University of Bedfordshire

Course Information Form

This Course Information Form provides the definitive record of the designated course

Section A: General Course Information

Course Title	Graphic Design; Graphic Design (with Professional Placement Year); Graphic Design (with Foundation Year) - COPY
Final Award	BA (Hons)
Route Code	BAGADAAF/BAGDPAAF/BAGDFAAF
Intermediate Qualification(s)	
FHEQ Level	6
Location of Delivery	University Square Campus, Luton
Mode(s) and length of study	Full-time over 3 years; 4 years with Professional Practice Year or Foundation Year

Part-time typically over 6 years; 8 years with Foundation Year or Professional Practice Year |
| **Standard intake points (months)** | October, February |
| **External Reference Points as applicable including Subject Benchmark** | QAA Quality Code: Subject benchmark for Art and Design (2017);

FHEQ level 6 (2014)

SEEC Level Descriptors (2016) |
| **Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement** | N/A |

HECoS code(s)	100061
UCAS Course Code	W211, W218, W4FY

Course Aims	Why study this course Graphic Design at the School of Art and Design is a practical study of contemporary forms of visual communication. Taught in a cluster of Communication Design courses including Illustration, Animation, and Advertising and Branding Design, it combines practical design skills with a reflective and outward looking emphasis on how design affects change, through creative problem solving, collaboration and entrepreneurship. We believe that design responsibility, with regards to ethics, sustainability and inclusion, is an essential value for a contemporary designer, and are fundamental themes of our course projects' context and debate. Solving problems in creative teams, the Graphic Design course examines and designs for a wide range of contexts, including digital content, interface design, web and social media, editorial design, print and publishing, moving image, visual identity, typography and graphic illustration. Students work on live briefs, submit for national competitions and participate in collaborative projects with leading design practitioners. Educational Aims The course focuses on the development of your abilities in the following areas: Enquiry The course will enable you to study, develop and apply critical enquiry skills from a wide range of key ideas in art and design thinking and contemporary professional practice. Contextual Understanding

You will engage in contextual understanding of Communication Design, and its wider impact on social, environmental and political issues from a global perspective. To provide an academic and practical course of study in art and design with opportunities, methods, means and critical insights for you to learn how to give visual articulation to creative ideas through your practice and through appropriate means of dissemination.

Collaboration

The course will equip you with appropriate knowledge, experience and understanding of design environments to enable you to communicate and present ideas and work to audiences in a range of situations, articulate ideas and information comprehensibly in visual, oral and written forms and interact effectively with others, through collaboration, collective endeavour and negotiation.

Enterprise

You will develop the ability to generate, develop and communicate ideas; manage and exploit IP; gain support and deliver successful outcomes, through the application and understanding of risk-taking, effective communication, negotiation, interpersonal and self-management skills, gaining insights into professional levels of practice that will prepare you for the world of work and employment.

Upon successful completion of your course you should meet the appropriate learning outcomes for your award shown in the table below

	Outcome	Award
1	Subject Knowledge: Evidence knowledge of the broad critical and contextual dimensions of Graphic Design, the significance of the work of other practitioners, and the major developments in current and emerging media and technologies.	BA (Hons) Graphic Design (all routes)
2	Research Skills: Demonstrate proficiency in research and development of ideas and concepts through observation, investigation, enquiry, visualisation and/or making.	BA (Hons) Graphic Design (all routes)
3	Making Skills: Study, experiment, develop and employ materials, media, techniques, methods, technologies and tools associated with digital content, interface design, web and social media, editorial design, print and publishing, moving image, visual identity, typography and graphic illustration.	BA (Hons) Graphic Design (all routes)
4	Concepts & Ideas: Evidence ability to generate ideas independently and/or as self-initiated activity and/or in response to set briefs and negotiated projects.	BA (Hons) Graphic Design (all routes)

Course Learning Outcomes			
	5	Creative Development: Develop ideas through to outcomes that confirm an ability to select and use materials, processes and environments, analyzing and making connections between intention, process, outcome, context and methods of dissemination.	BA (Hons) Graphic Design (all routes)
	6	Intellectual Property: Demonstrate an understanding of the role and impact of intellectual property and copyright within Graphic Design and its wider context, observing sound and ethical working practices, and professional/legal responsibilities relating to the subject.	BA (Hons) Graphic Design (all routes)
	7	Contextual Understanding: Consolidate, apply and extend learning in different contexts and situations, both within and beyond the field of art and design, considering issues which arise from the creative practitioner's relationship with audiences, clients, markets, environments, users, consumers, and/or participants	BA (Hons) Graphic Design (all routes)
	8	Ethical Awareness: Demonstrate awareness of contemporary socio-political, ethical and cultural concerns, which might include but not be limited to issues around sustainability, identity, inclusivity, diversity and environmental responsibility.	BA (Hons) Graphic Design (all routes)
	9	Professional Behaviour: Exercise self-management skills in managing workloads, collaborative working, interpersonal communication, presentation, accommodating change and uncertainty to meeting deadlines	BA (Hons) Graphic Design (all routes)
	10	Professional Practice Year: Demonstrate knowledge and analytical understanding of professional practice by successfully completing an approved period of approved work place practice.	BA (Hons) Graphic Design (professional practice year)

To help a student to learn independently and take responsibility for their own learning, the curriculum is organised to promote the progressive acquisition and entrenchment of the necessary concepts, skills, attitudes and knowledge associated with Graphic Design.

From Level 4 in the course, each student is encouraged to work independently, taking ownership of their creativity and its outcomes, whilst at the same time developing an understanding of range of contexts that affect Graphic Design.

Level 4 is underpinned with the acquisition of skills 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.

The course will offer a degree of choice (through briefs and outside competition briefs) and is flexible in its approach to student learning with an underlying educational philosophy of self-directed learning managed and supervised through close contact

Teaching, learning and assessment strategies	between the student/tutor/course leader. An essential featue of the learning and teaching will be a student's involvement in practical learning activities that confront visual problems and ideas relevant to Graphic Design. At the same time learning activities will take professional and work-related practices into consideration. The course aims to build a close relationship between practice and theory. This relationship informs level 6 where a creative project – which is presented at the degree show - is informed by the students own particular insights into the critical, cultural and professional contexts in which their own work is placed. Teaching and learning strategies include practical workshop sessions, personal study involving sustained practice in the studio or workshop, some work-related 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 the mapping of research to practice, is important and 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. Display, audience and research, for example, appear at all levels of the course to link learning to 'real world' experience and prepare students for the demanding nature of the commercial environs of art and design in general and graphic design specifically. This includes the development of an innate understanding of the issues, roles and impact of Intellectual property, rights and safeguards of independent and commercial work in art and design that safeguard innovation and commercialisation of work. 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'. Assessment A range of appropriate assessments will enable you to grow in confidence and demonstrate your acquisition of knowledge and skills. The formative and summative assessment methods used across the course include: • Coursework to include examples of Graphic Design, visual communication, possibly 3-D work or installation, 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 the right attitudes towards professional work whereby you can use your portfolio to promote yourself in professional contexts. • Essays and reports feature in developing writing skills, helping you to express ideas in a variety of ways and styles and to develop academic writing skills that are of particular benefit in producing the final year contextual rationale for your major project. • A midpoint Formal Formative Assessment to review all work in progress

	• Key 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 design practice – in relation to Graphic Design - and communicate this, in both written and visual formats, as well as demonstrate a range of transferable skills relevant to your professional employability.
Learning support	The University's comprehensive student support service includes: Student Information Desk, a one-stop shop for any initial enquiries; Student Support team advising and supporting those with physical or learning needs or more general student well being; Study Hub team providing academic skills guidance; Personal Academic Tutoring system; a student managed Peer-Assisted Learning scheme; support from your lecturers
Admissions Criteria	https://www.beds.ac.uk/entryrequirements **Approved Variations and Additions to Standard Admission** None
Assessment Regulations	https://www.beds.ac.uk/about-us/our-university/academic-information **Note: Be aware that our regulations change every year** **Approved Variations and Additions to Standard Assessment Regulations'** None

Section B: Course Structure

The Units which make up the course are listed below. Each unit contributes to the achievement of the course learning outcomes either through teaching (T), general development of skills and knowledge (D) or in your assessments (A).

Unit	Unit Name	Level	Credits	Core or Option	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
ART057-1	Context and ideas	4	30	Core		T12					T12								
ART058-1	Communicaton Design:Exploring Materials and Methods	4	30	Core	T1		T12	T2											
ART063-1	Introducing Studio Practice	4	30	Core			T12	T2											
ART064-1	Thinking Through Making	4	30	Core			T12	T12											
ART051-2	Developing Professional Practice	5	30	Core	D12			D2	D2	T1			D12						
ART052-2	Collaborative Enterprise	5	30	Core					D2	D1	D1		D12						
ART053-2	Context and Meaning	5	30	Core		D12					D12	T12							
ART058-2	Communication Design: Developing Materials and Methods	5	30	Core		D12		D12											
ART029-3	Creative Futures	6	30	Core				A1	A2	A2			A12						
ART030-3	Critical and Creative Contexts	6	30	Core	A1	A2					A12	A12							
GAD001-3	Final Major Project: Graphic Design	6	30	Core	A12	A12	A12		A12	A2			A2						

Unit	Unit Name	Level	Credits	Core or Option	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
ART050-2	Professional Practice Year	5	0	Core										A12					

Section C: Assessment Plan

The course is assessed as follows :

W211- BA (Hons) Graphic Design

Unit Code	Level	Period	Core/Option	Ass 1 Type code	Ass 1 Submit wk	Ass 2 Type code	Ass 2 Submit wk	Ass 3 Type code	Ass 3 Submit wk	Ass 4 Type code	Ass 4 Submit wk
ART057-1	4	SEM1	Core	PJ-ART	6	CW-EPO	15				
ART063-1	4	SEM1	Core	PJ-EXH	10	CW-EPO	14				
ART058-1	4	SEM2	Core	CW-PO	13						
ART064-1	4	SEM2	Core	CW-JO	14						
ART051-2	5	SEM1	Core	CW-PO	13						
ART053-2	5	SEM1	Core	PR-OR	6	CW-ESS	15				
ART052-2	5	SEM2	Core	PJ-ART	15						
ART058-2	5	SEM2	Core	CW-PO	13						
ART030-3	6	SEM1	Core	CW-OT	4	PJ-ART	15				
ART029-3	6	SEM2	Core	PJ-ART	14	CW-PO	14				
GAD001-3	6	TY	Core	PJ-ART	29						

W218- with professional practice year

Unit Code	Level	Period	Core/Option	Ass 1 Type code	Ass 1 Submit wk	Ass 2 Type code	Ass 2 Submit wk	Ass 3 Type code	Ass 3 Submit wk	Ass 4 Type code	Ass 4 Submit wk
ART050-2	5	TY	Core	CW-PO	30						

Glossary of Terms for Assessment Type Codes	
CW-EPO	Coursework - e-Portfolio
CW-ESS	Coursework - Essay

CW-JO	Coursework - Journal
CW-OT	Coursework Other
CW-PO	Coursework - Portfolio
PJ-ART	Coursework - Artefact
PJ-EXH	Coursework - Exhibition
PR-OR	Practical - Oral Presentation

Administrative Information

Faculty	Creative Arts Technologies and Science
School	School of Art and Design
Head of School/Department	Hedley Roberts
Course Coordinator	Noel Douglas