

Programme Specification – 2019/20

1. Awarding body	University of Surrey		
2. Teaching institution (if different)	University Centre Farnborough		
3. Final award and programme/pathway title	BA (Hons) Graphic Design		
4. Subsidiary award(s) and title(s)	Award	Title	
	Cert HE	Graphic Design	
	Dip HE	Graphic Design	
	BA (Ord)	Graphic Design	
5. FHEQ Levels	4,5 and 6		
6. Credits and ECTS credits	360 UK credits, 180 ECTS credits		
7. Name of Professional, Statutory or Regulatory Body (PSRB)	N/A		
8. Mode of study and route code		Mode of study	Route code
	Full-time	Yes	N/A
	Full-time with PTY	No	N/A
	Part-time	No	N/A
	Distance learning	No	N/A
	Short course	No	N/A
9. JACs code			
10. QAA Subject benchmark statement (if applicable)	Art and Design (2017)		
11. Other internal and / or external reference points	N/A		
12. Faculty and Department/School	Enterprise, Creative & Professional		
13. Programme Leader	Matt Corvis		
14. Date of production/revision of the specification	May 2019		
15. Educational aims of the programme			
<ul style="list-style-type: none"> i. Provide an applied course of study that produces high quality graduates with high level skills, who are able to work with confidence at 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 develop innovative solutions to problems; v. Enable students to pursue and develop their own academic, technical and creative abilities; and vi. Equip graduates with relevant key and transferable skills such as working in flexible, creative, independent and collaborative ways. 			
16. 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:			

On successful completion of a Cert HE learners would have achieved:
K1, K2, K3, K4, K5, K6, I2, I3, P1, P2, P3, P4, P6, P7, T1, T4, T6, T9, T10, T13

On successful completion of a Dip HE learners would have achieved:
K1, K2, K3, K4, K5, K6, K7, I1, I2, I3, I4, I5, T1, T2, T3, T4, T5, T6, T7, T8, T9, T10, T13, P1, P2, P3, P4, P5, P6, P7, P8

On successful completion of a BA (Hons) / BA (Ord) learners would have achieved:
K1, K2, K3, K4, K5, K6, K7, K8, I1, I2, I3, I4, I5, P1, P2, P3, P4, P5, P6, P7, P8, T1, T2, T3, T4, T5, T6, T7, T8, T9, T10, T11, T12, T13

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. The 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, class, religion, nationality, gender, impact on access to the media and textual representations.
- K8. The implication and potential presented by key technology developments and the inter-disciplinary approaches to contemporary practice in art and design.

Intellectual / cognitive skills – be able to:

- I1. Analyse information and experiences, formulate independent judgements and articulate reasoned arguments through reflection, experimentation, review and evaluation.
- I2. Source and research relevant material, assimilating and articulating relevant findings.
- I3. Formulate reasoned responses to the critical judgements of others.
- I4. Source, navigate, select, retrieve, evaluate, manipulate and manage information from a variety of sources.
- I5. Carry out various forms of relevant research to synthesise and articulate findings suitable to purpose.

Professional practical skills – be able to:

- P1. Generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity.
- P2. 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 making.
- P7. Select, test and make appropriate use of materials, processes and environments.
- P8. Be resourceful and entrepreneurial.

Key / transferable skills – be able to:

- T1. Exercise self-management skills in managing their workloads and meeting deadlines.
- T2. Select and employ communication and information technologies.
- T3. Benefit from the critical judgements of others and recognise their personal strengths and needs.
- T4. Apply information skills to navigate, retrieve and manage information from a variety of sources.
- T5. Apply knowledge and skills in the workplace.
- T6. Manage time and resources effectively drawing on organisational skills.
- T7. Communicate effectively to varied audiences in writing and verbally, e.g. through presentations.
- T8. Interact effectively with others and work in a team with effective interpersonal skills.
- T9. Embrace continuing professional development ethos and opportunities.
- T10. Deliver work to meet a brief and deadline, using appropriate referencing.
- T11. Select and apply appropriate approaches to problem solving.
- T12. Use entrepreneurial skills to identify and exploit opportunities.
- T13. Make effective use of ICT (information communication technology).

17. Programme structure – including the route / pathway / field requirements, levels modules, credits, awards and further information on the mode of study.

All programmes operate on a 15 credit modular structure (or multiples of 15 credits) over two semesters. Modules are normally semester based and can be worth either 15, 30, 45 or 60 credits. A 15 credit module is indicative of 150 hours of learning, comprised of student contact, private study and assessment.

This programme is studied full-time over three academic years. In order to achieve the principal award of BA (Hons) Graphic Design a student must complete 360 credits, 120 credits at FHEQ Levels 4, 5 and 6 respectively. Students are also eligible to exit the programme with the following subsidiary awards:

- BA (Ord) Graphic Design – 300 credits with a minimum of 60 credits at FHEQ Level 6
- Diploma of Higher Education (Dip HE) – 240 credits with a minimum of 120 credits at FHEQ Level 5
- Certificate of Higher Education (Cert HE) – 120 credits at FHEQ at Level 4

In order for students to progress they must achieve a minimum average of 40% and have completed all 120 credits at FHEQ Levels 4, 5 and 6.

Programme adjustments (if applicable)

N/A

FHEQ Level 4: potential awards – Cert HE

Module code	Module title	Core /compulsory /optional	Credit volume	Semester (1 / 2)
GRA4001	Typography & Layout	Compulsory	15	1
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

How many optional modules must a student choose in order to achieve N/A

the necessary amount of credits to achieve this level?				
FHEQ Level 5: Potential awards – Dip HE				
Module code	Module title	Core /compulsory /optional	Credit volume	Semester (1 / 2)
GRA5001	Design for Print	Compulsory	15	1
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
How many optional modules must a student choose in order to achieve the necessary amount of credits to achieve this level?		N/A		
FHEQ Level 6: Potential awards – BA (Hons) / BA (Ord)				
Module code	Module title	Core /compulsory /optional	Credit volume	Semester (1 / 2)
GRA6001	Major Project Proposal	Compulsory	15	1
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
How many optional modules must a student choose in order to achieve the necessary amount of credits to achieve this level?		N/A		
18. Opportunities for placements / work-related learning / collaborative activity – please indicate if any of the following apply to your programme				
Associate Tutor(s)/Guest Speakers/Visiting Academics			No	
Professional Training Year (PTY)			No	
Placement(s) (study or work that are not part of the PTY or Erasmus Scheme)			Yes	
Clinical Placement(s) (that are not part of the PTY Scheme)			No	
ERASMUS Study (that is not taken during Level P)			No	
Study exchange(s) (that are not part of the ERASMUS Scheme)			No	
Dual degree			No	
19. Quality assurance				
The <i>Regulations</i> and <i>Codes of Practice</i> for taught programmes can be found at: http://www.surrey.ac.uk/quality_enhancement/index.htm				