

DEFINITIVE COURSE RECORD

Course Title	BA (Hons) Graphic and Communication Design
Awarding Bodies	University of Suffolk
Level of Award ¹	FHEQ Level 6
Professional, Statutory and Regulatory Bodies Recognition	None
Credit Structure ²	360 Credits Level 4: 120 Credits Level 5: 120 Credits Level 6: 120 Credits
Mode of Attendance	Full-time and part-time
Standard Length of Course ³	3 years full-time
Intended Award	BA (Hons) Graphic and Communication Design
Named Exit Awards	DipHE Graphic and Communication Design
Entry Requirements ⁴	Typical Offer: 112 UCAS tariff points
Delivering Institution	University of Suffolk at West Suffolk College
UCAS Code	210W

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

Course Summary

This is a highly vocational course, which focuses on the real world demands of the graphic design industry. An important element of the course is work-based learning, giving students an understanding of professional practice from which to develop the required skills for an increasingly technologically demanding yet creative environment. The course has built up an impressive track record for work-based learning and has an extensive network of contacts. Live commercial briefs and work placements (six weeks) ensure that the training provided equips students with the relevant professional skills and employability. Students have been provided with a range of valuable enrichment visits to local industry. Entry into professional Graphic Design has never been more competitive and so continual exposure to industry is becoming an increasingly important element of undergraduate education. In the third year students are encouraged to explore and produce contemporary solutions to graphic communication problems, challenging the pre-conceptions of graphic design and to develop as creative thinkers. The aim is to help students become creative, well-rounded and knowledgeable individuals capable of developing and leading in this rapidly advancing

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

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

³ 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](#).

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

⁵ 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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industry. Students are expected to exhibit work at the end of the course. An annual in-house design consultancy award is offered through one of our employer contacts consisting of a work-placement in the UK.

Course Aims

- Develop learner's creative potential to speculate on new and innovative approaches to their subject specialism
- Appreciate, explore and challenge existing forms of graphic design through independent and collaborative enquiry
- Develop learner's knowledge and critical understanding of the underlying principles and concepts of their field of study and how these relate to a commercial environment
- Develop an understanding of the historical, social cultural and theoretical contextual background to their field of study
- Develop an ability to think clearly, to construct lines of argument and to make sound judgements based upon an ability to evaluate and interpret data
- Familiarise themselves with the working environment
- Critically evaluate different approaches to solving creative problems in a work context.
- Understand the limits of their knowledge and how this should influence their activity in a work context
- To develop organisational qualities, communication skills necessary for the effective exchange of ideas information and team work

Course Learning Outcomes

The following statements define what students graduating from the BA (Hons) Graphic and Communication 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).⁶

Knowledge and Understanding

1. Demonstrate a systematic understanding of the broad critical dimensions of Graphic and Communication Design as a discipline and professional practice, some of which is at, or informed by, the forefront of the sector
2. In-depth knowledge, powers of analysis and comparison of boundaries of Graphic and Communication Design
3. Knowledge and understanding of particular aspects of current research methodology and creative thinking in Graphic and Communication Design

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

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Subject specific skills

4. To describe and comment upon particular aspects of current research, or equivalent advanced scholarship, in Graphic and Communication Design
5. Demonstrate appreciation of the uncertainty, ambiguity and limits of knowledge in Graphic and Communication Design
6. Demonstrate original, innovative and imaginative responses
7. Evidence innovative, creative skills and exercise critical judgement and accuracy in deploying established techniques of enquiry and analysis within Graphic and Communication Design projects
8. Construct and present a “signature” Graphic and Communication Design portfolio to professional standards

Cognitive Processes

9. Evidence independent learning techniques based on theoretical texts
10. Demonstrate comprehensive proficiency in observation, investigation, enquiry, visualisation and fabrication
11. Realise fully developed design ideas via personally identified projects
12. Understand abstract concepts and theoretical design ideas and apply them critically to creative problem-solving, to make judgements, and to achieve a solution or a range of solutions.

Generic Skills

13. Attend to, reproduce accurately, reflect on and interact with the ideas and arguments of others
14. Work collaboratively as a member of a team or group in a way which allows each individual's talents to be utilised effectively
15. Show independence in thought, and critical self-awareness about one's own outlook, commitments and prejudices
16. Undertake independent or self-directed study or learning (including time management) and reflect on one's strengths and weaknesses as a student
17. Communicate ideas and research findings by written, oral and visual means

Course Design

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

- Art and Design (2008)

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Course Structure

The BA (Hons) Graphic and Communication 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 ⁷
Level 4			
	Professional Practice and Personal Development Planning	20	R
	Introduction to Typography	20	R
	Visual Communication	20	R
	Digital and Developing Technologies	20	R
	Work Based Learning	20	R
	History of Contemporary Graphic Design	20	R
Level 5			
	Research Methods	20	M
	Editorial and Publication Design	20	R
	Applied Ideas	20	R
	Negotiated Project	20	R
	Internship	40	R
Level 6			
	Graphic Media and Emerging Technologies	20	R
	Commercial Collaboration	20	R
	Signature Brief	20	R
	Specialist Pathways	20	R
	Dissertation	40	M

Awards

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

Course Delivery

The course is delivered at the University of Suffolk at West Suffolk College. Students studying full-time on BA (Hons) Graphic and Communication Design are likely to have approximately 10 tuition contact hours per week throughout the degree programme. The contact hours will be a mix of practical activities some of which will be “live” design briefs, lectures, seminars and workshops. Students will also be required to participate in a minimum of 10 days of work placement at level 5. Students will be assisted in finding appropriate placements. Students will normally be expected to undertake approximately 25 hours of independent study in an average

⁷ 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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week, some of which may be studio-based with access to specialist materials/software, although this may 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 100% coursework with a main focus on studio work, 'live' projects, practical work, presentations, written essays and reports where appropriate. Assessments will be progressive from the initial 'small-scale' design projects at level 4, to more complex and demanding projects at Levels 5 and 6.

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 and Communication 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 costs for equipment, materials, optional field trips, presentations and exhibitions amounting to approximately £50.00 per year.

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](#).