

Title of Programme: **BA (Hons) Graphic Design and Illustration**

Programme Code: CTGDIL

Programme Specification

This programme specification is relevant to students entering:
01 September 2023

Associate Dean of School (Academic Quality Assurance):
Tony Rosella

Signature



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:

Section	Amendment

If you have any queries regarding the changes please email AQO@herts.ac.uk

Programme Specification

BA (Hons) 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

Awarding Institution/Body	University of Hertfordshire
Teaching Institution	University of Hertfordshire
University/partner campuses	College Lane Campus
Programme accredited by	Not applicable
Final Qualification	BA (Hons)
All Final Award titles	BA (Hons) Graphic Design
(Qualification and Subject)	BA (Hons) Graphic Design (Sandwich)
	BA (Hons) Graphic Design with a Year Abroad
	BA (Hons) Graphic Design with a Year Abroad (Sandwich)
	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) Graphic Design: Advertising and Branding with a Year Abroad (Sandwich)
	BA (Hons) Illustration
	BA (Hons) Illustration (Sandwich)
	BA (Hons) Illustration with a Year Abroad
	BA (Hons) Illustration with a Year Abroad (Sandwich)
FHEQ level of award	6

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.

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.

Graduate Attributes

Our graduates will be capable and professional, creative and enterprising, and will build their social and global awareness throughout. In addition to their subject expertise and proficiency, as a University of Hertfordshire graduate, they will be:

- Professionally focused
- Globally minded
- Sustainability driven
- Digitally capable and confident
- Inclusive and collaborative
- Evidence based and ethical

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 (2021) 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.	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.	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.	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)	
A4- Developments within historic and contemporary professional practice within their field.	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 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.	
and for the award of BA (Hons) Graphic Design		
A5- Developments within historic and contemporary professional practice within graphic design.	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.	
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		

<p>A7- Developments within historic and contemporary professional practice within illustration.</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 communicate to defined audiences.</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 Throughout, the learner is encouraged to develop intellectual skills further by independent study Essay' (Level 6) modules contribute significantly to the development of analytical thinking and enquiry skills (B1).</p> <p>Using narrative and interaction to communicate is introduced at the start Level 5, after which can</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>

	<p>choose whether to employ these techniques (B4).</p> <p>Throughout, the learner is encouraged to develop intellectual skills further by independent study.</p>	
Practical skills	Teaching and learning methods	Assessment strategy
<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>and for the award of BA (Hons) Illustration</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> <p>and for the awards of BA (Hons) Graphic Design and BA (Hons) Graphic Design: Advertising and Branding</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>
Transferable skills	Teaching and learning methods	Assessment strategy
<p>D1- Research, edit, organise and present information effectively.</p> <p>D2- Demonstrate a high level of personal responsibility, initiative and resilience in the management of self learning.</p> <p>D3- Identify personal strengths and learning through reflection and</p>	<p>Transferable skills are developed through the programme.</p> <p>Research and organisation skills (D1) are integral to module work at all levels.</p> <p>Personal responsibility and initiative (D2) becomes increasingly important as students progress to Level 6 study.</p>	<p>Transferable skills are assessed through a range of assignments built into the curriculum and through presentations and negotiation of project briefs. In-module assessment is by submission of a portfolio and written work.</p>

evaluation, whilst responding flexibly to discussions, recommendations and change.	Reflection and flexibility (D3) are developed through written and verbal comments, self-assessment, negotiated projects and project summaries/rationales.
D4- Argue rationally and communicate effectively, both orally and in writing.	Communication skills (D4) are developed through written submissions, oral presentations and the presentation of finished outcomes.
D5- Work effectively within a team, forming a collaborative learning environment.	The ability to work with others (D5) is developed through collaborative projects.
D6- Demonstrate responsibility with regards to time management and other professional or entrepreneurial skills.	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. Throughout, the learner is encouraged to develop transferable skills by maintaining a record of evidence and completing a personal development plan.

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 award of

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

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

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

Intake is normally at level 4 with A-level or equivalent qualifications as detailed on the University website, 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 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 30 weeks full-time equivalent with no possibility of exemption, usually between the end of Level 5 and the beginning of Level 6. 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 may choose to combine study abroad and work experience awards, by completing a full Year Abroad followed by a Sandwich, over 2 years, leading to the award of "with a Year Abroad (Sandwich)".

Where a student enrolls on Year Abroad or Sandwich, but encounters circumstances that prevent completion of the minimum number of weeks required, they may, with permission from their programme leader, be transferred onto single semester Study Abroad and/or 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 Level 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')**

5CTA1245	Graphic Design Studio Practice (15 credits, Semester A)
5CTA1246	Graphic Design Professional Development (15 credits, Semester B)
5CTA1247	Live Briefs: Graphic Design (30 credits, Semester B)
5CTA1249	Live Briefs: Advertising & Branding (30 credits, Semester B)
5CTA1251	Illustration Studio Practice (15 credits, Semester A)
5CTA1252	Illustration Professional Development (15 credits, Semester B)
5CTA1253	Commissions (30 credits, Semester B)

Student Exchange programme

Incoming Exchange

Incoming Study Abroad students study the course at level five.

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.

Study Abroad

All students on the course are eligible to complete a study abroad option, usually between levels four and five, or levels five and six. Study abroad is normally one full year, but students can opt to complete one semester of study abroad and one semester of work experience, with the permission of the school.

Further details available at <https://www.herts.ac.uk/international/overseas-study/study-abroad>.

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:

- Sandwich (for a full year)
- Year Abroad (for a full year)

Some students may alternatively be eligible for the following:

- Study Abroad (for a single semester only)*
- Employment Experience (for a single semester only)**
- Employment Experience and Study Abroad (Employment Experience for a single semester + Study Abroad for a single semester)***

* Students can choose to Study Abroad for a single semester only in either semester A or B. Students will be made Dormant for the semester they are not engaged with.

** Students can choose Employment Experience for a single semester only in either semester A or B. Students will be made Dormant for the semester they are not engaged with. Students wishing to undertake Employment Experience for the whole year will be registered on the Sandwich option.

***Students can choose to combine Employment Experience for a single semester and Study Abroad for a single semester in the same academic year only. There is no condition to which way around this takes place.

Students choosing to undertake Sandwich, Year Abroad, Study Abroad and/or Employment Experience will need to decide in advance of the following eligible academic year and discuss this with the Programme Leader and Student Record Administrator first.

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 into account).

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 (3 years); sandwich (4 years); year abroad (4 years); study abroad and with employment experience (4 years); sandwich and year abroad (5 years)

Entry point Semester A

Level 4

- **BA (Hons) Graphic Design - all pathways (year 1)**

Compulsory Modules Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Visual Communication*	4CTA1278	45	0	100	0	A
Visual Thinking: Histories, Theories and Context	4CTA1279	30	0	100	0	AB
Graphic Design Essentials Part 1*	4CTA1280	45	0	100	0	B

Level 4 modules for Hertfordshire International (HIC) students

- **BA (Hons) Graphic Design - all pathways (HIC) (year 1)**

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 (HIC) Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Visual Communication - HIC	4CTA1282	45	0	100	0	A
Visual Thinking: Histories, Theories and Context - HIC	4CTA1283	30	0	100	0	AB
Graphic Design Essentials Part 1 - HIC	4CTA1284	45	0	100	0	B

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.

Level 5

- **BA (Hons) Graphic Design with a Year Abroad pathway (year 2 – if Year Abroad taken between levels 4 and 5 of study)**

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

	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules						
Module Title						
Year Abroad	5CTA0001	0	0	100	0	ABC

In order to achieve the 'with a Year Abroad' award students must complete *either* module 5CTA0001 between levels 4 and 5 of their study *or* 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 5

- **BA (Hons) Graphic Design with a Year Abroad pathway** (*year 3 – if Year Abroad taken between levels 4 and 5 of study*)
- **BA (Hons) Graphic Design - all other pathways** (*year 2*)

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.

	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules						
Module Title						
Contextualising Contemporary Practice	5CTA1243	30	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.

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

* Module can include work experience

Optional Modules – Placement Modules Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Professional Work Experience 15: Design	5CTA1004	15	0	100	0	A, B
Professional Work Experience 30: Design	5CTA1143	30	0	100	0	A, B

Level 6

- **BA (Hons) Graphic Design (Sandwich) pathway – (year 3)**

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

Optional Modules Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Sandwich Year (Creative Arts)	6CTA1008	0	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.

Level 6

- **BA (Hons) Graphic Design with a Year Abroad pathway – (year 3 – if Year Abroad taken between levels 5 and 6 of study)**

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

In order to achieve the ‘with a Year Abroad’ award students must complete *either* module 5CTA0001 between levels 4 and 5 of their study *or* 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

- **BA (Hons) Graphic Design with Study Abroad pathway – (year 3)**

	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Optional Modules						
Module Title						
Study Abroad (Creative Arts)	6CTA1166	0	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.

Level 6

- **BA (Hons) Graphic Design with Employment Experience pathway (year 3)**

	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Optional Modules						
Module Title						
Employment Experience (Creative Arts)	6CTA1165	0	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 (final year of study – all pathways)

- **BA (Hons) Graphic Design (year 3)**
- **BA (Hons) Graphic Design (Sandwich) pathway (year 4)**
- **BA (Hons) Graphic Design with a Year Abroad pathway (year 4)**
- **BA (Hons) Graphic Design with a Year Abroad (Sandwich) pathway (year 5)**

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.

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

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

Progression to level 5 and 6 requires a minimum of 90 and 210 credits respectively.

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.

BA (Hons) Graphic Design: Advertising and Branding

Level 4

- **BA (Hons) Graphic Design: Advertising and Branding - all pathways (year 1)**

Compulsory Modules Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Visual Communication*	4CTA1278	45	0	100	0	A
Visual Thinking: Histories, Theories and Context	4CTA1279	30	0	100	0	AB
Graphic Design Essentials Part 1*	4CTA1280	45	0	100	0	B

Level 4 modules for Hertfordshire International (HIC) students

- **BA (Hons) Graphic Design: Advertising and Branding - all pathways (HIC) (year 1)**

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 (HIC, all awards) Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Visual Communication - HIC	4CTA1282	45	0	100	0	A

Visual Thinking: Histories, Theories and Context - HIC	4CTA1283	30	0	100	0	AB
Graphic Design Essentials Part 1 - HIC	4CTA1284	45	0	100	0	B

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.

Level 5

- **BA (Hons) Graphic Design: Advertising and Branding with a Year Abroad pathway** (*year 2 – if Year Abroad taken between levels 4 and 5 of study*)

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

	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules						
Module Title						
Year Abroad	5CTA0001	0	0	100	0	ABC

In order to achieve the 'with a Year Abroad' award students must complete *either* module 5CTA0001 between levels 4 and 5 of their study *or* 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 5

- **BA (Hons) Graphic Design: Advertising and Branding with a Year Abroad pathway** (*year 3 – if Year Abroad taken between levels 4 and 5 of study*)
- **BA (Hons) Graphic Design: Advertising and Branding - all other pathways** (*year 2*)

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.

	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules						
Module Title						
Contextualising Contemporary Practice	5CTA1243	30	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.

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

* Module can include work experience

Optional Modules – Placement Modules	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Module Title						
Professional Work Experience 15: Design	5CTA1004	15	0	100	0	A, B
Professional Work Experience 30: Design	5CTA1143	30	0	100	0	A, B

Level 6

- **BA (Hons) Graphic Design: Advertising and Branding (Sandwich) pathway (year 3)**

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

Optional Modules	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Module Title						
Sandwich Year (Creative Arts)	6CTA1008	0	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.

Level 6

- **BA (Hons) Graphic Design: Advertising and Branding with a Year Abroad pathway (year 3 – if Year Abroad taken between levels 5 and 6 of study)**

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

In order to achieve the 'with a Year Abroad' award students must complete *either* module 5CTA0001 between levels 4 and 5 of their study *or* 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

- **BA (Hons) Graphic Design: Advertising and Branding with Study Abroad pathway (year 3)**

	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Optional Modules						
Module Title						
Study Abroad (Creative Arts)	6CTA1166	0	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.

Level 6

- **BA (Hons) Graphic Design: Advertising and Branding with Employment Experience pathway (year 3)**

	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Optional Modules						
Module Title						
Employment Experience (Creative Arts)	6CTA1165	0	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 (final year of study – all pathways)

- **BA (Hons) Graphic Design: Advertising and Branding (year 3)**
- **BA (Hons) Graphic Design: Advertising and Branding (Sandwich) pathway (year 4)**
- **BA (Hons) Graphic Design: Advertising and Branding with a Year Abroad pathway (year 4)**
- **BA (Hons) Graphic Design: Advertising and Branding with a Year Abroad (Sandwich) pathway (year 5)**

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	% Examination	% Coursework	% Practical	Semesters
Degree Essay	6CTA1151	30	0	100	0	A

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

Progression to level 5 and 6 requires a minimum of 90 and 210 credits respectively.

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.

BA (Hons) Illustration

Level 4

- **BA (Hons) Illustration - all pathways (year 1)**

Compulsory Modules Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Visual Communication*	4CTA1278	45	0	100	0	A
Visual Thinking: Histories, Theories and Context	4CTA1279	30	0	100	0	AB
Illustration Essentials Part 1*	4CTA1281	45	0	100	0	B

Level 4 modules for Hertfordshire International (HIC) students

- **BA (Hons) Illustration - all pathways (HIC) (year 1)**

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 (HIC) Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Visual Communication - HIC	4CTA1282	45	0	100	0	A
Visual Thinking: Histories, Theories and Context - HIC	4CTA1283	30	0	100	0	AB
Illustration Essentials Part 1 - HIC	4CTA1285	45	0	100	0	B

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.

Level 5

- **BA (Hons) Illustration with a Year Abroad pathway (year 2 – if Year Abroad taken between levels 4 and 5 of study)**

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

Compulsory Modules Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Year Abroad	5CTA0001	0	0	100	0	ABC

In order to achieve the 'with a Year Abroad' award students must complete *either* module 5CTA0001 between levels 4 and 5 of their study *or* 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 5

- **BA (Hons) Illustration with a Year Abroad pathway (year 3 – if Year Abroad taken between levels 4 and 5 of study)**
- **BA (Hons) Illustration - all other pathways (year 2)**

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.

	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Compulsory Modules						
Module Title						
Contextualising Contemporary Practice	5CTA1243	30	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.

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

* Module can include work experience

	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Optional Modules – Placement Modules						
Module Title						
Professional Work Experience 15: Design	5CTA1004	15	0	100	0	A, B
Professional Work Experience 30: Design	5CTA1143	30	0	100	0	A, B

Level 6

- **BA (Hons) Illustration (Sandwich) pathway (year 3)**

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

	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Optional Modules						
Module Title						
Sandwich Year (Creative Arts)	6CTA1008	0	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.

Level 6

- **BA (Hons) Illustration with a Year Abroad pathway** (*year 3 – if Year Abroad taken between levels 5 and 6 of study*)

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

In order to achieve the 'with a Year Abroad' award students must complete *either* module 5CTA0001 between levels 4 and 5 of their study *or* 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

- **BA (Hons) Illustration with Study Abroad** (*year 3*)

	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Optional Modules						
Module Title						
Study Abroad (Creative Arts)	6CTA1166	0	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.

Level 6

- **BA (Hons) Illustration with Employment Experience pathway** (*year 3*)

Optional Modules Module Title	Module Code	Credit Points	% Examination	% Coursework	% Practical	Semesters
Employment Experience (Creative Arts)	6CTA1165	0	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 (final year of study – all pathways)

- **BA (Hons) Illustration** (*year 3*)
- **BA (Hons) Illustration (Sandwich) pathway** (*year 4*)
- **BA (Hons) Illustration with a Year Abroad pathway** (*year 4*)
- **BA (Hons) Illustration with a Year Abroad (Sandwich) pathway** (*year 5*)

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	% Examination	% Coursework	% Practical	Semesters
Degree Essay	6CTA1151	30	0	100	0	A

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

Progression to level 5 and 6 requires a minimum of 90 and 210 credits respectively.

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

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)	Graphic Design Graphic Design (Sandwich) Graphic Design with a Year Abroad Graphic Design with a Year Abroad (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	A1, A2, A3, A4, A5 B1, B2, B3, B4 C1, C2, C4 D1, D2, D3, D4, D5, D6
BA (Hons)	Graphic Design: Advertising and Branding Graphic Design: Advertising and Branding (Sandwich) Graphic Design: Advertising and Branding with a Year Abroad Graphic Design: Advertising and Branding with a Year Abroad (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	A1, A2, A3, A4, A6 B1, B2, B3, B4 C1, C2, C4 D1, D2, D3, D4, D5, D6
BA (Hons)	Illustration Illustration (Sandwich) Illustration with a Year Abroad Illustration with a Year Abroad (Sandwich)	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	A1, A2, A3, A4, A7 B1, B2, B3, B4 C1, C2, C3 D1, D2, D3, D4, D5, D6
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: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Certificate of Higher Education		120 credit points at level 4	4, 5	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
Diploma of Higher Education	Graphic Design Graphic Design: Advertising and Branding Illustration	240 credit points including at least 120 at level 5	5, 6	See UPR AS11, section 13: http://sitem.herts.ac.uk/secreg/upr/AS11.htm
BA (Hons)	Graphic Design Graphic Design (Sandwich) Graphic Design with a Year Abroad Graphic Design with a Year Abroad (Sandwich)	300 credit points including 180 at level 6/5 of which 60 must be at level 6	6	A1, A2, A3, A4, A5 B1, B2, B3, B4 C1, C2, C4 D1, D2, D3, D4, D5, D6

BA (Hons)	Graphic Design: Advertising and Branding Graphic Design: Advertising and Branding (Sandwich) Graphic Design: Advertising and Branding with a Year Abroad Graphic Design: Advertising and Branding with a Year Abroad (Sandwich)			A1, A2, A3, A4, A6 B1, B2, B3, B4 C1, C2, C4 D1, D2, D3, D4, D5, D6
BA (Hons)	Illustration Illustration (Sandwich) Illustration with a Year Abroad (Sandwich) Illustration with a Year Abroad			A1, A2, A3, A4, A7 B1, B2, B3, B4 C1, C2, C3 D1, D2, D3, D4, D5, D6
BA (Hons)	Graphic Design with Study Abroad Graphic Design with Employment Experience Graphic Design with Study Abroad and with Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	A1, A2, A3, A4, A5 B1, B2, B3, B4 C1, C2, C4 D1, D2, D3, D4, D5, D6
BA (Hons)	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	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	A1, A2, A3, A4, A6 B1, B2, B3, B4 C1, C2, C4 D1, D2, D3, D4, D5, D6
BA (Hons)	Illustration with Study Abroad Illustration with Employment Experience Illustration with Study Abroad and with Employment Experience	360 credit points including 240 at level 6/5 of which 120 must be at level 6	6	A1, A2, A3, A4, A7 B1, B2, B3, B4 C1, C2, C3 D1, D2, D3, D4, D5, D6

Programme-specific assessment regulations

The programme complies with the University's academic regulations (in particular, [UPR AS11](#), [UPR AS12](#) 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	Course Instance	Award Title	Modules (child instance codes & title)	Must be included in classification algorithm?
CTGD GTIL CTGDAB		BA (Hons) Graphic Design BA (Hons) Illustration	6CTA1151 Degree Essay	Yes

		BA (Hons) Graphic Design: Advertising and Branding		
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Further programme-specific regulations (requiring School-level approval) 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 exceptional 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.

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.
- The Programme Leader, who is responsible for advising students on the programme as a whole and chairing the programme committee.
- Module Leaders 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.
- A designated administrative team to deal with day-to-day administration associated with the modules within the programme.

Support

Students are supported by:

- The Creative Arts Toolkit <http://catoolkit.herts.ac.uk>

- Orientation for overseas students.
- An induction week 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.
- You will have a Personal Tutor who will be an important point of contact, able to help you gain a good understanding of the School and programme you are studying.
- 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.
- A versatile on-line interactive intranet and learning environment.
- Guided student-centred learning on Canvas module sites.
- Attractive modern study environments in two Learning Resources Centres.
- Access to extensive digital and print collections of information resources.
- Student Success Hubs, which include a Mathematics Drop-in Centre.
- A substantial Student Centre that provides advice on issues such as finance, University regulations, legal matters, accommodation, international student support, etc.
- Office of Dean of Students, Student Wellbeing (incorporating Counselling, Mental Health and Disability Support), Chaplaincy, and Day Nursery.
- Medical Centre.
- University Disability Advisors.
- An Equal Opportunities Officer.
- The Careers, Employment and Enterprise service for all current students and graduates.
- Hertfordshire Students' Union.
- Dedicated programme site.

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 dedicated programme site
- A Definitive Module Document (DMD) 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/>.

G. Entry requirements

The normal entry requirements for the programme are:

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

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: Email: hhaq@herts.ac.uk

If you wish to receive a copy of the latest External Examiner's Report for the programme, please email a request to 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.	.	.	
	Visual Communication	4CTA1278	x.	x.	x.	x.	.	.	.	x.	x.	x.	x.	x.	.	.	x.	x.	x.	x.	x.	x.	x.	
Level 5	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.
Level 6	Graphic Design Advanced Practice Part 1	6CTA1152	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.	x.	x.	
	Final Major Project: Graphic Design	6CTA1154	.	x.	x.	.	x.	.	.	.	x.	x.	x.	x.	x.	.	x.	.	x.	x.	x.	.	x.	
	Degree Essay	6CTA1151	.	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	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.	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.
Level 6	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.	.	.	

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	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	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.	.	x.	
	Degree Essay	6CTA1151	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.

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

Relevant QAA subject benchmarking statements	Art and Design
Type of programme	Undergraduate
Date of validation/last periodic review	June 23
Date of production/ last revision of PS	March 2023
Relevant to level/cohort	Level 4 entering September 2023
Administrative School	School of Creative Arts
Language of Delivery	English

Table 4 Course structure

Course details			
Course Code	Course Description	HECOS	UCAS
CTGD	BA (Hons) Graphic Design	100061 (100%)	W210
CTGDAB	BA (Hons) Graphic Design: Advertising and Branding	100632 (90%), 100074 (10%)	W215
CTIL	BA (Hons) Illustration	100062 (100%)	W221