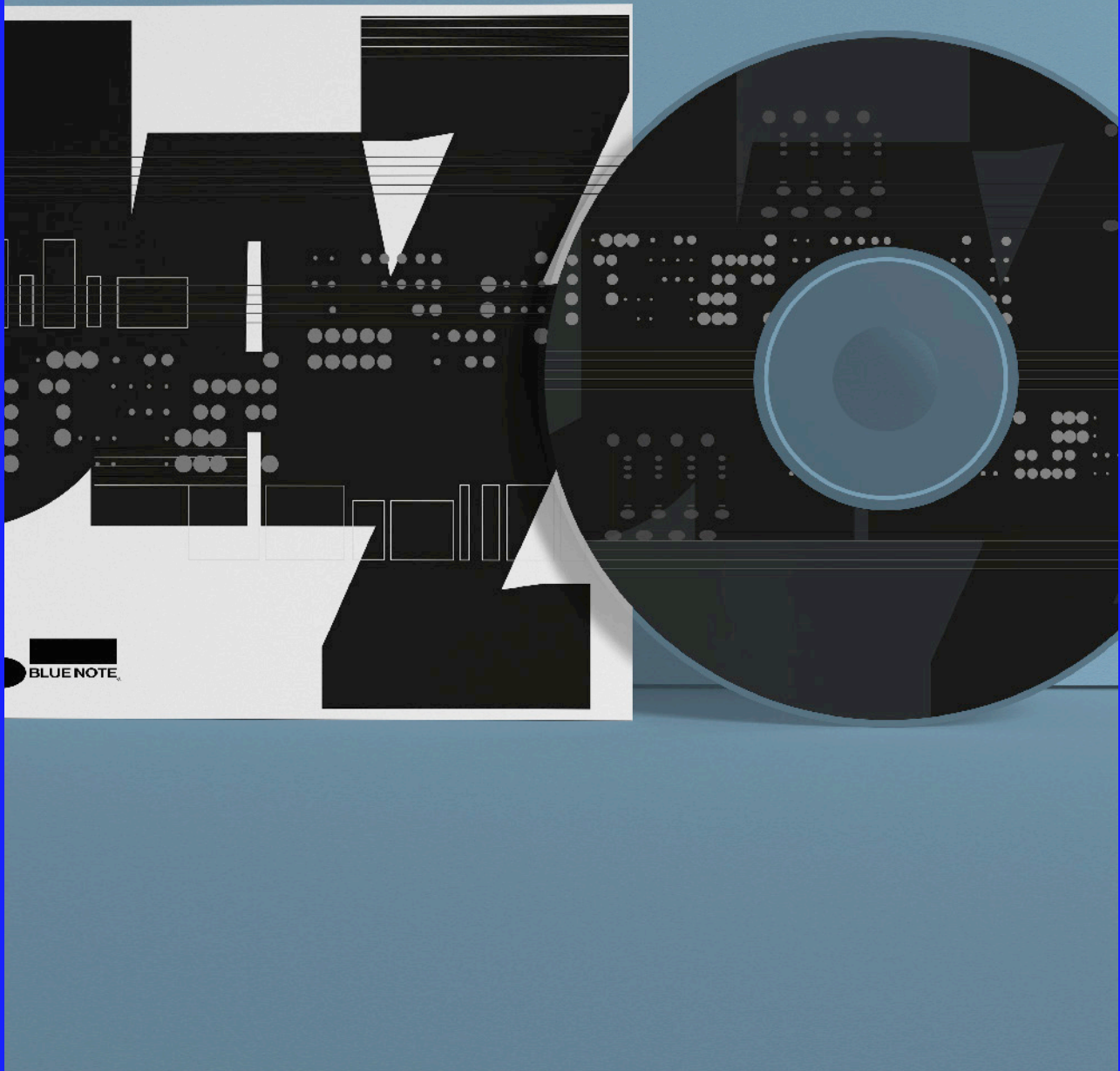


ARTS UNIVERSITY BOURNEMOUTH *ONLINE*

MA  
**GRAPHIC DESIGN  
(ONLINE)**



Course Handbook









These marks correspond to a low, mid, and high level of achievement within each grade band.

All learning outcomes must be passed to successfully complete the module. You are assessed, broadly speaking in two ways: formatively and summatively.

**Formative assessment** provides feedback that will help students develop their learning. It should be seen as 'ongoing' assessment in the sense that it enables learners to pinpoint strengths and weaknesses and address them appropriately. Formative assessment may take place in tutorials, seminars, critiques, online quizzes and other discussions about the work.

**Summative assessment** generally takes place at the end of a module of study. It is an overall evaluation of the acquisition of skills and knowledge developed in that part of the course.

Other assessment methods include *Criterion-referenced assessment* which occurs through use of Learning Outcomes in Module Assessments, and *Ipsative assessment* where the iterative nature of some aspects of delivery provide opportunities for gauging the student's current level of performance with previous levels of performance. Ipsative assessment is fed-back in individual tutorials.

The work to be assessed generally takes the form of written documents or practical outcomes: assessed reports, digital portfolios, reflective journals, illustrative studies, artefacts and installations, physical and digital models.

### **Course Structure**

All students are registered for the award of Master of Arts; however, exit awards are available if a student leaves the course early. If students successfully complete a level of the course, they will automatically be entitled to progress to the next level.

For the award of Postgraduate Certificate (PGCert) students must have achieved a minimum of 60 credits at Level 7; and any specific requirements of the course as outlined in the Course Handbook.

For the award of Postgraduate Diploma (PGDip), students must have achieved a minimum of 120 credits at Level 7; and any specific requirements of the course as outlined in the Course Handbook.

For the award of Master of Arts (MA), a student must have achieved 180 credits, of which a minimum of 120 credits must be at Level 7; and any specific requirements of the course as outlined in the Course Handbook. This qualification will be awarded upon successful completion of the course.

### **Core Values and Skills**

In developing courses, the University aims to create a curriculum that reflects its values and ethos. It should prepare students for the future not only in enabling them to have a successful career, but also empower students with the knowledge, skills and passion to have a positive impact on the world and be an agent for change. AUB has drawn from the United Nations Sustainable Development Goals (SDGs) (<https://sdgs.un.org/goals>) which have informed our values of Equality, Diversity and Inclusion as well as our Graduate Attributes.

### **Equity, Diversity, and Inclusion (EDI)**

"We are better for our diversity. We are enriched by the depth of respect we have for each other and the strength of our relationships with our people, our places and the planet.

















































































