Programme Specification

Graphic Design {Foundation} [Sep][FT][Arnolfini][4yrs]

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Contents

Section 1: Key Programme Details

Part A: Programme Information

Programme title: Graphic Design {Foundation} [Sep][FT][Arnolfini][4yrs]

Highest award: BA (Hons) Graphic Design

Interim award: BA Graphic Design

Interim award: DipHE Graphic Design

Interim award: CertHE Graphic Design

Awarding institution: UWE Bristol

Affiliated institutions: Not applicable

Teaching institutions: UWE Bristol

Study abroad: No

Year abroad: No

Sandwich year: No

Credit recognition: No

Department responsible for the programme: ACE Dept of Art & Design, Faculty of Arts Creative Industries & Education

Contributing departments: Not applicable

Professional, statutory or regulatory bodies: Not applicable

Apprenticeship: Not applicable

Mode of delivery: Full-time

Entry requirements: For the current entry requirements see the UWE public website

For implementation from: 01 September 2020

Programme code: W22F-SEP-FT-AR-W211

Section 2: Programme Overview, Aims and Learning Outcomes

Part A: Programme Overview, Aims and Learning Outcomes

Overview: The aims of the undergraduate modular scheme are:

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.

Foundation Year Aims:-

The Foundation year will enable the student to:

Develop a contextual awareness of a range of approaches to making and thinking in Art and Design;

Develop the skills necessary to progress their work and their learning in Art and Design;

Make safe and appropriate use of methods, materials and tools to create works in response to ideas;

Solve creative problems through the application of theoretical and technical understanding;

Develop creative solutions through visual and textual research and analysis;

Evaluate the successes of their progress and outcomes;

Effectively present themselves and their work.

Programme Learning Outcomes:
On successful completion of this programme graduates will achieve the following learning outcomes.

Knowledge and Understanding

A1.   The function and application of design and the role of the designer in society

A2.   The role of the audience/user in determining design methodology and outcome/s

A3.   Visual languages and the construction of meanings in a range of design contexts

Intellectual Skills

B1.   Synthesise concepts and skills to develop sustainable creative practice

B2.   Identify visual communication problems/objectives and apply viable design methodologies to propose appropriate solutions

B3.   Evaluate their work and their learning in relation to personal intentions and subject-specific contexts, including the requirements of an identified audience/user

B4.   Demonstrate understanding of the ethical considerations of design and the design process

Subject/Professional Practice Skills

C1.   Demonstrate knowledge of a range of graphic design processes and explore some of these in depth

C2.   Select, exploit and apply appropriate concepts, materials and processes to develop and test their ideas

C3.   Demonstrate understanding of professional practice in graphic design

C4.   Employ information resources effectively as tools for research, idea development and design

C5.   Identify and analyse key issues and problems and implement appropriate skills in resolution/realisation of a solution

Transferable Skills and other attributes

D1.   Communicate ideas effectively in visual, verbal and written formats

D2.   Initiate, plan and manage self-directed study

D3.   Respond positively and creatively to a range of challenges

D4.   Demonstrate effective personal management skills including time management, self-evaluation and decision-making and the ability to access and organise information and resources

Part B: Programme Structure

Year 1
The student must take 120 credits from the modules in Year 1.

Year 1 Compulsory Modules
The student must take 120 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UAAAWQ-30-0	Academic Skills 2020-21	30
UAAAWP-30-0	Developmental Projects: Building a Creative Identity 2020-21	30
UAAAWN-30-0	Drawing and Making 2020-21	30
UAAAWR-30-0	Foundation Project 2020-21	30

Year 2
The student must take 120 credits from the modules in Year 2.

Year 2 Compulsory Modules
The student must take 120 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UADAPE-45-1	Communicating with Words and Images 2021-22	45
UA1APQ-15-1	Critical Perspectives 2021-22	15
UADAPD-45-1	Introduction to Words and Images 2021-22	45
UADAPF-15-1	Professional Practice and Work Experience in Graphic Design 1 2021-22	15

Year 2 Optional Modules Exchange
Students may take the following modules if credit is required by the exchange student.

Module Code	Module Title	Credit
UA1ASC-5-1	Negotiated Presentation 1 2021-22	5
UA1ASF-10-1	Negotiated Presentation with Reflective Statement 1 2021-22	10

Year 3
The student must take 120 credits from the modules in Year 3.

Year 3 Compulsory Modules
The student must take 60 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UA1APS-15-2	Creative Analysis 2022-23	15
UADAPH-45-2	Exploring Graphic Design Process 2022-23	45

Year 3 Optional Modules
The student must take 60 credits from the modules in Optional Modules.

Module Code	Module Title	Credit
UADB3E-15-2	Collaborate 2022-23	15

UADAPJ-45-2	Exploring and Developing Practice in Graphic Design 2022-23	45
UA1APR-45-2	International Exchange 2022-23	45
UADAPK-15-2	Professional Practice and Work Experience in Graphic Design 2 2022-23	15

Year 3 Optional Modules Exchange
Students may take the following modules if credit is required by the exchange student.

Students may select:
UA1ASD-5-2 Negotiated Presentation 2
OR
UA1ASG-10-2 Negotiated Presentation and Reflective Statement 2
AND/OR
UA1ASK-15-2 Professional Practice (International)

Module Code	Module Title	Credit
UA1ASD-5-2	Negotiated Presentation 2 2022-23	5
UA1ASG-10-2	Negotiated Presentation with Reflective Statement 2 2022-23	10
UA1ASK-15-2	Professional Practice (international) 2022-23	15

Year 4
The student must take 120 credits from the modules in Year 4.

Year 4 Compulsory Module Choices
Students must take 45 credits:

EITHER

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)
AND
UA1APT-15-3 Independent Research Project

OR

UADAV8-15-3 Preparation for Extended Study in Graphic Design
AND
UA1AVJ-30-3 Independent Research Project

Module Code	Module Title	Credit
UA1AVJ-30-3	Independent Research Project 2023-24	30
UA1APT-15-3	Independent Research Project 2023-24	15
UADAPN-30-3	Introduction to Level 3 (Graphic Design) 2023-24	30
UADAPL-30-3	Preparation for Extended Study in Graphic Design 2023-24	30
UADAV8-15-3	Preparation for Self Directed Study in Graphic Design 2023-24	15

Year 4 Compulsory Modules
The student must take 75 credits from the modules in Compulsory Modules.

Module Code	Module Title	Credit
UADAPM-60-3	Extended Study in Graphic Design 2023-24	60
UADAPP-15-3	Professional Practice and Work Experience in Graphic Design 3 2023-24	15

Year 4 Optional Modules Exchange

Students may take the following modules if credit is required by the exchange student.

Module Code	Module Title	Credit
UA1ASE-5-3	Negotiated Presentation 3 2023-24	5
UA1ASH-10-3	Negotiated Presentation with Reflective Statement 3 2023-24	10

Part C: Higher Education Achievement Record (HEAR) Synopsis

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 D: External 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 and 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.

Part E: Regulations

Approved to University Regulations and Procedures.