University of Bedfordshire

Course Information Form (CIF)

The CIF provides core information to students, staff teams and others on a particular course of study.

Section 1 - General Course Information	
Course Title	Graphic Design
Qualification	Foundation Degree (FdA)
Intermediate Qualification(s)	
Awarding Institution	University of Bedfordshire
Location of Delivery	UCMK (AD), New College Stamford (PH)
Mode(s) of Study and Duration	Full-time over 2 years
Core Teaching Pattern	1
FHEQ Level	5
Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	Not Applicable
PSRB Renewal Date	Not Applicable
University of Bedfordshire Employability accreditation	
Route Code (SITS)	FDGRAPHF FDGRAADF
Subject Community	Art and Design
UCAS Course Code	**W210**
Relevant External Benchmarking	QAA Quality Code section a1 (The Framework for Higher Education Qualifications); Level 5 QAA Subject Benchmark: Art and Design SEEC descriptors Level 4 and 5

Section 2 - Published Information

Material in this section will be used on the course web site to promote the course to potential students. The text should be written with this potential audience in mind.

Course Structure

The Units which make up the course are:

Unit Code	Level	Credits	Unit Name	Core or option
ART024-1	4	45	Graphic Design (Practice & Key Skills)	C
ART025-1	4	45	Graphic Design (Development & Production Methods)	C
ART001-1	4	30	Key Ideas in Art and Design – Modernism	C
ART013-2	5	45	Foundation Degree Project Planning Development and Work Based Learning	C
ART014-2	5	45	Foundation Degree Art and Design Project	C
ART001-2	5	30	Key Ideas in Art and Design – Globalisation	C

Why study this course

The FdA Graphic Design course embraces practices and ideas aligned to contemporary Graphic Design, and broader design practices as a whole. Through the course you will gain both practical and theoretical knowledge surrounding the topic of Graphic Design. You will also undertake work-related study to help compound your learning. This will ensure you will leave with the necessary skills to work creatively in Graphic Design and lead on to study at Level 6 of the BA (Hons) course at the University of Bedfordshire.

Course Summary – Educational Aims

The course focuses on the development of your abilities in the following areas:

Enquiry

The course will enable you to develop and use various academic enquiry skills from a range of art historical key ideas. You will also acquire personal and practice-based skills in areas of specific relevance of contemporary Graphic Design practice, and employability. All of this will move you forward towards a qualification that will enhance your prospects of a career in your chosen area or to continue study on a BA (Hons) course at Level 6, on successful completion of your foundation degree.

Wider contexts of understanding in visual practice

To engage you in analytical and reflective thinking with a consideration of the artistic, critical and cultural contexts associated with Graphic Design so that you might understand the value of your work and make independent assessments of its progress and the learning in which you are involved. Theoretical elements of your course will be delivered as a common unit at the University of Bedfordshire at Level 4 and 5.

Collaboration

To provide a foundation degree course in Graphic Design that, not only equips you with appropriate knowledge, experience and understanding to take a productive and critical place in a world of Graphic Design, including the team working skills needed in your creative discipline, but also provides you with the means by which to engage in further learning on a BA (Hons) course on completion of your foundation degree.

Enterprise

The course provides an opportunity to shape your foundation degree course in accordance with your personal preferences and future career aspirations. To promote professional practice, including self-marketing techniques, networking/presentation skills and team working, so that you can gain insights into professional levels of practice that will prepare you for the world of work and employment

Entry requirements

For UK students, standard entry requirements apply - http://www.beds.ac.uk/howtoapply/ukugentryreqs

For EU students, standard entry requirements apply - http://www.beds.ac.uk/howtoapply/eu/guides

For International students, standard entry requirements apply –
http://www.beds.ac.uk/international/international-applications/international-entry-requirements

Portfolio review

PSRB details

Not Applicable

Graduate Impact Statements

The course has been designed to develop graduates who are able to:

- Apply knowledge and understanding of Graphic Design in a variety of settings within the chosen art or design industry, and demonstrate a high-level of technical skills when responding to professional briefs and self initiated projects.

- Work collaboratively in multi-specialist teams a method used in art and design practice – including group and client presentations.

- Produce professional work that demonstrates an understanding of current knowledge and innovation in art and design practice – specifically in the realm of Graphic Design.

Higher Education Achievement Report - Additional Information

Your career management skills are those of managing individual learning and personal development – both of which are embedded in the course. Your ability to grow, with tutor support, and recognise where your personal qualities enhance your employability is a key life skill. Identifying the transferability of skills and experience is another key skill developed on the course.

Additionally, specific skills you need for design practice, such as being sensitivity to diversity, promoting equality of opportunity and developing group practice, whilst fostering and supporting individual practice and enquiry. The course enables you to independently engage with relevant Work Based Learning in the arts while you are studying.

Learning and Teaching

Teaching and learning strategies include practical workshops, personal study involving sustained practice in the studio or workshop, work-related learning opportunities through Work Based Learning, one-to-one tutorials/supervision, seminars, demonstrations, and importantly the introduction of research strategies to support your development as a independent designer/practitioner.

An essential feature of your course will be your involvement in practical learning activities, building confidence when working with visual problems and ideas relevant to Graphic Design and taking professional and work-related practices into consideration. Core skills are introduced in Level 4 and act to inform your practice in Level 5.

In Level 5, you will be encouraged to work more independently, taking ownership of your creativity and its outcomes, whilst at the same time developing an understanding of a range of contexts that affect Graphic Design, building a close relationship between practice and theory and historical contexts. At Level 5 you should be able to realise a creative project of your own devising and demonstrate your own particular insights into the critical and professional contexts in which your own work is placed.

The curriculum is organised to promote the progressive acquisition and entrenchment of the necessary concepts, skills, attitudes, methodologies and knowledge associated with Graphic Design, helping you develop as an independent learner, managed and supervised by your tutors.

Developing your employability

The foundation degree has an emphasis on strong vocational skills and academic relevance and will enable you to develop your creativity in order to gain relevant employment in the creative industries sector and/or the opportunity for further study in art and design at BA Level

Employability skills are integrated into the course at both Level 4 and 5 and provide you with an awareness of real-world contexts. As part of your course you will be helped to develop a strategy for obtaining appropriate work placements/employment/worked-related learning as part of your course. A Work-Based Learning unit at Level 5, will help you to become more focused on managing your career. You will be helped with the preparation of a professional portfolio; including a CV (curriculum vitae) and social media skills needed to promote yourself in a social mediated art and design world.

Department (s)

Art and Design

Assessment

A range of appropriate assessments will enable you to grow in confidence and demonstrate your acquisition of knowledge and skills. The assessment methods used across the course include:

- Coursework to include examples of print design, web design, moving image, drawing, research portfolios, notebooks, research assignments, essays, contextual writing.
- Assessments based on individual and group presentations.
- Portfolio reviews are a key means of assessing but they are also important for collating work for a professional portfolio. This instils in students the right attitudes towards professional work whereby you can use your portfolio to promote yourself in professional contexts.
- Essays and reports feature in developing students' writing skills, helping you to express ideas in a variety of ways and styles and to develop academic writing skills. If progressing to the BA (Hons) Top-up at Level 6, after completion of your foundation degree, these skills will benefit in producing the final year contextual rationale for your major project.

Core art and design skills are embedded in the teaching and learning of the course and will be taken into account in all assessments.

The assessments will develop incrementally across the course and allow you to gain skills, confidence and knowledge, receive feedback and develop, thus allowing you to implement this knowledge and feedback into subsequent assessments.

At the end of the course completion of the assessments will demonstrate your ability to analyse current graphic design and communicate practice, in both written and visual formats, as well as demonstrate a range of transferable skills relevant to your professional employability.

After Graduation

Typical graduate destinations for Graphic Design foundation degree students include

direct work within contemporary Graphic Design:

- Print Design
- Packaging
- Art Direction
- Corporate identity
- Editorial design
- Web design
- Moving image

Work in related areas to design practice such as:

- Advertising
- Marketing
- Television
- Publishing

Further study at BA (Hons) Level 6 on successful completion of your foundation degree

Student Support during the course

All students will be allocated a personal tutor at the start of the course. The tutor will provide you with personal tutorials providing academic support and monitoring of academic and professional development.

You will also have unit tutors and the course coordinator who will also be able to assist you with decisions relating to career possibilities and final project topics.

Unit tutors and the course coordinator are always available to discuss your concerns through published office hours, personal appointments arranged by e-mail and informal guidance on the phone. The feedback given to students as part of the assessment process will enable self-assessment and development of your learning and skills, and promote progress to overcome any of your problems. Tutors will also refer you to appropriate services in the event of issues that lie outside the boundaries of the tutor relationship.

For example, you can make use of the University's Professional Academic Development (PAD) team, and where appropriate ARTPAD, to support your particular learning needs. Language and communication skills are also addressed when need is identified and support provided by the PAD team.

For students where English is your second language, the University provides free English lessons from intermediate up to more advanced level English language skills. For assistance with developing your IT skills, Library Services offer tutor led computer skill training workshops.

Students with disabilities

The course welcomes students with disabilities. During the application process disabled students discuss their needs with individual members of the academic staff, as well as staff from the Disability Advice Team. It has normally been the case that disability has not provided an obstacle to students participating fully in all aspects of coursework, but you are advised to consider the practical demands of the course in considering whether it is the most appropriate choice for you.

The Disability Advice Team is available to discuss any issues you may have and can provide services such as sign language interpreters, note takers, dyslexia screening/tuition and support with mobility on campus. They offer confidential advice and information about academic and personal issues, adjustments in examinations, applying for the Disabled Student Allowances (DSA) and buying suitable equipment.

For further information about the Disability Advice Team and what they can do for you, go to – http://www.beds.ac.uk/studentlife/student-support/health/disabilities

Assessment Map

FdA Graphic Design FDGRA-MF

A1 - Assessment part one A2 - Assessment part two   F - Feedback due - 15 working days after submission

Unit Code	C/O																									
		Weeks																								
		6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
ART024-1	C																			A1			F			
ART025-1	C																			A1			F			
ART001-1	C																	A1			F			A2		
ART013-2	C															A1			F			A2		A3	F	
ART001-2	C						A1			F															A2	
ART014-2	C																			A1						

Section 3 - Academic Information

This section will be used as part of the approval and review process and **peer academics** are the target audience.

Course Learning Outcomes

Demonstrate learning outcomes in relation to knowledge and understanding

1. Understand and apply design processes and techniques for visual communication and creative, editorial and commercial outcomes.
2. Understand critical concepts, ideas/perspectives and paradigms of contemporary practice in relation to visual communication and cultural/creative production in general and graphic design in particular.
3. Understand, through practical experience both in the studio and in the work place, the nature of professional practice in graphic design.

Demonstrate learning outcomes in relation to intellectual and cognitive skills

4. Using methods of visual and contextual research relevant but not exclusive to graphic design, interpret creative ideas through processes and methods that are relevant to graphic design in which there is a relationship between form, content and processes/techniques and a relevance to professional practice.
5. Apply analytical and synthetical thinking to propose solutions to creative problems and the communication of ideas that will be manifest in outcomes and artefacts relevant to graphic design.
6. Evaluate and reflect on the outcomes of courses of action and creative outputs and demonstrate the ability to adapt knowledge and production means in order to suit particular graphic design purposes whilst acknowledging alternatives.

Demonstrate learning outcomes in relation to practical skills

7. Communicate ideas effectively using both verbal and visual skills, so that you are able to present your ideas in different forms of writing, drawing, notating, digital imaging, collating and through relevant articulation and presentation strategies.
8. Use equipment, materials, processes and methods effectively. These may be directly associated with graphic design or artistic production in general (e.g. workshop and studio equipment, silkscreen printing processes, imaging software, computers and peripherals, and material handling techniques).
9. Plan, manage and develop your own creative projects, including those in which you may be involved through work related study.

Course-specific regulations

None

Teaching, Learning and Assessment

The FdA Graphic Design course was developed as part of a partnership between the University of Bedfordshire and New College Stamford. Students' are taught by staff from both institutions throughout the course.

To help a student to learn independently, the curriculum is organised to promote the progressive acquisition and entrenchment of the necessary concepts, skills, attitudes and knowledge associated with Graphic Design, with an underlying educational philosophy of self-directed learning, managed and supervised through close contact with the student.

Level 4 is underpinned with the essential skills required in art and design to build the confidence of the student. These skills give the backbone for Level 5 where critical reflection, experimentation and enquiry are central to the learning experience.

An essential feature of the learning and teaching will be a student's involvement in practical learning activities that confront visual and technical problems and ideas relevant to Graphic Design. These include typography, editorial, digital and image making.

At the same time learning activities will take professional and Work-Based Learning elements into consideration. The course aims to build a close relationship between practice, historical context and theory and supports the students' own particular insights into the critical and professional contexts which their own work is placed.

Teaching and learning strategies include practical workshop sessions, personal study involving sustained practice in the studio or workshop, Work-Based Learning opportunities, one-to-one tutorials/supervision, seminars, demonstrations, and importantly the use of a reflective/contextual journal as a means of understanding and documenting your individual learning.

Research, and application of research to practice, is seen as a means of continuous development, enabling the student to work as a reflective, developing practitioner.

Overall, the teaching, learning and assessment strategy is designed to support and enable students to achieve the learning outcomes of the course.

Feedback on assessment is an essential part of the learning experience and the reflections made on the tutor comments will enable students to critically assess their learning and develop between briefs and tutor led studio 'crits'.

Additional Academic Information

Peer-assisted learning (PAL)

Peer Assisted Learning provisions can be organised locally by each college and this will be highlighted in the course handbook.

Initial Assessment

Initial formative assessment takes place in weeks 4 and 6 of the course. The task will be a review exercise of on-going portfolio work. This will:

- Introduce students to undertaking assessment tasks
- Provide students with development feedback
- Introduce students to reflect and act on feedback
- Allow course teams and personal tutors to identify any additional support needed
- Provide engagement data for the Student Attainment and Review (StAR) board

Improving students' learning

In Level 4, the focus is to instil creative thinking skills to allow the student to engage with study skills in general, in preparation for assessments on units.

Research skills are introduced as an important element in studio practice and all subject specific units have an assessed research portfolio. This relationship between research and practice allows student to develop critical thinking, reflection and higher education learning practice including referencing, note taking, essay and report writing - including virtual learning environments.

Academic Integrity

Research and essay writing are introduced at Level 4 and integrated into both theory and practice. High risk assignment types – coursework essays – are balanced by low risk presentations and portfolio reviews. ARTPAD, alongside PAD gives support and encouragement to students in their written assignments and in general organisation matters.

HEAR implementation

Internationalisation

Practical and theoretical research is considered as part of on-going projects to reflect the global nature of art and design. The contextual units in the course reflect upon the global nature of art and design in general, and specifically at level 5 in ART001-2 **Key Ideas in Art and Design – Globalisation.**

Sustainability

All studio units are informed by the cultural and environmental impact of contemporary practice in art and design. Student research is encouraged to reflect upon the environment and broader ideological contexts of sustainability.

Section 4 - Administrative Information

This section will be used as part of the approval and review process and peer academics are the target audience.

Faculty	**CATS**
Portfolio	**UG Art and Design**
Department/School/Division	**Art and Design**
Course Coordinator	**Noel Douglas (Matt Shough)**
Version Number	2015/1
Approved by (cf Quality Handbook ch.2)	**University Transition**
Date of approval (dd/mm/yyyy	**April 2015**
Implementation start-date of this version (plus any identified end-date)	**2015/16**

Form completed by:

Name: Janet Emmanuel, Beverley Bothwell, Matt Shough,   Date: April 2015

Authorisation on behalf of the Faculty Teaching Quality and Standards Committee (FTQSC)

Chair: …………………………………………………   Date: …..………………………………….

Course Updates		
Date (dd/mm/yyyy)	**Nature of Update**	**FTQSC Minute Ref:**