ARTS
UNIVERSITY
BOURNEMOUTH

PROGRAMME SPECIFICATION

BA (HONS)
GRAPHIC DESIGN

This Programme Specification is designed for prospective students, current students, graduates, academic staff and potential employers. It provides a summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided.

Whilst every endeavour has been made to provide the course described in the Programme Specification, the University reserves the right to make such changes as may be appropriate for reasons of operational efficiency or due to circumstances beyond its control. Any changes are made in accordance with the University's academic standards and quality procedures.

This document is available in alternative formats on request.

ARTS UNIVERSITY BOURNEMOUTH

PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Graphic Design** course and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if he/she passes the course.

Further detailed information on the learning outcomes, content and teaching and learning methods of each unit may be found within this Handbook and the online Unit Information, which is available on your course blog.

Key Course Information	
Final Award	BA (Hons)
Course Title	Graphic Design
Award Titles	BA (Hons) Graphic Design BA (Hons) Graphic Design (Motion Graphics) BA (Hons) Graphic Design (Branding) BA (Hons) Graphic Design (Information Graphics) BA (Hons) Graphic Design (Editorial Design)
Teaching institution	Arts University Bournemouth
Awarding Institution	Arts University Bournemouth
Offered in the Faculty of: *Contact details*: Telephone number Email	Art, Design and Architecture 01202 363354 foada@aub.ac.uk
Professional accreditation	Skillset
Length of course / mode of study	3 years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement	Art and Design
UCAS code	W210
Language of study	English
External Examiner for course:	To be confirmed
Please note that it is not appropriate for students to contact external examiners directly	
Date of Validation	1996
Date of most recent review	2013
Date programme specification written/revised	Revised September 2013

Contact hours

Contact hours include all scheduled teaching sessions, but also supervised time in the workshop or studio. In line with national guidance, we include in our calculation of contact hours all the time which is scheduled in the studio for independent study which is also supported by staff (either academic staff, or technicians).

Contact hours	
Year 1 (% time)	49
Year 2 (% time)	44
Year 3 (% time)	46

The information provided below gives the proportion of your study time which constitutes contact hours. Where there are optional routes through the course, we have used the figures for the most popular option.

Assessment

The figures below set out the proportion of your assessment which will be coursework or written exams and, where appropriate, practical assessment (such as a performance) or placement. Where there are optional routes through the course, we have used the figures for the most popular option.

% coursework assessment	100

Course Description

The course is designed to provide a dynamic, student-centred, broad-based graphic design learning experience that incorporates both academic understanding and vocational relevance.

It encourages you to question how meanings are made by users and audiences from the range of material and conceptual resources associated with graphic artefacts, recognising that there are social, cognitive and embodied processes involved in acts of graphic communication. These material and conceptual resources are continually changing together with the tools used in making and disseminating graphic products. As Postmen notes:

> **"Technological change is not additive; it is ecological.**
> **A new technology does not merely add something;**
> **it changes everything"**   *Neil Postmen (1995)*

Consequently new technologies are approached as opportunities for re-evaluating, re-interpreting and re-valuing existing methods and technologies as much as for providing new areas for exploration.

This shift in communications infrastructure is an important factor, for instance, in how 'Open Design' has provided user-centred and user-driven outcomes that challenge the traditional designer-manufacturer-distributor-consumer pattern.

Another type of change involves shifts in working practices emerging from more recent amalgamations of practitioners, analysts and technologists in which graphic

design outcomes are developed alongside, and integrated more closely with, new products and services. Our task therefore, is to develop new ways of thinking in wider, more interdisciplinary and transdisciplinary modes based upon these communities of practice.

Consequently, it is within this electronically mediated reality that the course has developed a focus on problem finding and problem solving in ways consistent with a sense of technological, ecological, social and cultural responsibility. It encourages reflection on practice through an iterative approach based on research, analysis, synthesis, and the generation of alternative visual ideas. We aim to continue to produce confident, enquiring graduates who are able to undertake further study, or pursue careers in fields related or loosely related to graphic design practice.

Course Aims

The course aims to:

1. Communicate information, ideas, problems, and solutions to a wide range of audiences; and you will have qualities and transferable skills necessary for employment requiring: the exercise of initiative and personal responsibility, decision making in complex and unpredictable contexts; and the learning ability needed to undertake appropriate training of a professional nature or postgraduate study;

2. Develop knowledge of the underlying concepts and principles associated with the study and an ability to evaluate and interpret these within the context of graphic design;

3. Develop your knowledge and understanding to critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete); to formulate judgements and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem;

4. Develop your abilities to manage your own learning and to make use of scholarly reviews and primary sources (e.g. refereed research articles and/or original materials appropriate to the study of Graphic Design).

Course Outcomes

By the end of the course you will be able to:

1. Evidence comprehensive, practical and theoretical knowledge and understanding of graphic design within relevant contexts.

2. Identify defined aspects of the discipline and specialise within the field of graphic design.

3. Work independently and apply knowledge, skills and understanding appropriately.

4. Self and peer appraise to manage and reflect on learning.

5.   Evidence critical and analytical understanding and awareness through practical and theoretical work.

6.   Evidence effective problem-solving, research, communication and presentation skills.

7.   Successfully realise visual, creative and aesthetic solutions.

8.   Be confident, informed and proactive.

9.   Pursue career opportunities and post graduate study.

Reference Points

UK Quality Code for higher education, including:
- Subject Benchmark Statement: *Art and Design*
- Framework for Higher Education Qualifications (FHEQ)
AUB Regulatory Framework and Undergraduate Assessment Regulations
AUB Creative Learning Plan
AUB Strategic Plan
AUB Employability Framework

Learning and Teaching Strategies

Learning is realised through taught sessions and independent study. The course is structured progressively and embraces a wide variety of learning and teaching methods and experiences to promote active learning. These include project based learning, workshops, team learning, lectures, seminars, group critiques, educational visits, guided reading and tutorials.

You will develop skills, which include research, critical analysis, problem solving, communication and presentation as well as specialist technical skills. Throughout, the integration of theory and practice is promoted and reinforced rigorously. The learning experiences prepare you for a variety of employment routes and postgraduate study.

We have worked closely with the BA (Hons) Acting course to provide posters and promotional print items and have also collaborated with BA (Hons) Architecture on the Innovate:Collaborate:Consolidate project. We are hoping that the ICC project will allow you all to do more work together, and learn from each other through testing ideas, projects, and methods of communication.

A team of staff that comprise of professional Graphic Designers, a National Teaching Fellow and relevant visiting practitioners delivers the course.

Formative Assessment will be used to support your learning when undertaking 40 credit units.

Midway through the larger 40 credit units Formative Assessment will take place to help you keep on track, monitor your progress and support your achievement.

You take part in major graphic design competitions, for example at Level 6, the International Society of Typographic Designers Licentiate scheme that gives you the opportunity to attain a specialist professional qualification and the Royal Society of Arts Student Bursary Scheme and the Design and Art Direction student awards competition offer opportunities to participate in industry-based briefs.

Course Content

Level 4

Level 4 provides you with opportunities to develop cognitive, creative and technical skills through integrated theoretical and practical engagement. Units in the first level of the course provide an introduction to fundamental skills, principles, processes and knowledge.

All Level 4 units are designed to provide you with experience in the studio and IT areas and to promote confidence in using technical processes, methods and materials necessary to the study of graphic design. Study at this level provides a broader contextual understanding of the subject. Theory and practice are seamlessly integrated in all units. Skills in research, critical analysis and evaluation, communication of inter-related practices and technologies, are delivered to enhance the student's creative potential. After the first unit, *Introductory Studies* finishes you will undertake the *Visual Thinking* unit which is supported by a choice of workshops. During the same period an international educational visit is organised.

Level 5

During this level you are required to relate creative aims to critical and contextual frameworks.

Learning agreements drive the self-initiated project in Innovate: Consolidate. This allows us to emphasise the progressive change in teaching methods that allows you to develop more confident and reflective approaches to your learning and demonstrate your increased self-directed learning.

Theoretical understanding in Level 5 builds on work undertaken in Level 4 to extend student knowledge and understanding of the wider contexts and issues of the visual arts, within appropriate theoretical frameworks. In the final term contemporary practice and contextual awareness and research of graphic design is broadened and deepened by the *Defining and Refining Themes and Issues* unit.

Level 6

Level 6 encourages you to confirm your particular creative aspirations, and to extend the scope and depth of their enquiry.

All subsequent units require you to define your study through Learning Agreements, which they negotiate with the teaching team. These provide a focus to enable you to demonstrate the integration of your learning on the course.

The *Major Project* unit provides an opportunity for you to demonstrate the maturity of your creativity, intellectual enquiry and expressive abilities.

Likewise, the *Investigative Study* unit affords opportunities to pursue a programme of advanced independent research, consider links with the *Major Project,* or demonstrate that the level of skills in research; analysis, criticism and communication are appropriate for entry in employment or postgraduate study.

Named Awards

Increasingly we are seeing a greater number of students arriving on the course with interests in pursuing particular disciplines within Graphic Design. In order to offer a greater number of award choices to support your exit profile we intend to offer named awards. During the last term of Level 5 you will be required, through a process of Academic Counselling, to discuss your intentions for a named award to ensure that this is achievable. There is no obligation for you to opt for a named award and you could select a BA (Hons) Graphic Design.

The named awards are available within the Level 5 Defining and Refining Themes and Issues (20 credits), and the Level 6 Specialist Practice (40 credits) and Major Project (60 credits) units.

Named Awards available are:

BA (Hons) Graphic Design (Motion Graphics)

BA (Hons) Graphic Design (Branding)

BA (Hons) Graphic Design (Information Graphics)

BA (Hons) Graphic Design (Editorial Design)

Course Units

Level 4

GDS450	Introductory Studies	40 credits
GDS456	Visual Thinking	40 credits
GDS457	Graphic Design Studies	40 credits

Level 5

GDS550	Visual Systems	40 credits
Or		
GDS556	Erasmus Exchange	40 credits
Plus		
GDS551	Text, Sequence and Interaction	40 credits
GDS552	Defining and Refining Themes and Issues	20 credits
GDS557	Innovate: Consolidate	20 credits

Level 6

GDS650	Specialist Practice	40 credits
GDS651	Investigative Study	20 credits
GDS652	Major Project	60 credits

Course Diagram

This diagram shows the proposed start/end dates for each unit and shows teaching weeks only; holiday periods are not included.
Further information on the structure of each unit will be included in the online Unit Information which is available on your course blog.

	Level 4																													
0	1	2	3	4	5	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
	Autumn Term												Spring Term												Summer Term					
Induction week	**GDS450 Introductory Studies (weeks 1-10)** (40 credits)										**GDS456 Visual Thinking (weeks 11-20)** (40 credits)										**GDS457 Graphic Design Studies (weeks 21-30)** (40 credits)									Assessment

Level 5

0	1	2	3	4	5	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

Autumn Term   **Spring Term**   **Summer Term**

GDS550 Visual Systems (weeks 1-9) (40 credits)

Or

GDS556 Erasmus Exchange (weeks 1-9) (40 credits)

GDS551 Text, Sequence and Interaction (weeks 10-19) (40 credits)

GDS557 Innovate: Consolidate (weeks 20-30) (20 credits)

GDS552 Defining and Refining Themes and Issues (weeks 17-30) (20 credits)

Assessment

Level 6

0	1	2	3	4	5	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

Autumn Term   **Spring Term**   **Summer Term**

GDS650 Specialist Practice (weeks 1-12) (40 credits)

GDS652 Major Project (weeks 13-30) (60 credits)

GDS651 Investigative Study (weeks 1-13) (20 credits)

Assessment