

Study with us

About your course

Courses covered

Code	Title	UCAS Code
CTGDAB	BA (Hons) Graphic Design: Advertising and Branding	W215

You can find full details of your course in the *Programme Specification*.

Important points

Students get a grounding in both traditional and digital design with this Graphic Design award. After focusing on typography, branding and print design, students are encouraged to explore how digital technology can be used in creative ways, whilst making connections with industry partners, and building the skills for a successful career in Graphic Design.

Academic Year

Academic Year 2023 – 2024

The University's academic year is made up of 3 Semesters (A, B and C). Semester A and B are made up of teaching weeks followed by exams, where applicable (the re-sit period falls within Semester C). Semester C is normally used for final dissertations and projects.

- *Semester A runs from Monday 25 September 2023 to Friday 19 January 2024*
- *Semester B runs from Monday 22 January 2024 to Friday 10 May 2024*
- *Semester C runs from Monday 13 May 2024 to Friday 6 September 2024*

Expected workload

In the UK, a full time student is expected to spend 1200 hours on their studies each year. Please find below an estimate of how your time will be spent on this course during each year of study.

	Lectures, seminars, tutorials	Independent study	Placement
Year 1	30%	70%	0%
Year 2	24%	76%	0%
Year 3	9%	91%	0%

Method of assessment

	Written Exam	Coursework	Practical
Year 1	0%	100%	0%
Year 2	0%	100%	0%
Year 3	0%	100%	0%

Additional expenses

Please see below a generic list of expected materials you will need for your studies. If you would like a subject-specific list, please contact Megan Knight (m.knight3@herts.ac.uk).

Description	Year	Mandatory/ Optional	Estimated cost
Initial supplies			
<p>Example expense:</p> <p>Scissors, Swann Morton Scalpel Handle no.3, Swann Morton Blades 10A, cutting mat, USB memory stick, 30cm metal ruler, pencil sharpener, assorted brushes, writing pen, fineline drawing pens, A3 or A2 portfolio, A4 hardback sketchbook, A3 hardback sketchbook, A4 lined notepad, Pritt Stick, PVA Glue, Spray mount, Masking tape, Eraser, Basic set of acrylic paints, Coloured pencils, Sellotape, Double sided tape, Basic set of drawing pencils.</p>	1	Optional	£100*
Other			
Printing	1,2,3	Mandatory	£40 per year
Graduate fund	3	Optional	£25
International Study Trip	1 /2/3	Optional	£300
No additional expenses have been specified for this course.			

* This is an indicative cost – how much you use and need to replace these supplies will depend on your own style of working and process.