University of the West of England BRISTOL

STUDENT 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 First Media Design School, Singapore Alexander College, Cyprus
Delivery Location	University of the West of England, Bristol First Media Design School, Singapore Alexander College, Cyprus
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 for the programme delivered at UWE, Bristol only
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	UWE: FT & PT FMDS: FT & PT Alexander College: FT
Codes	**UCAS:** W211 **JACS:** **ISIS2:** W211 (UWE) W21F (FMDS) W21H (Alexander College) **HESA:**
Relevant QAA Subject Benchmark Statements	Art & Design
CAP Approval Date	February 2013, May 2013, November 2013, 20 May 2014, November 2014
Valid from	June 2013 Delivery by Alexander College wef January 2014 PT route FMDS wef September 2014
Valid until Date	August 2019
Version	8.4 (2013 intake onwards)

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 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/UADAPN-30-3	UADAPM-60-3	UADAPP-15-3	UA1APT-15-3	UA1APR-45-2	UADAPJ-45-2
A) 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
(B) 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
(C) 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
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	x	x	x	x	x	x	x	x	x	x	x	x	x

tools for research, idea development and design													
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 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

Part 4: Student Learning and Student Support

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, Bristol's BA (Hons) Graphic Design programme has been endorsed by Creative Skillset.

First Media Design School, Singapore and Alexander College, Cyprus will NOT carry the Skillset accreditation.

Management of the partnership and specific support and resources:

 Relevant programme leaders at UWE and partner colleges will oversee the partnership arrangements and be the representative at the Award board. Each UWE module leader will be the specific link tutor for the relevant module in the partner instituion and vice versa, they will be responsible for management and communication of delivery and assessment/marks and be the representative at the Field Board. A colleague in the partnership team (UWE and partner institution) will be responsible for all assessment and moderation preparation through SharePoint. Blackboard will be used as the student facing link. Staff Development visits will take place to ensure parity of experience and delivery. Sample work will be sent to UWE for internal moderation and for examination by the external examiner. The relevant resources which relate to the modules will be discussed so as to ensure an equivalent quality of experience. Through discussion with link tutors project briefs will be changed to reflect contextual/cultural differences **.**

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

Part 4: Student Learning and Student Support

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).

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
UADAPD-45-1										A

Part 4: Student Learning and Student Support										

										100%
Compulsory Modules Level 1	UADAPE-45-1									A 100%
	UADAPF-15-1									A 100%
	UA1APQ-15-1						A 100%			
Compulsory Modules Level 2	UADAPH-45-2									A 100%
	UADAPK-15-2									A 100%
	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 100%
	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

*These modules are currently only available to students studying in Bristol

First Media Design students enter the programme at Level 2 (see appendix)

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
	Year 1	UADAPD-45-1 Introduction to Words and Images	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
		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		

		Compulsory Modules	Optional Modules Choose one from:	Interim Awards
Year 2		UADAPH-45-2 Exploring Graphic Design Process	*UA1APR-45-2 International Exchange	**DIPHE Graphic Design**
		UA1APS-15-2 Creative Analysis	UADAPJ-45-2 Developing Practice in Graphic Design	Credit Requirements: **240** credits at level 2
		UADAPK-15-2 Professional Practice and Work Experience 2	And if credit is required: *UA1ASD-5-2 Negotiated Presentation 2 OR *UA1ASG-10-2 Negotiated Presentation and Reflective Statement 2 AND/OR *UA1ASK-15-2 Professional Practice (International)	
		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)	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**
		UA1APT-15-3 Independent Research Project		**BA Graphic Design** Credit requirements: **300**
		UADAPM-60-3 Extended Study in Graphic Design		
		UADAPP-15-3 Professional Practice and Work Experience 3		

GRADUATION

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

Please note: a part-time route has not been approved for students studying in Cyprus

ENTRY	Y e a r	Compulsory Modules	Optional Modules	Interim Awards

		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 UA1ASK-15-2 Professional Practice (International) 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)

Part 8: Reference Points and Benchmarks

- 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."

First Media Design School, Singapore and Alexander College, Cyprus will NOT carry the Skillset accreditation.

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.

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Section 4: Programme structure First Media Design School, Singapore

BA (Hons) Graphic Design Full-time

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Students enter the programme at Level 2, Semester 2. The modules at Level 1 and Level 2 Semester 2 are AL'ed against the First Media Design School Advanced Diploma (see mapping below).	180 credits

Term	Level 2 Compulsory Modules	Credits
Term 1 (12 weeks)	UADAPJ-45-2 Exploring and Developing Practice in Graphic Design UA1APS-15-2 Creative Analysis	240 credits
Term Break (1 week)	**Level 3 Compulsory Modules**	
Term 2 (12 weeks)	UADAPL-30-3 Preparation for self-directed study in Graphic Design UA1APT-15-3 Visual Culture Independent Research Project	
Term Break (1 week)		
Term 3 (12 weeks)	UADAPP-15-3 Professional Practice in Graphic Design 3 UADAPM-60-3 Extended Study in Graphic Design (First 25% of this module taught in this term)	**Interim Award** BA Graphic Design 300 credits required
Term Break (1 week)		
Term 4 (12 weeks)	UADAPM-60-3 Extended Study in Graphic Design (Second 75% of this module taught in this term)	**Final Award** BA (Hons) Graphic Design 360 credits required

First Media Design School's Curriculum
- Advanced Diploma in Visual Communication (Graphic Design) Programme (2 years)

Module 1: Design Fundamentals (Foundation) (12 weeks)
•   **Principle of Design and Idea Generation**
•   **Creative Communication**
•   **Digital Graphic Design**

This module will introduce students to the fundamentals of design. They will be taught how to conceptualise creative concepts for the design outcomes in their chosen specialisation. They will also learn basic digital graphic design techniques and have a broader understanding of the entire idea generating process.

Module 2: Design Studies (Foundation) (12 weeks)
- **Art Direction**
- **Mixed Media Drawing and Rendering**
- **Design Theory**

This module will focus on imparting hand-rendered design techniques to students, hence providing future designers with a wider range of graphic generating skills. These techniques may also be translated to web interfaces and other integrated marketing communication collateral and campaigns.

Module 3: Principle of Design (Foundation) (12 weeks)
- **Principle of Layout**
- **Typography for Design**
- **Web Design**

This module aims to equip students with the basic principles of layout using various fixed dimensions including paper, screen and display environments. They will also master the art of manipulating visual components into compositions, respecting flow, visual hierarchy and harmony while taking other important components into consideration. There will be a strong emphasis on legibility, consistency and typographical visual structures.

Module 4: Design Specialisation (12 weeks)
- **Publication Design and Production**
- **Flash Animation**
- **Experimental Design**

At the end of this module, students will acquire a firm understanding of the details and process involved in publication design within an agency environment, which will in turn facilitate students with the knowledge to produce annual reports, magazines and other periodicals. Incorporating studies in contemporary and historical design, this module also equips students with the knowledge to produce vector-based animation for online banners, cartoons and other web and media applications.

Module 5: Design Appreciation (12 weeks)
- **Packaging Design**
- **Design Techniques**
- **Brand Design**

This module introduces students to a wider range of visual communication practices, such as the application of 3D environments and product packaging. In this module, students are also encouraged to use unconventional or varied media for the creative exploration of unique audio and visual experiences. Overall, this module encourages experimentation and the willingness to try new materials or visual effects.

Module 6: Design Management (12 weeks)
- **Branding**
- **Integrated Marketing Communications**
- **Business Proposal**

In this module, students will be exposed to the application of their creativity in terms of design

management. The knowledge and skills acquired in this module will be valuable to students when they enter the design industry. Students will explore various aspects of design management, such as the various functions of key studio roles, and will learn the importance of proper creative research and analysis of data for advertising and branding.

Module 7: Design Major (12 weeks)
•   **Final Major Project**

This module will require students to produce an integrated marketing campaign, incorporating what they have learnt in prior modules. Students can work as a team or individually to complete the final major project. Students will be assessed based on the development process of the entire campaign, from their initial research to the development of their concepts, and ultimately the final presentation of their marketing campaign.

Module 8: Professional Practice (12 weeks)
•   **Professional Studio Practice**

In the final module of the programme, students will take on an internship and will be mentored by highly experienced industry experts. This module will enable the student to work together with creative directors, art directors and other project managers, which will in turn develop the student's conceptual and execution skills within a live studio environment. In the event whereby training work permit is not granted, FMDS will offer "Live Projects" as an alternative for internship placement.

Modules Mapping

UWE Level 1 (Semester 1)
- Introduction to Visual Culture: Contextualizing Practice
- Communicating with Words
- Communicating with Images

Introduction to Visual Culture: Contextualizing Practice
This subject emphasized on the development of students' conceptual skills, ability to understand problems, to work with ideas, to think in a critical, questioning, and creative way, and to be able to analyse forms. The lessons are conducted through lectures, tutorials, and research workshops, seminars and assessed through written work.

Therefore this subject can be mapped with the following units that FMDS has:
- Design Theory (Module 2)
- Principles of Design and Idea Generation (Module 1)

Principles of Design and Idea Generation teaches similar skills to help students conduct research, develop concept and solve design problems. Since the outcome for this unit has been changed to Product Design, it will also help students learn to analyse forms.

Design Theory is a unit that helps students to question, analyse and document their thoughts with findings in creative presentation and written formats.

Communicating with Words and Communicating with Images

- Creative Communication (Module 1)
- Art Direction (Module 2)

- Mixed Media Drawing and Rendering (Module 2)
- Typography (Module 3)
- Principle of Layout (Module 3)

Creative Communication has lessons that focus on expressing thoughts and conveying message with only words or images. *Art Direction* teaches students to present an idea through visuals (in term of photography) and *Typography* focus more on expressing through type choices and the words itself. *Principle of Layout* involves marrying both words and images to balance design and provide information that allows audiences to understand with the least effort.

UWE Level 1 (Semester 2)
- Professional Practice in Graphic Design 1
- Communicating with Words and Images

Professional Practice in Graphic Design 1
- Digital Graphic Design (Module 1)
- Typography Design (Module 3)
- Publication Design and Production (Module 4)
- Packaging Design (Module 5)
- Design Techniques (Module 5)
- Brand Design (Module 5)

Students learn the software, Adobe Indesign, in the Publication Design and Production unit, Adobe Illustrator when learning Typography and Design Digital Graphic Design teaches Photoshop skills. Units such as Publication Design and Production, Packaging Design, Design Techniques and Brand Design are more specialized design subjects that we have that can be placed under this part of the subject.

Communicating with Words and Images
- Creative Communication (Module 1)
- Art Direction (Module 2)
- Mixed Media Drawing and Rendering (Module 2)
- Typography (Module 3)
- Principle of Layout (Module 3)

Creative Communication has lessons that focus on expressing thoughts and conveying message with only words or images. *Art Direction* teaches students to present an idea through visuals (in term of photography) and *Typography* focus more on expressing through type choices and the words itself. *Principle of Layout* involves marrying both words and images to balance design and provide information that allows audiences to understand with the least effort.

Mapping for Level 2 (Semester 1)

Semester 1
- Professional Practice in Graphic Design 2
- Exploring Graphic Design Process

Professional Practice in Graphic Design 2
- Digital Graphic Design (Module 1)
- Publication Design and Production (Module 2)
- Packaging Design (Module 2)
- Design Techniques (Module 3)
- Brand Design (Module 5)

Students learn the software, Adobe Indesign, in the Publication Design and Production unit, Adobe Illustrator when learning Typography and Design Digital Graphic Design teaches Photoshop skills. Units such as Publication Design and Production, Packaging Design, Design Techniques and Brand Design are more specialized design subjects that we have that can be placed under this part of the subject.

Section 4: Programme structure First Media Design School, Singapore

BA (Hons) Graphic Design Part-time

The part-time programme is based on 15 months (from September to following December), and juxtaposed with that of the full-time schedule

Part-time Delivery Pattern/Method

Duration: 60 weeks (5 terms x 12 weeks)
Contact hours per week: 12 hrs
Total contact hours: 60 x 12 = 720 hrs (equivalent to total contact hours for Full-Time)

Term	Compulsory Modules			Interims
Term 1 (12 weeks)	UA1APS-15-2 Creative Analysis (15 credits)	UADAPJ-45-2 Exploring Practice in Graphic Design (45 credits)		Credit requirements 180 credits upon entry
Term 2 (12 weeks)				
Term 3 (12 weeks)	UADAPL-30-3 Preparation for Extended Study in Graphic Design (30 credits)		UADAPP-15-3 Professional Practice Work Experience 3 (15 credits)	Credit requirements 240 credits to progress to Level 3
Term 4 (12 weeks)	UA1APT-15-3 Visual Culture Dissertation (15 credits)	UADAPM-60-3 Extended Study in Graphic Design (60 credits)		
Term 5 (12 weeks)				Highest Award BA(Hons) Graphic Design **Credit requirements** 360

One week break between each term