

## **Naming of courses and awards**

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The following principles apply to the naming of courses and awards at the Arts University Bournemouth.

### **1. Use of “and”, for example Graphic Design and Branding**

- i) Awards including the word “and” are joint degrees. The expectation is that the student will have studied both named subjects, and have 50% of their credits in each.
- ii) Usually, a student will also be able to take a single honours degree in both named disciplines, as well as the joint award.
- iii) There are of course some awards where the subject title itself includes “and”, but these are relatively rare.
- iv) In almost all cases, the student will apply for this joint course through UCAS, although a course may be structured such that the first year of the course offers opportunities to study more broadly, allowing students to confirm their final choice of award before Level 5 study.

### **2. Use of “with”, for example Graphic Design with Branding**

- i) Awards including the word “with” indicate a major/minor course of study. The student will take 80 credits in the main subject, and 40 in the second subject. The student will normally apply for this joint course through UCAS, although it is also possible to structure a course such that a student is permitted to select a minor award during the course as described under 1 iv).

### **3. Use of parentheses, for example Graphic Design (Branding)**

- i) Parentheses are used to provide an additional focus or specialism to a more generic award title. The element of the award indicated by the parentheses may either be delivered through dedicated units / teaching, or through the particular focus of the work undertaken, which would normally comprise at least 60 credits at Level 6, and some study also at Level 5.
- ii) The broader course title will be advertised through UCAS, with more specific award titles confirmed during Level 5 study, except where there are strong grounds to the contrary.

### **4. Use of a colon, for example Graphic Design: Branding**

- i) The use of a colon is exceptional; it will be used only to add specificity to a whole course, rather than identifying specialisms or strands.

### **5. Use of a hyphen, for example Graphic Design – Branding.**

- i) Course titles at AUB will not use a hyphen, as its application is inconsistent across the sector and hence it may be misleading to prospective students (and their advisers) as well as employers.