

Programme Specification for
BA (Honours) Graphic Design



1. Programme title	Graphic Design
2. Awarding institution	Middlesex University
3. Teaching institution	Middlesex University
4. Details of accreditation by professional/statutory/regulatory body	N/A
5. Final qualification	BA (Honours) Graphic Design
6. Year of validation Year of amendment	
7. Language of study	English
8. Mode of study	Full-time/ Part-time

9. Criteria for admission to the programme

See the University Regulations for specific criteria for admissions to the University.

Selection of students for all levels of the programme is based on evidence of ability demonstrated by a portfolio of art and design work at interview. In addition, it is recommended that students applying to join level four of the programme have completed a Foundation Course in art and design, or relevant BTEC National Diploma Course

The normal academic qualification for entry to Level 4 of the programme are: five subjects passed at GCSE (Maths and English at C or above) with two subjects passed at A level corresponding to 220-240 points and above or equivalent qualifications or prior experience.

Direct entry applicants for Levels 5 and 6 should have: a Higher National Diploma or Foundation Degree in an appropriate subject or a level one certificate from another BA programme in an appropriate subject.

Applications from mature students, over 21 years of age at the time of admission, without formal qualifications or with relevant professional experience or non-standard qualifications are welcomed.

All applicants whose first language is not English will need to demonstrate appropriate language skills. The required standard is an IELTS grade of 6.00 or equivalent. It is recommended that students should have an IELTS score of 5.5 in all elements. Where they do not meet these criteria they should attend a Middlesex University Pre-sessional Academic English Language Course.

10. Aims of the programme

The programme aims to:

- the ability to analyse and evaluate graphic design and communication problems and in response, develop imaginative, appropriate and effective visual solutions using sound judgement through a logical and structured process;
- the ability to effectively communicate information, ideas and arguments supported by appropriate criteria and sound reasoning in the presentation, discussion and evaluation of design proposals;
- a knowledge and understanding of materials, process and technology appropriate to the creation, presentation and reproduction of graphic design together with an understanding of the historical and social context within which graphic design operates;
- an understanding of professional practice, the ability to manage time effectively and work independently or in a group.

11. Programme outcomes

A. Knowledge and understanding

On completion of this programme the successful student will have knowledge and understanding of :

1. The extent, diversity and scope of contemporary professional graphic design practice.
2. The wide ranging employment opportunities available in the field of graphic design and related areas, career development and its management.
3. The relevance and significance of social and historical contexts in which graphic design operates.

Teaching/learning methods

Students gain knowledge and understanding through:

- presentations by invited professional practitioners, research for practical group coursework assignments involving external visits and interviews with practitioners, originating and delivering presentations to peer groups with accompanying written synopsis (1, 2);
- lectures, seminars, individual research, critical essays and practical coursework assignments (3);
- demonstrations by lecturers and technical staff, practical coursework in studio and specialist workshops areas

<p>4. A variety of processes appropriate to the presentation and reproduction of graphic design.</p>	<p>(4).</p> <p>Assessment methods</p> <p>Students' knowledge and understanding is assessed by:</p> <ul style="list-style-type: none"> • group presentations to peers and coursework including practical work and written components (1, 2); • the quality of written work or presentations for relevant modules (3); • practical coursework, end of year exhibitions and portfolio presentations (4).
<p>B. Cognitive (thinking) skills</p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Analyse and define graphic design problems and use sound judgement to evaluate solutions to them. 2. Formulate and develop imaginative and appropriate solutions to graphic design problems through a logical and structured process. 3. Use appropriate criteria to discuss, criticise and evaluate their own and others design proposals. 4. Develop and deliver coherent and effective argument to explain, support and justify design proposals. 	<p>Teaching/learning methods</p> <p>Students learn cognitive skills through:</p> <ul style="list-style-type: none"> • practical coursework assignments supported by small peer group seminars encouraging discussion and feedback at each stage in the development of solutions, presentations to larger groups and participation in self and peer assessment including providing written and verbal feedback (1, 2, 3, 4); • workshops sessions identifying approaches to generating concepts and strategies for solving design problems (1, 2). <p>Assessment methods</p> <p>Students' cognitive skills are assessed by:</p> <ul style="list-style-type: none"> • practical coursework assessed against, established outcomes and criteria (1, 2, 3, 4); • presentation of outcomes to peer groups, written reports in support of practical work (4).
<p>C. Practical skills</p> <p>On completion of the programme the</p>	<p>Teaching/learning methods</p> <p>Students learn practical skills through:</p>

<p>successful student will be able to:</p> <ol style="list-style-type: none"> 1. Use typography and image to effectively and imaginatively communicate information, ideas and arguments to a professional level. 2. Realise and prepare graphic design solutions for presentation and production through a variety of processes to a professional level. 3. Use design industry standard computer applications proficiently. 4. Operate safely, competently and effectively in specialist workshop areas and with technology: photography, letterpress and printmaking. 	<ul style="list-style-type: none"> • practical coursework assignments which are supported by small peer group seminars encouraging discussion and feedback of each stage in the development of solutions (1, 2); • introductory workshops focused on developing initial skills, to enable further self-directed learning through practical coursework assignments (3); • induction's and demonstrations by technical and academic staff in specialist workshop areas (4). <p>Assessment methods</p> <p>Students' practical skills are assessed by:</p> <ul style="list-style-type: none"> • practical coursework assignments, presentations and critiques used as formative assessment (1, 2, 3, 4); • evidence of participation at induction's and workshop demonstrations (4).
<p>D. Graduate skills</p> <p>On completion of this programme the successful student will be able to:</p> <ol style="list-style-type: none"> 1. Work effectively individually and when appropriate as part of a team. 2. Communicate effectively. 3. Learn effectively. 4. Use information technology proficiently and work accurately with numbers and measurement. 5. Manage personal and career development. 	<p>Teaching/learning methods</p> <p>Students acquire graduate skills through:</p> <ul style="list-style-type: none"> • coursework at Level 4 involving assignments supported by workshops, seminars, tutorial and practical groups (1, 2, 3, 4, 5); • integrated elements in programme modules at Levels 4, 5 and 6 which enhance teamwork, communication and personal and career development skills in professional practice and develop information technology, numeracy and learning skills in the visual communication and graphic design modules; • participation at all levels in the presentation of outcomes and peer assessment to develop oral and written communication skills.

	<p>Assessment methods</p> <p>Students' graduate skills are assessed by:</p> <ul style="list-style-type: none"> • practical individual and group coursework assignments and exercises at Level 4, • practical coursework assignments and presentations combining oral and visual elements at Levels 5 and 6.
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12. Programme structure (levels, modules, credits and progression requirements)

12. 1 Overall structure of the programme

The Graphic Design programme at Middlesex University is a three year full-time or four year part-time course of study, at the end of which successful students are awarded a BA (Honours) Graphic Design degree. The programme is normally studied over three terms per year followed by a period of assessment.

The undergraduate programme consists of a range of modules, the satisfactory completion of which enables students to accumulate the credit points required at each level in order gain an honours degree. The honours degree requires the completion of 360 credits. 120 credits at Level 4, 120 credits at Level 5 and 120 credits at Level 6.

Full-time Mode

At **Level 4** students take two modules within Graphic Design, one 60 credit core module and one 30 credit workshop module, and one 30 credit module of the History of Art and Design.

At **Level 5** students take two modules within Graphic Design, one 60 credit core module and one 30 credit workshop module, and one 30 credit module of the History of Art and Design.

At **Level 6** students take one 90 credit module within Graphic Design and one 30 credit Critical and Contextual Research Project module.

Part-time Mode

Part time students can take a maximum of 90 credits per academic year towards completing their degree.

In **Year 1** students take a 60 credit Graphic Design module and a 30 credit Art and Design History module.

In **Year 2** students take a 60 credit Graphic Design module and a 30 credit workshops module.

In **Year 3** students take a 30 credit Visual Communication Workshops 2 module, a 30 credit The Visual Activist module and a 30 credit Visual Communication Workshops 3

module.

In **Year 4** students take a 30 credit Critical and Contextual Research Project module and a 60 credit Graphic Design: Major Projects and Portfolio module.

12.2 Levels and modules		
Level 4 (1)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: VCD1100 <i>60 credits</i> VCD1401 <i>30 credits</i> VCD1934 <i>30 credits</i>		Successful completion of all compulsory modules.
Level 5 (2)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS
Students must take all of the following: VCD2100 <i>60 credits</i> VCD2401 <i>30 credits</i> VCD2934 <i>30 credits</i>		Successful completion of all compulsory modules.
Level 6 (3)		
COMPULSORY	OPTIONAL	PROGRESSION REQUIREMENTS

<p>Students must take all of the following:</p> <p>Full Time Mode: VCD3100 <i>90 credits</i></p> <p>VCD3930 <i>30 credits</i></p> <p>Part Time Mode: VCD3101 <i>30 credits</i></p> <p>VCD3102 <i>60 credits</i></p> <p>VCD3930 <i>30 credits</i></p>		<p>Successful completion of all compulsory modules.</p>
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12.3 Non-compensatable modules (note statement in 12.2 regarding FHEQ levels)

Module level	Module code
6	VCD3100
6	VCD3930

13. Curriculum map

See attached.

14. Information about assessment regulations

Please see University Regulations www.mdx.ac.uk/regulations/

Automatic deferral is not permitted on any modules within the Graphic Design Programme. Students wishing to defer must consult the Assessment Administrator.

15. Placement opportunities, requirements and support (if applicable)

Formal placements are not part of the programme but short work experience opportunities offered by outside design organisations are matched to suitable students

where possible by programme staff.

16. Future careers (if applicable)

The programme supports graduates' future career development through the attainment of professional practice skills, attendance at professional lectures and presentations, the opportunity to work on 'live' briefs and enter international design competitions, work experience, the production of a pdf portfolio and participation in the graduate degree show.

17. Particular support for learning (if applicable)

- Students are supported in their learning by staff in LR (Learning Resources) in addition to the academic and technical staff within the programme
- LR including specialist books, journals, videos, DVDs, slides, special collections
- Subject-dedicated librarian
- Special induction sessions provided by the Learning Resources Centre
- Technical staff and dedicated workshops
- Optional cultural field trip to Europe or North America
- Graduate exhibition in a public venue
- Professional International design competitions

18. JACS code (or other relevant coding system)

W210

19. Relevant QAA subject benchmark group(s)

Art and Design
History of Art
Architecture and Design

20. Reference points

The following reference points were used in designing the programme:

- Middlesex University Guide & Regulations www.mdx.ac.uk/regulations/
- QAA Subject Benchmark Statements for Art and Design
- QAA Framework for Higher Education Qualifications
- Middlesex University Learning and Teaching Policy and Strategy
- Middlesex University Strategic Plan

21. Other information

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if s/he takes full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

Appendix 2: Curriculum Map

Curriculum map for BA (Honours) Graphic Design

This section shows the highest level at which programme outcomes are to be achieved by all graduates, and maps programme learning outcomes against the modules in which they are assessed.

Programme learning outcomes

Knowledge and understanding		Practical skills	
A1	The extent, diversity and scope of contemporary professional graphic design practice.	C1	Use typography and image to effectively and imaginatively communicate information, ideas and arguments to a professional level.
A2	The wide ranging employment opportunities available in the field of graphic design and related areas, the potential and management of career development.	C2	Realise and prepare graphic design solutions for presentation and production through a variety of processes to a professional level.
A3	The relevance and significance of social and historical contexts in which graphic design operates.	C3	Use design industry standard computer applications proficiently.
A4	A variety of reprographic processes appropriate to the presentation and reproduction of graphic design.	C4	Operate safely, competently and effectively in specialist workshop areas and with technology: photography, letterpress and printmaking.
Cognitive skills		Graduate Skills	
B1	Analyse and define graphic design problems and use sound judgement to evaluate solutions to them.	D1	Work effectively individually and when appropriate as part of a team.
B2	Formulate and develop imaginative and appropriate solutions to graphic design problems through a logical and structured process.	D2	Communicate effectively.
B3	Use appropriate criteria to discuss, criticise and evaluate their own and others design proposals.	D3	Learn effectively.
B4	Develop and deliver coherent and effective argument to explain, support and justify design proposals.	D4	Use information technology proficiently and work accurately with numbers and measurement.
		D5	Manage personal and career development.

Programme outcomes																
A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5
Highest level achieved by all graduates																
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6

Module Title	Module Code by Level	Programme outcomes																
		A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5
Introduction to Graphic Design	VCD1100	X		X	X	X	X	X	X	X				X				
Illustration/Graphics: Visual Communication Workshops 1	VCD1401	X			X		X	X				X					X	
Understanding Communication Arts	VCD1934			X				X	X			X		X	X	X	X	X
Graphic Design Practice	VCD2100	X	X	X				X		X	X			X				
Graphic Design Practice	VCD2401		X		X			X	X			X		X				
The Visual Activist	VCD2934	X	X	X				X	X					X	X	X		X
Graphic Design: Major Projects and Professional Portfolio Development	VCD3100 VCD3101 VCD3102		X		X	X	X			X	X	X	X	X	X		X	X
Critical and Contextual Research Project	VCD3930	X		X		X	X	X	X	X		X		X	X	X	X	X