



PROGRAMME SPECIFICATION

Part 1: Information	
Awarding Institution	UWE
Teaching Institution	UWE
Delivery Location	UWE Frenchay
Study abroad / Exchange / Credit recognition	
Faculty responsible for programme	Faculty of Arts, Creative Industries and Education
Department responsible for programme	Creative Industries
Professional Statutory or Regulatory Body Links	None
Highest Award Title	BA (Hons) Graphic Design
Default Award Title	N/A
Interim Award Titles	BA Graphic Design Dip HE Graphic Design Cert HE Graphic Design
UWE Progression Route	.
Mode of Delivery	<i>with Foundation Year - FT/PT</i>
ISIS code/s	ISIS2: W211 W22F (FT/PT),
For implementation from	September 2017

Part 2: Description

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 breadth 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

Foundation year is a period of study that enables students to be inquisitive and experimental, reflective and evaluative, in which fertilisation between disciplines is encouraged. Students will work together on sequential practical, studio based, modules to develop the divergent thinking necessary for study in Art & Design. As the year progresses students will increasingly focus on their chosen pathway. Their academic thinking and writing skills will be developed through a contextual study component that runs alongside these modules that is linked to the students' emerging creative identities.

Foundation year Aims:

The Foundation year will enable the student to:

1. Develop a contextual awareness of a range of approaches to making and thinking in Art & Design;
2. Develop the skills necessary to progress their work and their learning in Art & Design;
3. Make safe and appropriate use of methods, materials and tools to create works in response to ideas;
4. Solve creative problems through the application of theoretical and technical understanding;
5. Develop creative solutions through visual and textual research and analysis;

Part 2: Description

6. Evaluate the successes of their progress and outcomes;
7. Effectively present themselves and their work.

Foundation year Learning outcomes:**A Knowledge and understanding of:**

Some key theories, issues and debates associated with Art & Design Practice;
 Range of contexts for the production and consumption of Art & Design;
 Basic principles of Art & Design and how these have developed;
 The main methods of enquiry appropriate to Art & Design and their pathway or destination programme;
 Identification of personal creative influences.

B Intellectual Skills:

Development of evaluative skills in relation to Art & Design, and to approaches to solving problems within their chosen discipline;
 Effective use of research to develop ideas and lines of argument and to engage in discussion and debate.

C Subject/Professional/Practical Skills:

Acquire competences that will enable them to progress onto their destination programme;
 Use a range of techniques to produce an imaginative and creative body of work;
 Awareness of health, safety and environmental issues relevant to materials and processes used.

D Transferable skills and other attributes:

Apply research skills and strategies to develop individual interests and support personal views;
 Write, document, and communicate ideas;
 Be self-motivated;
 Exhibit time-management.

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

Regulations

Approved to [University Regulations and Procedures](#)

Part 3: Learning Outcomes of the Programme

<i>Learning Outcomes:</i>	UADAPD-45-1	UADAPE-45-1	UADAPF-15-1	UA1APQ-15-1	UADAPH-45-2	UADAPK-15-2	UA1APS-15-2	UADAPL-30-3/UAADAPN-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 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: Programme Structure

This structure diagram demonstrates the student journey from Entry through to Graduation for a typical **full time undergraduate student** including:

- level and credit requirements
- interim award requirements
- module diet, including compulsory and optional modules

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
Level 0		UAAAWN-30-0 Drawing and Making UAAAWP-30-0 Developmental Project: Building a Creative Identity UAAAWQ-30-0 Academic Skills UAAAWR- 30-0 Foundation Project	None	None
		Compulsory Modules	Optional Modules	Interim Awards
Level 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	Interim Awards

	Compulsory Modules	Optional Modules	Interim Awards
Level 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	Interim Awards
Level 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	BA Graphic Design Credit requirements: 300 Highest Award BA (Hons) Graphic Design Credit requirements: 360

GRADUATION

Part time:

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

ENTRY		Compulsory Modules	Optional Modules	Interim Awards
Level 0		UAAAWN-30-0 Drawing and Making 1. UAAAWP-30-0 Developmental Project: Building a Creative Identity 1. UAAAWQ-30-0 Academic Skills 1. UAAAWR- 30-0 Foundation Project 1.	<i>None</i>	
	Level 1	UADAPD-45-1 Introduction to Words and Images 2.1 UA1APQ-15-1 Critical Perspectives 2.1 UADAPE-45-1 Communicating with Words and Images 2.2 UADAPF-15-1 Professional Practice and Work Experience in Graphic Design 1 2.2	If credit is required: UA1ASC-5-1 Negotiated Presentation 1 OR UA1ASF-10-1 Negotiated Presentation and Reflective Statement 1 2.1 or 2.2	Certificate HE Graphic Design Credit requirements: 120 credits at level 1 or above

	Compulsory Modules	Optional Modules	Interim Awards
Level 2	UADAPH-45-2 Exploring Graphic Design Process 3.1 UA1APS-15-2 Creative Analysis 3.1 UADAPJ-45-2 Professional Practice and Work Experience 2 3.2	UADAPJ-45-2 Developing Practice in Graphic Design 3.2 UA1APR-45-2 International Exchange 3.2 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 (International) 3.1 or 3.2	DIPHE Graphic Design Credit Requirements: 240 credits at level 2

	Compulsory Modules	Optional Modules	Interim Awards
Level 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) 4.1 UA1APT-15-3 Independent Research Project 4.1 UADAPM-60-3 Extended Study in Graphic Design 4.2 UADAPP-15-3 Professional Practice and Work Experience 3 15 credits 4.2	If credit is required: UA1ASE-5-3 Negotiated Presentation 3 Or UA1ASH-10-3 Negotiated Presentation and Reflective Statement 3 4.1 or 4.2	BA Graphic Design Credit requirements: 300 Highest Award BA (Hons) Graphic Design Credit requirements: 360

GRADUATION

Part 5: 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).

Tariff points as appropriate for the year of entry - up to date requirements are available through the [courses database](#).

Part 6: Reference Points and Benchmarks

[QAA UK Quality Code for HE](#)

- Framework for higher education qualifications (FHEQ)
- Subject benchmark statements Art and Design and History of Art, Architecture and Design
- Qualification characteristics for [Foundation degrees](#)

[Strategy 2020](#)

[University policies](#)

- 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.

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First CAP Approval Date	21 March 2017	link to RIA	
Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i>		Version	2 <i>Link to RIA</i>
Next Periodic Curriculum Review due date	September 2018		
Date of last Periodic Curriculum Review			