Programme Specifications

BA (Hons) Graphic Design

2019-2020

Contents

Section One

Programme Specification

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

Further detailed information on the learning outcomes, content and learning and teaching methods of each module can be found in your module handbooks.

Key Programme Information	
Final award	BA (Hons)
Programme title	BA (Hons) Graphic Design
Teaching institution	The Northern School of Art
Awarding Institution	Arts University Bournemouth [AUB]
Professional accreditation	None
Length of programme/mode of study	3 Years Full-Time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement(s)	Art and Design
UCAS code	W211
Language of study	English
External Examiner for programme:	Neil Leonard Plymouth College of Art
Please note that it is not appropriate for students to contact External Examiners directly	
Date of validation	February 2013
Date of most recent review	February 2017
Date programme specification is written/revised	September 2017

Programme Introduction

The traditional model of graphic design is mainly concerned with the arrangement and composition of visual elements to satisfy a client brief. Whilst this is still important in the contemporary context of graphic design and embedded within its philosophy, the BA (Hons) Graphic Design programme emphasises the need for design to inform, instruct, entertain, motivate and involve the audience; the cultural and social environments in which people engage with graphic design have a bearing on how it is interpreted. As far as this degree is concerned, graphic design is not merely a product, but an evolving process that recognises the importance of the audience to the reception of visual messages. Graphic design is about making ideas visible.

The programme is intended to provide you with the practical, technical and professional skills needed to produce graphics for traditional print-based media, screen-based platforms and moving image, and to explore the possibilities of emerging modes of visual communication. At the heart of the subject is a process that questions visual communication from its first principles, taking into account the perspective of the end-user or audience, informed by an understanding of the historical and contemporary development of the discipline. The process of research and creative design encompasses aesthetic, social, commercial, ethical and environmental considerations, to enable graduates from the programme to become responsible global citizens.

You will be encouraged to engage with and challenge existing solutions through creative activities and processes. The interplay between technology, media and people, at micro and macro levels, will provide a forum for critical debate and visual thinking. You will be encouraged to explore your individual potential to develop and realise innovative ideas and visualisations.

Practitioners in the creative industries need to be confident and effective communicators in professional and commercial environments. Therefore, the programme aims to produce graduates with relevant transferable skills and knowledge, and the ability to seek employment or self-employment in the graphic design and associated creative industries, or to progress to postgraduate education. Potential employment and self-employment opportunities for graduates from the programme include advertising, brand development, publishing, printing or digital and broadcast media.

Programme Aims

PA1   To enable you to review, consolidate and extend your knowledge and understanding of your field of study and apply this to a range of contexts

PA2   To provide opportunities for individually-focused research and investigation that informs your creative practice and personal development

PA3   To enable you to identify, analyse, interrogate and integrate the relationship between theories and practice

PA4   To encourage independent approaches to creative practice and project management, including planning and organisation, investigation, evaluation and collaboration

PA5   To enable you to produce work to a standard appropriate to the professional context of your field of study, informed by research and experimentation

PA6   To enable you to communicate effectively in a variety of forms appropriate to a range of contexts and audiences

Programme Outcomes

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

PO1   Demonstrate a systematic understanding of key areas of your field of study and its cultural, ethical and professional contexts

PO2   Synthesise, evaluate, reference and apply research from appropriate sources to make independent judgements and to initiate and carry out projects

PO3   Demonstrate conceptual understanding that enables you to devise and sustain arguments, solve problems, and use ideas and techniques appropriate to your field of study

PO4   Manage your own work and learning as an autonomous practitioner and collaborate with others in preparation for employment, continuing professional development and/or postgraduate study

PO5   Apply an appropriate range of practical and technical skills to produce solutions and outcomes relevant to your field of study and related professional practice

PO6   Communicate information, ideas, problems and solutions in a range of appropriate formats to specialist and non-specialist audiences, including potential employers and professional networks

Reference Points

UK Quality Code for Higher Education, including:
▪   Subject Benchmark Statement: Art and Design
▪   Framework for Higher Education Qualifications [FHEQ]
AUB Undergraduate Regulatory Framework
The Northern School of Art Strategic Plan
The Northern School of Art Higher Education Learning, Teaching and Assessment Strategy

Learning, Teaching and Assessment

Learning and Teaching Strategies

Your programme has been designed to give you a clear and logical learning experience, which encourages you to take an active part in the learning process. Each Level of the programme has explicit learning outcomes that indicate the range of your knowledge and understanding, including intellectual, practical, professional and transferable skills.

The programme helps you to develop the ability to plan, manage and evaluate your learning, which is vital to the process of becoming an independent and professional practitioner. It also encourages you to take a more questioning approach, so that you can resolve problems with increasing confidence in your own judgements.

Formative feedback throughout modules helps you to evaluate your progress and identify your individual strengths and areas for development, based on feedback from tutors, other students, and your own self-evaluations.

The programme objectives are met by deploying a wide variety of teaching and learning methods including assignments, projects, lectures, seminars, group critiques and tutorials. In consultation with the Programme Leader, academic staff are responsible for coordinating individual modules of study, and for selecting appropriate methods of delivery according to the subject matter and the student experience.

The learning and teaching methods used to enable you to develop the skills, knowledge and critical awareness required to become a creative practitioner and promote the development of transferable skills, which are essential for employability.

The study time allocated to each module in the programme incorporates a balance of formal teaching, tutorial support and independent learning. The programme is structured progressively to provide increased opportunities for independent learning as you reach the later stages of the programme. The promotion of independent learning reflects your anticipated maturity as a student and allows you to direct your learning towards individual goals.

The integration of theory and practice is crucial in your development as a well-rounded and informed creative practitioner. This is promoted and reinforced through a team-teaching approach in both practical and written modules. Lectures, seminars and tutorials may be delivered by academic staff, as appropriate, in the creative environment of the studio, lecture theatre and seminar rooms.

Level 4 – Foundation and Orientation

Level 4 provides you with an introduction to the concepts, skills and knowledge associated with your subject area. You can access guidance and support from tutors during teaching sessions, but you are also expected to use independent study time to develop your skills further. Verbal and written formative feedback in tutorials and teaching sessions provides you with a clear indication of your progress, and you can

use formative self and peer evaluation to help you to develop your critical and evaluative abilities.

Level 5 – Development and Exploration

The learning and teaching strategies used in Level 5 encourage you to take more responsibility for your learning and personal development, underpinned by formative self and peer evaluation. You are provided with opportunities to extend your subject knowledge and associated skills, and to study specific areas in greater depth. As you progress through Level 5, you are able to focus increasingly on your individual areas of interest and specialism. This is determined through the introduction of Learning Agreements, in which you can negotiate your own routes of inquiry, including research, development and realisation, in response to module learning outcomes. Elements of work-related learning, such as live projects, enable you to develop your professional practice and experience of working in a commercial context. Throughout Level 5, you are also encouraged to seek and negotiate your own work experience, if suitable opportunities are available.

Level 6 – Consolidation and Expertise

In Level 6, you are encouraged, within a supportive environment, to interrogate your specialism, consider your future direction and use the opportunity to effectively and meaningfully plan, prepare and move forward. Through analysing and defining your individual direction, you will develop a range of intellectually and practically challenging work that helps you to consolidate your prior experience, knowledge and skills to a higher level of expertise. Emphasis is placed on self-initiated projects and your ability to plan and manage your own learning within all modules. You are expected to work with a considerable degree of independence and to exercise effective critical analysis, evaluation and professional practice. However, specialist academic tutors will give you guidance throughout Level 6 in order to provide a structured and supportive learning environment, promoting a manageable level of student autonomy, while continuing to address any potential issues. Individual student-initiated projects are developed, negotiated and undertaken within the module framework to assist you in the realisation of your creative aspirations as an independent practitioner.

Methods of Learning Glossary

A variety of methods are used to help you to engage with your learning, both by you as a student and by your tutors – some of these methods are described below.

Timetabled teaching sessions

Your student timetables indicate the teaching sessions that have been arranged for you across the modules that you are studying, and are available to you on the VLE. Within your teaching sessions, you will take part in a variety of activities that will help you to learn and develop as appropriate to each module and assignment. Specific learning and teaching strategies used in teaching sessions can include:

- Projects and assignments - covering a range of learning areas

- Tutorials - for appraisal and development as an individual or in groups
- Critiques - to provide formative feedback and to develop your presentation skills
- Lectures - formal and informal
- Seminars - discussions that develop your critical responses
- Flipped Learning – introduced to the learning material before class, with classroom time then being used to deepen understanding through discussion with peers and problem-solving activities
- Demonstrations - practical and workshop-based activities

Independent study

In addition to teaching sessions, the development of your skills and knowledge requires extra individual input defined as independent study. This will appear on your timetables and is an important part of the learning hours required for each module.

During these periods, tutors are not timetabled to teach you, but technician demonstrators and Library staff are available to help you to undertake research and the development of ideas and practical work. It is your responsibility to make good use of independent study time and the facilities available. It is essential that you access the specialist workshops during this time to develop your skills with materials, equipment and processes. The School's opening times and access to resources are intended to provide extra opportunities for you to benefit from your studies and to achieve your goals.

Assignments

A strategy based on practical and/or written work, ranging from staff-initiated activities at Level 4, and leading progressively to increasingly student-led activities at Levels 5 and 6.

Live assignments or live briefs

An assignment negotiated between a tutor and a relevant external agency, providing an opportunity for you to work within the constraints of a commercial brief. Live assignments/live briefs can also include competitions and awards.

Projects

An activity initiated by you as a student in which the emphasis is on student-centred learning. The tutor acts as a supervisor, negotiating the choice of topic with you through the Learning Agreement (see below), and supporting you throughout the project, including ethical considerations, which will be undertaken on an individual basis and/or in groups.

Lectures

A structured presentation of ideas, concepts and content knowledge by academic staff and visiting lecturers to groups of students, followed by feedback, questions and answers.

Academic tutorials

A meeting with an academic tutor or tutors either to discuss the progress of your work on a formative basis or to give summative feedback about your achievement in individual modules or the programme in general. Academic tutorials can take place on an individual basis, or with a group of students.

Seminars

A group activity involving the open discussion and analysis of topics – seminars may be tutor-led or student-led and can include short presentations.

Group critiques

These involve students in presenting and discussing work with tutors and the peer group within modules, giving you the opportunity to evaluate and respond to feedback.

Workshops

Specific activities within specialist modules that provide the skills required for assignments and can be delivered by tutors and/or technician/demonstrators. Technical and practical skills are developed in a range of techniques, processes and materials relevant to your area of study and specialism.

Educational visits

Educational visits to a range of external venues provide opportunities for you to broaden your field of research and knowledge related to your area of study. You will be given information about your programme's planned educational visits throughout the academic year.

Personal Development Planning [PDP]

Personal Development and Planning [PDP] are linked to all Levels of the programme through methods of reflective practice and planning which are integral to each module and help you to plan, integrate and take responsibility for your personal, academic and career development. In dialogue with tutors through formative feedback, you are encouraged to identify strengths and areas for development and establish learning goals that might improve perceived weaknesses and enhance your strengths.

Learning Agreements

As you progress through the programme, there are increasing opportunities for you to negotiate your own learning. Learning Agreements are introduced at Level 5 as a mechanism to support you in defining your individual learning in the context of the programme. Within the Learning Agreement, you will outline how you intend to fulfil the module aims and outcomes and how you plan to achieve this. This enables you to vary the work you produce according to your own personal and professional goals

and aspirations whilst meeting the specified aims and learning outcomes of the module. The Learning Agreements contribute towards evidence of your Personal Development Planning. At level 6, the learning agreement includes an ethical approval process showing evidence of ethical awareness processes to overcome issues.Assessment

Each module is assessed separately, and the assessment forms part of the module. Assessment both provides a measure of your achievement and also gives you regular feedback on how your learning is developing.

At every Level of your programme, you will be provided with a Module Handbook for each module, which contains information about the individual modules you will be studying. This includes what you are expected to learn within each module; the work that you have to submit; how it will be assessed; the deadline for submitting your work for assessment; and when you can expect to receive summative feedback.

You will receive a final mark for each module in the form of a percentage, which is recorded on your formal record of achievement (transcript). Each component of assessment is marked using a notched marking scale, whereby only certain marks are used within each banding of marks. The only marks available within any ten-point band are *2, *5 and *8 (e.g. 62, 65, 68). These marks correspond to a low, mid, and high level of achievement within each banding of marks.

All learning outcomes must be passed to successfully complete the module.

On successful completion of your Honours degree programme, you will be awarded a degree classification based on your module marks. The final classification is determined using all module marks at Levels 5 and 6 using two different algorithms, which are detailed in the Undergraduate Regulatory Framework and Assessment Regulations (available on the VLE). If the two algorithms produce different results, you will be awarded the higher class of degree.

If you have joined Level 6 either through the Accreditation of Prior Learning [APL] route or having completed a Foundation Degree [FdA], the final classification is determined using only your module marks at Level 6.

For further information on progression, awards and classifications, please visit the VLE.

Programme Structure

All students are registered for the award of BA (Hons); however, exit awards are available if you leave the programme early, having successfully completed one or two Levels. If you successfully complete a Level of the programme, you will automatically be entitled to progress to the next Level.

For the award of a Certificate of Higher Education (CertHE), you must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if you leave the School following successful completion of the first year of your programme.

For the award of a Diploma of Higher Education (DipHE), you must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This

qualification may be awarded if you leave the School following successful completion of the second year of your programme.

For the award of a BA (Hons), you must have achieved a minimum of 360 credits of which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of your programme.

A BA without Honours may be awarded if you have achieved 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

Programme Content

The programme is structured to provide you with the skills, knowledge and abilities that will help you to become increasingly independent as a creative practitioner in graphic design, and to develop the skills required for employment, entrepreneurship and professional practice within the graphic design industries, or for progression to postgraduate study.

The programme's modules have been designed and organised to provide opportunities for you to develop, integrate and consolidate a wide range of knowledge and expertise. The practical and design-based modules enable you to develop the skills and abilities you will need to produce creative solutions, underpinned and enhanced by the theoretical modules through integrated activities and the development of knowledge and key transferable skills. The module structure provides you with a holistic and coherent learning experience and a comprehensive framework for assessment and progression that will enable you to gain recognition for your progress and achievement.

The programme consists of three Levels (4, 5 and 6), each lasting one academic year of full-time study. Each Level is divided into modules, which may vary in size. A standard module represents 200 hours of study and is worth 20 credits. However, to accommodate the complexity and the potentially shifting nature of visual communications, most of the practical and design-based modules are larger 40 credit modules. This will enable you to better appreciate the holistic nature of the subject. At Level 6 in particular, it will also promote a deeper exploration of your individual interests within the discipline.

Level 4

The structure of Level 4 modules introduces the different aspects of design thinking and production processes for graphic design, and provides the foundation of skills and knowledge required for you to extend and develop as you progress through the programme. The first Level 4 module is 20 credits in value, and is delivered in the first five weeks of the academic year to help to orientate you to the principles of the discipline. The following Level 4 design-based modules are 40 credits in value to allow you to explore a range of design processes with more depth and investigation. The 40 credit modules are supplemented with a concurrent module of 20 credits that will introduce visual culture, and in particular its historical context.

In the **Creative Processes and Visualisation** module (20 credits), you examine strategies for the generation, analysis and synthesis of ideas in order to produce original and appropriate compositions and concepts that can be applied to design processes for visual communications and graphic design. These are expressed and communicated through the development of mark-making, drawing, printing, collage and photographic image-making in a combination of experimental work and with reference to established practical processes and influences. Research and recording methodologies including accessing library resources, IT communications, research journals and blogs. Project presentation strategies will also be introduced in this module.

In the **Introduction to Graphic Design Production** module (40 credits), the practical and visual tools and methods for image making introduced in the previous module are further developed in the context of analogue and digital reproduction. You are introduced to the terminology and origins of type and letterforms, and are encouraged to create lettering and typographic characters and typographic compositions which conform to and challenge or extend current conventions. Issues of legibility and accessibility, communication, style and meaning are explored in the context of typesetting, layout and the selection and application of typefaces and lettering, in conjunction with appropriate images. You are also introduced to a range of software and hardware appropriate, but not necessarily limited, to commercial print production. The creative potential of software applications used alone or in combination with analogue drawing and printing processes is explored. Technical, legal and ethical parameters and considerations appropriate to commercial production and transmission are identified and applied.

The **Introductory Visual Culture** module (20 credits) introduces the development of research, study and analytical skills through the exploration of contemporary and historical contextual issues within visual culture in a series of lectures and research seminars. This module encourages you to understand and appreciate the influences on contemporary culture. Visual communication has a history that is shared between graphic design, illustration and commercial photography, amongst other disciplines. Therefore, the delivery of this module is organised to enable students from a range of programmes to learn together in larger groups. This is aimed to promote collaboration across the subject areas and to encourage you to develop working relationships on a multi-disciplinary basis.

The **Graphic Design and Narrative** module (40 credits) builds on the previous module to enable you to creatively engage with visual story-telling in the context of editorial assignments, advertising and information graphics. Sequential narratives and non-linear and interactive possibilities are explored with an appreciation of the fundamental human curiosity to know 'what happens next'. You will be encouraged to creatively apply your knowledge and understanding of semiotic theory, typographic layout, image-making and composition, making effective use of appropriate design and communication technologies,

Level 5

Level 5 modules have been designed to enable you to explore and study specific subject areas in greater depth and to extend your understanding of future career routes.

The Learning Agreement is introduced in Level 5 to enable you to take more responsibility for your learning through negotiation with your tutors. It is used to help you to identify and plan your individual focus within specific modules and supports the progression of independent learning.

In Level 5 the design-based modules enable you to explore the design process in greater depth. The final module enables you to negotiate a personal route of inquiry and development in which you can produce design outcomes appropriate to your individual and increasing specialism in preparation for Level 6.

During Level 5, you will be encouraged to seek and negotiate work experience of up to two weeks, which should be appropriate to your individual development and areas of interest within graphic design. However, whilst the School can give you help and support in finding work experience, it cannot guarantee that suitable opportunities will be available. It is your responsibility to organise your work experience, which will be negotiated and approved with the framework of the *Undergraduate Work Experience Release Procedure.* This enables you to apply for extensions to assessment submission deadlines of up to two weeks to correspond with the length of the work experience for modules being studied during your period of absence from the School; and also requires that rigorous risk assessment procedures are followed to ensure your health and safety.

The **Advanced Graphic Design Production** module (20 credits) extends the fundamental concepts and skills in production for print applications whilst advancing graphic design processes into existing and emerging platforms for digital transmissions and networks. You are expected to produce proposals for print and screen-based outcomes in static, motion graphics and interactive modes. The module examines and responds to the role and place of graphic designers in a rapidly developing technological environment, with an emphasis on industry structures and employment possibilities.

The **Graphic Design and Visual Identity module** (40 credits) aims to promote a deeper understanding of the semiotic relationships in texts, images and visual meanings in graphic design, brand identity and advertising. Symbolism, language and colour in typography and image for brand identity, packaging and advertising are explored through practical work. The module also explores ethical and social issues in branding and advertising. You will work on identity and campaign projects that integrate and cross disciplines and platforms in ambient, digital and print media. These projects may be in response to national and international competition briefs, such as those set by Design & Art Direction [D&AD], Young Creatives Network [YCN] and Student Roses Awards amongst others. Other options may be live projects based in the community, commissioned by clients or commercial studios, or potentially an entrepreneurial project. The module introduces you to the Learning Agreement, which enables you to negotiate an individual project proposal in response to the module learning outcomes.

The **Visual Culture Theory** module (20 credits) extends your knowledge and awareness of issues that shape, define and influence contemporary visual culture, based on a series of thematic lectures that relate to visual communication in the arts

and design. Research seminars enable you to appreciate the interrelationship of disciplines, and relate the theories being discussed to graphic design in particular. The module also further develops your skills in research and critical analysis, and extends your ability to formulate and conclude a written argument in essay format employing appropriate academic protocols.

The **Graphic Design Specialism** module (40 credits) provides the opportunity for you to investigate graphic design principles and technologies in more detail, and in the context of a chosen specialism. Within the framework of the Learning Agreement, you may negotiate to focus on skills development for digital production for print and/or screen including motion graphics and web, or for artisanal projects including letterpress, screenprinting and other traditional processes. These skills are to be developed within projects that might include, for example, corporate identity, advertising, editorial, packaging, and information graphics. The module also provides the opportunity to participate in client-led or collaborative projects.

Level 6

At Level 6, you are able to consolidate and demonstrate the knowledge, understanding and skills you have gained in Levels 4 and 5, and to develop increasing levels of expertise and independence in preparation for future professional practice or postgraduate study. Extended projects encourage in-depth study and sustained research towards the realisation and presentation of a substantial graphic design portfolio to a professional standard.

The Level 6 modules have been devised to enable you to design your individual pathway through the final year, resulting in a focused package of skills which is supported by extensive critical and analytical research, and is demonstrated in your visual language. For students who wish to progress onto postgraduate study, the emphasis will be focused on the requirements of a successful application.

The structure of Level 6 modules is common to all undergraduate programmes at The Northern School of Art and consists of four consecutive modules that enable you to research, plan, undertake and conclude a pathway of study that is specific to your individual areas of focus and interest within your creative discipline. The common structure also provides opportunities to work collaboratively with students from other disciplines, and the potential cross-fertilisation of creative practice is intended to reflect the realities of the contemporary creative industries.

The modules are structured to promote the integration of theory and practice and to ensure that concepts are realised in a manner that will support your personal and professional development. The final module concludes with a degree show that will focus on your future intentions with relevant written and practical work. The dissertation or report will inform the work for your final portfolio and develop a self-identified written investigative study that relates directly to your creative practice.

Throughout Level 6, you will be provided with a curriculum that allows for individual progression and development, and is integrated with opportunities that enhance the

realisation of your own vision to enable you to graduate as a professional and informed creative practitioner.

Level 6 modules are either 20 credits or 40 credits in value.
In the **Project Research and Preparation** module (40 credits), you will identify, initiate and negotiate a personal project that will enable you to consolidate and demonstrate your individual creative identity. This should reflect the individual focus of your creative practice and career aspirations; and be underpinned by extensive research, analysis and development work that supports the realisation and production of your creative outcomes in the Final Major Project. You will be able to research, define and develop a complex project that challenges your existing practice, and to consider potential collaborations in preparation for working in the creative industries, or for postgraduate study. The research, planning and development that you undertake during the Project Research and Preparation module will include identifying and negotiating the topic of your written investigative study for the Dissertation / Report module, which will be devised to inform and enhance your practical work.

The **Dissertation / Report** module (20 credits) provides you with the opportunity for extended research and investigation into a negotiated individual topic based on an aspect of your creative practice. The choice of either a theoretical argument (dissertation) or a factual report (for example, on an aspect of potential entrepreneurial activity) should be determined by your individual aims and aspirations after graduation. Both options will equip you with a wide range of skills that can be applied to research, information retrieval and academic writing.

The **Final Major Project** module (40 credits) enables you to focus on your specialism and to apply the knowledge, skills and intellectual abilities acquired and developed throughout your programme. You will realise the conceptual, theoretical and professional inquiry identified in the Learning Agreement that you produced in the Project Research and Preparation module in order to bring your ideas to a reasoned conclusion, based on problem-solving, decision-making and critical evaluation. Your ability to manage a complex project with an independent and professional approach is a key aspect of this module. The final creative outcomes should be executed and presented to a standard appropriate to Level 6 Honours degree study and to their commercial or professional focus.

The **Final Show and Portfolio** module (20 credits) is a launch point for your commercial vision or progression to postgraduate study. You will present yourself and your work in a relevant professional context that highlights the progression you have made as a critical creative practitioner. The opportunity to create an outward-facing exhibition that showcases your creative practice and achievements is your chance to take the first steps into the creative industries. Working with a provided space, you will manage and deliver an individual show that promotes your final portfolio of work, supported by self-promotion and marketing tools directed at your own professional aspirations.

Programme Modules

Module Code	Module Title	Credit Weighting
Level 4		
HGDF461	Creative Processes and Visualisation	20 credits
HGDF462	Introduction to Graphic Design Production	40 credits
HGDF463	Introductory Visual Culture	20 credits
HGDF464	Graphic Design and Narrative	40 credits
Level 5		
HGDF561	Advanced Graphic Design Production	20 credits
HGDF562	Graphic Design and Visual Identity	40 credits
HGDF563	Visual Culture Theory	20 credits
HGDF564	Graphic Design Specialism	40 credits
Level 6		
HGDF661	Project Research and Preparation	40 credits
HGDF662	Dissertation / Report	20 credits
HGDF663	Final Major Project	40 credits
HGDF664	Final Show and Portfolio	20 credits

Programme Diagram

This diagram indicates the proposed start and end dates for each module and shows teaching weeks only; holiday periods are not included. Further information on the structure of each module is included in your Module Handbooks.

Level 4

Week Numbers

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	

WELCOME WEEK AND INDUCTION

Weeks 1 – 5

HGDF461 Creative Processes and Visualisation (20 credits)

Weeks 6 – 17

HGDF462 Introduction to Graphic Design Production (40 credits)

Weeks 6 – 23

HGDF463 Introductory Visual Culture (20 credits)

INTERIM

Weeks 18 – 28

HGDF464 Graphic Design and Narrative (40 credits)

WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS

Level 5

Week Numbers

| 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 | |

WELCOME WEEK AND INDUCTION

Weeks 1 – 6

**HGDF561
Advanced Graphic
Design Production**
(20 credits)

Weeks 7 – 18

**HGDF562
Graphic Design and Visual
Identity**
(40 credits)

Weeks 7 – 24

**HGDF563
Visual Culture Theory**
(20 credits)

INTERIM

Weeks 19 – 28

**HGDF564
Graphic Design Specialism**
(40 credits)

WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS

Level 6

Week Numbers

| 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 | |

WELCOME WEEK AND INDUCTION

Weeks 1 – 9

HGDF661
Project Research and Preparation
(40 credits)

Weeks 1 – 14

HGDF662
Dissertation / Report
(20 credits)

INTERIM

Weeks 15 – 23

HGDF663
Final Major Project
(40 credits)

Weeks 24 – 28

HGDF664
Final Show and Portfolio
(20 credits)

WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS

Mapping of Module Learning Outcomes to Level Outcomes

Level 4 Outcomes On successful completion of Level 4, you will be able to:	Creative Processes and Visualisation 20 credits	Introduction to Graphic Design Production 40 credits	Introductory Visual Culture 20 credits	Graphic Design and Narrative 40 credits
Describe, explain and use key elements of knowledge and key concepts of graphic design in defined contexts	* LO1	* LO1	* LO1	* LO1
Gather, describe and apply research from primary and secondary sources in order to develop ideas and make sound judgements			* LO2	* LO2
Evaluate the appropriateness of different approaches to solving problems related to graphic design	* LO2	* LO2		
Reflect upon and evaluate your progress in order to identify your strengths and areas for development		* LO2		* LO3
Apply a range of practical and technical skills relevant to graphic design in defined contexts		* LO3		* LO4
Communicate the results of your study accurately and reliably with structured and coherent discussion and representation			* LO2	* LO4

Level 5 Outcomes On successful completion of Level 5, you will be able to:	Advanced Graphic Design Production 20 credits	Graphic Design and Visual Identity 40 credits	Visual Culture Theory 20 credits	Graphic Design Specialism 40 credits
Demonstrate knowledge and critical understanding of the well-established principles of graphic design and apply these to a range of activities	* LO1	* LO1		
Use a range of established techniques to initiate and undertake the critical analysis of information			* LO1	* LO1
Critically evaluate the appropriateness of different approaches to solving problems in the area of graphic design in order to propose solutions			* LO2	* LO1
Apply reflective practice and evaluation to the negotiation and management of your own learning and the identification of individual routes of inquiry	* LO1			* LO2
Select and apply appropriate practical and technical skills relevant to graphic design in order to develop existing skills and acquire new competences	* LO2	* LO2		
Effectively communicate information, arguments, concepts and analysis in a variety of forms to specialist and non-specialist audiences		* LO3	* LO1	* LO3

Level 6 Outcomes On successful completion of Level 6, you will be able to:	Project Research and Preparation 40 credits	Dissertation / Report 20 credits	Final Major Project 40 credits	Final Show and Portfolio 20 credits
Demonstrate a systematic understanding of key areas of your field of study and its cultural, ethical and professional contexts	* LO1		* LO1	* LO1
Select, evaluate, reference and apply research from appropriate sources to make independent judgements and to initiate and carry out projects	* LO2	* LO1		
Demonstrate conceptual understanding that enables you to devise and sustain arguments, solve problems, and use ideas and techniques appropriate to your field of study	* LO3	* LO2	* LO2	
Manage your own work and learning as an autonomous practitioner and collaborate with others in preparation for employment, continuing professional development and/or postgraduate study	* LO4	* LO3	* LO3	
Apply an appropriate range of practical and technical skills to produce solutions and outcomes relevant to your field of study and related professional practice			* LO4	
Communicate information, ideas, problems and solutions in a range of appropriate formats to specialist and non-specialist audiences, including potential employers and professional networks		* LO2		* LO2

Resources

Library

The Library provides specialist art and design resources to support the learning, research and curriculum needs of both students and staff at the School. All new students receive a Library induction and a subject-specific resource guide which is followed up by an information skills. Additional help is available within the Library for research, and there is a proofreading service for essays and dissertations to check for spelling and grammatical errors.

The Library holds a variety of learning materials including books, academic journals, DVDs, and magazines. There is also a wide range of specialist electronic resources focusing on art, design and media, including e-books and online e-journals. The Library resources are catalogued onto the Heritage Library Management System, which can be accessed either within the Library or by the online version via the VLE and the School portal.

The Library is Wi-Fi enabled, and facilities include study spaces and a photocopier. The resources, and help from the knowledgeable, friendly staff, make the Library a popular space for work and study.

The Library consistently receives high scores in both the in-house and national student surveys, which are carried out annually.

Information technology [IT] and digital learning resources

The School provides a comprehensive range of IT resources based around Apple Macintosh computers and Windows PCs using the latest in specialist hardware and software solutions. In our studio and open access facilities every computer is pre-loaded with the latest versions of Adobe Creative Cloud and Microsoft Office 365 applications. Specialist programmes demand specialist requirements and the School caters for this with IT resources utilising industry standard software and hardware solutions.

Studio and open access facilities are complemented by our Bring Your Own Device system allowing access of personal hand-held devices to our wireless network and the internet.

IT resources are supported by a knowledgeable and friendly IT team that endeavours to put the student first and resolve any issues. IT support is accessible via our in-house helpdesk, which is open from 8.30am to 5.00pm Monday to Thursday and 8.30am to 4.30pm on Fridays, email: helpdesk@northernart.ac.uk.

The School provides access to a variety of programme and School related information including Programme Handbooks, Module Handbooks and online learning materials through the VLE.

Student Support

Academic guidance and support

Academic staff are responsible for providing you with feedback on your work and your general academic progress, and for providing academic support and guidance through the programme. This is provided through critiques and written feedback, as well as guidance on practical work and informal discussion about your progress. These sessions may be individual or, in the case of collaborative work, in small groups.

Academic tutorials are scheduled to allow you to have in-depth discussions about your work or the programme in general. You will be entitled to at least one formal recorded academic tutorial per semester with a nominated member of your Programme Team. For further information about academic tutorials, you can refer to the HE Academic Tutorial Policy, which is available on the VLE.

Support and advice are also provided on an informal basis throughout the programme, through discussions between staff and students.

The School's HE Academic Support facility provides additional taught sessions and talks for all students in areas that will support your academic studies. These sessions are scheduled to align with the curriculum and relevant module deadlines and are delivered within programme areas as requested by academic staff or students.

- Academic referencing
- Academic research/reading
- Note-taking
- Essay and dissertation preparation
- Report writing
- Understanding module requirements
- Understanding summative and formative feedback
- Writing a self-evaluation
- How to complete a Learning Agreement
- Personal Development Planning [PDP]
- Time-management
- Confidence-building

In addition, HE Academic Support provides one-to-one and group support tutorials for all students throughout the academic year.

More information is available on the HE Academic Support section of the VLE.

Career education, information and guidance

Advice and guidance for careers support and further training are offered throughout your programme to help you understand the career routes available within your chosen profession. In addition to activities on your programme that will help to guide you towards your individual career path, it is important that you do your own additional research into potential careers. The academic staff on your programme,

many of whom are creative practitioners, will be able to give you further advice about careers in your subject area. Additional support and mentoring to assist in your career planning and research is available from the School's Employability and Enterprise Centre (Folio), and there is also a careers section in the Library.

Support for students with disabilities (including dyslexia)

The School is committed to the principles of equality and diversity and welcomes applications from students with a disability or learning difficulty. The School aims to support all students' individual needs wherever possible to enable all students to achieve their full potential.

If you experience a disability, mental health condition, specific learning difficulty, e.g. dyslexia, Autistic Spectrum Disorder, or long-term health condition, the Student Services team will support you to access additional funding (Disabled Students Allowances - DSA), which may fund the cost of any your support needs. A member of the Student Services team will contact you before you enrol to ask about any support you need, and put in place interim support while they are helping you to access DSA funding.

In addition, all students have the opportunity to complete a dyslexia screening test when they start their programme. This is called the LADS (Lucid Adult Dyslexia Screening) test and helps to identify if you need any extra support, even if you have never accessed support before. If you do, the team will work with you to identify what support you need and help you to access further diagnostic tests and funding. The Student Services team can also offer dyslexic thinkers one-to-one support from a specialist tutor to help develop learning skills, as well as offering all students facilities such as a proofreading service via the Library.

Pastoral support and guidance

Support and advice on non-academic matters are provided through trained and qualified professional staff within the Student Services team.

The Student Services team is based in the main building behind reception and is open 5 days a week. There is no need for an appointment, you can access support at any time, and the team are all contactable by email or through the online chat facility on the VLE.

The team can help with a variety of issues from practical support in areas such as finance, funding, accommodation and health-related issues, to support and advice on personal issues.

The team also has an onsite counselling service, which you can access whether or not you have seen a counsellor before. This service can help to find positive solutions to issues such as bereavement, mental health issues, and support in managing stress and anxiety. This service is entirely confidential. If the counsellor feels that they are unable to support you or that you would benefit from a different type of service, they will discuss this with you, and help you to seek the support that is appropriate for you.

You can find contact details and further information about Student Services in the Student Services section on the VLE and in various printed booklets available on the noticeboard outside the Student Services office.

Monitoring the quality of your programme

The programme is subject to rigorous quality assurance procedures which involve subject specialist and peer review of the programme by the Arts University Bournemouth at periodic intervals, normally of 5 years. This process ensures that the programme remains up to date, and is preparing you for a career in the creative industries while also delivering a high-quality student experience.

In addition, all programmes undertake an Annual Programme Review, which takes account of relevant information such as:

- External Examiners' Reports
- Key statistics including data on application, retention and achievement
- Results of the National Student Survey [NSS]
- Results of the internal Student Perception Survey [SPS]
- Feedback from Student Representatives, Student Assemblies and Programme Boards of Study
- Feedback from relevant employer groups
- All programmes develop an Action Plan from the Annual Programme Review process, which is monitored by the School. Your Student Representatives can keep you informed about progress against the programme Action Plan.

Staff development priorities for the Programme Team as a whole are identified through the Annual Programme Review process, and for individuals through the staff Performance Management process.

Indicators of quality and standards

All students on taught higher education programmes at the School are enrolled on a programme validated by the Arts University Bournemouth, which was granted taught degree awarding powers by the Privy Council in 2008; and University status was conferred in 2013.

In February 2016, the School underwent a Higher Education Review [HER] with the Quality Assurance Agency for Higher Education [QAA], which formed the following judgements about the higher education provision at The Northern School of Art [formally, Cleveland College of Art & Design]:

- The maintenance of the academic standards of awards offered on behalf of degree-awarding bodies meets UK expectations
- The quality of student learning opportunities meets UK expectations
- The quality of the information about learning opportunities meets UK expectations
- The enhancement of student learning opportunities is commended

This was an excellent outcome, and confirms that our quality assurance mechanisms are robust, meaning that we can have full confidence in the standard of programme outcomes, and the quality of the educational experience we deliver.

More detailed information to support your study on the programme is available in the following documents, which are available on the VLE:

- Online programme information
- Module Handbooks
- Regulatory Framework and Undergraduate Assessment Regulations
- HE Student Regulations
- Student Charter
- School policies and procedures