



## SECTION 1: KEY PROGRAMME DETAILS

PART A: PROGRAMME INFORMATION	
<b>Highest Award</b>	MA Graphic Arts
<b>Interim Award</b>	PGCert Graphic Arts
<b>Interim Award</b>	PGDip Graphic Arts

<b>Awarding Institution</b>	UWE Bristol
<b>Teaching Institution</b>	UWE Bristol
<b>Delivery Location</b>	Arncliffe
<b>Study Abroad / Exchange / Credit Recognition</b>	Placement X Sandwich Year X Credit Recognition X Year Abroad X
<b>Faculty Responsible For Programme</b>	Faculty of Arts Creative Industries & Education
<b>Department Responsible For Programme</b>	ACE Dept of Art & Design
<b>Apprenticeships</b>	
<b>Mode of Delivery</b>	Full-time

<b>ENTRY REQUIREMENTS</b>	UCAS Tariff Points:  For the current entry requirements see the UWE public website.
<b>For Implementation From</b>	1 Sep 2018
<b>ISIS Code/s</b>	Programme Code W21D12-JAN-FT-AR-W21D12  Other codes: JACS Creative arts & design not elsewhere classified HECoS 100000: Undefined UCAS SLC

## SECTION 2: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES

<b>PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES</b>
<b>1. (Programme) Overview (c. 400 words)</b>
The programme is designed to give students an overview of design process as appropriate to the creation and presentation of communication design (graphic and illustration) artefacts, artworks and texts.
<b>2. Educational Aims (c. 4-6 aims)</b>
<p>General aims of the postgraduate modular scheme:</p> <p>To become the recognised West/South West regional centre for postgraduate study and research in Art, Media and Design;</p> <p>To create a portfolio of postgraduate awards that reflects the developing needs of Bristol as a centre for the creative, cultural and media production industries;</p> <p>To establish clear links between staff and student research, teaching and learning;</p> <p>To create programmes of study which are sympathetic to the needs and interests of international students;</p> <p>To provide flexible programme structures enabling individuals to take advantage of a wide range of learning situations, thereby increasing potential for participation at postgraduate level.</p> <p>Educational aims of the postgraduate modular scheme:</p> <p>To recognise the acquisition of knowledge and understanding, conceptual clarity, creativity, innovation and originality as being key characteristics of postgraduate level art, media and design practice;</p> <p>To support the development of creative and intelligent work in communication media, the fine and applied arts, design and visual culture;</p> <p>To provide students with the necessary knowledge and understanding, intellectual practical, transferable and subject specific skills to pursue programmes of study at advanced level;</p> <p>To enable individuals to consolidate and build on previous academic experience thereby preparing them for work and further study.</p> <p>Educational aims: Graphic Arts</p> <p>To give students the creative, conceptual technical and professional skills, knowledge and understanding necessary to develop their practice through the application and implementation of graphic/communication design processes, techniques and technologies;</p> <p>The programme of study advocates an experimental and exploratory approach to the development of artworks, artefacts and text which recognises the diverse range of traditional and new, conventional and un-conventional media through which graphic arts outcomes can be achieved. The curriculum is designed to increase knowledge and understanding of the subject discipline at the same time as encouraging individuals to develop and engage with different forms of communication design practice. Through individual experimentation and exploration, students may develop new and unexpected approaches to practice, which may form the basis of further research at MPhil/PhD level.</p>

**PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES**

To make students autonomous in the design and production of interactive artworks, artefacts and texts through the implementation of a coherent methodology based upon an understanding of research, analysis of content and intention, audience, production and evaluation. This incorporates editorial responsibility, organisation of information, selection of media and the application of text and/or imagery to meet a communication need.

Through an understanding of the design process, professional standards and practice, students should be able to apply a methodology independently, in order to solve design problems encountered in the workplace. Whilst technologies may vary, the design process follows a logical progression which can be transferred to many different contexts.

To enable students to develop a coherent body of work through a combination of contextual knowledge and understanding, critical reflection and the implementation of appropriate research strategies and methods.

The programme of study, in line with all awards in the postgraduate scheme, advocates contextual knowledge and understanding as being critical to the development of reflective creative practice and critical to the development of intelligent, innovative and interesting work. At each stage of the award, students are required to provide a contextual, critical analysis of their practice in relation to a range of appropriate contemporary, historical, cultural, social and professional reference points. As students enter the final stages of the award, this contextualisation should also demonstrate an understanding of their position in relation to professional practice.

To provide a programme of study at postgraduate level which prepares students to identify their potential to work in a broad range of professional contexts.

Throughout the programme, students meet with practitioners from professional environments. Students are able to focus their study and locate their own practice within graphic arts practice, from the individual designer/author generating personal content/ authorship, independently sourcing content, or working as a visual mediator on behalf of a third party/client. They are able to develop technical expertise and skills appropriate to their individual practice. Through core and option modules students are able to explore their creative and entrepreneurial ideas in a professional context.

To provide a structure that enables students from a range of art, design and media backgrounds to explore their creative practice through graphic arts.

The programme is designed to provide advanced study in communication design for students from a graphic design, illustration and related disciplines. However, the convergence of media, and the increased volume of opportunities for practitioners with a developed understanding of communication design, make the programme suitable for people with a broad range of creative backgrounds developed within education and commercial practice. The status of Bristol as a 'media city', offers scope for live projects, work experience, placements visits and professional practice talks as well as recruitment to the pathway.

**3. Programme and Stage Learning Outcomes (c. 6-8 outcomes)**

**PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES****Programme (Learning) Outcomes (POs)****Knowledge and Understanding**

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|----|--|
| A1 | Artworks, artefacts and texts relevant to the development of knowledge and understanding of historical and contemporary practice in graphic arts and visual communication practice |
| A2 | Relevant methodologies and research methods together with relevant databases, archives, journals and key texts   |
| A3 | Knowledge and understanding of key processes and practices employed in the production of graphic arts outcomes   |
| A4 | Professional practice relevant to the visual communication industries  |
| A5 | The major theories and debates that contribute to the understanding of graphic arts as a creative, critical and reflective practice  |

**Intellectual Skills**

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|----|--|
| B1 | Analyse new and/or abstract ideas and information  |
| B2 | Apply ideas and concepts to the development of independent practice  |
| B3 | Evaluate and argue alternative approaches through the development and evaluation of a body of work                             |
| B4 | Consider the relevance of a proposal in relation to personal and professional development                                      |
| B5 | Accurately assess and evaluate their own work and that of others   |
| B6 | Synthesise material drawn from a wide range of sources   |
| B7 | Recognise potential for creativity and innovation through the pursuit of a multidisciplinary approach to graphic arts practice |

**Subject/Professional Practice Skills**

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|----|--|
| C1 | Research develop and present a body of work that demonstrates the development of appropriate skills together with an understanding of a communicative intention, contextual framework, a personal (editorial) point of view, a potential audience and a market |
| C2 | Demonstrate an ability to select appropriate media and exploit its potential as a means of exploring, interpreting and realising the intention of the work   |
| C3 | Demonstrate an ability to organise and integrate imagery and words/type/text with sensitivity, aesthetic judgement and imagination towards the exploration and realisation of a communication intention  |
| C4 | Negotiate access to, and use, a range of resources and facilities necessary for the successful completion of the work, in such a way as to demonstrate the creative potential of those resources   |
| C5 | Show how subject knowledge and understanding has influenced the development and treatment of the work  |
| C6 | Demonstrate knowledge of professional protocol relevant to the student's chosen area of practice within graphic arts/visual communication  |

**Transferable Skills and other attributes**

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|----|---|
| D1 | Deploy and adapt skills to meet the demands of a range of sometimes unpredictable or unexpected situations  |
| D2 | Demonstrate the means by which self-reflection on their own work and that of others can improve performance |
| D3 | Be effective and autonomous in problem solving  |
| D4 | Engage purposefully in debate in a professional manner and produce detailed and coherent project reports    |

**PART A: PROGRAMME OVERVIEW, AIMS and LEARNING OUTCOMES**

D5	Sustain the management of a project and communicate the outcome of that project appropriately
D6	Recognize their own strengths and contribution when collaborating with, or working alongside, other practitioners and professionals in a professional context

**PART B: Programme Structure****1. Structure****Year 1****Year 1 Compulsory Modules**

In order to gain the PGCert Graphic Arts students must complete:

UADACT-30-M Introduction to Graphic Arts

UADACU-30-M Analysing Practice in Graphic Arts

In order to gain the PGDip Graphic Arts students must complete the above modules plus:

UA1AFR-30-M Research Practice

UADACV-30-M Developing Practice: Graphic Arts

<b>Code</b>	<b>Module Title</b>	<b>Credit</b>	<b>Type</b>
UADACU-30-M	Analysing Practice in Graphic	30	Compulsory

Arts 2020-21			
UADACV-30-M	Developing Practice in Graphic Arts 2020-21	30	Compulsory
UADACT-30-M	Introduction to Graphic Arts 2020-21	30	Compulsory
UA1AFR-30-M	Research Practice 2020-21	30	Compulsory

**Year 2**

**Year 2 Compulsory Modules**

Code	Module Title	Credit	Type
UADACW-60-M	Extended Practice in Graphic Arts 2021-22	60	Compulsory

### PART C: Higher Education Achievement Record (HEAR) Synopsis

### PART D: EXTERNAL REFERENCE POINTS AND BENCHMARKS

Subject benchmarks (QAA Unit) (section 8.1):

QAA Unit: Art and Design

Subject benchmarks: Art and Design

University teaching and learning policies (section 8.2):

The Graphic Arts pathway encourages links between staff research projects and teaching and learning, and relates closely to activity in the Faculty's research centres (section 8.2.1).

Employer interaction/feedback (section 8.3):

Links with, and opportunities for collaboration with and location of elements of individual practice in professional contexts, has influenced the planning and development of this pathway. Visiting professionals, visits, seminars and lectures, staff research and practice are features of programme delivery in communication design at UG and PG levels. Participation in regional and national research and practice locates the provision as an active partner in the creative and cultural activity of the city (section 8.3.1).

### PART E: REGULATIONS

Regulations are wholly in accordance with MAR