



Programme Specification

Graphic Design [SHAPE]

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Section 1: Key Programme Details

Part A: Programme Information

Programme title: Graphic Design [SHAPE]

Highest award: BA (Hons) Graphic Design

Awarding institution: UWE Bristol

Affiliated institutions: School for Higher and Professional Education

Teaching institutions: School for Higher and Professional Education

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 2023

Programme code: W21J13

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

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
- B2. Select, exploit and apply appropriate concepts, materials and processes to develop and test their ideas
- 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
- 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
UADAPM-60-3	Extended Study in Graphic Design 2023-24	60
UA1APT-15-3	Independent Research Project 2023-24	15
UADAPL-30-3	Preparation for Extended Study in Graphic Design 2023-24	30

UADAPP-15-3	Professional Practice and Work Experience in Graphic Design 3 2023-24	15
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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

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

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

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.

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.

Part E: Regulations

Approved to University Regulations and Procedures.