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.
Summary of amendments to the programme:

<table>
<thead>
<tr>
<th>Section</th>
<th>Amendment</th>
</tr>
</thead>
<tbody>
<tr>
<td>D – Table 1a</td>
<td>HIC modules added</td>
</tr>
<tr>
<td>F</td>
<td>Reference to ‘Herts Handbook’ updated to ‘Ask Herts’</td>
</tr>
<tr>
<td>All</td>
<td>References to ‘Study Abroad’ and ‘Study Year Abroad’ amended to ‘Year Abroad’</td>
</tr>
<tr>
<td>All</td>
<td>Updates to UCAS, JACS and HECOS codes</td>
</tr>
</tbody>
</table>

If you have any queries regarding the changes please email AQO@herts.ac.uk
Programme Specification Graphic Design and 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

A. Programme Rationale

Graphic Designers and Illustrators shape our understanding of stories, ideas and information. Their work should inform, educate, engage and entertain. In an era of information saturation, the need for effective visual communication has never been more acute, nor indeed have the possibilities for effective communication been so wide open. We aim to equip students with the necessary skills and intellectual qualities sufficient to find gainful employment within the fields of graphic design and illustration.

The programme is one of only a few nationally that offers at the outset an experience of both graphic design and illustration; we see this as an advantage from a marketing and recruitment point of view and many applicants cite this initial dual experience as the reason they applied to the programme. The curriculum is well set up to offer students who are both unsure as to their future direction a unique and necessary insight into both disciplines, as well as those whose minds are made up about their future academic direction.

The programme recognises the fact that the visual communications industry has undergone and continues to undergo, something of a revolution in terms of the output and medium for the client’s message. It is vital that designers and illustrators have not only a grounding in core design and communication principles, skills, knowledge, craft and media, but also in the wealth of digital platforms that are so much a part of modern life. With this in mind, the programme devotes a great deal of time and resource to teaching aspects of contemporary digital/screen design that are built upon a primary education in core design principles.

A characteristic of the programme is its breadth in terms of the range of media, processes and approaches to problem solving it encourages. It acknowledges the fact that designers of the future will need to possess multi-disciplinary skills as well as the ability and confidence to collaborate with others. We aim to provide our students with a ‘tool box’ of visual languages, thinking skills and contextual knowledge to help them solve complex design problems and to communicate their ideas effectively. At the time of graduation students will have developed an individual approach to the fields of graphic
Graphic design and illustration, although from a common stable, are rather different professional activities. In this programme, the first semester of 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. This first semester is characterised by a set of assignments that deal with issues such as narrative, story-telling, research, basic layout and 2D composition and documentation. In addition, a comprehensive set of lectures and presentation from staff, practicing alumni and students from Levels 5 and 6, set out to explore the two awards and the professional worlds of work. Students then make a choice about joining either the Graphic Design award or the Illustration award from Semester B onwards. This 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. The principle aim of this semester is to address the core, essential principles of either graphic design or illustration, in preparation for advanced and continued study at Level 5.

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. The second semester comprises of two modules, one of which (Professional Development) is focused on all matters relating to the student’s learning, progress and growing interests as a student designer/illustrator as well as their hopes and aspirations for the future. The module also covers aspects of self-promotion and portfolio development. The other module allows opportunities to work with external professional collaborators such as established design studios or practitioners, live projects with genuine clients and/or to submit work in response to national and international design competitions. It is the programme’s aim that by the end of Level 5 students ought to be adequately equipped in terms of their knowledge, understanding and skills to secure a work placement or internship within a professional design studio. Thus, they should have an established design process that allows for appropriate research, editing, analysis and selection; idea generation and development; communication skills to present ideas and to take on board and adapt to feedback; and sufficient knowledge of visual languages, aesthetic flair and technical skills to execute their ideas to the satisfaction of the brief.

Level 6 is considered the ‘portfolio year’ and is largely concerned with the development of a high quality graduate portfolio of design/illustration work. The portfolio of work, traditionally a literal hard-copy folder, but these days also a number of other digital/virtual outcomes, is still the primary means of graduates securing employment. 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. There is a conscious decision to only allow self-initiated work to take place within the parameters of staff to student negotiation. Most assignments, however, will be either set by the staff team or will be drawn from the wide range of externally set competition briefs available each year.

Level 6 students will at all times be juggling several projects at once and as such they are expected to demonstrate high levels of personal responsibility in the day to day management of their time. Alongside continuing to develop as designers and illustrators, Level 6 students will also develop as project managers, organisers, team players and communicators. As mentioned, students will have a number of opportunities to enter competition briefs and compete with students from across the UK and many other international institutions. 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.

Upon graduation students are aiming for employment, usually via graduate placements and internships. Employment opportunities lie within established design consultancies, advertising agencies, as
freelance designers and/or illustrators and a number of other related professional practices. Post graduate study is also encouraged and promoted.

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 distinctive, creative and commercially viable work in the fields of graphic design and/or illustration;
- provide students with a detailed knowledge and comprehensive understanding of key historical and contemporary developments in graphic design and/or illustration, including social, historical and professional contexts;
- develop in students an ability to communicate effectively to a range of audiences, to work 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 typography, layout/composition skills along with 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 drawing and mark-making along with other traditional and also contemporary craft/technology skills.

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.

<table>
<thead>
<tr>
<th>Knowledge and Understanding</th>
<th>Teaching and learning methods</th>
<th>Assessment strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1-historical and current developments in the disciplines of graphic design and illustration; A2-cultural, historical and professional contexts; A3-visual languages appropriate to the practice of graphic design and illustration in relation to problems, markets and audiences;</td>
<td>Acquisition of knowledge and understanding is through a combination of lectures, (A1) studio-based project work, (A2-A3) seminars, (A6) group tutorials (A5) and workshops. (A4) Learning is instigated largely by set projects with regular tutorial and seminar support including small group tutorials. This allows students to not only discuss with staff their own work and progress, but to also see other students’</td>
<td>Knowledge and understanding are assessed through a combination of in-course assessments typically including the submission of workshop outcomes and practical assignments, essay submissions and research materials generated for projects.</td>
</tr>
</tbody>
</table>
A4-materials, techniques and processes relating to graphic design and illustration;

work and to engage in the discussions that relate to the work of their peers.

There is a requirement for written work at all levels including design reports, evaluations and Critical and Contextual Studies essays.

There is an extended essay at level 6.

A5-a process of project development and design realisation to standards of professional competence;

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.

A6-audiences and requirements of professional practice in the visual communication industries.

Intellectual skills  | Teaching and learning methods                      | Assessment strategy |
---                  |                                                    |                     |
B1-exercise, in a creative design process, thorough research, analysis, selection and critical judgement; | Intellectual skills are developed at all levels of the programme through the methods and strategies outlined in section A above. | Intellectual skills are assessed through a combination of in-course assessments typically including the submission of workshop outcomes and practical assignments, essay submissions and research materials generated for projects. |
B2-demonstrate a confidence and ability in the generation of ideas and approaches to solving visual communication problems, present arguments fluently and draw conclusions independently; | Throughout, the learner is encouraged to develop intellectual skills further by independent study which has an increasing emphasis as the student progresses through the programme. At level 6 for example, students are expected to be capable of working independently throughout, with only occasional support and guidance delivered through presentations and group tutorials. (B4, B6) | Design projects are supported by on-going tutorials, student-led presentations and project critiques, providing constant opportunities to gain formative feedback. |
B3-demonstrate a willingness to explore visual languages, materials and techniques; | A student’s Intellectual skills will be evident in a design process which demonstrates creative thinking, problem solving, analysis and judgement in the development, realisation and ultimate presentation of solutions. (B1, B2, B3, B5) by independent study. |                     |
B4-develop levels of critical analysis and self-reflection in response to research and ideas; | | |
B5-present an appropriate range of solutions to design problems in critical response to set briefs and/or negotiated projects; | | |
B6-make informed aesthetic, functional and intellectual judgements relative to the | | |

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### Practical skills

| C1 | produce design and imagery to a professional standard using a range of materials for various audiences/contexts; |
| C2 | demonstrate professional competence in the realisation, presentation and communication of design ideas and concepts in the field of visual communication; |
| C3 | demonstrate professional competence in drawing and other core mark-making techniques, skills and mediums and be able to use these to convey meaning; |
| C4 | demonstrate professional competence in typography, layout, composition, word and image juxtaposition, choice and use of paper, print processes, finishes and formats. |

### Teaching and learning methods

Practical skills are developed through a series of workshops and projects intended to test skills acquired. (C1, C2, C3, C4) Seminars and group tutorials provide opportunities to discuss ideas, progress, the work of others and the strengths and weakness in the work presented.

Workshops are provided so that students can work independently to consolidate their knowledge and grasp of practical skills. Again, this is particularly emphasised at level 6 of the programme.

### Assessment strategy

Practical skills are evidenced in the realisation and execution of design solutions and the quality of production values of module work. They are assessed through workshop outcomes, project work, portfolio submissions and presentations.

### Transferable skills

| D1 | research, edit, organise and present information effectively to a range of audiences both traditionally and digitally; |
| D2 | demonstrate a high level of personal responsibility and initiative in the management of self learning; |
| D3 | identify personal strengths and learning needs through reflection and evaluation; |
| D4 | argue rationally and communicate effectively, both orally and in writing; |

Transferable skills are developed throughout the programme. The skills of research, presentation, self-reflection and communication (D1, D2, D3, D4) are essential to all modules and are increasingly developed as the student progresses throughout the programme.

Modules in levels 4 and 5 provide opportunities for team-working skills to be developed. (D5) Much of levels 5 and 6 provides opportunities for entrepreneurial skills to be developed and tested. (D8)

As work becomes more complex at levels 5 and 6, students are assessed through a range of assignments built into the curriculum. In-module assessment is by submission of a portfolio, presentations and written work.
The assessment of each module is based on the fulfilment of the module aims, as evidenced by the student’s ability to demonstrate the learning outcomes as expressed on the Definitive Module Documents (DMDs).

Assessment methods are designed to reflect the learning undertaken within the course and the requirements outlined within the learning outcomes. Specific requirements are described in the DMDs.

**Formative Assessments** – ongoing progress review in critiques, presentation and tutorials. At regular points throughout the course, students’ progress is monitored and reviewed by subject tutors and peers through critiques and presentations, when work in progress is seen and discussed and feedback is given.

**Summative Assessments** - assessment that directly contributes to module grade. In the main this happens at the end of the module. Within each module, specified elements of coursework are presented and marked.

Summative assessment normally takes place through critiques or presentations, when a selected portfolio of work is submitted for scrutiny. Students may be asked to provide a rationale for the work presented which forms the basis of self-assessment, alongside the tutor assessment and verbal and/or written feedback is given.

Teaching and Learning strategies at each level are designed to enable students to progress through their programme of study effectively.

Assessments on the programme serve to provide the students with the opportunity to demonstrate the appropriate learning outcomes to a standard suitable for the award of a pass grade in the module assessed; or ultimately, to demonstrate their eligibility for the final award.

Students with documented special learning needs are able to negotiate arrangements for the submission of work for assessment.

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

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

- BA Degree with Honours in Graphic Design
- BA Degree with Honours in Graphic Design (Sandwich)
BA Degree with Honours in Graphic Design with a Year Abroad  
BA Degree with Honours (Sandwich) in Graphic Design with a Year Abroad  
BA Degree with Honours in Illustration  
BA Degree with Honours in Illustration (Sandwich)  
BA Degree with Honours in Illustration with a Year Abroad  
BA Degree with Honours (Sandwich) in Illustration with a Year Abroad

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 Programmes

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 at 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 on the Graphic Design and Illustration Programme may only undertake study abroad for an entire academic year and not for a single semester.

Students on the Study Abroad mode will be registered on the relevant Year Abroad Module.

Students may undertake a period of study at an approved partner institution as an additional year between Levels 4 and 5 (students must have achieved 120 credits in order to progress to the year abroad); or between Levels 5 and 6 (students must have achieved 240 credits in order to progress to the year abroad).

Alternatively, (in exceptional cases where the curriculum provided at another HEI is aligned to that within this 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).

A designated sandwich programme leads to a University award in the sandwich mode and the word "(Sandwich)" appears on the 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 with no possibility of exemption, normally between the end of Year 2 and the beginning of Year 4. This will usually be completed within the United Kingdom but with approval may be completed within other countries. Progress of the student’s training and development is monitored through visits from University academic staff or from 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. The policy relating to progression onto the placement year from level 5 is given in the School Guidelines on Placements. Students who are on the sandwich programme but have a ‘Failed’ grade at any Level 4 or 5 module will not normally be allowed to register to repeat this module until they return from placement.

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 5/6.

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’); or,

- a work experience entirely in place of one of the named modules below (referred to as a ‘Medium 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:

- 5CTA1109 - Graphic Design Professional Development (15 credits)
- 5CTA1110 - Illustration Professional Development (15 credits)
- 5CTA1111 - Graphic Design Live Projects (30 credits)
- 5CTA1112 - Illustration Commissions (30 credits)
- 6CTA1066 - Graphic Design Advanced Practice Part 1 (30 credits) (‘Short Term’ only) or,
- 6CTA1067 - Illustration Advanced Practice Part 1 (30 credits) (‘Short Term’ only) (depending upon award)

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 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 for a single semester in the School of Creative Arts may participate in the Level 5 activities within a single Programme only during the required semester.

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

<table>
<thead>
<tr>
<th>Mode of study</th>
<th>Full time; sandwich; year abroad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry point</td>
<td>Semester A</td>
</tr>
</tbody>
</table>

Level 4

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.

<table>
<thead>
<tr>
<th>Compulsory Modules</th>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Visual Communication or</td>
<td>4CTA1155</td>
<td>45</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td>Visual Communication - HIC</td>
<td>4CTA1173</td>
<td>45</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td>C&amp;CS Level 4 Graphic Design and Illustration or</td>
<td>4CTA1060</td>
<td>30</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>AB</td>
</tr>
<tr>
<td></td>
<td>C&amp;CS Level 4 Graphic Design and Illustration - HIC</td>
<td>4CTA1174</td>
<td>30</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>AB</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Compulsory (Award Specific) Modules</th>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Graphic Design Essentials Part 1 or</td>
<td>4CTA1156</td>
<td>45</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>Graphic Design Essentials Part 1 - HIC</td>
<td>4CTA1175</td>
<td>45</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>Illustration Essentials Part 1 or</td>
<td>4CTA1157</td>
<td>45</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>Illustration Essentials Part 1 - HIC</td>
<td>4CTA1176</td>
<td>45</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
</tbody>
</table>

**OPTIONAL - Year 2 - Year Abroad**

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

<table>
<thead>
<tr>
<th>Optional Modules</th>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Year Abroad</td>
<td>5CTA0001</td>
<td>0</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>AB</td>
</tr>
</tbody>
</table>

In order to achieve the ‘with a Year Abroad’ award students must complete Module 5CTA0001 between levels 4 and 5 of their study. Please note: this is a representative module and it is understood that actual activity may fall outside these dates.

**Level 5**

<table>
<thead>
<tr>
<th>Compulsory (Award Specific) Modules</th>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GRAPHIC DESIGN</strong></td>
<td>Graphic Design Essentials Part 2</td>
<td>5CTA1107</td>
<td>45</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td>Graphic Design Professional Development *</td>
<td>5CTA1109</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>Graphic Design Live Projects *</td>
<td>5CTA1111</td>
<td>30</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td><strong>ILLUSTRATION</strong></td>
<td>Illustration Essentials Part 2</td>
<td>5CTA1108</td>
<td>45</td>
<td>English</td>
<td>0</td>
<td>100</td>
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<td>A</td>
</tr>
<tr>
<td></td>
<td>Illustration Professional Development *</td>
<td>5CTA1110</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td>Illustration Commissions *</td>
<td>5CTA1112</td>
<td>30</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
</tbody>
</table>

* Work experience may be undertaken in these modules in part or entire fulfillent of the modules, depending upon the nature of the placement acquired.
### Placement Modules

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Work Experience 15: Design</td>
<td>5CTA1004</td>
<td>15</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A, B</td>
</tr>
<tr>
<td>Professional Work Experience 30: Design</td>
<td>5CTA1143</td>
<td>30</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A, B</td>
</tr>
</tbody>
</table>

Students may have the option of taking 5CTA1004 or 5CTA1143 as a substitute for 5CTA1109 Graphic Design Professional Development, 5CTA1110 Illustration Professional Development, 5CTA1111 Graphic Design Live Projects or 5CTA1112 Illustration Commissions.

### Compulsory Modules

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>C&amp;CS Level 5 Graphic Design and Illustration</td>
<td>5CTA1075</td>
<td>30</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>AB</td>
</tr>
</tbody>
</table>

### Sandwich Year or Year Abroad (Year 3 – OPTIONAL)

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

#### Sandwich Year

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sandwich Year (Creative Arts)</td>
<td>6CTA1008</td>
<td>0</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>AB</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year Abroad (Creative Arts)</td>
<td>6CTA0001</td>
<td>0</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>AB</td>
</tr>
</tbody>
</table>
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.

Level 6 (Year 3 Full Time, Year 4 Sandwich)

<table>
<thead>
<tr>
<th>Compulsory (Award Specific) Modules</th>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GRAPHIC DESIGN</strong></td>
<td>Graphic Design Advanced Practice Part 1</td>
<td>6CTA1066</td>
<td>30</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td>Graphic Design Advanced Practice Part 2</td>
<td>6CTA1068</td>
<td>60</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
<tr>
<td><strong>ILLUSTRATION</strong></td>
<td>Illustration Advanced Practice Part 1</td>
<td>6CTA1067</td>
<td>30</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
</tr>
<tr>
<td></td>
<td>Illustration Advanced Practice Part 2</td>
<td>6CTA1069</td>
<td>60</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>B</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Compulsory Modules</th>
<th>Module Title</th>
<th>Module Code</th>
<th>Credit Points</th>
<th>Language of Delivery</th>
<th>% Examination</th>
<th>% Coursework</th>
<th>% Practical</th>
<th>Semesters</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Graphic Design and Illustration L6 Degree Essay</strong></td>
<td>6CTA1073</td>
<td>30</td>
<td>English</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>A</td>
<td></td>
</tr>
</tbody>
</table>

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.

Table1b (below) details the minimum requirements for all awards.
FULL TIME MODE (3 years)

<table>
<thead>
<tr>
<th>LEVEL 4</th>
<th>Semester A</th>
<th>Semester B</th>
</tr>
</thead>
</table>
| Visual Communication | Graphic Design Essentials Part 1  
4CTA1156 / 4CTA1175 (HIC) 45 credits  
or  
Illustration Essentials Part 1  
4CTA1157 / 4CTA1176 (HIC) 45 credits |
| C&CS Level 4 Graphic Design and Illustration  
4CTA1060 / 4CTA1174 (HIC) 30 credits |

<table>
<thead>
<tr>
<th>LEVEL 5</th>
<th>Semester A</th>
<th>Semester B</th>
</tr>
</thead>
</table>
| Graphic Design Essentials Part 2  
5CTA1107 45 credits  
or  
Illustration Essentials Part 2  
5CTA1108 45 credits |
| Graphic Design Professional Development  
5CTA1109 15 credits  
or  
Illustration Professional Development  
5CTA1110 15 credits |
| Graphic Design Live Projects  
5CTA1111 30 credits  
or  
Illustration Commissions  
5CTA1112 30 credits |
| C&CS Level 5 Graphic Design and Illustration  
5CTA1075 30 credits |

<table>
<thead>
<tr>
<th>LEVEL 6</th>
<th>Semester A</th>
<th>Semester B</th>
</tr>
</thead>
</table>
| Graphic Design Advanced Practice Part 1  
6CTA1066 30 credits  
or  
Illustration Advanced Practice Part 1  
6CTA1067 30 credits |
| Graphic Design and Illustration L6 Degree Essay  
6CTA1073 30 credits  
or  
Illustration Advanced Practice Part 2  
6CTA1069 60 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:
<table>
<thead>
<tr>
<th>Final Award</th>
<th>Award Title</th>
<th>Minimum requirements</th>
<th>Available at end of Level</th>
<th>Programme Learning Outcomes developed (see above)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA (Hons)</td>
<td>Graphic Design (Sandwich)</td>
<td>360 credit points including 240 at level 6/5 of which 120 must be at level 6</td>
<td>6</td>
<td>All programme learning outcomes (see Table 2)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Interim Award</th>
<th>Award Title</th>
<th>Minimum requirements</th>
<th>Available at end of Level</th>
<th>Programme Learning Outcomes developed (see above)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certificate of Higher Education</td>
<td>Graphic Design Illustration</td>
<td>120 credit points at level 4</td>
<td>4, 5</td>
<td>A4, A5, B1, B3, B4, B6, C1, C2, D1, D3, D6, D7</td>
</tr>
<tr>
<td>Diploma of Higher Education</td>
<td>Graphic Design Illustration</td>
<td>240 credit points including at least 120 at level 5</td>
<td>5, 6</td>
<td>A1, A2, A3, A4, A5, A6, B1, B2, B3, B4, B5, B6, C1, C2, C3, C4, D1, D2, D3, D4, D5, D6, D7</td>
</tr>
<tr>
<td>BA</td>
<td>Graphic Design (Sandwich)</td>
<td>300 credit points including 180 at level 6/5 of which 60 must be at level 6</td>
<td>6</td>
<td>All programme learning outcomes (see Table 2)</td>
</tr>
</tbody>
</table>

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 6CTA1073 Graphic Design and Illustration L6 Degree Essay cannot be substituted with equivalent credits from any level to improve the degree classification of the awards BA (Hons) Graphic Design or BA (Hons) Illustration.
## Course Code | Course Instance | Award Title | Modules (child instance codes and Title) | Must be included in Award degree algorithm
---|---|---|---|---
CTGD | GRD3F / GRD4S ILL3F / ILL4S | BA (Hons) Graphic Design BA (Hons) Illustration | 6CTA1073 – Graphic Design and Illustration L6 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.

**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 or the School Admin Office.

**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 designated Administrator to deal with day to day administration associated with the programme.
- 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](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.
- A designated student administrator to deal with student enquiries.
- 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 inter-active 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.

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/](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/](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

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.

Selection is based on a portfolio interview, after which students may be required to complete a Foundation Year or Foundation Diploma before progressing to the degree course.

Applications will be considered on an individual basis and are particularly welcomed from students with non-standard qualifications, or from a variety of backgrounds.

Additionally, applications are welcomed from students who are completing Advanced level qualifications in relevant subject areas. On successful admission, such applicants will be supported through specific address to essential visualisation and research methods common to degree level Art and Design study.

Applicants will be evaluated against the following criteria:

   a) Academic attainment within general education at GCSE, A and VA Level GCE (12 unit award).

   b) Satisfactory academic reference.

   c) Personal statement or letter of application.

   d) Alternative or additional experience within art and design or appropriate subject areas.

   e) Knowledge of and evidence of potential ability in the subject(s) of graphic design and/or illustration.

   f) Interests, curiosity, intellect.

Admission to the programme is normally by interview and the student fulfilling the general entry requirements of the university. In addition, all applicants are required to provide a portfolio of relevant work in support of their application.

Applicants must be able to demonstrate through either formal qualification or relevant prior experience their readiness for study at degree level.

In the case of students seeking to transfer to the programme from either foundation degree courses or from another non University of Hertfordshire degree courses, applications will be looked at on a case by case basis.

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).

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

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
### BA (Hons) Graphic Design / 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.

| Module Title                                      | Module Code | A1 | A2 | A3 | A4 | A5 | A6 | B1 | B2 | B3 | B4 | B5 | B6 | C1 | C2 | C3 | C4 | D1 | D2 | D3 | D4 | D5 | D6 | D7 | D8 |
|--------------------------------------------------|-------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| **Level 4**                                       |             |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Visual Communication                              | 4CTA1155    | X  |    |    |    |    |    |    | X  | X  | X  |    |    |    | X  |    | X  |    |    |    |    |    | X  |    |    |    |
| Graphic Design Essentials 1                       | 4CTA1156    | X  | X  | X  | X  | X  | X  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Illustration Essentials 1                         | 4CTA1157    | X  | X  | X  | X  | X  | X  | X  | X  | X  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| C&CS L 4 Graphic Design and Illustration          | 4CTA1060    | 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  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  |
| Graphic Design Essentials 2                       | 5CTA1107    | X  | X  | X  | X  | X  | X  | X  | X  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Illustration Essentials 2                         | 5CTA1108    | X  | X  | X  | X  | X  | X  | X  | X  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Graphic Design Live Projects                      | 5CTA1111    | X  | X  | X  | X  | X  | X  | X  |    | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  |
| Illustration Commissions                          | 5CTA1112    | X  | X  | X  | X  | X  | X  |    |    | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  |
| Graphic Design Professional Development           | 5CTA1109    | X  | X  | X  | X  | X  |    |    | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  |
| Illustration Professional Development             | 5CTA1110    | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  | X  |
| Professional Work Experience 15: Design           | 5CTA1004    | X  | X  | X  | X  | X  | X  | X  | X  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| C&CS L 5 Graphic Design and Illustration          | 5CTA1075    | X  | X  | X  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| **Level 6**                                       |             |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Sandwich Year (Creative Arts)                     | 6CTA1008    | X  | X  | X  | X  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Year Abroad (Creative Arts)                       | 6CTA0001    | X  | X  | X  | X  | X  | X  | X  | X  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Graphic Design Advanced Practice 1               | 6CTA1066    | X  | X  | X  | X  | X  | X  | X  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Illustration Advanced Practice 1                 | 6CTA1067    | X  | X  | X  | X  | X  | X  | X  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Graphic Design Advanced Practice 2               | 6CTA1068    | X  | X  | X  | X  | X  | X  | X  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Illustration Advanced Practice 2                 | 6CTA1060    | X  | X  | X  | X  | X  | X  | X  | X  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Graphic Design and Illustration L6 Degree Essay  | 6CTA1073    | X  | X  | X  | X  | X  | X  | X  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |

**Key:** Learning Outcome which is assessed as part of the module

Bachelor’s Programme Specification / December 2018 / AS Review Date June 2018

21
KEY TO PROGRAMME LEARNING OUTCOMES

Knowledge and Understanding
A2. Cultural, historical and professional contexts.
A3. Visual languages appropriate to the practice of graphic design and illustration in relation to problems, markets and audiences.
A4. Materials, techniques and processes relating to graphic design and illustration.
A5. A process of project development and design realisation to standards of professional competence.
A6. Audiences and requirements of professional practice in the visual communication industries.*

Practical Skills
C1. Produce, design and imagery to a professional standard using a range of materials for various audiences/contexts.
C2. Demonstrate professional competence in the realisation, presentation and communication of design ideas and concepts in the field of visual communication.
C3. Demonstrate professional competence in drawing and other core mark-making techniques, skills and mediums and be able to use these to convey meaning.
C4. Demonstrate professional competence in typography, layout, composition, word and image juxtaposition, choice and use of paper, print processes, finishes and formats.

Intellectual Skills
B1. Exercise, in a creative design process, thorough research, analysis, selection and critical judgement.
B2. Demonstrate a confidence and ability in the generation of ideas and approaches to solving visual communication problems, present arguments fluently and draw conclusions independently.
B3. Demonstrate a willingness to explore visual languages, materials and techniques.
B4. Develop levels of critical analysis and self reflection in response to research and ideas.
B5. Present an appropriate range of solutions to design problems in critical response to set briefs and/or negotiated projects.
B6. Make informed aesthetic, functional and intellectual judgements relative to the appropriate realisation of design ideas.

Transferable Skills
D1. Research, edit, organise and present information effectively to a range of audiences both traditionally and digitally.
D2. Demonstrate a high level of personal responsibility and initiative in the management of self learning.
D3. Identify personal strengths and learning through reflection and evaluation.
D4. Argue rationally and communicate effectively, both orally and in writing.
D5. Work effectively within a team in a variety of roles.
D6. Respond flexibly to discussions, recommendations and change.
D7. Demonstrate responsibility with regards to time and project management.
D8. Effectively deploy a range of personal and entrepreneurial skills to meet their career aspirations.
Section 2

Programme management

Relevant QAA subject benchmarking statements
Type of programme
Date of validation/last periodic review
Date of production/last revision of PS
Relevant to level/cohoot
Administrative School

Art and Design
Undergraduate
January 14
March 2019 / March 2018
Level 4 entering September 2019
School of Creative Arts

Table 3 Course structure

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course description</th>
<th>JACS / HECOS</th>
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<tr>
<td>CTGDIL</td>
<td>Graphic Design and Illustration</td>
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<tr>
<td>CTGD</td>
<td>BA (Hons) Graphic Design</td>
<td>W200 / 100061</td>
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<tr>
<td>CTIL</td>
<td>BA (Hons) Illustration</td>
<td>W220 / 100062</td>
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