

## DEFINITIVE COURSE RECORD

Course Title	<b>BA (Hons) Graphic Communication</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</b> <b>Level 4: 120 Credits</b> <b>Level 5: 120 Credits</b> <b>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 Communication</b>
Named Exit Awards	<b>None</b>
Entry Requirements <sup>4</sup>	<b>Typical Offer: 112 UCAS tariff points</b>
Delivering Institution(s)	<b>University of Suffolk at West Suffolk College</b>
UCAS Code	<b>210W</b>

This definitive record sets out the essential features and characteristics of the BA (Hons) Graphic Communication course. The information provided is accurate for students entering level 4 in the 2021-22 academic year<sup>5</sup>.

### 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 enabling them to develop the required skills and knowledge necessary to meet the demands of this rapidly advancing industry. The course has built up an impressive track record for client work and our students have been successful in receiving many coveted awards from some of the top international design competitions. Live commercial briefs and internships with regional agencies/employers (five weeks) ensure that the training provided equips students with the relevant skills and increases their chances of employability at the end of the course. The programme recognises that Graphic Communication is a multi-disciplined activity that requires a unique combination of skills and attributes to be successful. We prepare graduates to be adaptable and versatile in their professional practice whether their goal is to upskill, launch an independent graphic design business or to work for a multinational corporation. Students are provided with a range of valuable enrichment visits to creative industry conferences and trips abroad. We're committed

<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](#) and further details about Disclosure and Barring Checks (DBS) can be found on the [University's DBS webpage](#).

<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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to ensuring our students engage with the best people in their field and regularly welcome renowned guest speakers from across the globe to share their experiences, the most inspirational speaker to date has been the legend David Carson.

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 of the course 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 industry. Students are expected to exhibit work at the end of the course. Three annual in-house design consultancy awards are offered which are sponsored by local employers.

### 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 Communication 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>.

#### *Knowledge and Understanding*

1. Demonstrate a systematic understanding of the broad critical dimensions of Graphic Communication as a discipline and professional practice, some of which is at, or informed by, the forefront of the sector

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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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2. In-depth knowledge, powers of analysis and comparison of boundaries of Graphic Communication.
3. Knowledge and understanding of particular aspects of current research methodology and creative thinking in Graphic Communication.

*Subject specific skills*

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

*Cognitive Processes*

6. Evidence independent learning techniques based on theoretical texts
7. Demonstrate comprehensive proficiency in observation, investigation, enquiry, visualisation and fabrication
8. Realise fully developed design ideas via personally identified projects
9. 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*

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

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### Course Design

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

- Art and Design (2008)

### Course Structure

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

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

	Module	Credits	Module Type <sup>7</sup>
Level 4			
	Introduction to Typography	20	R
	Visual Communication	20	R
	Digital and Emerging Technologies	40	R
	Work Based Learning	20	R
	History of Contemporary Graphic Design	20	R
Level 5			
	Research Methods	20	M
	Editorial and Publication Design	20	M
	Advanced Divergent Thinking	20	M
	Negotiated Project	20	M
	Internship	40	M
Level 6			
	Integrated Media and Digital Communications	20	M
	Commercial Collaboration	20	M
	Signature Brief	40	M
	Dissertation	40	M

### Awards

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

### Course Delivery

The course is delivered at the University of Suffolk at West Suffolk College. Students studying full-time on BA (Hons) Graphic Communication 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 12 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

<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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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	£9,250 per year
Part-time UK	£1,454 per 20 credit module
Full-time EU/International	£13,725 per year
Part-time EU/International	£2,287 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](#).