

## Programme Specification

| <b>PROGRAMME SPECIFICATION BA (Hons) Graphic Design (Top-up)</b>    |  |
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| <b>1. Awarding Body</b>   | University of Surrey   |
| <b>2. Teaching Institution (if different)</b>                       | University Centre Farnborough (FCoT)   |
| <b>3. Final Award</b>   | BA (Hons) Graphics Design  |
| <b>4. Programme title/route/pathway</b>                             | BA (Hons) Graphic Design (Top-up)  |
| <b>5. Subsidiary award(s) and title(s)</b>                          | Certificate of Higher Education in Graphic Design;<br>Diploma of Higher Education in Graphics Design<br>Ordinary Degree in Graphics Design |
| <b>6. FHEQ Level</b>  | Level 6  |
| <b>7. Credits and ECTS credits</b>                                  | 180 ECTS 360 UK credits  |
| <b>8. Name of Professional, Statutory or Regulatory Body (PSRB)</b> | None   |
| <b>9. Date of last accreditation (if applicable)</b>                | Not applicable   |
| <b>10. Mode of study</b>  | Full time and part time  |
| <b>11. Language of study</b>  | English  |
| <b>12. UCAS Code</b>  | 319B   |
| <b>13. QAA Subject Benchmark Statement (if applicable)</b>          | Communication, media, film and cultural<br>June 2008   |
| <b>14. Other internal and / or external reference points</b>        | Skillset Standards (Publishing, Journalism and Advertising)  |
| <b>15. Faculty / Department</b>                                     | The School of Media & Creative Arts  |
| <b>16. Programme Director</b>                                       | Matt Corvis  |
| <b>17. Date of Production / Revision of the specification</b>       | January 2014   |

## 18. Educational aims of the Programme

- i. Provide an applied course of study that produces high quality graduates with high level skills, who are able to work with confidence at a graduate level within the Graphic Design industry;
- ii. Provide an employer-led, University-level programme to develop competence in the field of graphic design and enhance career opportunities within this field;
- iii. Prepare students for careers in the field of graphic design industries with industry related skills and competencies;
- iv. Provide graduates with the ability to apply underlying concepts and principles of creativity and graphic design to work solutions and develop innovative solutions to problems.
- v. Enable students to pursue and develop their own academic, technical and creative abilities;
- vi. Equip graduates with relevant key and transferable skills such as working in flexible, creative, independent and collaborative ways

**19. Programme learning outcomes** – the programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:

### Knowledge and Understanding

Knowledge and understanding of:

K1 the issues which arise from the artist's or designer's relationship with audiences, clients, markets, users, consumers, and/or participants

K2 make connections between intention, process, outcome, context, and methods of dissemination.

K3 the work and significance of other practitioners in their disciplines

K4 the artist's or designer's relationship with audiences, clients, markets, users, consumers, participants, co-workers and co-creators

K5 the critical, contextual, historical, conceptual and ethical dimensions of the student's discipline in particular, and art and design in general

K6 the implications and potential for their discipline(s) presented by the key developments in current and emerging media and technologies, and in interdisciplinary approaches to contemporary practice in art and design.

K7 How social divisions e.g. disability,

### Teaching/learning methods and strategies

A combination of lectures, practical workshops, seminars and assignments within modules augmented by work placement and industrial experience at Level 5.

Learners are encouraged to undertake independent reading and research in order to consolidate and supplement taught material.

#### Assessment:

- Practical assignments
- Productions
- Production Reports
- Observation
- Presentation
- Essay
- Exam

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| <p>class, religion, nationality, gender impact on access to the media and textual representations</p> <p>K8 Implication and potential presented by key technology developments, and the inter-disciplinary approaches to contemporary practice in art and design</p>  |  |
| <p><u>Skills and other attributes - Intellectual / cognitive skills</u></p> <p>Intellectual skills – able to:</p> <p>I1. analyse information and experiences, formulate independent judgements, and articulate reasoned arguments through reflection, review and evaluation</p> <p>I2 source and research relevant material, assimilating and articulating relevant findings</p> <p>I3 formulate reasoned responses to the critical judgements of others</p> <p>I4 source, navigate, select, retrieve, evaluate, manipulate and manage information from a variety of sources</p> <p>I5 Carry out various forms of relevant research and articulate findings suitable to purpose</p> | <p>Teaching/learning methods and strategies</p> <ul style="list-style-type: none"> <li>• Lecture</li> <li>• Practical work</li> <li>• Report and essay writing</li> <li>• Directed reading and research</li> </ul> <p><u>Assessment:</u></p> <ul style="list-style-type: none"> <li>- Reports</li> <li>- Oral presentations</li> <li>- Essays</li> <li>- Time constrained examination</li> </ul>   |
| <p><u>Skills and other attributes - Professional practical skills</u></p> <p>Practical skills – able to:</p> <p>P1 Generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity</p> <p>P2 select, test and make appropriate use of materials, processes and environments</p> <p>P3 develop ideas through to outcomes, for example images, artefacts, environments, products, systems and processes, or texts</p> <p>P4 present ideas and work to their audiences</p> <p>P5 manage and make appropriate use</p>  | <p><u>Teaching/learning methods and strategies:</u></p> <p>Transferable skills are developed through the teaching and learning programme outlined above and in the section related to the program structure and curriculum.</p> <p>The Industrial Placement module provides further opportunities for the development of transferable skills.</p> <p><u>Assessment</u></p> <ul style="list-style-type: none"> <li>- productions</li> <li>- reports</li> <li>- presentations and oral examinations</li> </ul> <p>The Industrial Placement provides further assessment evidence.</p> |

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| <p>of the interaction between intention, process, outcome, context, and the methods of dissemination</p> <p>P6 demonstrate proficiency in observation, investigation, enquiry, visualisation and/or making</p> <p>P7 Select, test and make appropriate use of materials, processes and environments</p>  |   |
| <p><u>Skills and other attributes - Key / transferrable skills</u></p> <p>Transferable skills – able to:</p> <p>T1. exercise self-management skills in managing their workloads and meeting deadlines</p> <p>T2. select and employ communication and information technologies.</p> <p>T3. benefit from the critical judgements of others and recognise their personal strengths and needs</p> <p>T4. apply information skills to navigate, retrieve, and manage information from a variety of sources</p> <p>T5. Apply knowledge and skills in the workplace</p> <p>T6. Manage time and resources effectively drawing on organisational skills</p> <p>T7. Communicate effectively to varied audiences in writing and verbally e.g. through presentations</p> <p>T8. Interact effectively with others and work in a team with effective interpersonal skills</p> <p>T9. Embrace continuing professional development ethos and opportunities</p> <p>T10. Deliver work to meet a brief and deadline, using appropriate referencing</p> <p>T11. Select and apply appropriate approaches to problem solving</p> <p>T12. Use entrepreneurial skills to</p> | <p>Teaching/learning methods and strategies:</p> <p>Transferable skills are developed through the teaching and learning programme outlined above and in the section related to the program structure and curriculum.</p> <p>The Industrial Placement module provides further opportunities for the development of transferable skills.</p> <p><u>Assessment</u></p> <ul style="list-style-type: none"> <li>- productions</li> <li>- reports</li> <li>- presentations</li> <li>- Industrial Placement reports</li> </ul> |

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| identify and exploit opportunities<br>T13. Make effective use of ICT<br>(information communication<br>technology) |  |
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**20. Programme structure** – including the route / pathway / field requirements, levels modules, credits, awards and further information on the mode of study.

Level 6

The students must complete the compulsory modules, one module from Option 1 and 2 modules from Option 2:

|                            |            |
|----------------------------|------------|
| <b>Compulsory</b>          |            |
| Research Methodology       | 15 credits |
| Project                    | 30 credits |
| Analysis of Media Products | 15 credits |
| Discourse & Representation | 15 credits |
| Applied Practice           | 15 credits |
| <b>Option (30 credits)</b> |            |
| Advanced Animation         | 15 credits |
| Advanced Advertising       | 15 credits |
| Professional Photography   | 15 credits |
| Design for New Media       | 15 credits |

**Award of Bachelor of Arts (Hons) Graphic Design**

University of Surrey Standard Regulations apply. Students who have achieved 360 credits at Levels 4, 5 and 6 prescribed above will be awarded with a Bachelor Degree with Honours.

Students who with a 240 credits award at levels 4 and 5 in an approved Level 5 award may complete the Level 6 modules leading to the award of BA Honours Graphic Design (Top-up)

The Programme is in line with the standard University framework / model which has been approved through the ordinances.

There are no pathways or variants available within the Programme but at level 6 students will be able to choose options from two of four optional modules.

| LEVEL 6     |                            |                            |               |                   |  |
|-------------|----------------------------|----------------------------|---------------|-------------------|--|
| Module code | Module title               | Core /compulsory /optional | Credit volume | Semester (1 / 2 ) | Award requirements   |
| G17         | Research Methodologies     | Compulsory                 | 15            | 1                 | Students are required to achieve 40% in each level 6 module and to have 240 credits at level 4 and level 5 to achieve the <b>BA Honours Degree in Graphics Design</b> .<br><br>Students who achieve 40% in six level 6 modules and have 240 credits at level 4 and level 5 to achieve the <b>BA Ordinary Degree in Graphics Design</b> . |
| G18         | Project                    | Compulsory                 | 30            | 2                 |  |
| G19         | Analysis of Media Products | Compulsory                 | 15            | 1                 |  |
| G20         | Discourse & Representation | Compulsory                 | 15            | 1                 |  |
| G21         | Applied Practice           | Compulsory                 | 15            | 1                 |  |
| G22         | Advanced Animation         | Optional                   | 15            | 1                 |  |
| G23         | Advanced Advertising       | Optional                   | 15            | 2                 |  |
| G24         | Professional Photography   | Optional                   | 15            | 1                 |  |
| G25         | Design for New Media       | Optional                   | 15            | 2                 |  |

**BA (Hons) Graphic Design (Top Up)** is available for anyone achieving 120 credits at Level 3 and holding an appropriate award valued at 240 credits at Levels 4 and 5

**Opportunities for placements/work-related learning/collaborative activity**

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|   | Data supplied by an external source for student analysis which contributes to an assessment (*) |
| External / guest teaching                                 | No  |
| External markers  | No  |
| Student placement – 10 Days work experience               | Yes   |
| Module Placement  | Yes   |
| Professional Training Year                                | No  |
| Clinical Placements (that are not part of the PTY Scheme) | No  |

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| ERASMUS Study (that is not taken during Level P)   | No |
| Study exchanges (that are not part of the ERASMUS Scheme)  | No |
| Dual Degree  | No |
| Joint Degree   | No |
| <b>Further information</b>   |    |
| <p>The core philosophy of the BA (Hons) in Graphic Design at University Centre Farnborough is to prepare graduating students with the creative, technical and self development skills to allow graduates to gain employment in the varied and ever expanding world of commercial graphic design.</p> <p>The course includes a creative and contextual grounding as well as a variety of specialist technologies from the traditions of design and typesetting through to high-end digital design but with a concentration upon the considered production of commercial graphic design.</p> <p>Students are invited to explore and experiment within specialist fields of the graphic design industry and to find a visual language suitable to their own professional aspirations. The programme includes comprehensive practical instruction alongside a critical and engaged examination of the contextual issues that surround the medium.</p> <p>The central ambition of the BA (Hons) in Graphic Design is to produce graduates with the creative and conceptual skills necessary to forge a successful career in Graphic Design.</p> |    |
| <b>21. Criteria for admission</b>  |    |
| <p>Entry requirements:</p> <p>Foundation Degree or Level 5 Qualification in Graphic Design (Merit level)</p> <p>Mature student entry may also considered without formal qualifications based on interview and appropriate assessments.</p> <p>All applicants are required to come for interview and produce evidence in the form of a portfolio of work to show that they have potential to benefit from the course.</p>   |    |
| <b>22. Assessment regulations</b>  |    |
| <p>All programmes within the University of Surrey adhere to the Assessment Regulations. All taught programmes also reference and follow the <i>Code of Practice on the Assessment of Students' Work within Taught Programmes</i>.</p>  |    |
| <b>23. Support for students and their learning</b>   |    |
| <p>Students will be provided with help and advice including; induction, allocated personal tutors, project supervision, central learning support services and careers advice.</p>  |    |
| <b>24. Quality management – indications of quality and the methods for evaluating and improving quality</b>  |    |
| <p>The College operates appropriate quality processes approved by the University. A quality framework sets out the operation of the processes.</p>   |    |
| <b>25. Further information</b>   |    |

Further information can be found on our webpages at <http://www.farn-ct.ac.uk/higher-education> and within the Course Handbook. (Appendix 11).