COURSE SPECIFICATION

Course Aim and Title	BA(Hons) Graphic Design
Intermediate Awards Available	BA, DipHE, CertHE
Teaching Institution(s)	UEL on campus
Alternative Teaching Institutions (for local arrangements see final section of this specification)	None
UEL Academic School	Architecture, Computing & Engineering
UCAS Code	W216
Professional Body Accreditation	N/A
Relevant QAA Benchmark Statements	Art & Design
Additional Versions of this Course	N/A
Date Specification Last Updated	March 2019

Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

• Take on the role of a Designer in the Creative Industries.

• Approach simple and sophisticated problems and work methodically to provide creative solutions.

• See the potential of Design as a skillset that can be applied in a wider context.

• Understand the role of a designer in creative/commercial context.

• Study Visual Communication in all its forms.

• Take ownership of your creative practice.

• Build your confidence as a Designer.

The modules on the course are designed to give you the opportunity for:

• Interdisciplinary Practice – You will have access to extensive resources in Graphic Design/Visual Communication as well as those of other disciplines, giving you access to extended learning and the opportunity to engage with a range of interdisciplinary practices, accruing fundamental core skills for working in the creative industries.

• Collaborative Practice – You will have opportunities to work on collaborative and inter-disciplinary projects, critiques and showcase opportunities throughout

the course, enabling you to develop an understanding of different working practices in creative industries settings.

• Professional Life (Mental Wealth) –Professional practice is foregrounded in each level in a Professional Life module, preparing you for entry into the creative industries or post-graduate study. You will begin professional practice from level 4 onwards.

• Contextual Studies- You will gain an appreciation of contemporary cultural development and the contribution of technological innovations to visual culture. Some of the module delivery will include shared learning opportunities with the cluster module students. In the final year of your study (level 6) you will have an option to choose between a theory-into-practice module, with an option module enabling you to apply your learning in a new media project (instead of a traditional written thesis).

What you will learn:

Knowledge
• Initiate and realise creative ideas from concept through to production and final presentation.
• Make connections throughout the design process between intention, outcomes, context and methods of dissemination.
• Competently and confidently apply a range of graphic design techniques/tools.

Thinking skills
• Demonstrate an understanding of the discussions that arise from the graphic designer's relationship with audiences, clients, markets, environments, users and consumers.
• Identify key theories and methodologies from relevant subjects that inform graphic design; including economic, social, environmental and ethical dimensions.
• Assimilate and articulate current and emerging media and technologies relevant to typography, information and systems.

Subject-Based Practical skills
• Employ convergent and divergent thinking in the processes of observation, investigation, speculative enquiry, visualisation and making.
• Develop a body of work that promotes an individual methodology.
• Initiate, develop and report on collaborative group projects that undertake ambitious lines of enquiry.

Skills for life and work (general skills)
• Articulate ideas and information in visual, oral and written forms.
• Proficient use of specific software/tools that can be applied when working in the creative industries.
• Be resourceful, ethical and entrepreneurial.

Unlike the students at other Universities dropping off a 'production line' we are interested in the individual having a fresh perspective and approach (divergent thinking). Those fresh ideas can be tested, using convergent and critical

thinking. It's this method that the creative industry needs its new talent have to be able to succeed in 4iR (Industry 4.0) and beyond.

Each level of study is supported by a creative industry speaker series, allowing you to identify possible career paths for employability and /or entrepreneurship. You will also meet our successful alumni who visit your showcases and presentations, allowing you to feel part of the community of East London Designers and Visual Communicators.

Learning and Teaching

Knowledge is developed through

- Practical workshops
- Lectures, Seminars and discussion
- Group tutorials
- One-to-one tutorials
- Knowledge-based activities with feedback
- Research skills-based activities with feedback
- Guest lectures
- Critiques and peer-review feedback
- Guided reading and independent research

Thinking skills are developed through

- Reflective activities with feedback
- Research skills-based activities with feedback
- Seminars and discussion
- Practical fieldtrips
- Museum/ gallery visits /industry visits
- Presentations
- Group tutorials
- One-to-one tutorials
- Problem solving and reflection
- Writing and composition

Practical skills are developed through

- Practical workshops
- Creative project work
- Portfolio development
- Guided and supported independent activities in specialist facilities (e.g. in print rooms, shoot studio, immersive studio, edit suits)

- Self-directed projects
- Work in progress critiques with feedback
- Group tutorials
- One-to-one tutorials
- Peer review feedback (in crits and presentations)
- Exhibitions
- Graduate shows
- Film Screenings

Skills for life and work (general skills) are developed through

- Group work and collaboration
- Planning creative projects with feedback
- Project work- independent, collaborative or self-directed
- Presentations
- Research skills-based activities with feedback
- Live briefs/ projects/ client-based projects

Assessment

Knowledge is assessed by
- Coursework
- Learning Journal (inc Research, Development and Professional Development tasks)
- Presentations
- Critiques
- Notebook / sketchbook completion
- Essays / Writing

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Practical skills are assessed by
- Coursework
- Learning Journal (inc Research, Development and Professional Development tasks)
- Presentations
- Critiques
- Notebook / sketchbook completion
- Essays / Writing
- Graduate shows

- Online portfolio

Skills for life and work (general skills) are assessed by
- Project work
- Group work
- Learning Journal (inc Research, Development and Professional Development tasks)
- Presentations
- Engagement in professional and collaborative practice
- Time management in relation to meeting project deadlines

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Work or Study Placements

We encourage full time students to seek work experience during their academic course, either during the summer vacations, or to take a sandwich year out between level 5 and level 6 or their studies. Those students who successfully opt for the sandwich placement will be enrolled on a 120 credit Industrial Sandwich Placement module VA*** which will appear in the final transcript as evidence of the sandwich placement year. An employment liaison officer oversees the administration of the year out placements and assists in helping students secure a placement.

Course Structure

All courses are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

3   Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
4   Equivalent in standard to the first year of a full-time undergraduate degree course.
5   Equivalent in standard to the second year of a full-time undergraduate degree course.
6   Equivalent in standard to the third year of a full-time undergraduate degree course.
7   Equivalent in standard to a Masters degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
4	VA4026	Professional Life 1 (Mental Wealth)	20	Core	N
4	VA4012	Practice 1	20	Core	N
4	VA4011	Contextual Studies 1	20	Core	N
4	VA4025	Research into Practice 1	20	Core	N
4	VA4013	Experimentation and Application 1A	20	Core	N
4	VA4024	Experimentation and Application 1B	20	Core	N
5	VA5026	Professional Life 2 (Mental Wealth)	20	Core	N
5	VA5012	Practice 2	20	Core	N
5	VA5011	Contextual Studies 2	20	Core	N
5	VA5025	Research into Practice 2	20	Core	N
5	VA5013	Advanced Experimentation and Applications	20	Core	N
5	VA5022	Advanced Practice	20	Core	N
P	VA5027	Industrial Sandwich Placement	120P	Optional	N

6	VA6026	Professional Life 3 (Mental Wealth)	20	Core	N
6	VA6012	Practice 3	20	Core	N
6	VA6027	Independent Major Project Part A	20	Core	N
6	VA6028	Independent Major Project Part B	20	Core	N
6	VA6215	Research into Practice 3 – Graphic Design & Illustration	40	Option	Y
6	VA6415	Research into Practice 3 –Extended Research Project	40	Option	N

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.

Additional detail about the course module structure:

Insert any descriptive information that will clarify the module structure to students.

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award. An optional module for a course is a module selected from a range of modules available on the course.

The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course Specific Regulations

N/A

Typical Duration

It is possible to move from full-time to part-time study and vice-versa to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

The expected duration of this course is 3 years full-time or 5-6 years part-time.

A student cannot normally continue study on a course after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted. The limit for completion of a course in part time mode is 7 years from first enrolment.

Further Information

More information about this course is available from:

- The UEL web site (www.uel.ac.uk)
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

Studio Fee

After lots of thought and student consultation we have studio fee system for this course.

We understand sometimes its difficult for students to find money for experiences such as Trips etc during the year when their student loans have dried up. By collecting a Studio Fee it allows us to plan and contribute to the cost of these types of experiences meaning everyone can participate.

The studio fee represents our best estimate of the yearly costs Involved for students to participate in experiences, we feel, shape their learning experience such as Trips, Publications, Workshops (see list).

The aim is to allow all students to plan ahead for the costs involved while on the course. We want to be inclusive, and allow all students to participate fully with these experiences and not be left out because they have run out of money or under-estimated the true cost of participating.

We don't consider this to be the final costs involved but allows the costs above these amounts to be manageable within normal weekly day to day budget.

For example:

We might decide to take all the students on a trip to the Cinema to see a show. We have allocated £15 for that trip from the studio fee. It maybe the case the tickets are £15.50 so each student will need to pay a topup at the time of the trip of £0.50.

By doing it this way students would only need to find the £0.50 rather than the whole £15.50 as they have already paid the Studio Fee at the beginning of the year.

What if I don't go on the trip?

If you decide to not go on the trip/experience or can't make it for some reason, your portion of the studio fee allocated for this task will simply stay in the fund for spending on other things. So you won't get a refund for that bit.

What about money left over?

We will spend all the money left at the end of the year on the summer degree show (or final show). If an odd amount less that £5 is left after that we will roll over to the next years budget. If it's your final year that amount will feed in to the incoming year group (Level 4). Reason being if £4.58 is left we would have to divide that up and refund everyone a few pence.

How much is the Studio Fee?

The Studio Fee amount payable will be set at the beginning of the year ahead of teaching (week 1). There is an upper limit of £200.

As described this will aim to cover the costs of Trips, Visits etc, however its likely it won't cover all the costs involved.

Tools of the trade: *These range from simple tools such as;*

Cutting mats,
scalpels,
pens,
pencils,
metal ruler,
scissors,
masking tape,
magic tape,
USB sticks,
note books,
sketch books.

To the more sophisticated tools such as;

Laptop (Apple Macintosh/PC) including Creative software (Adobe Creative Suite).

In addition, we recommend students acquire a DSLR Camera Nikon/Canon/Sony for helping to document work and an A4 Printer.

The Graphic Design/Creative Industry predominantly use Apple Macintosh computers. A high spec PC could also be used.

In Graphic Design our students have access to some high spec Apple Macintosh Computers in our studios to supplement those who don't have a laptop at the beginning of the course. In addition, we have two A4/A3 High Quality Xerox Printers alongside two A4/A3 Canon Colour Photocopiers (print credit given**).

The facilities at UEL give all college students access to Apple Macintosh/PC labs, including evening and weekend access, enabling them to complete coursework for assessments. We have a college store for leading out equipment such as DSLR/Video/Film Cameras, Tripods, Wacom tablets, Sound recording and other more specialist equipment.

Additional costs on top of the Studio fee that students may incur include production and printing of coursework.

Students are encouraged to use in-house printing facilities Students will be inducted to all university facilities and workshops including wood and metalwork and e.g. in-house printing workshop, to help with production of work in-house and to keep the costs down. Working with professional facilities such as Screen Printing, Riso Printing (Riso East), Vinyl Cutters is however part of students' professional practice, skills and allows them to start building networks for future professional projects and careers.

**Graphic Design students are given some free allowance to help facilitate the printing of project work. This comes in the form of three amounts realised in Term 1, Term 2, and just before the final assessment.

Students are encouraged to use in-house printing facilities which are vast, however they may incur production and printing costs from outside specialist suppliers.

Equipment Store
We have a college store Free Loan system for leading out equipment such as DSLR/Video/Film Cameras, Tripods, VR/AR, 360 Cameras, Wacom tablets, Sound recording and other more specialist equipment.

UEL runs a Bursary system for students wanting to travel to places that support their subject. This is called Going Global and can be applied for once during a student starts their course, more information can be found on the UEL website.

Alternative Locations of Delivery

None