing methodologies to support these practices through defined tasks, workshops, case studies and exemplars, and pro-formas for example: Students understanding of their own learning is demonstrated primarily

Part 4: Student Learning and Student Support

through the module file and, in the later stages of the programme, through the evaluative and reflective statements.

At UWE, Bristol there is a policy for a minimum average requirement of 12 hours/week contact time over the course of the full undergraduate programme. This contact time encompasses a range of face:face activities as described below. In addition a range of other learning activities will be embedded within the programme which, together with the contact time, will enable learning outcomes to be achieved and demonstrated.

On the BA Hons Graphic Design programme teaching is a mix of scheduled, independent and placement learning.

Scheduled learning includes lectures, seminars, tutorials, project critiques, technical workshops, practical classes and workshops; professional/industry engagement; external visits; work based learning; supervised time in studio/workshop. Scheduled sessions may vary slightly depending on the module choices made.

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. Scheduled sessions may vary slightly depending on the module choices made.

Placement learning: may include a practice placement/internship or other professional engagement.

Description of any Distinctive Features

UWE's BA (Hons) Graphic Design programme has been endorsed by Creative Skillset

Part 5: Assessment

A: Approved to [University Regulations and Procedures](#)

Assessment strategies within the programme reflect the Faculty of Art, Creative Industries and Education's philosophy which considers assessment to be part of the learning process.

Formative and summative assessments are designed to provide the opportunity for students to understand and reflect upon their achievements, and to support the monitoring of progress by tutors and students. Assessment methods used are varied, are relevant in demonstrating achievement to both academic and industry stakeholders, and form a coherent programme of assessment which is designed to offer students the maximum opportunity to demonstrate the skills, knowledge and experience that they have gained through the course of study, as well as to support ongoing and continuous improvement in their individual creative practice and development as practitioner-researchers.

The principle of 'learning through making' is core to learning strategies in the Department of Creative Industries – these learning activities are then expanded into and through an exploration of contemporary practice in relevant and related subject areas.

At assessment, therefore, students are expected to present evidence of work which demonstrates engagement with the minimum number of learning hours for the module (contact and independent study hours).

Part 5: Assessment

Forms of assessment used as part of the overall programme include:

- Presentation and participation in studio-critique
- Poster presentation
- Group and individual visual presentations
- Group and individual verbal presentations
- Written Assignments – forms of writing relevant to the creative industries, including academic/essay and industry focused/report writing
- Group critiques
- Peer and self-assessment
- Evaluative and reflective outcomes, including visual, verbal and written

Formative and summative assessment activities that involve students participating in the evaluation of presented work (their own and others') take place throughout the programme. Participation in and attendance at these sessions forms part of the assessed content of the module as a result of this.

Feedback (verbal and/or in writing) at regular points throughout the module provides students with a clear understanding of their progress and advice about how this can be improved

Assessment Map

The programme encompasses a range of **assessment methods** including Portfolio of Work, Written Assignments, Presentations). These are detailed in the following assessment map:

Assessment Map for BA (Hons) *Graphic Design*

		Type of Assessment									
		Unseen Written Exam	Open Book Written Exam	In-class Written Test	Practical Exam	Practical Skills Assessment	Oral assessment and/or presentation	Written Assignment	Report / Project	Dissertation	Body of Practical/Visual Work
Compulsory Modules Level 1	UADAPD-45-1										A 100%
	UADAPE-45-1										A 100%
	UADAPF-15-1						A 70%	A 30%			
	UA1APQ-15-1										A 100%
Compulsory	UADAPH-45-2										A 100%

Modules Level 2	**UADAPK-15-2**					A 70%	A 30%			
	UA1APS-15-2						A 100%			
Compulsory Modules Level 3	**UADAPL-30-3**									A 100%
	UADAPN-30-3									A 100%
	UADAPM-60-3									A 100%
	UADAPP-15-3					A 70%	A 30%			
	UA1APT-15-3							A 100%		
Optional Modules Level 2	**UA1APR-45-2**									A 100%
	UADAPJ-45-2									A 100%

*Assessment should be shown in terms of either Written Exams, Practical exams, or Coursework as indicated by the colour coding above.

Part 6: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time student**, including: level and credit requirements, interim award requirements, module diet, including compulsory and optional modules

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
	Year 1	UADAPD-45-1 Introduction to Words and Images UADAPE-45-1 Communicating with Words and Images UA1APQ-15-1 Critical Perspectives UADAPF-15-1 Professional Practice and Work Experience in Graphic Design 1	If credit is required: UA1ASC-5-1 Negotiated Presentation 1 OR UA1ASF-10-1 Negotiated Presentation and Reflective Statement 1	**Certificate HE Graphic Design** Credit requirements: 120 credits at level 1 or above

		Compulsory Modules	Optional Modules Choose one from:	Interim Awards
Year 2		UADAPH-45-2 Exploring Graphic Design Process UA1APS-15-2 Creative Analysis UADAPK-15-2 Professional Practice and Work Experience 2	UA1APR-45-2 International Exchange UADAPJ-45-2 Developing Practice in Graphic Design And if credit is required: UA1ASD-5-2 Negotiated Presentation 2 OR UA1ASG-10-2 Negotiated Presentation and Reflective Statement 2 AND/OR UACASK-15-2 Professional Practice (International)	**DIPHE Graphic Design** Credit Requirements 240 credits at level 2

		Compulsory Modules	Optional Modules	Awards
Year 3		UADAPL-30-3 Preparation for Extended Study in Graphic Design OR UADAPN-30-3 Introduction to Level 3 Graphic Design (Level 3 entry students only) UA1APT-15-3 Independent Research Project UADAPM-60-3 Extended Study in Graphic Design UADAPP-15-3 Professional Practice and Work Experience 3	If credit is required: UA1ASE-5-3 Negotiated Presentation 3 OR UA1ASH-10-3 Negotiated Presentation and Reflective Statement 3	Highest Award **BA (Hons) Graphic Design** Credit requirements: 360 **BA Graphic Design** Credit requirements: 300

GRADUATION

Part time:
The following structure diagram demonstrates the student journey from Entry through to Graduation for a typical **part time student.**

ENTRY	Years 1 and 2	Compulsory Modules	Optional Modules	Interim Awards
		UADAPD-45-1 Introduction to Words and Images 1.1	If credit is required: UA1ASC-5-1 Negotiated Presentation 1 OR UA1ASF-10-1 Negotiated Presentation and Reflective Statement 1 1.1 or 1.2	**Certificate HE Graphic Design** Credit requirements 120 credits at level 1 or above
		UA1APQ-15-1 Critical Perspectives 1.1		
		UADAPE-45-1 Communicating with Words and Images 1.2		
		UADAPF-15-1 Professional Practice and Work Experience in Graphic Design 1 1.2		

		Compulsory Modules	Optional Modules Choose one from:	Interim Awards
	Years 3 and 4	UADAPH-45-2 Exploring Graphic Design Process 2.1	UADAPJ-45-2 Developing Practice in Graphic Design 2.2	**DIPHE Graphic Design** Credit Requirements 240 credits at level 2
		UA1APS-15-2 Creative Analysis 2.1	UA1APR-45-2 International Exchange 2.2	
		UADAPJ-45-2 Professional Practice and Work Experience 2 2.2	And if credit is required UA1ASD-5-2 Negotiated Presentation Or UA1ASG-10-2 Negotiated Presentation and Reflective Statement 2 And/or UACASK-15-2 Professional Practice (Internationa) 2.1 or 2.2	

	Compulsory Modules	Optional Modules	Interim Awards
Years 5 and 6	UADAPL-30-3 Preparation for Extended Study in Graphic Design OR UADAPN-30-3 Introduction to Level 3 Graphic Design (Level 3 entry students only) 3.1	If credit is required: UA1ASE-5-3 Negotiated Presentation 3 Or UA1ASH-10-3 Negotiated Presentation and Reflective Statement 3 3.1 or 3.2	Highest Award **BA (Hons) Graphic Design** Credit requirements 360 **BA Graphic Design** Credit requirements 300
	UA1APT-15-3 Independent Research Project 3.1		
	UADAPM-60-3 Extended Study in Graphic Design 3.2		
	UADAPP-15-3 Professional Practice and Work Experience 3 15 credits 3.2		

GRADUATION

Part 7: Entry Requirements

The University's Standard Entry Requirements apply with the following additions/exceptions*:

Applicants should normally have completed one of the following:

- A Foundation course of at least one year's duration.
- A BTEC certificate or diploma in an appropriate art and design subject or other evidence of potential to study at degree level.
- An Access to HE programme in Art and Design or a related subject

Level Three entry – suitable qualifications will include Foundation Degree, Diploma in Higher Education or HND (or equivalent) in an appropriate/related subject discipline).

English Language Requirements:
All students will normally have a recognised English Language qualification of at least GCSE grade C or equivalent standard. If English is not the first language test results such as IELTS 6.0, TOEFL 570 (230 if computer text), NEAB or Cambridge Proficiency grade C will be acceptable.

All applicants invited for interview must produce a portfolio of work.

Part 8: Reference Points and Benchmarks

This programme has been developed in relation to the following reference points:

- QAA Benchmark Statement for Art and Design and History of Art, Architecture and Design
- QAA National Qualifications Framework
- UWE Vision, Mission and Strategy
- UWE Learning and Teaching Strategy
- UWE Assessment Policy
- Staff research (See Appendix 1)
- Feedback from 'feeder' institutions
- Feedback from alumni
- Feedback from employers
- UWE QMEF requirements (15/30 credit structure)
- Student Feedback via module feedback, SRSF meetings, SU Rep for a
- Staff Feedback via programme reports, module specs, formal & informal meetings
- EE comments/reports
- Diversity and Disability profiles (sector-wide and department specific)
- Department of Creative Industries' 'Writing in the Curriculum Review' 2011/12

The programme structure, curriculum content, professional skills and industry engagements have been successfully scrutinised by professionally engaged external examiners and HE Teaching, Learning and Assessment in Creative Practices specialists. This scrutiny has been enhanced by the regular professional engagement of industry practitioners, the success of the course in national and international open professional awards and the strong track record of our graduating students and alumni in moving into professional practice, employment and further study. The course continually reassesses its professional currency via outward engagement, live commissions and industry events.

The programme structure, professional skills and industry engagements have been successfully scrutinised by Creative Skillset. The Creative Skillset Tick is a kitemark of quality indicating the courses and apprenticeships best suited to prepare you for a career in the Creative Industries. For a course or apprenticeship to be awarded the Creative Skillset Tick, you can be sure that it has undergone a rigorous assessment process conducted by experts working in the Creative Industries. They only give the Tick to those courses and apprenticeships that have the strongest links with industry. This ensures that the courses keep up with the rapid pace of creative change, and students benefit from using the latest technologies and working with industry throughout their studies."

This specification provides a concise summary of the main features of the programme and the 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 learning outcomes, content and teaching, learning and assessment methods of individual modules can be found in module specifications, available on the University's website.