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| **PROGRAMME SPECIFICATION** |
| 1. **Awarding Body**
 | University of Surrey |
| 1. **Teaching Institution (if different)**
 | University Centre FarnboroughFarnborough College of Technology |
| 1. **Final Award**
 | **BA (Hons)** |
| 1. **Programme title/route/pathway**
 | **Graphic Design** |
| 1. **Subsidiary award(s) and title(s)**
 | Certificate of Higher Education in Graphic Design Diploma of Higher Education in Graphic DesignBA (Ordinary) Graphic Design |
| 1. **FHEQ Level**
 | Levels 6 |
| 1. **Credits and ECTS credits**
 | 360 UK credits; 180 ECTS credits |
| 1. **Name of Professional, Statutory or Regulatory Body (PSRB)**
 | None |
| 1. **Date of last accreditation (if applicable)**
 | Not applicable |
| 1. **Mode of study**
 | Full time and part time |
| 1. **Language of study**
 | English |
| 1. **UCAS Code**
 | 319B |
| 1. **QAA Subject Benchmark Statement**

**(if applicable)** | Communication, media, film and cultural June 2008 |
| 1. **Other internal and / or external reference points**
 | Skillset Standards (Publishing, Journalism and Advertising) |
| 1. **Faculty / Department**
 | Faculty of Enterprise and Creative Arts |
| 1. **Programme Director**
 | Matt Corvis |
| 1. **Date of Production / Revision of the specification**
 | July 2018 |

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| 1. **Educational aims of the Programme**
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| 1. 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;
2. Provide an employer-led, University-level programme to develop competence in the field of graphic design and enhance career opportunities within this field;
3. Prepare students for careers in the field of graphic designindustries with industry related skills and competencies;
4. 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.
5. Enable students to pursue and develop their own academic, technical and creative abilities;
6. Equip graduates with relevant key and transferable skills such as working in flexible, creative, independent and collaborative ways
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| 1. **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:
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| Knowledge and UnderstandingKnowledge 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-creatorsK5 the critical, contextual, historical, conceptual and ethical dimensions of the student's discipline in particular, and art and design in generalK6 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, class, religion, nationality, gender impact on access to the media and textual representationsK8 Implication and potential presented by key technology developments, and the inter-disciplinary approaches to contemporary practice in art and design | 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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| Skills and other attributes - *Intellectual / cognitive skills*Intellectual skills – able to:I1. analyse information and experiences, formulate independent judgements, and articulate reasoned arguments through reflection, review and evaluationI2 source and research relevant material, assimilating and articulating relevant findingsI3 formulate reasoned responses to the critical judgements of othersI4 source, navigate, select, retrieve, evaluate, manipulate and manage information from a variety of sourcesI5 Carry out various forms of relevant research and articulate findings suitable to purpose | Teaching/learning methods and strategies * Lecture
* Practical work
* Report and essay writing
* Directed reading and research

Assessment:* Reports
* Oral presentations
* Essays
* Time constrained examination
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| Skills and other attributes - *Professional practical skills*Practical skills – able to:P1 Generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activityP2 select, test and make appropriate use of materials, processes and environments P3 develop ideas through to outcomes, for example images, artefacts, environments, products, systems and processes, or texts P4 present ideas and work to their audiences P5 manage and make appropriate use of the interaction between intention, process, outcome, context, and the methods of dissemination P6 demonstrate proficiency in observation, investigation, enquiry, visualisation and/or makingP7 Select, test and make appropriate use of materials, processes and environments | Teaching/learning methods and strategiesTransferable skills are developed through the teaching and learning programme outlined above and in the section related to the program structure and curriculum.The Industrial Placement module provides further opportunities for the development of transferable skills.Assessment- productions- reports- presentations and oral examinationsThe Industrial Placement provides further assessment evidence.  |
| Skills and other attributes - *Key / transferrable skills*Transferable skills – able to: 1. exercise self-management skills in managing their workloads and meeting deadlines
2. select and employ communication and information technologies.
3. benefit from the critical judgements of others and recognise their personal strengths and needs
4. apply information skills to navigate, retrieve, and manage information from a variety of sources
5. Apply knowledge and skills in the workplace
6. Manage time and resources effectively drawing on organisational skills
7. Communicate effectively to varied audiences in writing and verbally e.g. through presentations
8. Interact effectively with others and work in a team with effective interpersonal skills
9. Embrace continuing professional development ethos and opportunities
10. Deliver work to meet a brief and deadline, using appropriate referencing
11. Select and apply appropriate approaches to problem solving
12. Use entrepreneurial skills to identify and exploit opportunities
13. Make effective use of ICT (information communication technology)
 | Teaching/learning methods and strategiesTransferable skills are developed through the teaching and learning programme outlined above and in the section related to the program structure and curriculum.The Industrial Placement module provides further opportunities for the development of transferable skills.Assessment- productions- reports- presentations- Industrial Placement reports |
| 1. **Programme structure –** including the route / pathway / field requirements, levels modules, credits, awards and further information on the mode of study.
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| Level 4Students must complete the following modules: |
| GRA4001 Typography & Layout GRA4002 Typography & ImageGRA4003 Design With MaterialsGRA4005 Introduction to Web DesignGRA4004 Visual CommunicationCOM4001 Academic SkillsGRA4007 Professional Practice & DevelopmentGRA4008 Digital Image Techniques | 15 credits15 credits15 credits15 credits15 credits15 credits15 credits15 credits |
| **Award of Certificate of Higher Education in Graphic****Design**Students who have achieved 120 credits at Level 4, may exit the Bachelors Degree Programme with a Certificate of Higher Education in Graphic Design |
| Level 5Students must complete the following modules: |
| GRA5001 Design For PrintGRA5002 Motion GraphicsGRA5003 Interactive DesignGRA5004 Branding and PromotionGRA5005 Information GraphicsGRA5006 Research PracticeGRA5007 Industrial Placement GRA5008 Collaborative Production | 15 credits15 credits15 credits15 credits15 credits15 credits15 credits15 credits |
| **Award of Diploma of Higher Education** Students who have achieved 240 credits at Level 4 and level 5 as prescribed above but do not wish to continue to Level 6 of the programme may be awarded a Diploma of Higher Education in Graphic Design |
| Level 6Students must complete the following modules: |
| GRA6001 Major Project ProposalGRA6002 Major ProjectGRA6003 DissertationGRA6004 Technical ApplicationGRA6005 Applied Practice GRA6006 Creative Narrative | 15 credits30 credits30 credits15 credits15 credits15 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 have achieved 240 credits at levels 4 and 5 and then achieve 60 credits at Level 6 can be awarded an Ordinary Degree. |
| 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. |
| LEVEL 4 |
| Module code  | Module title | Core /compulsory  | Credit volume  | Semester (1 / 2 ) | Award requirements |
| GRA4001 | Typography & Layout  | Compulsory | 15 | 1 | Students are required to achieve 40% in each module to progress or achieve the **Certificate of Higher Education in Graphic Design** |
| GRA4002 | Typography & Image | Compulsory | 15 | 2 |
| GRA4003 | Design With Materials | Compulsory | 15 | 1 |
| GRA4004 | Visual Communication | Compulsory | 15 | 2 |
| GRA4005 | Introduction to Web Design | Compulsory | 15 | 2 |
| COM4001 | Academic Skills | Compulsory | 15 | 1 |
| GRA4007 | Professional Practice and Development | Compulsory | 15 | 2 |
| GRA4008 | Digital Image Techniques | Compulsory | 15 | 1 |
| LEVEL 5 |
| Module code  | Module title | Core /compulsory /optional | Credit volume  | Semester (1 / 2 ) | Award requirements |
| GRA5001 | Design for Print | Compulsory | 15 | 1 | Students are required to have 120 credits at level 4 and achieve 40% in each level 5 module to progress or achieve the **Diploma of Higher Education in Graphic Design** |
| GRA5002 | Motion Graphics | Compulsory | 15 | 2 |
| GRA5003 | Interactive Design | Compulsory | 15 | 2 |
| GRA5004 | Branding and Promotion | Compulsory | 15 | 1 |
| GRA5005 | Information Graphics | Compulsory | 15 | 1 |
| GRA5006 | Research Practice | Compulsory | 15 | 1 |
| GRA5007 | Industrial Placement | Compulsory | 15 | 2 |
| GRA5008 | Collaborative Production | Compulsory | 15 | 2 |

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| LEVEL 6 |
| Module code  | Module title | Core /compulsory /optional | Credit volume  | Semester (1 / 2 ) | Award requirements |
| GRA6001 | Major Project Proposal | Compulsory | 15 | 1 | 60 credits required to achieve BA (Ordinary), with a minimum pass rate of 40%. 120 credits required for BA (Hons), with a minimum pass rate of 40%. |
| GRA6002 | Major Project | Compulsory | 30 | 2 |
| GRA6003 | Dissertation | Compulsory | 30 | 1 & 2 |
| GRA6004 | Technical Application | Compulsory | 15 | 1 |
| GRA6005 | Applied Practice | Compulsory | 15 | 1 & 2 |
| GRA6006 | Creative Narrative | Compulsory | 15 | 1 |
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| **Opportunities for placements/work-related learning/collaborative activity** |
|  | 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 |
| 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 |
| **Further information** |  |
| At Level 5 students undertake a professional placement, this involves 10 days of work experience. The work experience mentor is asked to complete an assessment which is included in the submission of the production report and is referred to in the presentation. The report does not form a summative assessed element. |
| 1. **Criteria for admission**
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| Entry requirements: 72 UCAS points, generally from relevant A-Levels such as Art or Graphics or relevant BTEC Level 3 Diploma or Extended Diplomas in Art and Design subjects, AVCE in a related subject, Irish Learning Certificate including relevant subjects, Scottish Highers, International Baccalaureate, relevant Access programmes.Mature student entry may also considered without formal qualifications based on interview and appropriate assessments. 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. |
| 1. **Assessment regulations**
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| Please click on the following link for the full Regulations (<http://www.surrey.ac.uk/quality_enhancement/regulations/index.htm>)All programmes within the University of Surrey adhere to the Regulations. All taught programmes also reference and follow the *Code of practice for assessment and feedback*.  |
| 1. **Support for students and their learning**
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| Students will be provided with help and advice including; induction, allocated personal tutors, project supervision, central learning support services and careers advice.  |
| 1. **Quality management – indications of quality and the methods for evaluating and improving quality**
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| The College operates appropriate quality processes approved by the University. A quality framework sets out the operation of the processes.  |
| 1. **Further information**
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| Further information can be found within the programme handbook, which is provided on entry to the programme.The *Regulations* and *Codes of practice* for taught programmes can be found at <http://www.surrey.ac.uk/quality_enhancement/regulations/index.htm> <http://www.surrey.ac.uk/quality_enhancement/standards/index.htm>  |