

School of Creative Arts

Title of Programme: Graphic Design and Illustration

Programme Code: CTGDIL

# Programme Specification

This programme specification is relevant to students entering:  
01 September 2020

Associate Dean of School (Academic Quality Assurance):  
Barbara Brownie



Signature

4 March 2020

A programme specification is a collection of key information about a programme of study (or course). It identifies the aims and learning outcomes of the programme, lists the modules that make up each stage (or year) of the programme, and the teaching, learning and assessment methods used by teaching staff. It also describes the structure of the programme, its progression requirements and any programme-specific regulations. This information is therefore useful to potential students to help them choose the right programme of study, to current students on the programme, and to staff teaching and administering the programme.

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## Summary of amendments to the programme:

Section	Amendment
1	Include new Study Abroad & Employment Experience pathways and award titles
	Clarify 5-year option (+ placement + year abroad)
	Amended tables 1a and 1b
	Remove reference to Admin Office from Copyright Statement
Section E	Remove reference to a dedicated programme administrator
Table 2	Add new L6 modules – Study Abroad and Employment Experience

If you have any queries regarding the changes please email [AQO@herts.ac.uk](mailto:AQO@herts.ac.uk)

# Programme Specification **Graphic Design & Illustration**

This programme specification (PS) is designed for prospective students, enrolled students, academic staff and potential employers. It provides a concise summary of the main features of the programme and the intended learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided. More detailed information on the teaching, learning and assessment methods, learning outcomes and content for each module can be found in Definitive Module Documents (DMDs) and Module Guides.

## Section 1

<b>Awarding Institution/Body</b>	University of Hertfordshire
<b>Teaching Institution</b>	University of Hertfordshire
<b>University/partner campuses</b>	College Lane Campus
<b>Programme accredited by</b>	Not applicable
<b>Final Qualification</b>	BA (Hons)
<b>All Final Award titles (Qualification and Subject)</b>	Graphic Design / (Sandwich) / with a Year Abroad / (Sandwich) with a Year Abroad / with Study Abroad / with Employment Experience / with Study Abroad and with Employment Experience Graphic Design: Advertising and Branding / (Sandwich) / with a Year Abroad / (Sandwich) with a Year Abroad / with Study Abroad / with Employment Experience / with Study Abroad and with Employment Experience Illustration / (Sandwich) / with a Year Abroad / (Sandwich) with a Year Abroad / with Study Abroad / with Employment Experience / with Study Abroad and with Employment Experience
<b>FHEQ level of award</b>	6
<b>UCAS code(s)</b>	Graphic Design - W210 / Illustration – W221/ Advertising and Branding – W215
<b>Language of Delivery</b>	English

## A. Programme Rationale

The programme is one of only a few nationally that offers an initial experience of both graphic design and illustration at the start of Level 4, before further specialisation within the Graphic Design course from Level 5 onwards with the option of the 'Graphic Design: Advertising and Branding' award. These three options give a clear and distinct choice for applicants, but with flexibility to change from one pathway to another at certain stages of Level 4. The curriculum is designed to encourage and challenge students who have already decided on their future pathway; whilst also offering support and guidance to those who may be unsure of which direction to take.

Although it has a strong professional ethos, a characteristic of the programme is its breadth in terms of the range of media, processes and approaches to problem solving it encourages – resulting in graduates with diverse portfolios and interests. It acknowledges the fact that designers of the future will need to possess multidisciplinary skills as well as the ability and confidence to collaborate with others. Encouraging students to have an awareness of the social, political, environmental and ethical contexts that surround their work is a vital part of the programme.

Level 4 is a common, shared experience during which students are given the time to explore and develop the common aspects of these two disciplines, as well as providing a sound grounding in the differences so as to allow students to make an informed choice about which award to join. The first semester is characterised by a set of assignments that explore the importance of a thorough design process, ways to generate original and appropriate ideas, and introductory workshops to a variety of skills and techniques. The second

semester focuses on the student's chosen discipline and is characterised by a set of intensive workshops, supported by appropriate creative briefs that test the knowledge, understanding and skills acquired.

Level 5 continues with intensive discipline-specific workshops and creative project briefs allied to the workshops. Philosophically students are encouraged to consider the idea that the module in Level 5 Semester A is simply a continuation of, or an extension of the Level 4 Semester B module. There is an increasing focus on the professional world that flows throughout Level 5 characterised by constant reference to contemporary professional practitioners, project briefs, constraints and timescales that are typical of industry, live projects, collaborations with industry partners, work experience opportunities, study trips and talks from visiting guest speakers. Graphic Design students will either study two specialist modules exploring the wider possibilities of graphic design, or two modules which introduce and explore advertising and branding.

Level 6 is considered the 'portfolio year' and is largely concerned with the development of a high quality graduate portfolio of design/illustration work, alongside the writing of a substantial piece of critical writing. Given the highly vocational nature of this particular programme, the Level 6 curriculum is designed to allow students the opportunity to work on a wide variety of visual communication problems that will be recognised, understood and appreciated by potential employers. In Semester B students will engage in a number of projects including a single, large Final Major Project and a comprehensive self-promotion and portfolio development exercise.

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## B. Educational Aims of the Programme

The programme has been devised in accordance with the University's graduate attributes of programmes of study as set out in [UPR TL03](#).

### **Additionally this programme aims to:**

- enable students to initiate, develop and realise original, creative and commercially relevant work in the fields of graphic design and illustration;
- provide students with a detailed knowledge and comprehensive understanding of key historical and contemporary developments in graphic design and/or illustration, including social, political, environmental, ethical and professional contexts;
- develop in students an ability to communicate effectively to a range of audiences, to collaborate with others, to listen, discuss and negotiate and to develop self-reflective practices;
- enable students to develop a range of personal and entrepreneurial skills which will equip them with the ability to respond to current and future career challenges.

### **and for the award of Graphic Design**

- develop an awareness of the vital importance of core skills in typography, print production, narrative and interaction alongside idea generation techniques and the ability to craft and execute visual ideas to a high professional standard.

### **and for the award of Graphic Design: Advertising and Branding**

- develop an awareness of the vital importance of core skills in typography, narrative, interaction, copywriting, art-direction and brand strategy alongside idea generation techniques and the ability to craft and execute visual ideas to a high professional standard.

### **and for the award of Illustration**

- promote the vital importance of all forms of image making and drawing along with other traditional and also contemporary craft/technology skills.

### **The programme accords with the University of Hertfordshire Graduate Attributes:**

1. Professionalism, employability and enterprise: The University promotes professional integrity and provides opportunities to develop the skills of communication, independent and team working, problem solving, creativity, digital literacy, numeracy and self-management. Our graduates will be confident, act with integrity, set themselves high standards and have skills that are essential to their future lives.

2. Learning and research skills: The University fosters intellectual curiosity and provides opportunities to develop effective learning and research abilities. Our graduates will be equipped to seek knowledge and to continue learning throughout their lives.
3. Intellectual depth, breadth and adaptability: The University encourages engagement in curricular, co-curricular and extracurricular activities that deepen and broaden knowledge and develop powers of analysis, application, synthesis, evaluation and criticality. Our graduates will be able to consider multiple perspectives as they apply intellectual rigour and innovative thinking to the practical and theoretical challenges they face.
4. Respect for others: The University promotes self-awareness, empathy, cultural awareness and mutual respect. Our graduates will have respect for themselves and others and will be courteous, inclusive and able to work in a wide range of cultural settings.
5. Social responsibility: The University promotes the values of ethical behaviour, sustainability and personal contribution. Our graduates will understand how their actions can enhance the wellbeing of others and will be equipped to make a valuable contribution to society.
6. Global awareness: The University fosters discussion of complex and evolving world issues. Our graduates will be confident to act effectively in settings where language and culture are not familiar to them and will have an understanding of international traditions and practices both within, and beyond, their discipline.

### C. Intended Learning Outcomes

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills and other attributes in the following areas. The programme outcomes are referenced to the QAA benchmark statements for Art and Design and the Frameworks for Higher Education Qualifications of UK Degree-Awarding Bodies (2014) and relate to the typical student. Additionally, the SEEC Credit Level Descriptors for Further and Higher Education (2016) have been used as a guiding framework for curriculum design.

Knowledge and Understanding	Teaching and learning methods	Assessment strategy
A1- Theoretical, historical, social, political, environmental and ethical contexts relating to graphic design and illustration.	Acquisition of knowledge and understanding is through a combination of lectures, studio-based project work and workshops at all levels. (A1 to A4 and A4, A5, or A6)	Knowledge and understanding are assessed through in-module assessments, portfolio submissions and presentations in a range of media formats.
A2 – The selection of appropriate visual languages in the practice of visually communicating to defined audiences.	Learning is instigated by set projects with tutorial support including individual and small group tutorials (A1 to A4). For A5, A6 and A7, self-managed learning, responsible independence and autonomy	From Level 4 Semester B onwards, students demonstrate their knowledge and understanding through a programme of work within dedicated award-specific modules. (A4, A5, A6)
A3- The application of rigorous design processes and project development methodologies.	develop knowledge and understanding of the student's chosen specialist field in the context of projects proposed by students and negotiated with tutors to ensure the fulfilment of Learning Outcomes.	
A4- Developments within historic and contemporary		

<p>professional practice within their field.</p> <p><b>and for the award of BA (Hons) Graphic Design</b></p> <p>A5- Developments within historic and contemporary professional practice within graphic design.</p> <hr/> <p><b>and for the award of BA (Hons) Graphic Design: Advertising and Branding</b></p> <p>A6- Developments within historic and contemporary professional practice within graphic design, advertising and branding.</p> <hr/> <p><b>and for the award of BA (Hons) Illustration</b></p> <p>A7- Developments within historic and contemporary professional practice within illustration.</p>	<p>Throughout, the learner is encouraged to undertake independent study both to supplement and consolidate what is being taught/learnt and to broaden their individual knowledge and understanding of the subject.</p> <p>The modules ‘Visual Thinking: Histories, Theories and Context’ (Level 4), ‘Contextualising Contemporary Practice’ (Level 5) and ‘Degree Essay’ (Level 6) make a particular contribution to the acquisition of cultural, historical and critical understanding (A1) and to the knowledge and understanding of current practices (A5, A6, A7) especially at Levels 5 and 6. There is a requirement of written work at all levels and an extended essay at level 6. Additional academic writing support is available.</p>	
Intellectual skills	Teaching and learning methods	Assessment strategy
<p>B1- Use a variety of research sources and methods, followed by critical analysis, selection and reflection.</p> <p>B2- Demonstrate a confidence and ability in the generation of original, appropriate and effective ideas using a range of approaches to solving visual communication problems.</p> <p>B3- Present an informed and appropriate range of solutions to design problems in critical response to a brief.</p> <p>B4- Demonstrate an ability to effectively use narrative and/or interaction to</p>	<p>Intellectual skills are developed through a combination of lectures and studio-based module work. (B1, B2, B3, B4)</p> <p>Typically, the student’s conceptual development will be evident in a design process, which demonstrates creative thinking and problem solving, analysis and judgement in the development of solutions and a willingness to explore a range of media. Conceptual skills are an integral part of studio work and are fostered by set briefs, in-module exercises and workshops (B2, B3, B4)</p> <p>The ‘Visual Thinking: Histories, Theories and Context’ (Level 4), ‘Contextualising Contemporary Practice’ (Level 5) and ‘Degree Essay’ (Level 6) modules contribute significantly to the</p>	<p>Intellectual skills are assessed through in-module assessments, portfolio submissions and presentations in a variety of media formats.</p> <p>Typically, evidence will consist of the final outcome; and in the case of practice-based modules – evidence of a design development process (for example sketchbooks, research, design ideas, proposals, records of processes, lists of sources and bibliographies).</p>

communicate to defined audiences.	development of analytical thinking and enquiry skills (B1).  Using narrative and interaction to communicate is introduced at the start Level 5, after which can choose whether to employ these techniques (B4).  Throughout, the learner is encouraged to develop intellectual skills further by independent study.	
<b>Practical skills</b>	<b>Teaching and learning methods</b>	<b>Assessment strategy</b>
<p>C1- Demonstrate competence, clarity and craftsmanship in the presentation and communication of ideas.</p> <p>C2 - Use appropriate visual languages, techniques, processes and materials.</p> <p><b>and for the award of BA (Hons) Illustration</b></p> <p>C3- Demonstrate professional competence in a variety of image making techniques, skills and mediums and be able to use these to convey meaning.</p> <hr/> <p><b>and for the awards of BA (Hons) Graphic Design and BA (Hons) Graphic Design: Advertising and Branding</b></p> <p>C4- Demonstrate professional competence in typography, layout and composition and be able to use these to convey meaning.</p>	<p>Practical skills are developed through regular workshops and set briefs, primarily at Levels 4 and 5. Advanced workshops or masterclasses are a feature of Level 6.</p> <p>Throughout, the learner is expected to consolidate their development of practical skills by independently using the School and University's resources.</p>	<p>Practical skills are assessed through the production values of module work and through portfolio submissions and presentations.</p>
<b>Transferable skills</b>	<b>Teaching and learning methods</b>	<b>Assessment strategy</b>
<p>D1- Research, edit, organise and present information effectively.</p> <p>D2- Demonstrate a high level of personal responsibility,</p>	<p>Transferable skills are developed throughout the programme.</p> <p>Research and organisation skills (D1) are integral to module work at all levels.</p>	<p>Transferable skills are assessed through a range of assignments built into the curriculum and through presentations and negotiation of project briefs.</p>



initiative and resilience in the management of self learning.

D3- Identify personal strengths and learning through reflection and evaluation, whilst responding flexibly to discussions, recommendations and change.

D4- Argue rationally and communicate effectively, both orally and in writing.

D5- Work effectively within a team, forming a collaborative learning environment.

D6- Demonstrate responsibility with regards to time management and other professional or entrepreneurial skills.

Personal responsibility and initiative (D2) becomes increasingly important as students progress to Level 6 study.

Reflection and flexibility (D3) are developed through written and verbal comments, self-assessment, negotiated projects and project summaries/rationales.

Communication skills (D4) are developed through written submissions, oral presentations and the presentation of finished outcomes.

The ability to work with others (D5) is developed through collaborative projects.

Professional and entrepreneurial skills are developed in practice-based modules during Level 5 and into Level 6, during industry-facing projects and through contact with external organisations.

In-module assessment is by submission of a portfolio and written work.

## D. Programme Structures, Features, Levels, Modules, and Credits

The programme is offered in full time (3 years), sandwich (4 years), with a year study abroad (4 years), study abroad and with Employment Experience (4 years) or with a sandwich year and a year study abroad (5 years) modes and leads to the following awards:

BA (Hons) Graphic Design

BA (Hons) Graphic Design (Sandwich)

BA (Hons) Graphic Design with a Year Abroad

BA (Hons) (Sandwich) Graphic Design with a Year Abroad

BA (Hons) Graphic Design with Study Abroad

BA (Hons) Graphic Design with Employment Experience

BA (Hons) Graphic Design with Study Abroad and with Employment Experience

BA (Hons) Graphic Design: Advertising and Branding

BA (Hons) Graphic Design: Advertising and Branding (Sandwich)

BA (Hons) Graphic Design: Advertising and Branding with a Year Abroad

BA (Hons) (Sandwich) Graphic Design: Advertising and Branding with a Year Abroad

BA (Hons) Graphic Design: Advertising and Branding with Study Abroad

BA (Hons) Graphic Design: Advertising and Branding with Employment Experience

BA (Hons) Graphic Design: Advertising and Branding with Study Abroad and with Employment Experience

BA (Hons) Illustration

BA (Hons) Illustration (Sandwich)

BA (Hons) Illustration with a Year Abroad

BA (Hons) (Sandwich) Illustration with a Year Abroad

BA (Hons) Illustration with Study Abroad

BA (Hons) Illustration with Employment Experience

BA (Hons) Illustration with Study Abroad and with Employment Experience

Entry is normally at level 4 with A-level or equivalent qualifications as detailed in section G but is possible at subsequent levels subject to appropriate qualifications and experience. Intake is normally Semester A (September).

### Professional and Statutory Regulatory Bodies

No accreditation.

### Work-Based Learning (including Sandwich and Employment Experience) and Study Abroad (including Year Abroad) Programmes

Students wishing to study abroad at a host institution in another country, or to complete a work placement during their studies, may choose to undertake one of the following:

- Year Abroad (1 year)
- Study Abroad (1 semester)
- Sandwich (1 year)
- Employment experience (1 semester)

Students normally progress to the next level of study in the academic year following any of the above.

A designated Year Abroad programme leads to a University award in Study Abroad mode and the words "with a year abroad" appear on the award certificate. The Year Abroad will provide students with the opportunity to expand, develop and apply the knowledge and skills gained at the start of their course in the School of Creative Arts (UH), within a different organisational and cultural environment in a partner academic institution. The host institution will appoint a Programme Co-ordinator who will oversee the student's programme during the Year Abroad and will liaise with the appointed UH Supervisor.

Students undertaking a full Year Abroad may undertake a period of study at an approved partner institution as an additional year either between Levels 4 and 5 (students must have passed 120 credits) or between Levels 5 and 6 (students must have passed 240 credits).

Alternatively, in exceptional cases where the curriculum provided at an approved franchise partner is aligned with that of their home programme and where this has been formally agreed by the Programme Leader, students may undertake this study period in place of Level 5 (Year 2) at the School of Creative Arts (UH). In this case, successful students will receive credit for 120 credits at Level 5 and their final degree classification will be calculated in line with those for a direct Level 6 entrant (i.e. Level 5 achievement/grades will not be taken in to account).

Students may opt to do a single semester of study abroad on a designated Study Abroad programme leading to a University award with the words "with Study Abroad" included on the award certificate. Students choosing to study abroad for a single semester will be registered on the Study Abroad (Creative Arts) module (6CTA1166).

Single-semester Study Abroad may only take place between Level 5 and Level 6, and not in lieu of and level 5 module. Students enrolled on Study Abroad will not be permitted to progress to Level 6 until the following academic year. Students may undertake any previously deferred or referred single-semester modules during the academic year of their study abroad, but not during the same semester as Study Abroad.

A designated Sandwich programme leads to a University award in the sandwich mode, with the word "(Sandwich)" appearing on the final award certificate. In order for the programme to lead to an award in the sandwich mode, the student must undertake a period of approved work experience of not less than 36 weeks full-time equivalent with no possibility of exemption, usually between the end of Year 2 and the beginning of Year 4. This will usually be completed within the United Kingdom but, with prior approval, may



be completed within other countries. Progress of the student's training and development is monitored through visits from University academic staff and/or through reports from the student. Students will be required to document this period of work in accordance with the guidelines produced by the School. Students on the Sandwich programme will be registered on the Sandwich Year Module (6CTA1008).

Students who have not achieved the minimum progression requirements at the end of Level 5 may be prevented from undertaking a sandwich placement. Students who are on the sandwich programme but have a 'Failed' grade in any Level 4 or Level 5 module will not normally be allowed to register to repeat this module until they return from placement.

Students undertaking a shorter period of work experience may be eligible for an award with Employment Experience. A designated Employment Experience programme leads to a University award with the words "with Employment Experience" appearing on the final award certificate. In order for the Employment Experience award to be achieved, the student must undertake a period of approved work experience of at least 12 weeks full-time equivalent from a maximum of two separate approved placements, neither of which shall usually be less than 4 weeks in duration. Students on the Employment Experience programme will be registered on the Employment Experience (Creative Arts) module (6CTA1165).

Employment Experience may only take place between Level 5 and Level 6. And not in lieu of any Level 5 module. Students enrolled on Employment Experience will not be permitted to progress to Level 6 until the following academic year. Students may undertake any previously deferred or referred modules during the academic year of their employment, but not during the same semester as their Employment Experience.

Students may choose to combine study abroad and work experience awards, either by completing a full Year Abroad followed by a Sandwich, over 2 years, leading to the award of "(Sandwich) with a Year Abroad", or by completing Study Abroad and Employment Experience within a single year, leading to an award "with Study Abroad and with Employment Experience".

#### Other Work Experience (Short and Medium Term)

In addition to offering a full Sandwich year (as explained above and referred to in the School as a 'Long Term Work Experience'), we encourage students to participate in shorter work experiences / placements.

With agreement from the Programme Leader, a student negotiated work experience is available within this Programme at Levels 5.

This means that, with prior written agreement, a student may undertake: a work experience in place of *an assessed component within* one of the named modules below (referred to as a 'Short Term Work Experience')

In the case of a Medium Term Work Experience, the student will be de-registered from the chosen module and registered upon *5CTA1004 Professional Work Experience 15: Design* or *5CTA1143 Professional Work Experience 30: Design* instead.

The module(s) that are approved within this Programme for work experience/placement are:

- 5CTA1245 - Graphic Design Studio Practice (part of) – 15 credits
- 5CTA1246 - Graphic Design Professional Development (part of) – 15 credits
- 5CTA1247 - Live Briefs: Graphic Design (part of) – 30 credits
- 5CTA1249 - Live Briefs: Advertising & Branding (part of) – 30 credits
- 5CTA1252 - Illustration Studio Practice (part of) – 15 credits
- 5CTA1252 - Illustration Professional Development (part of) – 15 credits
- 5CTA1253 - Commissions (part of) – 30 credits

Students normally undertake their work placement *during* Level 5, with the assessment submission made during the period of the module, or alternatively may negotiate with the programme leader to allow a placement undertaken at a different time (for example, during a vacation or non-teaching period) to be accredited within an approved module - with appropriate evidence submitted (including a reflective report).

Students (and staff when considering approval) should carefully consider any potential difficulties which may arise when attempting to undertake work experience simultaneously with their academic study (for example, timetable constraints for other modules). In terms of exemption from academic study whilst undertaking a work placement, a time equivalent to 30 credits is normally the maximum permitted.

Additional advice on these modules is available in the School's Accredited Work Experience Handbook and the Professional Work Experience Definitive Module Document (DMD). Students will need approval of the programme leader or nominee for the work experience, to ensure that the scope and level of challenge / learning of the work submitted in reflection upon a work experience, is appropriate and as far as possible, matched in scope and level to any work being substituted.

The programme supports the student in opportunities to undertake live projects which may arise through their own endeavour and works to build such opportunities into the student's learning and assessment through negotiation of briefs and presentable outcomes. The term 'live projects' refers here to a range of activities that extends well beyond those that are primarily commercial and includes social enterprise projects undertaken in connection with community groups, arts organisations and other agencies. Where a student wishes to undertake a live project, it is a requirement that before it commences there is in place a learning contract that specifies clearly how it enables the student to fulfil the module Learning Outcomes; the materials to be submitted for assessment; the date of submission for that material; what the work means in terms of the student's attendance and workload and an appropriate strategy for supervision by a tutor. That contract has to be agreed by both the module tutor and the Programme Leader.

### Erasmus Exchange programme

Creative Arts undergraduate students are offered the opportunity to participate in the ERASMUS Exchange Programme. The School currently has reciprocal arrangements with a number of European Institutions (including institutions in Spain, Hungary, Poland, Bulgaria, Portugal, Ireland and Finland) offering a range of subject disciplines. Students are advised to consult their programme leader for further information on the opportunities available.

### Incoming ERASMUS/CATS International Students

With prior agreement from the School's CATS Tutor and Programme Leader, incoming International students on the ERASMUS or CATS Schemes may participate in this Programme by undertaking modules and gaining the associated credit, typically at Level 5. Additionally, the following four modules are available to those students seeking credit for their work submitted within a single-semester timeframe, whilst studying alongside UH/Home students registered on two-semester modules:

5CTA1209 Design Studies A (15 credits)  
5CTA1210 Design Studies B (15 credits)  
5CTA1211 Design Studies C (15 credits)  
5CTA1212 Design Studies D (15 credits)

In such cases, an Approved Study Pattern for single-semester study will be determined at the commencement of the study period. The Study Pattern should clearly specify the format/quantity/weighting of assessments that are to be submitted at the conclusion of the study period – please see the relevant DMDs for more information.

NOTE: Visiting students wishing to study in the School of Creative Arts may participate in the Level 5 activities within a *single* Programme only.

### Programme Structure

The programme structure and progression information below (Table 1a and 1b) is provided for the Honours

award. Any interim awards are identified in Table 1b. The Programme Learning Outcomes detailed above are developed and assessed through the constituent modules. Table 2 identifies where each learning outcome is assessed.

Table 1a Outline Programme Structure

**Mode of study** Full time; sandwich; year abroad; study abroad; employment experience

**Entry point** Semester A

**Level 4**

The listed level 4 modules are common to all the degree awards of the Graphic Design and Illustration Programme and must be undertaken by all students irrespective of their degree pathway. Students studying the first year with Hertfordshire International College (HIC) will be enrolled on HIC modules but are taught alongside University of Hertfordshire Level 4 students.

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Visual Communication* <b>or</b> Visual Communication - HIC	4CTA1278 4CTA1282	45 45	English English	0 0	100 100	0 0	A A
Visual Thinking: Histories, Theories and Context <b>or</b> Visual Thinking: Histories, Theories and Context - HIC	4CTA1279 4CTA1283	30 30	English English	0 0	100 100	0 0	AB AB

Before the start of Semester B students are required to choose either Graphic Design Essentials Part 1 or Illustration Essentials Part 1. Projects and workshops are carefully designed to enable students and staff to diagnose the appropriate award choice. One on one tutorials are also in place to discuss the student's strengths and future ambitions.

**BA (Hons) Graphic Design and BA (Hons) Graphic Design: Advertising and Branding Pathways**

Compulsory Award Specific Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Graphic Design Essentials Part 1* <b>or</b> Graphic Design Essentials Part 1 - HIC	4CTA1280 4CTA1284	45 45	English English	0 0	100 100	0 0	B B

## BA (Hons) Illustration Pathway

Compulsory Award Specific Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Illustration Essentials Part 1* <b>or</b>	4CTA1281	45	English	0	100	0	B
Illustration Essentials Part 1 - HIC	4CTA1285	45	English	0	100	0	B

## OPTIONAL - Year 2 - Year Abroad

Students may elect to take a year abroad, as optional experience:

Optional Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Year Abroad	5CTA0001	0	English	0	100	0	ABC

In order to achieve the 'with a Year Abroad' award students must complete Module 5CTA0001 between levels 4 and 5 of their study.

## Level 5

The Level 5 module listed in the table below is common to all the programme's degree awards and must be undertaken by all students irrespective of their degree pathway.

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Contextualising Contemporary Practice	5CTA1243	30	English	0	100	0	AB

Before the start of Semester A Graphic Design students are required to choose either the 'Graphic Design' pathway or the 'Advertising and Branding' pathway. Once they have made this choice they must stay with the pathway. Selecting a mixture of award-specific modules is not permitted.

Projects and workshops in Level 4 Semester B are designed to enable students and staff to diagnose the appropriate award choice. One on one tutorials are also in place to discuss the student's strengths and future ambitions.

## BA (Hons) Graphic Design Pathway

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Award Specific Modules</b>							
<b>Module Title</b>							
Graphic Design Essentials Part 2*	5CTA1244	30	English	0	100	0	A
Graphic Design Studio Practice*	5CTA1245	15	English	0	100	0	A
Graphic Design Professional Development*	5CTA1246	15	English	0	100	0	B
Live Briefs: Graphic Design*	5CTA1247	30	English	0	100	0	B

## BA (Hons) Graphic Design: Advertising and Branding Pathway

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Award Specific Modules</b>							
<b>Module Title</b>							
Graphic Design Essentials Part 2*	5CTA1244	30	English	0	100	0	A
Fundamentals of Advertising and Branding*	5CTA1248	15	English	0	100	0	A
Graphic Design Professional Development*	5CTA1246	15	English	0	100	0	B
Live Briefs: Advertising and Branding*	5CTA1249	30	English	0	100	0	B

## BA (Hons) Illustration Pathway

	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
<b>Compulsory Award Specific Modules</b>							
<b>Module Title</b>							
Illustration Essentials Part 2*	5CTA1250	30	English	0	100	0	A
Illustration Studio Practice*	5CTA1251	15	English	0	100	0	A
Illustration Professional Development*	5CTA1252	15	English	0	100	0	B
Commissions*	5CTA1253	30	English	0	100	0	B

\* module can include work experience

	Module Code	Credit Points	Language of Delivery	% examination	% coursework	% Practical	Semesters
<b>Optional Modules – Placement Modules</b>							
<b>Module Titles</b>							
Professional Work Experience 15: Design	5CTA1004	15	English	0	100	0	A, B
Professional Work Experience 30: Design	5CTA1143	30	English	0	100	0	A, B

## OPTIONAL - Year 3 - Sandwich Year, Year Abroad, Study Abroad or Employment Experience

Students may elect to take a sandwich placement year, or year abroad, as optional experience.

### Sandwich Year

Optional Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Sandwich Year (Creative Arts)	6CTA1008	0	English	0	100	0	AB

In order to achieve the Sandwich Award students must complete module 6CTA1008 between levels 5 and 6 of their study. Please note: this is a representative module and it is understood that actual activity may fall outside these dates.

### Year Abroad

Optional Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Year Abroad (Creative Arts)	6CTA0001	0	English	0	100	0	AB

In order to achieve the 'with a Year Abroad' award students must complete Module 6CTA0001 between levels 5 and 6 of their study. Please note: this is a representative module and it is understood that actual activity may fall outside these dates.

### Study Abroad

Optional Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Study Abroad (Creative Arts)	6CTA1166	0	English	0	100	0	A, B

In order to achieve the 'with Study Abroad' award students must complete Module 6CTA1166 between levels 5 and 6 of their study. Please note: this is a representative module and it is understood that actual activity may fall outside these dates.

### Employment Experience



Optional Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Employment Experience (Creative Arts)	6CTA1165	0	English	0	100	0	A, B

In order to achieve the 'with Employment Experience' award students must complete Module 6CTA1165 between levels 5 and 6 of their study. Please note: this is a representative module and it is understood that actual activity may fall outside these dates.

### Level 6 (Year 3 Full Time, Year 4 Sandwich or Year Abroad)

The Level 6 modules listed in the table below are common to all the degree awards of the programme and must be undertaken by all students irrespective of their degree pathway.

Compulsory Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Degree Essay	6CTA1151	30	English	0	100	0	A

**BA (Hons) Graphic Design Pathway**

Compulsory Award Specific Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Graphic Design Advanced Practice Part 1	6CTA1152	30	English	0	100	0	A
Graphic Design Advanced Practice Part 2	6CTA1153	30	English	0	100	0	B
Final Major Project: Graphic Design	6CTA1154	30	English	0	100	0	B

### BA (Hons) Graphic Design: Advertising and Branding Pathway

Compulsory Award Specific Modules Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Graphic Design Advanced Practice Part 1	6CTA1152	30	English	0	100	0	A
Graphic Design Advanced Practice Part 2	6CTA1153	30	English	0	100	0	B
Final Major Project: Advertising and Branding	6CTA1155	30	English	0	100	0	B

### BA (Hons) Illustration Pathway

<b>Compulsory Award Specific Modules</b> Module Title	Module Code	Credit Points	Language of Delivery	% Examination	% Coursework	% Practical	Semesters
Illustration Advanced Practice Part 1	6CTA1156	30	English	0	100	0	A
Illustration Advanced Practice Part 2	6CTA1157	30	English	0	100	0	B
Final Major Project: Illustration	6CTA1158	30	English	0	100	0	B

Progression to levels 5 and 6 requires a minimum of 90 and 210 credits respectively and passes in all compulsory modules.

The award of an honours degree requires 360 credit points passed with a minimum of at least 120 at level 6 including the final degree project appropriate to the award title.

Table 1b (below) details the minimum requirements for all awards.

## FULL TIME MODE (3 years)

LEVEL 4		Semester A		Semester B	
		<b>Visual Communication</b> 4CTA1278/4CTA1282 45 credits		<b>Graphic Design Essentials Part 1</b> 4CTA1280/4CTA1284 45 credits <i>or</i> <b>Illustration Essentials Part 1</b> 4CTA1281/4CTA1285 45 credits	
<b>Visual Thinking: Histories, Theories and Context</b> 4CTA1279/4CTA1283 30 credits					
LEVEL 5		Semester A		Semester B	
		<b>Graphic Design Essentials Part 2</b> 5CTA1244 30 credits <i>or</i> <b>Illustration Essentials Part 2</b> 5CTA1250 30 credits		<b>Live Briefs: Graphic Design</b> 5CTA1247 30 credits <i>or</i> <b>Live Briefs: Advertising and Branding</b> 5CTA1249 30 credits <i>or</i> <b>Commissions</b> 5CTA1253 30 credits	
		<b>Graphic Design Studio Practice</b> 5CTA1245 15 credits <i>or</i> <b>Fundamentals of Advertising and Branding</b> 5CTA1248 15 credits <i>or</i> <b>Illustration Studio Practice</b> 5CTA1251 15 credits		<b>Graphic Design Professional Development</b> 5CTA1246 15 credits <i>or</i> <b>Illustration Professional Development</b> 5CTA1252 15 credits	
<b>Contextualising Contemporary Practice</b> 5CTA1243 30 credits					
LEVEL 6		Semester A		Semester B	
		<b>Graphic Design Advanced Practice Part 1</b> 6CTA1152 30 credits <i>or</i> <b>Illustration Advanced Practice Part 1</b> 6CTA1156 30 credits		<b>Graphic Design Advanced Practice Part 2</b> 6CTA1153 30 credits <i>or</i> <b>Illustration Advanced Practice Part 2</b> 6CTA1157 30 credits	
		<b>Degree Essay</b> 6CTA1151 30 credits		<b>Final Major Project: Graphic Design</b> 6CTA1154 30 credits <i>or</i> <b>Final Major Project: Advertising and Branding</b> 6CTA1155 30 credits <i>or</i> <b>Final Major Project: Illustration</b> 6CTA1158 30 credits	

### Honours classification

The University has approved structure and assessment regulations common to all programmes. Full details are provided in [UPR AS14](#), Section D.

**Table 1b Final and interim awards available**

The programme provides the following final and interim awards:

Final Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
BA (Hons)	<p>Graphic Design; Graphic Design (Sandwich); Graphic Design with a Year Abroad; (Sandwich) Graphic Design with a Year Abroad; Graphic Design with Study Abroad; Graphic Design with Employment Experience; Graphic Design with Study Abroad and with Employment Experience;</p> <p>Graphic Design: Advertising and Branding; Graphic Design: Advertising and Branding (Sandwich); Graphic Design: Advertising and Branding with a Year Abroad; (Sandwich) Graphic Design: Advertising and Branding with a Year Abroad; Graphic Design: Advertising and Branding with Study Abroad; Graphic Design: Advertising and Branding with Employment Experience; Graphic Design: Advertising and Branding with Study Abroad and with Employment Experience;</p> <p>Illustration; Illustration (Sandwich); Illustration with a Year Abroad; (Sandwich) Illustration with a Year Abroad; Illustration with Study</p>	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	All programme learning outcomes (see Table 2)

Abroad; Illustration with Employment Experience; Illustration with Study Abroad and with Employment Experience;			
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Interim Award	Award Title	Minimum requirements	Available at end of Level	Programme Learning Outcomes developed (see above)
University Certificate		45 credit points at level 4	4	See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
Certificate of Higher Education		120 credit points at level 4	4, 5	See UPR AS11, section 13: <a href="http://sitem.herts.ac.uk/secreg/upr/AS11.htm">http://sitem.herts.ac.uk/secreg/upr/AS11.htm</a>
Diploma of Higher Education	Graphic Design; Graphic Design: Advertising and Branding; Illustration;	240 credit points including at least 120 at level 5	5, 6	Graphic Design: A2, A5, B1, B2, B3, B4, C1, C3, D1, D4, D6 Graphic Design: Advertising and Branding: A2, A6, B1, B2, B3, B4, C1, C3, D1, D4, D6 Illustration: A2, A7, B1, B2, B3, B4, C1, C2, D1, D4, D6
BA	Graphic Design; Graphic Design (Sandwich); Graphic Design with a Year Abroad; (Sandwich) Graphic Design with a Year Abroad; Graphic Design with Study Abroad; Graphic Design with Employment Experience; Graphic Design with Study Abroad and with Employment Experience;  Graphic Design: Advertising and Branding; Graphic Design: Advertising and Branding (Sandwich); Graphic Design: Advertising and Branding with a Year Abroad; (Sandwich) Graphic Design: Advertising and Branding with a Year Abroad; Graphic Design: Advertising and Branding with Study Abroad; Graphic Design: Advertising and Branding with Employment Experience; Graphic Design: Advertising and Branding with Study Abroad and with	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	All programme learning outcomes (see Table 2)

Employment Experience;		
Illustration;		
Illustration (Sandwich);		
Illustration with a Year Abroad;		
(Sandwich) Illustration with a Year Abroad;		
Illustration with Study Abroad;		
Illustration with Employment Experience;		
Illustration with Study Abroad and with Employment Experience;		

## Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12/UPR AS13](#) (*delete as applicable*) and [UPR AS14](#)) with the exception of those listed below, which have been approved by the University:

- Module 6CTA1151 Degree Essay **cannot** be substituted with equivalent credits from any level to improve the degree classification of the award BA (Hons) Graphic Design or BA (Hons) Graphic Design: Advertising and Branding or BA (Hons) Illustration.

Course Code	Award Title	Modules (child instance codes & title)	Must be included in classification algorithm?
CTGD GTIL CTGDAB	BA (Hons) Graphic Design BA (Hons) Illustration BA (Hons) Graphic Design: Advertising and Branding	6CTA1151 Degree Essay	Yes

Further points of clarification and interpretation relevant to this specific programme are given below:

- Students are expected to commit to all elements of their programme of study, be punctual in their attendance and meet deadlines. Persistent, unexplained absence or late arrival / departure from lectures, seminars and practicals is not acceptable. Attendance requirements will normally be highlighted within the relevant DMD (Definitive Module Document) or other assessment documentation (module guide or assignment brief). Lack of attendance may inhibit the student's ability to meet the learning outcomes of such modules leading to reduced or fail grades through poor performance.

### Students transferring between UH and Franchise Partners:

In instances where a student has transferred between the UH and a Franchised version of *this* programme (or vice versa), final degree classification will be determined using the standard UH methodology (i.e. L5 performance will count towards classification, in addition to L6) irrespective of the location of the final year of study.

The programme operates a University-wide policy for treatment of serious adverse circumstances and students receive details in the Student Handbook.



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## Other information relevant to the programme

- **Copyright:** Students retain the Intellectual Property Rights, including copyright, in their films, images and other artefacts. Unless specifically notified by the student, the student grants the University the right to use any of their material for non-commercial academic use including the promotion of the Programme, School of Creative Arts and the University. The student may withdraw this consent at any time by contacting their programme leader.

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## E. Management of Programme & Support for student learning.

### Management

The programme is managed and administered through:

- Dean of School.
- Associate Dean of School (AQA) who has delegated responsibility for programmes in the School of Creative Arts.
- Academic Subject Group Leader with an overview of the programme.
- A Programme Leader who is responsible for the day to day management and who can advise students on the programme as a whole.
- Module Tutors who are responsible for individual modules.
- A School Admissions Tutor with specific responsibility for open days and selection.
- A programme committee, the membership of which includes the programme administrator, academic group leader, programme leader, all teaching staff, student representatives, a technical officer and the Information Hertfordshire Manager.

### Support

Students are supported by:

- The Creative Arts Toolkit <http://catoolkit.herts.ac.uk>
- Orientation for overseas students.
- An induction at the beginning of each new academic session.
- Academic Subject Group Leader to oversee and advise on programme related issues.
- Programme Leader/Year Tutor to help students understand the course/programme structure.
- Tutors to provide academic and pastoral support.
- Staff surgery hours.
- Technical Officer support.
- Student representatives on Programme Committees.
- On-site shop for materials; Loan Stores for camera and other equipment.
- Academic English support.
- International Students support.
- StudyNet, a versatile on-line interactive intranet and learning environment.
- Guided student-centred learning on StudyNet module sites.
- Attractive modern study environments in two Learning Resources Centres.
- Access to extensive digital and print collections of information resources.
- A substantial Student Centre, providing advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc.
- Office of Dean of students, incorporating Chaplaincy, Counselling and Nursery.
- Medical Centre and Pharmacy.
- University Disability Advisors.
- An Equal Opportunities Officer.
- The Careers, Employment and Enterprise service for all current students and graduates.
- The Students' Union.

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## F. Other sources of information

In addition to this Programme Specification, the University publishes guidance to registered students on the programme and its constituent modules:

- A Programme (or Student) Handbook;
- A Definitive Module Document (DMD) for each constituent module;
- A Module Guide for each constituent module.

The [Ask Herts](#) website provides information on a wide range of resources and services available at the University of Hertfordshire including academic support, accommodation, fees, funding, visas, wellbeing services and student societies.

As a condition of registration, all students of the University of Hertfordshire are required to comply with the University's rules, regulations and procedures. These are published in a series of documents called 'University Policies and Regulations' (UPRs). The University requires that all students consult these documents which are available on-line, on the UPR web site, at: <http://www.herts.ac.uk/secreg/upr/>. In particular, [UPR SA07](#) 'Regulations and Advice for Students' Particular Attention - Index' provides information on the UPRs that contain the academic regulations of particular relevance for undergraduate and taught postgraduate students.

In accordance with section 4(5) of the Higher Education and Research Act 2017 (HERA), the UK Office for Students (OfS) has registered the University of Hertfordshire in the register of English higher education providers. The Register can be viewed at: <https://www.officeforstudents.org.uk/advice-and-guidance/the-register/the-ofs-register/>. Furthermore, the OfS has judged that the University of Hertfordshire delivers consistently outstanding teaching, learning and outcomes for its students. It is of the highest quality found in the UK. Consequently, the University received a Gold award in the 2018 Teaching Excellence and Student Outcomes (TEF) exercise. This award was made in June 2018 and is valid for up to 3 years. The TEF panel's report and conclusions can be accessed at: <https://www.officeforstudents.org.uk/advice-and-guidance/teaching/tef-outcomes/#/provider/10007147>

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## G. Entry requirements

For current entry tariff point requirements, please refer to the relevant page for the Course on the University website or on the online prospectus.

A portfolio of creative arts work is required, with evidence of previous graphic design and/or illustration and an interview is usually required. The interview takes the form of a portfolio-based discussion of the applicants precursor experiences and learning and their aspirations within the field of graphic design or illustration.

### **Non Standard Applicants / Direct Applicants into Years 2 or 3**

If you have prior higher education or equivalent work experience, it may be possible for this to be taken into account, to enable advanced entry to your chosen programme. For example, if you have a Foundation Degree/HND in an appropriate subject and are aiming to achieve an honours degree, you may be considered for exemption from Level 4 and/or Level 5 studies (the equivalent of the first and second year of a full-time degree). You may also be awarded credit for relevant prior learning such as previous courses studied (APCL) or your industrial, professional or other experience (APEL).

### **English Language**

All international students are required to demonstrate suitable levels of English language competence. This can be through previous study in English, but we often require specific performance in English tests. All undergraduates must be able to prove a minimum of IELTS 6.0, TOEFL 213 or equivalent.

The programme is subject to the University's Principles, Policies and Regulations for the Admission of Students to Undergraduate and Taught Postgraduate Programmes (in [UPR SA03](#)), along with associated

procedures. These will take account of University policy and guidelines for assessing accredited prior certificated learning (APCL) and accredited prior experiential learning (APEL).

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If you would like this information in an alternative format please contact:

School of Creative Arts, University of Hertfordshire

Telephone: 01707 285300

Email: [ctaadmin@herts.ac.uk](mailto:ctaadmin@herts.ac.uk)

If you wish to receive a copy of the latest Programme Annual Monitoring and Evaluation Report (AMER) and/or the External Examiner's Report for the programme, please email a request to [aqo@herts.ac.uk](mailto:aqo@herts.ac.uk)

## BA (Hons) Graphic Design

**Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

			Programme Learning Outcomes (as identified in section 1 and the following page)																							
			Knowledge & Understanding							Intellectual Skills				Practical Skills				Transferable Skills								
	Module Title	Module Code	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6			
Level 4	Visual Communication	4CTA1278		x	x						x			x	x			x								
	Graphic Design Essentials Part 1	4CTA1281		x			x				x	x		x	x		x	x								
	Visual Thinking: Histories, Theories and Context	4CTA1279	x			x				x								x		x	x					
Level 5	Year Abroad	5CTA0001	x	x	x	x				x	x	x	x	x			x	x	x	x	x	x	x			
	Graphic Design Essentials Part 2	5CTA1244		x			x				x	x	x	x	x		x	x		x						
	Graphic Design Studio	5CTA1245		x			x				x			x	x		x		x		x	x	x			
	Live Briefs: Graphic Design	5CTA1247		x			x				x	x		x	x		x	x	x		x	x	x			
	Graphic Design Professional Development	5CTA1246	x				x			x				x	x		x	x		x	x		x			
	Contextualising Contemporary Practice	5CTA1243	x			x				x								x		x	x					
	Professional Work Experience 15: Design	5CTA1004	x	x								x	x	x					x			x	x			
	Professional Work Experience 30: Design	5CTA1143	x	x								x	x	x					x			x	x			
	Sandwich Year (Creative Arts)	6CTA1008	x	x								x		x					x			x	x			
Level 6	Year Abroad (Creative Arts)	6CTA0001	x	x	x	x				x	x	x	x	x				x	x	x	x	x	x			
	Graphic Design Advanced Practice Part 1	6CTA1152		x	x		x				x	x	x	x	x		x		x	x	x		x			
	Graphic Design Advanced Practice Part 2	6CTA1153		x			x				x	x	x	x	x		x		x		x	x	x			
	Final Major Project: Graphic Design	6CTA1154	x	x	x		x			x	x	x	x	x			x	x	x	x	x		x			
	Degree Essay	6CTA1151	x			x				x								x	x	x	x					
	Employment Experience (Creative Arts)	6CTA1165	x	x								x		x					x			x	x			
	Study Abroad (Creative Arts)	6CTA1166	x	x	x	x				x	x	x	x	x				x	x	x	x	x	x			

## BA (Hons) Graphic Design: Advertising and Branding

Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

			Programme Learning Outcomes (as identified in section 1 and the following page)																							
			Knowledge & Understanding							Intellectual Skills				Practical Skills				Transferable Skills								
	Module Title	Module Code	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6			
Level 4	Visual Communication	4CTA1278		x	x						x			x	x			x								
	Graphic Design Essentials Part 1	4CTA1281		x			x				x	x		x	x		x	x								
	Visual Thinking: Histories, Theories and Context	4CTA1279	x			x				x								x		x	x					
Level 5	Year Abroad	5CTA0001	x	x	x	x				x	x	x	x	x			x	x	x	x	x	x	x			
	Graphic Design Essentials Part 2	5CTA1244		x			x				x	x	x	x	x		x	x			x					
	Fundamentals of Advertising and Branding	5CTA1248		x				x			x			x			x				x		x			
	Live Briefs: Advertising and Branding	5CTA1249		x				x			x	x		x			x	x	x			x	x			
	Graphic Design Professional Development	5CTA1246	x				x			x				x	x		x	x			x	x	x			
	Contextualising Contemporary Practice	5CTA1243	x			x				x								x			x	x				
	Professional Work Experience 15: Design	5CTA1004	x	x								x	x	x					x				x			
	Professional Work Experience 30: Design	5CTA1143	x	x								x	x	x					x				x			
	Sandwich Year (Creative Arts)	6CTA1008	x	x								x		x					x				x			
Level 6	Year Abroad (Creative Arts)	6CTA0001	x	x	x	x				x	x	x	x	x				x	x	x	x	x	x			
	Graphic Design Advanced Practice Part 1	6CTA1152		x	x		x	x			x	x	x	x	x		x		x	x	x		x			
	Graphic Design Advanced Practice Part 2	6CTA1153		x			x	x			x	x	x	x	x		x		x		x	x	x			
	Final Major Project: Advertising and Branding	6CTA1155	x	x	x			x		x	x	x	x	x			x	x	x	x	x		x			
	Degree Essay	6CTA1151	x			x				x								x	x	x	x					
	Employment Experience (Creative Arts)	6CTA1165	x	x								x		x					x				x			
	Study Abroad (Creative Arts)	6CTA1166	x	x	x	x				x	x	x	x	x				x	x	x	x	x	x			

## BA Hons Illustration

**Table 2: Development of Intended Programme Learning Outcomes in the Constituent Modules**

This map identifies where the programme learning outcomes are assessed in the constituent modules. It provides (i) an aid to academic staff in understanding how individual modules contribute to the programme aims (ii) a checklist for quality control purposes and (iii) a means to help students monitor their own learning, personal and professional development as the programme progresses.

			Programme Learning Outcomes (as identified in section 1 and the following page)																							
			Knowledge & Understanding							Intellectual Skills				Practical Skills				Transferable Skills								
	Module Title	Module Code	A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	C1	C2	C3	C4	D1	D2	D3	D4	D5	D6			
Level 4	Visual Communication	4CTA1278		x	x						x			x	x			x								
	Illustration Essentials Part 1	4CTA1281		x					x		x	x		x	x	x		x								
	Visual Thinking: Histories, Theories and Context	4CTA1279	x			x				x								x		x	x					
Level 5	Year Abroad	5CTA0001	x	x	x	x				x	x	x	x	x		x		x	x	x	x	x	x			
	Illustration Essentials Part 2	5CTA1250		x					x		x	x	x	x		x		x		x						
	Illustration Studio	5CTA1251		x					x		x			x	x	x			x			x	x			
	Commissions	5CTA1253		x	x				x		x	x			x	x			x	x		x	x			
	Illustration Professional Development	5CTA1252	x						x	x				x		x		x		x	x		x			
	Contextualising Contemporary Practice	5CTA1253	x			x				x								x		x	x					
	Professional Work Experience 15: Design	5CTA1004	x	x								x	x	x					x			x	x			
	Professional Work Experience 30: Design	5CTA1143	x	x								x	x	x					x			x	x			
Level 6	Year Abroad (Creative Arts)	6CTA0001	x	x	x	x				x	x	x	x	x				x	x	x	x	x	x			
	Sandwich Year (Creative Arts)	6CTA1008	x	x								x		x					x			x	x			
	Illustration Advanced Practice Part 1	6CTA1152		x					x		x	x	x	x	x	x			x	x	x		x			
	Illustration Advanced Practice Part 2	6CTA1157		x					x		x	x	x	x	x	x			x	x	x	x	x			
	Final Major Project: Illustration	6CTA1158	x	x	x				x	x	x	x		x		x		x	x	x	x		x			
	Degree Essay	6CTA1151	x			x				x								x	x	x	x					
	Employment Experience (Creative Arts)	6CTA1165	x	x								x		x					x			x	x			
	Study Abroad (Creative Arts)	6CTA1166	x	x	x	x				x	x	x	x	x				x	x	x	x	x	x			



## KEY TO PROGRAMME LEARNING OUTCOMES

### **Knowledge and Understanding**

A1. Theoretical, historical, social, political, environmental and ethical contexts relating to graphic design and illustration.

A2. The selection of appropriate visual languages in the practice of visually communicating to defined audiences.

A3. The application of rigorous design processes and project development methodologies.

A4. Developments within historic and contemporary professional practice within their field.

#### ***and for the award of BA (Hons) Graphic Design:***

A5. Developments within historic and contemporary professional practice within graphic design

#### ***and for the award of BA (Hons) Graphic Design: Advertising and Branding:***

A6. Developments within historic and contemporary professional practice within graphic design, advertising and branding.

#### ***and for the award of BA (Hons) Illustration:***

A7. Developments within historic and contemporary professional practice within illustration.

### ***Practical Skills***

C1. Demonstrate competence, clarity and craftsmanship in the presentation and communication of ideas.

C2 - Use appropriate visual languages, techniques, processes and materials.

#### ***and for the award of BA (Hons) Illustration:***

C3. Demonstrate professional competence in a variety of image making techniques, skills and mediums and be able to use these to convey meaning.

#### ***and for the award of BA (Hons) Graphic Design and BA (Hons) Graphic Design: Advertising & Branding:***

C4. Demonstrate professional competence in typography, layout and composition and be able to use these to convey meaning.

C4. Demonstrate professional competence in typography, layout and composition and be able to use these to convey meaning.

### **Intellectual Skills**

- B1. Use a variety of research sources and methods, followed by critical analysis, selection and reflection.
- B2. Demonstrate a confidence and ability in the generation of original, appropriate and effective ideas using a range of approaches to solving visual communication problems.
- B3. Present an informed and appropriate range of solutions to design problems in critical response to a brief.
- B4. Demonstrate an ability to effectively use narrative and/or interaction to communicate to defined audiences.

### **Transferable Skills**

- D1. Research, edit, organise and present information effectively.
- D2. Demonstrate a high level of personal responsibility, initiative and resilience in the management of self learning.
- D3. Identify personal strengths and learning through reflection and evaluation, whilst responding flexibly to discussions, recommendations and change.
- D4. Argue rationally and communicate effectively, both orally and in writing.
- D5. Work effectively within a team, forming a collaborative learning environment.
- D6. Demonstrate responsibility with regards to time management and other professional or entrepreneurial skills.

## Section 2

### Programme management

<b>Relevant QAA subject benchmarking statements</b>	Art and Design
<b>Type of programme</b>	Undergraduate
<b>Date of validation/last periodic review</b>	January 14
<b>Date of production/ last revision of PS</b>	<b>July 2019/March 2019</b>
<b>Relevant to level/cohort</b>	Level 4 entering September 2020
<b>Administrative School</b>	School of Creative Arts

Table 3 Course structure

Course details		
Course code	Course description	HECOS
CTGDIL  <b>CTGD</b> <b>CTGDAB</b> <b>CTIL</b>	Graphic Design and Illustration  <b>BA (Hons) Graphic Design</b> <b>BA (Hons) Graphic Design: Advertising and Branding</b> <b>BA (Hons) Illustration</b>	100061 100610 / 100632 / 100074 100062

### Transitional Arrangements

The new programme will roll out to Level 4 only in Sep/Oct 2020, followed by Level 5 in Sep/Oct 2021 and Level 6 in Sep/Oct 2022.

Where there are parallel modules for the different award titles, repeating students will be required to be enrolled on the module that is relevant to their chosen pathway.

#### **REPEATING STUDENTS**

Students who are repeating Level 4 modules:

<b>Module that has been Failed</b>	<b>New module that student is to be re-enrolled on</b>	<b>Notes</b>
Visual Communication <i>4CTA1155</i>	Visual Communication <i>4CTA1278</i>	Students will take new version of the same module, with like-for-like credits.
C&CS Level 4 Graphic Design and Illustration <i>4CTA1060</i>	Visual Thinking: Histories, Theories and Context <i>4CTA1279</i>	Students will take new module, with like-for-like credits.
Graphic Design Essentials Part 1 <i>4CTA1156</i>	Graphic Design Essentials Part 1 <i>4CTA1280</i>	Students will take new version of the same module, with like-for-like credits.
Illustration Essentials Part 1 <i>4CTA1157</i>	Illustration Essentials Part 1 <i>4CTA1281</i>	Students will take new version of the same module, with like-for-like credits.

Students who are repeating Level 5 modules:

Module that has been Failed	Module that student is to be re-enrolled on	Notes
Graphic Design Essentials Part 2 5CTA1107	Graphic Design Essentials Part 2 5CTA1244 <b>AND</b> Graphic Design Studio Practice 5CTA1245 <b>OR</b> Fundamentals of Advertising and Branding* 5CTA1248	In place of the previous 45-credit module, Graphic Design Essentials Part 2, students will study two new modules: Graphic Design Essentials Part 2 (30 credits) plus Graphic Design Studio Practice (15 credits) <i>or</i> Fundamentals of Advertising and Branding (15 credits) * to a combined value of 45 credits.  *This module is part of the new pathway and so will not be available to repeating students on other pathways unless they are also (re)taking all other pathway-specific modules and can thereby select a new pathway.
Graphic Design Professional Development 5CTA1109	Graphic Design Professional Development <i>module code</i>	Students will take new version of the same module, with like-for-like credits.
Graphic Design Live Projects 5CTA1111	Live Briefs: Graphic Design 5CTA1246 <b>OR</b> Live Briefs: Advertising and Branding* 5CTA1249	Students will take a new module, with like-for-like credits, specific to their chosen pathway.  *This module is part of the new pathway and so will not be available to repeating students on other pathways unless they are also (re)taking all other pathway-specific modules and can thereby select a new pathway.
Illustration Essentials Part 2 5CTA1108	Illustration Essentials Part 2 5CTA1250 <b>AND</b> Illustration Studio Practice 5CTA1251	In place of the previous 45-credit module, Illustration Essentials Part 2, students will study two new modules: Illustration Essentials Part 2 (30 credits) plus Illustration Studio Practice (15 credits), to a combined value of 45 credits.
Illustration Professional Development 5CTA1110	Illustration Professional Development 5CTA1252	Students will take new version of the same module, with like-for-like credits.
Illustration Commissions 5CTA1112	Illustration Commissions 5CTA1253	Students will take new version of the same module, with like-for-like credits.
C&CS Level 5 Graphic Design and Illustration 5CTA1075	Contextualising Contemporary Practice 5CTA1243	Students will take new module, with like-for-like credits.

Students who are repeating Level 6 modules:

Module that has been Failed	Module that student is to be	Notes
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	re-enrolled on	
Graphic Design Advanced Practice Part 1 6CTA1066	Graphic Design Advanced Practice Part 1 6CTA1152	Students will take new version of the same module, with like-for-like credits.
Graphic Design Advanced Practice Part 2 6CTA1068	Graphic Design Advanced Practice Part 2 6CTA1153 <b>AND</b> Final Major Project: Graphic Design 6CTA1154 <b>OR</b> Final Major Project: Advertising & Branding* 6CTA1155	In place of the previous 60-credit module, Graphic Design Advanced Practice Part 2, students will study two new modules: Graphic Design Advanced Practice Part 2 (30 credits) plus Final Major Project: Graphic Design (30 credits), <i>or</i> Final Major Project: Advertising & Branding* (30 credits), to a combined value of 60 credits.  *This module is part of the new pathway and so will not be available to repeating students on other pathways unless they are also (re)taking all other pathway-specific modules and can thereby select a new pathway.
Illustration Advanced Practice Part 1 6CTA1067	Illustration Advanced Practice Part 1 6CTA1156	Students will take new version of the same module, with like-for-like credits.
Illustration Advanced Practice Part 2 6CTA1069	Illustration Advanced Practice Part 2 6CTA1157 <b>AND</b> Final Major Project: Illustration 6CTA1158	In place of the previous 60-credit module, Illustration Advanced Practice Part 2, students will study two new modules: Illustration Practice Part 2 (30 credits) plus Final Major Project: Illustration (30 credits), to a combined value of 60 credits.
Graphic Design and Illustration L6 Degree Essay 6CTA1073	Degree Essay 6CTA1151	Students will take new module, with like-for-like credits.