

COURSE SPECIFICATION

Course Aim and Title	BA (Hons) Graphic Design and Illustration (Visual Communication)
Intermediate Awards Available	BA Graphic Design and Illustration (Visual Communication) DipHE Graphic Design and Illustration (Visual Communication) CertHE
Teaching Institution(s)	UEL on campus
Alternative Teaching Institutions (for local arrangements see final section of this specification)	N/A
UEL Academic School	Architecture, Computing & Engineering
UCAS Code	W225
Professional Body Accreditation	N/A
Relevant QAA Benchmark Statements	Art & Design (2017), Communication, Media, Film and Cultural Studies (2019)
Additional Versions of this Course	BA (Hons) Graphic Design and Illustration (Visual Communication) (with foundation year) BA (Hons) Graphic Design and Illustration (Visual Communication) (with placement year)
Date Specification Last Updated	August 2021

Course Aims and Learning Outcomes

This course is designed to give you the opportunity to:

- Freely explore both graphic design and illustration developing a practice which blurs the line between, working between or within both subjects.
- Have skills in both Graphic Design and Illustration with an adaptable approach to taking on work and being successful, chiming with the requirements of the Creative Industries 4.0, where discipline distinctions become increasingly irrelevant to professional life
- Undertake interdisciplinary collaboration with students from Fine Art Technology, Design Interaction, Illustration, Animation and Photography gaining access to exchange of skills, technical support and subject expertise across disciplines.
- Gain fresh perspective and approaches (divergent thinking) giving you edge in the competitive job market, skills for fourth industrial age (4iR).
- Think critically to undertake complex problem solving, to be able to succeed in 4iR and

beyond (we call this emotional intelligence)

- Benefit from our progressive approach to learning through forward thinking and inclusive blended/ flipped learning and patchwork assessment, allowing you to make connections between modules, technical skills and research and your practice.
- Gain insights in our yearly employability initiative *Detour Ahead: Roadmaps for the Art and Design Industry*, a week-long inter-disciplinary guest talks as well as advice about copyright and licencing, freelancing and tax.
- Gravitate towards one or other on the named subjects as your creative voice emerge or stay studying both. It's this that flexibility which is the underlining selling point of this course.

This course will place an emphasis on:

Learning by doing,
Learning by problem solving,
Learning by exploring

What you will learn:

Knowledge

- Creative approaches and experimentation with processes, techniques, forms of presentation and both analogue and digital media
- Critical understanding of the technical, historical, theoretical and political potential of the medium
- Understanding of the collaborative nature of the medium and skills to identify, reflect and develop employability competencies and professional skills to enter the creative industries

Thinking skills

- Critical thinking and effective analysis of academic sources, conducting visual and professional research
- How to apply analytical and research skills to the creative process
- How to articulate coherent arguments about your practice

Subject-Based Practical skills

- Confidence in visualising ideas and briefs
- Confidence in experimenting with key photography skills, wider media technologies, and multi-disciplinary approaches to contemporary commercial photography practice
- Competently complete creative projects to professional outcomes
- To create and maintain professional online portfolio/presence/ promotional skills, framed appropriately for relevant creative industry context

Skills for life and work (general skills)

- Presenting ideas and work to audiences, clients, collaborators
- Self-management skills in managing workloads and meeting deadlines
- Interpersonal, team working, collaborative and negotiation skills, arising from the creative practitioner's relationship with audiences, clients, markets, environments, users, consumers and or participants.
- Critically reflect and act on ethical considerations and professional standards

Learning and Teaching

Knowledge is developed through

- Practical workshops
- Lectures, Seminars and discussion
- Group tutorials
- One-to-one tutorials
- Knowledge-based activities with feedback
- Research skills-based activities with feedback
- Guest lectures
- Critiques and peer-review feedback
- Guided reading and independent research

Thinking skills are developed through

- Reflective activities with feedback
- Research skills-based activities with feedback
- Seminars and discussion
- Practical fieldtrips
- Museum/ gallery visits /industry visits
- Presentations
- Group tutorials
- One-to-one tutorials
- Problem solving and reflection
- Writing and composition

Practical skills are developed through

- Practical workshops
- Creative project work
- Portfolio development
- Guided and supported independent activities in specialist facilities
- Self-directed projects
- Work in progress critiques with feedback
- Group tutorials
- One-to-one tutorials
- Peer review feedback (in crits and presentations)
- Exhibitions
- Graduate shows
- Film Screenings

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

- Group work and collaboration
- Planning creative projects with feedback
- Project work- independent, collaborative or self-directed
- Presentations
- Research skills-based activities with feedback
- Live briefs/ projects/ client-based projects

Assessment

Knowledge is assessed by

- Coursework
- Presentation
- Exhibition
- Pin ups and critiques
- Learning/ Research Journal/ sketchbook completion

Thinking skills are assessed by

- Coursework
- Written Document
- Project work
- Pinups and critiques
- Learning/ Research Journal/ sketchbook completion
- Presentation

Practical skills are assessed by

- Project work
- Portfolio completion
- Professional Outcome
- Quality of work
- Curatorial competence in Exhibition contexts
- Online Portfolio
- Film Screenings
- Degree Show

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

- Project work
- Group work
- Engagement in professional and collaborative practice
- Presentation
- Time management in relation to meeting project deadlines

Students with disabilities and/or particular learning needs should discuss assessments with the Course Leader to ensure they are able to fully engage with all assessment within the course.

Work or Study Placements

We encourage full time students to seek work experience during their academic course, either during the summer vacations, or to take a sandwich year out between level 5 and level 6 or their studies. Those students who successfully opt for the sandwich placement will be enrolled on a 120 credit Industrial Sandwich Placement module VA5027 which will appear in the final transcript as evidence of the sandwich placement year. An employment liaison officer oversees the administration of the year out placements and assists in helping students secure a placement.

Course Structure

All courses 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:

- 3 Equivalent in standard to GCE 'A' level and is intended to prepare students for year one of an undergraduate degree course.
- 4 Equivalent in standard to the first year of a full-time undergraduate degree course.
- 5 Equivalent in standard to the second year of a full-time undergraduate degree course.
- 6 Equivalent in standard to the third year of a full-time undergraduate degree course.
- 7 Equivalent in standard to a Master's degree.

Courses are made up of modules that are each credit weighted.

The module structure of this course:

Level	Module Code	Module Title	Credit Weighting	Core/Option	Available by Distance Learning? Y/N
4	VA4011	Contextual Studies 1	20	Core	N
4	VA4012	Practice 1	20	Core	N
4	VA4013	Experimentation and Application 1A	20	Core	N
4	VA4024	Experimentation and Application 1B	20	Core	N
4	VA4025	Research into Practice 1	20	Core	N
4	VA4026	Professional Life 1 (Mental Wealth)	20	Core	N
5	VA5011	Contextual Studies 2	20	Core	N
5	VA5012	Practice 2	20	Core	N
5	VA5013	Advanced Experimentation and Applications	20	Core	N

5	VA5022	Advanced Practice	20	Core	N
5	VA5025	Research into Practice 2	20	Core	N
5	VA5026	Professional Life 2 (Mental Wealth)	20	Core	N
P	VA5027	Industrial Sandwich Placement	120P	Optional	N
6	VA6012	Practice 3	20	Core	N
6	VA6415	Research into Practice 3 –Extended Research Project	40	Option	N
6	VA6215	Research into Practice 3 – Graphic Design, Illustration and Animation	40	Option	N
6	VA6027	Independent Major Project Part A	20	Core	N
6	VA6028	Independent Major Project Part B	20	Core	N
6	VA6026	Professional Life 3 (Mental Wealth)	20	Core	N

Additional detail about the course module structure:

A core module for a course is a module which a student must have passed (i.e. been awarded credit) in order to achieve the relevant named award.

Please note: Optional modules might not run every year, the course team will decide on an annual basis which options will be running, based on student demand and academic factors, in order to create the best learning experience.

Students will have an option module in level 6. The option modules in level 6 are designed to be inclusive to students' discipline and respond to differentiated assessments needs.

The Graphic Design and Illustration Research into Practice route is a group research project, responding to the working practices of illustrators.

The Extended Research project route is aimed as a specific route to those students whose professional practice aims are to continue into research and post-graduate study. The

Extended Research Project route allows students to contextualise their practice through the study of an area of art and design or of a subject that provides potential content for their practical work.

The overall credit-rating of this course is 360 credits. If for some reason you are unable to achieve this credit you may be entitled to an intermediate award, the level of the award will depend on the amount of credit you have accumulated. You can read the University Student Policies and Regulations on the UEL website.

Course Specific Regulations

N/A

Typical Duration

It is possible to move from full-time to part-time 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.

The expected duration of this course is 3 years full-time or 4.5 years part-time. A student cannot normally continue study on a course after 4 years of study in full time mode unless exceptional circumstances apply and extenuation has been granted. The limit for completion of a course in part time mode is 7 years from first enrolment.

Further Information

More information about this course is available from:

- The UEL web site (www.uel.ac.uk)
- The course handbook
- Module study guides
- UEL Manual of General Regulations (available on the UEL website)
- UEL Quality Manual (available on the UEL website)
- School web pages

All UEL courses are subject to thorough course approval procedures before we allow them to commence. We also constantly monitor, review and enhance our courses by listening to student and employer views and the views of external examiners and advisors.

Additional costs:

Costs that are not included within the tuition fee include costs of field trips (part of your module schedules) to e.g. museums/ galleries/ studios/ agencies, normally with free entry or subsidise entry fee, however we would normally expect students to cover their travel.

You are encouraged to use our vast production and printing facilities and workshops such as wood, metal, ceramics and printmaking workshop, Riso East, Immersive studio, darkroom, audio and moving image editing suites and digital fabrication including 3D printers, laser cutters and robotic arm, to help with production of work in-house. Although you will be provided with materials (e.g. paper, drawing materials, film, free printing ink etc.) in the introductory workshops, we do expect you to cover tools of your trade and materials for production of your own coursework such as pens, pencils, paints, scalpels, notebooks, sketchbooks and USB sticks / hard drives. This is common practice on art & design courses nationally.

Although some techniques may have greater material costs than other techniques, we

estimate the overall costs of field trips, materials and printing to be approximately between £100-£400 per year.

The facilities at UEL give you access to Apple Macintosh/PC labs, including evening and weekend access, enabling you to complete coursework for assessments. You will be able to access equipment from our well stocked equipment store including DSLR cameras, tripods, video cameras, audio recording equipment, graphics tablets and more specialist equipment.

You may however want to invest in personal laptop (Apple Macintosh/PC) which we estimate costing between £800-£1000. This may include personal access to Creative design software (Adobe Creative Suite) with a monthly discounted cost for university students.

You will be given some free allowance to help facilitate the printing of project work with our two A4/A3 High Quality Xerox Printers alongside two A4/A3 Canon Colour Photocopiers.

In the final year of your study you will be producing a major independent body of work presented in the Degree Showcase, likely to incur an additional cost between £100-£400 depending of the type of work you are producing. This may include costs for travel, materials, production as well as presentation costs.

As part of your study we aim to arrange yearly optional field trips abroad, if sufficient interest, to e.g. design festivals, illustrators' or designer's studios and / or agencies abroad or e.g. cross-institutional projects that incur larger costs. We estimate the flights and accommodation of these optional field trips to be approximately £200-250.

Alternative Locations of Delivery

n/a