

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 (Top-up)		
4. Subsidiary award(s) and title(s)	Award	Title	
	BA (Ord)	Graphic Design	
5. FHEQ Levels	6		
6. Credits and ECTS credits	120 UK credits, 60 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:			

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 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.

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.				
<p>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.</p> <p>This programme is studied full-time over one academic year. In order to achieve the principal award of BA (Hons) Graphic Design (Top-up) a student must complete 120 credits at FHEQ Level 6. Students are also eligible to exit the programme with the following subsidiary award:</p> <ul style="list-style-type: none"> • BA (Ord) Graphic Design (Top-up) – 60 credits at FHEQ Level 6 				
Programme adjustments (if applicable)				
N/A				
FHEQ Level 6: Potential awards – BA (Hons) (Top-up) / BA (Ord) (Top-up)				
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)				No
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				
<p>The <i>Regulations and Codes of Practice</i> for taught programmes can be found at: http://www.surrey.ac.uk/quality_enhancement/index.htm</p>				