

Graphic Design

Final award	BA (Hons)
Intermediate awards available	Cert HE, Dip HE
UCAS code	W216
Details of professional body accreditation	N/A
Relevant QAA Benchmark statements	Art and Design Benchmark Subject Statement
Date specification last up-dated	November 2013

Alternative locations for studying this programme

Location	Which elements?	Taught by UEL staff	Taught by local staff	Method of Delivery
Linton Education Group, Malaysia. This programme is no longer recruiting.	Single only	No	Yes	Taught programme

Profile

The summary - UCAS programme profile

BANNER BOX:

Designing a future to meet the challenges in the workplace of a new century.

ENTRY REQUIREMENTS

Students are selected on their suitability for the programme by a portfolio interview. Applicants would normally have completed an Art and Design Foundation, GAD, or an appropriate BTEC, GNVQ or Access programme of at least one year's duration prior to joining the programme. Students with other relevant professional or life experience will also be considered.

ABOUT THE PROGRAMME

What is Graphic Design?

Graphic Design is a generic term given to visual communication in the public domain. Based originally in print media, the practice has moved from being paper and book publication orientated to new digital media platforms. Graphic Design is associated with most aspects of information design and advertising. During the 20th century, the term 'Graphic Designer', has been applied to mean a creative professional who is responsible for producing visual material seen in the public domain. The ability to work, with other designers, creatively and flexibly,

across a number of media is increasingly apparent and in demand, by employers, and by those who wish to establish freelance practice.

Graphic Design at UEL

The programme is 'Discourse and Practice' based. It delivers teaching of skills as integrated with theory, seminars and visual assignments that have written reports and presentations, included within the studio environment. Students choose to develop their skills during level one of the programme, towards the 'classic' skills of typography and design publication. Protocols and spatial considerations of web-site work and interactive graphic design are developed at level 2. In level 3, the final year, the student identifies and proposes a body of visual independent work, with the support of their programme tutors. This programme actively taps into its London location and the new designers working here and opportunities for 'live' research offered by the capital.

Programme structure

The programme can be studied full-time for 3 years or in a part-time mode. It has a modular structure that enables students to study it as a Single, Major, Joint or Minor honours programme. This allows combinations to be built with its sister programmes in Digital Arts and Visual Communication and also other programmes in the School of Architecture and The Visual Arts and also the University as part of our Combined Honours menu.

Learning environment

The learning environment is centred on the individual, with Learning outcomes directly aligned with the assessment criteria, and following headings outline the components within the teaching and learning strategy.

Group Projects

Programme work where you work as part of a team with a group of your peers

Studio Project work

Studio based work undertaken by an individual or group of students in collaboration with project tutors. It includes an intro briefing, discussion on progress and development of ideas

Professional Practice

Students are encouraged to develop a strong ethos and understanding of professional practice; this can take the form of work placements, study visits, exhibitions, international exchanges, visiting professionals talks, etc.

Self-Initiated work

These are structured projects based on your own written proposal, agreed and discussed with your programme or module tutor with agreed aims and outcomes.

Seminars

These are small mixed sessions (from one or more area, or year group), discussing a project or contextual issue and sharing views and experiences.

Lectures

Group teaching of your year or with other year groups at the same time, usually around a particular topic delivered by one or more tutors

Workshops

Practical demonstrations and hands on learning takes place, as well as facilitation of your own self-initiated projects. Introductory workshops are normally undertaken in relation to project work as part of the module. Later in the programme, project proposal forms identify your needs and these are agreed with your pathway staff and the technical demonstrators. These are available in keeping with access and entitlement as well as satisfying Health and Safety requirements.

Study visits

These are trips to external venues such as museums or relevant places often as part of a module or project but can be whole year groups with tutors identified as responsible for the visit.

Assessment

The programme has a mixed menu of 20 and 40 credit modules which vary in their assessment. Students will be required to present work for assessment in the form of exhibition, portfolio presentation, oral presentation or in the form of an evaluative learning journal, report or essay.

20 credit modules are assessed at the end of each semester and 40 credit modules are assessed at the end of each year, with the marks from year 2 and 3 used to formulate the final degree award.

Work experience/placement opportunities

The programme contains a professional practice module, which enables students a variety of opportunities to undertake or engage in aspects of the professional arena. This includes visits from renowned professionals and can include any work placements, international exchanges or exhibition opportunities, study trips. These are monitored through a self evaluation/ learning journal of the experience.

Project work

Project work, both individual and as part of a group forms a major aspect of the programme. Project led modules cover topics including designing typefaces, documenting and preparing presentations based upon photography and typography, designing websites, layouts and presentations for magazine, editorial and 'fanzine' projects and group presentations based upon a series of linked lectures and evaluation

Added value

The programme is sited in a purpose built, new Architecture and Visual Arts building on our landmark Docklands Campus. This is in turn situated in the creative heartland of London, an area of exciting new media activity and also an area about to undergo dynamic regeneration and change as preparation for the 2012 Olympics. The campus is adjacent to Excel, Canary Wharf, Docklands airport and the new international rail terminus for Europe at Stratford. East London also represents the quintessential multicultural environment on the doorstep of 2000 years of cultural history.

IS THIS THE PROGRAMME FOR ME?

If you are interested in...

- Typography
- Photography
- Video Film/DVD practice, scripting and directing
- Web Design
- Interactive Design
- Design, Cultural and Critical Theory
- Corporate identification and brand identity
- Art Editorial Design, Design Publishing Page Layout and Computer-editing
- Advertising and Campaign strategies
- Information Design

If you enjoy...

- Speculation
- Working with a particular visual media
- Recognising and following advertising and media
- Having an awareness of brand identities
- Creatively exploring a visual media
- Working individually, but also to be able to work in teams
- Contributing to challenges of communication in the public domain
- Having an interest in applying skills in media practice to 'real' outcomes
- Words, Language and word/image relationships
- Copywriting and developing a creative copy interest
- Moving and sequential image and film
- Paper and the printed page
- Letterforms
- Typeface Designing
- 'Cover Art' and graphics applied to music, posters and flyers
- Digital editing and composition

If you want...

- To develop and apply visual skills within a range of graphic media;
- to be equipped to join other creative practitioners in stimulating future employment within the Design profession;
- to participate actively in group working, at University and in practice;

- to be able to, potentially, contribute to the growing visual culture, based in London;
- to be prepared to meet the practical and intellectual challenges of future demanding design assignments or project assignments;
- to work in an area that contributes to establishing the nature of future visual practice, in communication, and in relation to culture, attitudes and fashion;
- to enjoy, and be rewarded for, working in a media or skill in which you excel;
- to broaden and add to the existing body of knowledge of visual and graphic communication.

Your future career

Graduates can gain student membership of the Chartered Society of Designers, participation in D & AD competitions and workshops, a placement and/or exchange and 'live' projects and working with professional designers, provides a breadth of experience. This is likely to give entry to a graphics career as an assistant or freelance designer, as an editor in a 'facilities house' or production company, an art editor or magazine designer, a corporate designer, art director, or advertising creative.

How we support you

UEL provides a comprehensive range of support services for students which includes: residential/student finance advice/careers advice/study skills development/IT/learning resources. The programme provides strong personal tutor guidance and professional advice related to the practice. Visiting artists, designers and other professional practitioners regularly visit the programme and study trips to working environments are an important component.

Bonus factors

East London environment offering unrivalled access to the most important creative resources, as well as good transport links and cheapest accommodation in London. There are regular visits from important professionals who live and work locally.

Outcomes

Programme aims and learning outcomes

What is this programme designed to achieve?

This programme is designed to give you the opportunity to:

- provide practical, historical and theoretical understanding of Graphic Design.
- provide a platform for students to access their imagination and develop their creative identity.
- establish key transferable and employability skills.
- develop a multi-tasking and multi-skilled approach to professional practices.

What will you learn?

Knowledge

- Typographic History and Culture
- Graphic Design: twentieth century influences and issues
- 2D and 3D working methodologies and media
- Graphic Design and Production
- Managing research in Graphic Design
- Team practice and negotiation

Thinking skills

- Self reflection/analysis and critical awareness
- Creative thinking and invention.
- Visual research skills.

Subject-Based Practical skills

- Typographic design, classification of typefaces and their uses
- Layout design, working with word/image composition and meaning
- Editing and structuring text and image relationships, in applied contexts
- Typefaces and drawn Letterform development
- Documenting research and process

Skills for life and work (general skills)

- Time management (participation, working to deadlines etc.)
- Working within groups (collaborative, work experience)
- Interpersonal skills (Client awareness, etc.)

Structure

The programme structure

Introduction

All programmes are credit-rated to help you to understand the amount and level of study that is needed.

One credit is equal to 10 hours of directed study time (this includes everything you do e.g. lecture, seminar and private study).

Credits are assigned to one of 5 levels:

- 0 - equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree programme
- 1 - equivalent in standard to the first year of a full-time undergraduate degree programme
- 2 - equivalent in standard to the second year of a full-time undergraduate degree programme
- 3 - equivalent in standard to the third year of a full-time undergraduate degree programme

- M - equivalent in standard to a Masters degree

Credit rating

The overall credit-rating of this programme is 360 credits.

Typical duration

The expected duration of this programme is 3 years when attended in full-time mode or 6 years in part-time mode. It is possible to move from a full-time mode of study to a part-time mode of study and vice-versa, to accommodate any external factors such as financial constraints or domestic commitments. Many of our students make use of this flexibility and this may impact on the overall duration of their study period.

How the teaching year is divided

The teaching year begins in September and ends in June, but some programmes also allow students to join at the start of Semester B, in February. A student, normally registering for 6 modules in one year (3 modules in each Semester) would do so in a full-time attendance mode of study and a student registering for up to 4 modules in one year (2 modules in each Semester) would do so in part-time attendance mode of study.

What you will study when

This programme is part of a modular degree scheme. A student registered in a full-time attendance mode will take six 20 credit modules per year. An honours degree student will complete six modules at level one, six at level 2 and six at level 3.

It is possible to bring together modules from one field with modules from another to produce a combined programme. Subjects are offered in a variety of combinations:

- Single - 120 credits at levels one, two and three
- Major - 80 credits at levels one, two and three
- Joint - 60 credits at levels one, two and three
- Minor - 40 credits at levels one, two and three

Modules are defined as:

- Core - Must be taken
- Option - Select from a range of identified modules within the field
- University wide option - Select from a wide range of modules across the University

The following are the core and optional requirements for the single and major pathways for this programme

LEVEL	TITLE	CREDITS	STATUS	STATUS	STATUS	STATUS
			SINGLE	MAJOR	JOINT	MINOR

1	Graphic Design 1	40	Core	Core	Core	Core
1	Skills for Academic Learning	20	Core	Core	Option	
1	Intro to Typography	20	Core			
1	Discourse	20	Core	Core		
1	Book Project	20	Core			
2	Graphic Design 2	40	Core	Core	Option	
2	Professional Practice	40	Core			Core
2	Option from the Visual theories menu	20	Core ¹	Core		
2	Option from the Visual theories menu	20	Core ²	Core	Core	
3	Graphic Design 3	40	Core	Core	*Option	Core
3	Exhibition/Presentation and Production	40	Core		*Option	
3	Thesis	20	Core	Core	Option	
3	Advanced Professional Practice	20	Core	Core	Option	

*Option:

Students studying a Joint Honours combination entirely within the Digital Arts and Visual Communication subject field will be required to take the Exhibition, Presentation and Production module in level 3 instead of two subject specific modules.

¹ - Students studying at Linton Education Group will complete the Communication and Cultural Meaning module

² - Students studying at Linton Education Group will complete the The Graphic Act module

Requirements for gaining an award

In order to gain an honours degree you will need to obtain 360 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 120 credits at level three or higher

In order to gain an ordinary degree you will need to obtain a minimum of 300 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher
- A minimum of 60 credits at level three or higher

In order to gain a Diploma of Higher Education you will need to obtain at least 240 credits including a minimum of 120 credits at level one or higher and 120 credits at level two or higher

In order to gain a Certificate of Higher Education you will need to obtain 120 credits at level one or higher.

In order to gain a Foundation Degree you will need to obtain a minimum of 240 credits including:

- A minimum of 120 credits at level one or higher
- A minimum of 120 credits at level two or higher

(A foundation degree is linked to a named Honours degree onto which a student may progress after successful completion of the Foundation degree.)

Degree Classification

Where a student is eligible for an Honours degree, and has gained a minimum of 240 UEL credits at level 2 or level 3 on the programme, including a minimum of 120 UEL credits at level 3, the award classification is determined by calculating:

The arithmetic mean of the best 100 credits at level 3 $\times 2/3$ + The arithmetic mean of the next best 100 credits at levels 2 and/or 3 $\times 1/3$

and applying the mark obtained as a percentage, with all decimal points rounded up to the nearest whole number, to the following classification

- 70% - 100% First Class Honours
- 60% - 69% Second Class Honours, First Division
- 50% - 59% Second Class Honours, Second Division
- 40% - 49% Third Class Honours
- 0% - 39% Not passed

Assessment

Teaching, learning and assessment

Teaching and learning

Knowledge is developed through

- Workshops and demonstrations
- Tutorials and seminars
- Professional practice talks
- Exhibitions and Gallery visits

Thinking skills are developed through

- Tutorials and seminars
- Independent, creative practice
- Project work

Practical skills are developed through

- Workshop introductions
- Projects based on genres
- Professional practice talks
- Study visits

Skills for life and work (general skills) are developed through

- Professional practice talks
- Work placements
- Group projects
- Study visits

Assessment

Knowledge is assessed by

- Oral presentation of ideas during seminars, tutorials and at the end of each module.
- Portfolio and research folder presentation at the end of each module.
- Breadth and Depth of research work

Thinking skills are assessed by

- Oral presentation of ideas during seminars, tutorials and at the end of each module.
- Portfolio and research folder presentation at the end of each module.
- Innovation and lateral thinking displayed in realisation of work in relation to research material

Practical skills are assessed by

- Continuous monitoring of workshop progress
- Presentation of portfolio at the end of each module

Skills for life and work (general skills) are assessed by

- Participation in workshops, seminars , tutorials and meetings
- Time management in relation to meeting project deadlines etc.
- Engagement in professional practice components of the programme, placements, group activities etc.

Assessment

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Quality

How we assure the quality of this programme

Before this programme started

Before this programme started, the following was checked:

- there would be enough qualified staff to teach the programme;
- adequate resources would be in place;
- the overall aims and objectives were appropriate;
- the content of the programme met national benchmark requirements;
- the programme met any professional/statutory body requirements;
- the proposal met other internal quality criteria covering a range of issues such as admissions policy, teaching, learning and assessment strategy and student support mechanisms.

This is done through a process of programme approval which involves consulting academic experts including some subject specialists from other institutions.

How we monitor the quality of this programme

The quality of this programme is monitored each year through evaluating:

- external examiner reports (considering quality and standards);
- statistical information (considering issues such as the pass rate);
- student feedback.

Drawing on this and other information, programme teams undertake the annual Review and Enhancement Process which is co-ordinated at School level and includes student participation. The process is monitored by the Quality and Standards Committee.

Once every six years an in-depth review of the whole field is undertaken by a panel that includes at least two external subject specialists. The panel considers documents, looks at student work, speaks to current and former students and speaks to staff before drawing its conclusions. The result is a report highlighting good practice and identifying areas where action is needed.

The role of the programme committee

This programme has a programme committee comprising all relevant teaching staff, student representatives and others who make a contribution towards the effective operation of the programme (e.g. library/technician staff). The committee has responsibilities for the quality of the programme. It provides input into the operation of the Review and Enhancement Process and proposes changes to improve quality. The programme committee plays a critical role in the quality assurance procedures.

The role of external examiners

The standard of this programme is monitored by at least one external examiner. External examiners have two primary responsibilities:

- To ensure the standard of the programme;
- To ensure that justice is done to individual students.

External examiners fulfil these responsibilities in a variety of ways including:

- Approving exam papers/assignments;
- Attending assessment boards;
- Reviewing samples of student work and moderating marks;
- Ensuring that regulations are followed;
- Providing feedback through an annual report that enables us to make improvements for the future.

Listening to the views of students

The following methods for gaining student feedback are used on this programme:

- Module evaluations and feedback questionnaires
- Student representation on programme committees (meeting 3 times year)
- Year group meetings (up to 4 per semester)
- Module and Group seminars
- Tutorials
- Personal Project proformas

Students are notified of the action taken through:

- circulating the minutes of the programme committee
- providing details on the programme notice board
- Group meetings
- Web CT publication
- Web CT publication

Listening to the views of others

The following methods are used for gaining the views of other interested parties:

- Questionnaires to former students
- Industrial liaison committee
- Placements Officer
- Discourse with visiting practitioners
- Feedback from exhibitions etc.

Further Information

Where you can find further information

Further information about this programme is available from:

- www.uel.ac.uk
- The student handbook: Digital Arts and Visual Communication: Graphic Design
- Module study guides: Digital Arts and Visual Communication: Graphic Design
- UEL Manual of General Regulations and Policies <http://www.uel.ac.uk/qa/>
- UEL Quality Manual <http://www.uel.ac.uk/qa/>
- Regulations for the Academic Framework <http://www.uel.ac.uk/academicframework/>
- UEL Pathway catalogue for the Academic Framework The School web page is <http://www.uel.ac.uk/ava/index.htm>
- Visit our gallery of student work
here: <http://www.uel.ac.uk/adi/showcase/studentwork/>