



## **Programme Specification**

### **Graphic Design [Arnolfini]**

Version: 2023-24, v1.0, 20 Apr 2023

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## **Section 1: Key Programme Details**

### **Part A: Programme Information**

**Programme title:** Graphic Design [Arnolfini]

**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

**Teaching institutions:** UWE Bristol

**Study abroad:** No

**Year abroad:** No

**Sandwich year:** No

**Credit recognition:** No

**School responsible for the programme:** CATE School of Arts, College of Arts, Technology and Environment

**Professional, statutory or regulatory bodies:** Not applicable

**Modes of delivery:** Full-time, Part-time

**Entry requirements:**

**For implementation from:** 01 September 2021

**Programme code:** W21100

## **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.

**Features of the programme:** UWE, Bristol's BA (Hons) Graphic Design programme has been endorsed by Creative Skillset.

**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

### **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

**Assessment strategy:** 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.

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.

Feedback at formative and summative assessment points (verbal and/or in writing) is regarded as a positive learning tool and provides students with a clear understanding of the level of their achievement, their progress and advice about how this can be improved.

At Level 1 summative assessments Students receive a Pass/ Fail – with written and / or verbal feedback clearly indicating their levels of achievement and areas for further development.

The Pass / Fail Assessment Strategy for Level 1 has been designed to

1. Establish a more authentic and subject appropriate approach to the assessment process, placing greater emphasis on assessment as learning, rather than an assessment of learning – which is more aligned to the iterative nature of creative practice.
2. Establish a less marks driven approach to assessment, particularly during the early stages of a student's journey will provide students with an opportunity to build confidence and develop individual approaches to iterative practice and creative risk-taking without the perceived pressure / punitive nature of a marks driven culture.
3. Remove the emphasis from final marks, making explicit the role of feedback in students future learning and progression. Greater emphasis on assessment feedback will enable staff and students to establish a broader shared language and understanding of assessment away from the granular detail of marks.
4. Signal a more holistic, inclusive approach to assessment and would align with the University's wider priorities of inclusivity and accessibility.

At L2 / 3 summative assessment Students receive a moderated Mark for each module – with written and / or verbal feedback clearly indicating their levels of achievement and areas for further development.

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.

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.

### Student support:

## Part B: Programme Structure

### Year 1

Part-time students must take 60 credits from the modules in Year 1.

Full-time students must take 120 credits from the modules in Year 1.

### Year 1 Compulsory Modules (Full-time)

Full-time students must take 120 credits from the modules in Compulsory Modules (Full-time).

Module Code	Module Title	Credit
UADAPE-45-1	Communicating with Words and Images 2023-24	45
UADAPD-45-1	Introduction to Words and Images 2023-24	45
UADAPF-15-1	Professional Practice and Work Experience in Graphic Design 1 2023-24	15
UA1APQ-15-1	Visual Culture 1 2023-24	15

### Year 1 Compulsory Modules (Part-time)

Part-time students must take 60 credits from the modules in Compulsory Modules (Part-time).

Module Code	Module Title	Credit
UADAPD-45-1	Introduction to Words and Images 2023-24	45
UA1APQ-15-1	Visual Culture 1 2023-24	15



**Year 1 Optional Modules Exchange (Part-time and Full-time)**

Please select one of the following modules if additional credit is required by the exchange student.

For Part-time students these Optional Modules can be taken in Year 1 or Year 2.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UA1ASC-5-1	Negotiated Presentation 1 2023-24	5
UA1ASF-10-1	Negotiated Presentation with Reflective Statement 1 2023-24	10

**Year 2**

Part-time students must take 60 credits from the modules in Year 2.

Full-time students must take 120 credits from the modules in Year 2.

**Year 2 Compulsory Modules (Full-time)**

Full-time students must take 60 credits from the modules in Compulsory Modules (Full-time).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UA1APS-15-2	Visual Culture 2 2024-25	15
UADAPH-45-2	Exploring Graphic Design Process 2024-25	45

**Year 2 Compulsory Modules (Part-time)**

Part-time students must take 60 credits from the modules in Compulsory Modules (Part-time).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UADAPE-45-1	Communicating with Words and Images 2024-25	45
UADAPF-15-1	Professional Practice and Work Experience in Graphic Design 1 2024-25	15

**Year 2 Optional Modules (Full-time)**

Full-time students must take 60 credits from the modules in Optional Modules (Full-time).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UADB3E-15-2	Collaborate 2024-25	15
UADAPJ-45-2	Exploring and Developing Practice in Graphic Design 2024-25	45
UA1APR-45-2	International Exchange 2024-25	45
UADAPK-15-2	Professional Practice and Work Experience in Graphic Design 2 2024-25	15

### **Year 2 Optional Modules Exchange (Full-time)**

Please select from the following modules if additional credit is required by the exchange student.

Optional Modules Exchange (Full-time) rules are:

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)

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UA1ASD-5-2	Negotiated Presentation 2 2024-25	5
UA1ASG-10-2	Negotiated Presentation with Reflective Statement 2 2024-25	10
UA1ASK-15-2	Professional Practice (international) 2024-25	15

### **Year 2 Optional Modules Exchange (Part-time)**

Please select from the following modules if additional credit is required by the Part-time exchange student.

For Part-time students these Optional Modules can be taken in Year 1 or Year 2

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
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UA1ASC-5-1	Negotiated Presentation 1 2024-25	5
UA1ASF-10-1	Negotiated Presentation with Reflective Statement 1 2024-25	10

### Year 3

Part-time students must take 60 credits from the modules in Year 3.

Full-time students must take 120 credits from the modules in Year 3.

### Year 3 Compulsory Module Choices (Full-time)

Full-time students must take 45 credits from Compulsory Module Choices (Full-time):

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

OR

UADAV8-15-3 Preparation for Extended Study in Graphic Design

AND

UA1AVJ-30-3

Module Code	Module Title	Credit
UADAPN-30-3	Introduction to Level 3 (Graphic Design) 2025-26	30
UADAPL-30-3	Preparation for Extended Study in Graphic Design 2025-26	30
UADAV8-15-3	Preparation for Self Directed Study in Graphic Design 2025-26	15
UA1AVJ-30-3	Visual Culture 3 2025-26	30
UA1APT-15-3	Visual Culture 3 2025-26	15

**Year 3 Compulsory Modules (Full-time)**

Full-time students must take 75 credits from the modules in Compulsory Modules (Full-time).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UADAPM-60-3	Extended Study in Graphic Design 2025-26	60
UADAPP-15-3	Professional Practice and Work Experience in Graphic Design 3 2025-26	15

**Year 3 Compulsory Modules (Part-time)**

Part-time students must take 60 credits from the modules in Compulsory Modules (Part-time).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UA1APS-15-2	Visual Culture 2 2025-26	15
UADAPH-45-2	Exploring Graphic Design Process 2025-26	45

**Year 3 Optional Modules Exchange (Full-time)**

Please select one of the following modules if additional credit is required by the Full-time exchange student.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UA1ASE-5-3	Negotiated Presentation 3 2025-26	5
UA1ASH-10-3	Negotiated Presentation with Reflective Statement 3 2025-26	10

**Year 3 Optional Modules Exchange (Part-time)**

Please select from the following modules if additional credit is required by the Part-time 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)

These Optional Modules may be taken in Year 3 or Year 4.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UA1ASD-5-2	Negotiated Presentation 2 2025-26	5
UA1ASG-10-2	Negotiated Presentation with Reflective Statement 2 2025-26	10
UA1ASK-15-2	Professional Practice (international) 2025-26	15

**Year 4**

Part-time students must take 60 credits from the modules in Year 4.

**Year 4 Optional Modules (Part-time)**

Part-time students must take 60 credits from the modules in Optional Modules (Part-time).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UADB3E-15-2	Collaborate 2026-27	15
UADAPJ-45-2	Exploring and Developing Practice in Graphic Design 2026-27	45
UA1APR-45-2	International Exchange 2026-27	45
UADAPK-15-2	Professional Practice and Work Experience in Graphic Design 2 2026-27	15

**Year 4 Optional Modules Exchange (Part-time)**

Please select from the following modules if additional credit is required by the Part-time 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)

These Optional Modules may be taken in Year 3 or Year 4.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UA1ASD-5-2	Negotiated Presentation 2 2026-27	5
UA1ASG-10-2	Negotiated Presentation with Reflective Statement 2 2026-27	10
UA1ASK-15-2	Professional Practice (international) 2026-27	15

**Year 5**

Part-time students must take 45 credits from the modules in Year 5.

**Year 5 Compulsory Modules Options (Part-time)**

Part-time students must take 45 credits:

UADAPL-30-3

Preparation for Extended Study in Graphic Design

or

UADAV8-15-3

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

Visual Culture 3

or

UA1AVJ-30-3

Visual Culture 3

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UADAPN-30-3	Introduction to Level 3 (Graphic Design) 2027-28	30
UADAPL-30-3	Preparation for Extended Study in Graphic Design 2027-28	30
UADAV8-15-3	Preparation for Self Directed Study in Graphic Design 2027-28	15
UA1AVJ-30-3	Visual Culture 3 2027-28	30
UA1APT-15-3	Visual Culture 3 2027-28	15

**Year 5 Optional Modules Exchange (Part-time)**

Please select from the following modules if additional credit is required by the Part-time exchange student.

These Optional Modules may be taken in Year 5 or Year 6 if credit is required.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UA1ASE-5-3	Negotiated Presentation 3 2027-28	5
UA1ASH-10-3	Negotiated Presentation with Reflective Statement 3 2027-28	10

### **Year 6**

Part-time students must take 75 credits from the modules in Year 6.

### **Year 6 Compulsory Modules (Part-time)**

Part-time students must take 75 credits from the modules in Compulsory Modules (Part-time).

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UADAPM-60-3	Extended Study in Graphic Design 2028-29	60
UADAPP-15-3	Professional Practice and Work Experience in Graphic Design 3 2028-29	15

### **Year 6 Optional Modules Exchange (Part-time)**

Please select from the following modules if additional credit is required by the Part-time exchange student.

These Optional Modules may be taken in Year 5 or Year 6 if credit is required.

<b>Module Code</b>	<b>Module Title</b>	<b>Credit</b>
UA1ASE-5-3	Negotiated Presentation 3 2028-29	5
UA1ASH-10-3	Negotiated Presentation with Reflective Statement 3 2028-29	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**

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

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.