

## Appendix 1: Programme Specification for BA (Honours) Graphic Design

|    |   |  |
|----|---|--|
| 1. | <b>Programme title</b>  | BA (Honours) Graphic Design<br>BA (Honours) Graphic Design with Foundation Year  |
| 2. | <b>Awarding institution</b>   | Middlesex University   |
| 3. | <b>Teaching institution</b>   | Middlesex University   |
| 4. | <b>Details of accreditation by professional / statutory / regulatory body</b> | N/A  |
| 5. | <b>Final qualification</b>  | BA (Honours) Graphic Design<br>DipHE Graphic Design<br>CertHE Graphic Design<br>BA (Honours) Graphic Design with Foundation Year |
| 6. | <b>Academic year</b>  | 2018/19  |
| 7. | <b>Language of study</b>  | English  |
| 8. | <b>Mode of study</b>  | Full~time / Part~time  |

### 9. Criteria for admission to the programme

See the University Guide and Regulations for general criteria for admissions to the University.

112 UCAS points are required. The normal academic qualification for entry to level four of the programme are: 2 subjects passed at A level and 5 subjects passed at GCSE including English, with a score of 4 (Grade C if awarded prior to 2017) or equivalent qualifications or prior experience. In addition, students joining level four of the programme are normally admitted following a Foundation Course, or relevant BTEC National Diploma Course and interview with portfolio

Direct entry applicants for level five and six should have a Higher National Diploma in an appropriate subject or a level four / five certificate from another BA programme in an appropriate subject.

Sufficient command of the English language – those applicants for whom English is not the first language must demonstrate evidence of attainment by an IELTS overall score of 6.0 or higher (with no component achieving less than 5.5), or equivalent. Applicants with less than 5.5 in any component score are strongly recommended to undertake the University's Pre-sessional English Language Course.

Mature students (over 21 years of age at the time of admission) without formal qualifications are eligible to apply if they can provide satisfactory evidence of their ability to undertake the Programme.

### 10. Aims of the programme

The programme aims to:

- ~ develop students' analytical and evaluative skills when faced with graphic design and communication problems and in response, develop imaginative, appropriate and effective visual solutions using sound judgement through a logical and structured process.
- ~ enable students to effectively communicate information, ideas and arguments supported by appropriate criteria and sound reasoning in the presentation, discussion and evaluation of design proposals.

- ~ provide students with an 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.
- ~ develop students' professional practice, and their 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, the potential and management of career development
- 3 the relevance and significance of social and historical contexts in which graphic design operates
- 4 a variety of reprographic processes appropriate to the presentation and reproduction of graphic design
- 5 safety protocols and effective employment of a range of workshop technologies
- 6 appropriate uses of information technology and the application of measurement and calculation toward robust design solutions
- 7 the use of appropriate criteria to discuss, criticise and evaluate their own and others design proposals
- 8 how to initiate projects and explore areas of work

### **Teaching/learning methods**

Students gain knowledge and understanding through:

- ~ presentations by tutors and invited professional practitioners, research for practical group course work assignments involving external visits, originating and delivering presentations to peer groups with accompanying written synopsis
- ~ lectures, seminars, individual research, critical essays and practical coursework assignments.
- ~ demonstrations by lecturers and technical staff, practical coursework in studio and specialist workshops areas.
- ~ 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.
- ~ workshops sessions identifying approaches to generating concepts and strategies for solving design problems.

### **Assessment**

Students' knowledge and understanding is assessed by:

- ~ group presentations to peers and tutors with coursework including practical work and written components,
- ~ the quality of written work or presentations for relevant modules,

- ~ practical coursework, end of year exhibitions and portfolio presentations
- ~ practical coursework assessed against, established outcomes and criteria

## **B. Skills**

On completion of the programme the successful student will be able to:

- 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 analyse and define graphic design problems and use sound judgement to evaluate solutions to them
- 5 communicate and work effectively individually and when appropriate as part of a team
- 6 undertake visual research across a a wide range of sources
- 7 formulate and develop imaginative and appropriate solutions to graphic design problems through a logical and structured process
- 8 think, write and speak critically and be an independent learner

## **Teaching/learning methods**

Students learn practical skills through

- ~ practical coursework assignments which are supported by small peer group seminars encouraging discussion and feedback of each stage in the development of solutions.
- ~ introductory workshops focused on developing initial skills, to enable further self directed learning through practical coursework assignments.
- ~ induction's and demonstrations by technical and academic staff in specialist workshop areas.
- ~ coursework involving assignments supported by workshops, seminars, tutorial and practical groups.
- ~ 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.

## **Assessment**

Students' practical skills are assessed by:

- ~ practical coursework assignments, presentations and critiques used as formative assessment.
- ~ evidence of participation at induction and workshop demonstrations.
- ~ 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.

## **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 (four with Foundation year) or six year part-time course of study, at the end of which successful students are awarded a BA (Honours) Graphic Design degree.

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 four students take four 30 credit modules within the Graphic Design Programme.

At level five students take three modules within Graphic Design, one 60 credit core module, one 30 credit workshop module and one 30 credit module in Design Cultures.

At level six students take two 60 credit modules within Graphic Design.

#### **Part-time Mode**

Please see the Programme Structure diagram

## Programme structure diagrams

### Full-time mode

Below is a diagram of the modules that you will take each year in the full-time mode

| Year | Module                               | Code    | Credits |
|------|--------------------------------------|---------|---------|
| 1    | Graphic Design Exploration           | GDN1000 | 30      |
|      | Creative Typography                  | GDN1001 | 30      |
|      | Graphic Design Creative Workshops    | GDN1002 | 30      |
|      | Understanding Visual Communication   | GDN1003 | 30      |
| 2    | Graphic Design Practice              | GDN2000 | 60      |
|      | Graphic Communication Workshops      | GDN2001 | 30      |
|      | Graphic Design Cultures              | GDN2002 | 30      |
| 3    | Graphic Design Major Projects        | GDN3000 | 60      |
|      | Graphic Design Professional Practice | GDN3001 | 60      |

## Programme structure diagrams

### Part-time mode

Below is a diagram of the modules that you will take each year in the part-time mode

| Year | Module                               | Code    | Credits |
|------|--------------------------------------|---------|---------|
| 1    | Graphic Design Exploration           | GDN1000 | 30      |
|      | Creative Typography                  | GDN1001 | 30      |
| 2    | Graphic Design Creative Workshops    | GDN1002 | 30      |
|      | Understanding Visual Communication   | GDN1003 | 30      |
| 3    | Graphic Design Practice              | GDN2000 | 60      |
| 4    | Graphic Communication Workshops      | GDN2001 | 30      |
|      | Graphic Design Cultures              | GDN2002 | 30      |
| 5    | Graphic Design Major Projects        | GDN3000 | 60      |
| 6    | Graphic Design Professional Practice | GDN3001 | 60      |

## 12.2 Levels and modules

|  |          |  |
|--|----------|--|
| Level 4  |          |  |
| Compulsory   | Optional | Progression requirements   |
| <p>Students must take all of the following:</p> <p>GDN1000<br/>30 credits</p> <p>GDN1001<br/>30 credits</p> <p>GDN1002<br/>30 credits</p> <p>GDN1003</p> |          | <p>Successful completion of all compulsory modules.</p> <p>All modules are non compensatable</p> |
| Level 5  |          |  |
| Compulsory   | Optional | Progression requirements   |
| <p>Students must take all of the following:</p> <p>GDN2000<br/>60 credits</p> <p>GDN2001<br/>30 credits</p> <p>GDN2002</p>                               |          | <p>Successful completion of all compulsory modules.</p> <p>All modules are non compensatable</p> |
| Level 6  |          |  |
| Compulsory   | Optional | Progression requirements   |
| <p>Students must take all of the following:</p> <p>GDN3000<br/>60 credits</p> <p>GDN3001<br/>60 credits</p>  |          | <p>Successful completion of all compulsory modules.</p> <p>All modules are non compensatable</p> |

### **12.3 Non~compensatable modules** (note statement in 12.2 regarding FHEQ levels)

**Module level    Module code**

All                    All

### **13. A curriculum map relating learning outcomes to modules**

See Curriculum Map attached (page 131)

### **14. Information about assessment regulations**

Please see University Regulations [www.mdx.ac.uk/regulations/](http://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 Progression and support advisor.

### **15. Placement opportunities, requirements and support**

The programme has many links with industry including our alumni who provide placements for our students. Work experience opportunities offered by outside design organisations are matched to suitable students where possible by programme staff.

### **16. Future careers**

The programme has an excellent record of graduates securing employment in the creative and media industries, both in the UK and overseas. The 2016 DHLE figure for graphic design students in graduate jobs was 92%. Recent graduates are working at design consultancies such as Apple Media Lab, BBH, M&C Saatchi, Feed, Springetts, Lewis Moberly and Human After All.

### **17. Particular support for learning**

Students are supported in their learning by staff in LR (Library 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)**

QAA Honours degree subject benchmark statements:

- ~ Art and design (2017)

## **20. Reference points**

The following reference points were used in designing the programme:

- ~ Middlesex University Guide & Regulations [www.mdx.ac.uk/regulations/](http://www.mdx.ac.uk/regulations/)
- ~ QAA Framework for Higher Education Qualifications
- ~ Middlesex University Learning and Teaching Policy and Strategy
- ~ Middlesex University Strategic Plan
- Student, Staff, External Examiners and Graduate' feedback.

## **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 student programme handbook and the University Regulations.

## Programme Learning Outcomes

|  |   |
|--|---|
| <p>Knowledge and understanding on completion of this programme the successful student will have knowledge and understanding of:</p>                      | <p>Skills on completion of this programme the successful student will be able to:</p>   |
| A1   | B1  |
| the extent, diversity and scope of contemporary professional graphic design practice   | use typography and image to effectively and imaginatively communicate information, ideas and arguments to a professional level      |
| A2   | B2  |
| the wide ranging employment opportunities available in the field of graphic design and related areas, the potential and management of career development | realise and prepare graphic design solutions for presentation and production through a variety of processes to a professional level |
| A3   | B3  |
| the relevance and significance of social and historical contexts in which graphic design operates  | use design industry standard computer applications proficiently   |
| A4   | B4  |
| a variety of reprographic processes appropriate to the presentation and reproduction of graphic design   | analyse and define graphic design problems and use sound judgement  |
| A5   | B5  |
| of safety protocols and effective employment of a range of workshop technologies   | communicate and work effectively individually and when appropriate as part of a team  |
| A6   | B6  |
| appropriate uses of information technology and the application of measurement and calculation toward robust design solutions                             | undertake visual research across a wide range of sources  |
| A7   | B7  |
| the use of appropriate criteria to discuss, criticise and evaluate their own   | formulate and develop imaginative and appropriate solutions to graphic design problems through a logical and structured process     |
| A8   | B8  |
| how to initiate projects and explore areas of work   | think, write and speak critically and be an independent learner   |

