

## DEFINITIVE COURSE RECORD

Course Title	<b>BA (Hons) Graphic Design</b>
Awarding Bodies	<b>University of Suffolk</b>
Level of Award <sup>1</sup>	<b>FHEQ Level 6</b>
Professional, Statutory and Regulatory Bodies Recognition	<b>None</b>
Credit Structure <sup>2</sup>	<b>360 Credits Level 4: 120 Credits Level 5: 120 Credits Level 6: 120 Credits</b>
Mode of Attendance	<b>Full-time and Part-time</b>
Standard Length of Course <sup>3</sup>	<b>3 years full-time</b>
Intended Award	<b>BA (Hons) Graphic Design</b>
Named Exit Awards	<b>DipHE Graphic Design</b>
Entry Requirements <sup>4</sup>	<b>Typical Offer: 112 UCAS tariff points (or equivalent) Applicants may be expected to attend an interview and show a portfolio as part of the application process</b>
Delivering Institution(s)	<b>University of Suffolk</b>
UCAS Code	<b>W212 BA/GDI</b>

This definitive record sets out the essential features and characteristics of the BA (Hons) Graphic Design course. The information provided is accurate for students entering level 4 in the 2019-20 academic year.<sup>5</sup>

### Course Summary

The BA (Hons) Graphic Design degree enables students to develop practical, creative and intellectual skills underpinned by theoretical and conceptual approaches to design. Delivered in a professional environment, utilising traditional and contemporary media, students produce inventive, high quality, and vocationally relevant work.

Employability is at the heart of the Graphic Design course at the University of Suffolk. As well as learning how to be creative and critical thinkers while also developing a broad range of practical skills, contemporary professional practice prepares students for their future careers. Transferable knowledge and skills are embedded throughout the teaching and learning experience, further enabling students to become enterprising and employable graduates.

<sup>1</sup> For an explanation of the levels of higher education study, see the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)

<sup>2</sup> All academic credit awarded as a result of study at the University adheres to the [Higher education credit framework for England](#).

<sup>3</sup> Where the course is delivered both full-time and part-time, the standard length of course is provided for the full-time mode of attendance only. The length of the part-time course is variable and dependent upon the intensity of study. Further information about mode of study and maximum registration periods can be found in the [Framework and Regulations for Undergraduate Awards](#).

<sup>4</sup> Details of standard entry requirements can be found in the [Admissions Policy](#)

<sup>5</sup> The University reserves the right to make changes to course content, structure, teaching and assessment as outlined in the [Admissions Policy](#).

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### **Course Aims**

- To provide a flexible, stimulating and challenging learning experience that accommodates diverse vocational and academic backgrounds, and prepares students for their future careers
- To maintain and nurture a commitment to the intellectual and personal development of the individual students as a basis for a lifetime of experience and learning
- To provide an educational framework that promotes the development of broad professional Graphic Design awareness and ability, with transferable skills
- To promote the cultural and vocational relevance of the course and enable links with practitioners, professional organizations, the creative industries and the community in general
- To assist and encourage the student in the development of a mature and self-motivated attitude in creating and producing original solutions with a diverse, explorative range of approaches and methods

### **Course Learning Outcomes**

The following statements define what students graduating from the BA (Hons) Graphic Design course will have been judged to have demonstrated in order to achieve the award. These statements, known as learning outcomes, have been formally approved as aligned with the generic qualification descriptor for level 6 awards as set out by the UK Quality Assurance Agency (QAA).<sup>6</sup>

### **Subject specific knowledge, understanding and skills**

1. select, use and apply traditional and digital media appropriately within set assignments and tasks
2. generate ideas, concepts, proposals, solutions or arguments in response to set briefs
3. understand the potential professional context for their work
4. analyse and critique their work and the work of others
5. understand the historical and contemporary context of Graphic Design
6. adopt a creative and inventive approach to the use of a range of media, technologies and processes, with appropriate competence
7. apply, consolidate and extend their learning in different contextual frameworks and situations, both within and beyond the field of art & design, employing appropriate skills and technology in a range of design situations
8. demonstrate through creative practice an understanding of Graphic Design problem-solving, expressed in the effective analysis, conceptualisation and expression of proposals for solutions to a broad range of practical problems encountered in contemporary practice

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<sup>6</sup> As set out in the [QAA Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies \(2014\)](#)

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9. develop appropriate self-confidence and direction in their work through a range of crafting processes
10. contextualise awareness of potential professional situations of their work and place within contemporary Graphic Design practice
11. begin to form a coherent personal working philosophy and value system based on an understanding of the social, economic, technological and historical determinants of their work and that of others
12. explore and apply critical perspectives that inform the design process
13. articulate and synthesise their knowledge and understanding, attributes and skills in effective ways in the contexts of creative practice, employment, further study and research
14. generate a diverse range of ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity
15. adopt a substantive critical and analytical approach to research material in relation to the practical and theoretical contexts of Graphic Design

**Generic and graduate skills**

16. Study independently, set goals, manage their own workloads and meet deadlines
17. anticipate and accommodate change and work within contexts of ambiguity, uncertainty and unfamiliarity
18. analyse information and experiences, formulate independent judgements, and articulate reasoned arguments through reflection, review and evaluation
19. formulate reasoned responses to the critical judgements of others
20. identify personal strengths and needs
21. interact effectively with others, for example through collaboration, collective endeavour and negotiation
22. articulate ideas and information comprehensibly in visual, oral and/or written forms
23. present ideas and work to audiences in a range of situations
24. source, navigate, select, retrieve, evaluate, manipulate and manage information from a variety of sources
25. select and employ communication and information technologies

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### Course Design

The design of this course has been guided by the following QAA Benchmarks:

- Art and Design (2008)

### Course Structure

The BA (Hons) Graphic Design comprises modules at levels 4, 5 and 6.

Module Specifications for each of these modules are included within the course handbook, available to students on-line at the beginning of each academic year.

	Module	Credits	Module Type <sup>7</sup>
<b>Level 4</b>			
	Digital Studies	20	M
	Ideas Generation in Graphic Design	20	M
	Typographic Exploration	20	M
	Print Media for Graphic Design	20	M
	Visual Image	20	M
	Contexts in Graphic Design and Illustration	20	M
<b>Level 5</b>			
	Applied Graphic Design Ideas	20	M
	Interactive Screen Design	20	M
	Graphic Identity	20	M
	Design and Illustration Analysis	20	M
	Conceptual Projects	20	M
	<b>Plus either</b>		
	Advanced Design Practices <b>or</b>	20	O
	*Work-based Learning	20	O
<b>Level 6</b>			
	Graphic Design Portfolio Development	40	M
	Personal Graphic Design Projects	40	M
	Dissertation and Critical Review	40	M

\* Work-Based Learning module is offered as an option every year; enrolment on the module is dependent on a successful application process which is run at the end of Semester 1 in Level 5.

### Awards

On successful completion of the course, students will be awarded a BA (Hons) Graphic Design. Students who leave the course early may be eligible for a DipHE Graphic Design on successful completion of 240 credits including all mandatory modules at levels 4 and 5.

<sup>7</sup> Modules are designated as either mandatory (M), requisite (R) or optional (O). For definitions, see the [Framework and Regulations for Undergraduate Awards](#)

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### Course Delivery

The course is delivered at Ipswich. Students studying full-time on BA (Hons) Graphic Design are likely to have approximately 12 contact hours per week for level 4, 12 contact hours per week for level 5 and 12 contact hours per week for level 6. The contact hours will be a mix of lectures, seminars, practical activities, tutorials and workshops. Students will normally be expected to undertake at least the same number of contact hours in independent study in an average week, but should be prepared for this to vary based on assignment deadlines and class exercises.

### Course Assessment

A variety of assessments will be used on the course to enable students to experience and adapt to different assessment styles. The assessment methods used will be appropriate to assess each module's intended learning outcomes. Assessment on the course overall will be comprise of 100% coursework (including practical assessments, essays, reports, presentations, group work, reflective learning journals and research projects).

### Course Team

The academic staff delivering this course are drawn from a team that includes teaching specialists and current practitioners. All staff are qualified in their subjects with their own specialist knowledge to contribute.

### Course Costs

Students undertaking BA (Hons) Graphic Design will be charged tuition fees as detailed below:

Student Group	Tuition Fees
Full-time UK/EU	£9,250 per year
Part-time UK/EU	£1,454 per 20 credit module
Full-time International	£13,330 per year
Part-time International	£2,220 per 20 credit module

Payment of tuition fees is due at the time of enrolment and is managed in accordance with the Tuition Fee Policy.

Students are likely to incur other costs.

- Course trips can be run 2 or 3 times every year at each level. While these are sometimes module specific, they are optional. Costs usually range from between £20-50, depending on mode of transport and destination;
- The course sometimes runs an international trip that is optional. The cost of such trips is dependent on location, travel details, length of trip and accommodation;
- Students are expected to design their dissertation document. The cost can range from general printing and binding costs of £10-£20, or more bespoke online printing services such as Blurb.com, for approximately £30-£50;
- Specialist materials will need to be bought, such as papers, layout pads, inks, drawing equipment, etc. On average, costs per module should range between £50-£100, however, this may rise to between £100-£200 for practical modules late in Level 5 and at Level 6 as students need to print professional standard prints for their portfolios, and produce realistic dummies and prototypes of 3D design work for display purposes and USB memory sticks to save module books to;

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- There is an optional Work Based Learning module in Level 5, which students negotiate to do as a replacement for another module. Students have to fund their own transport to this placement;
- There is an expectation that Level 6 students fund their Degree Show, although they often take on fundraising activities throughout the year to help with this. A final year student should budget approximately £100 for this, but often it is much less than this;
- It is advised students invest in a portable hard-drive to back-up all their digital work. Approximate cost £50

### **Academic Framework and Regulations**

This course is delivered according to the Framework and Regulations for Undergraduate Awards and other academic policies and procedures of the University and published on the [website](#).