

# BA (Hons) Graphic & Media Design at Hereford College of Arts



## UNIVERSITY OF GLOUCESTERSHIRE VALIDATED DEGREE SCHEME Programme Specification

| 1. Qualification | 2. Programme Title     |
|------------------|------------------------|
| BA (Hons)        | Graphic & Media Design |

| 3. Programme Type |
|-------------------|
| Modularised       |

| 4. UCAS Code                     |
|----------------------------------|
| Route A: W216      Route B: E216 |

| 5. Main Purpose and Distinctive Features of the Programme  |
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| <p><b>Main purpose:</b></p> <p>The BA (Hons) Graphic and Media Design course aims to equip the graduate with the necessary level of advanced skills, knowledge and understanding needed to gain employment and develop a personal critical practice within the professional graphic design, media and communication industries.</p> <p><b>Special features:</b></p> <p>Live and simulated work-related projects are an intrinsic and special feature of this course.</p>   |
| <p><b>Course Aims</b></p> <ol style="list-style-type: none"><li>1. Encourage the development of an individual direction for advanced personal practice informed by theoretical and critical understanding</li><li>2. Develop the individuals ability to undertake critical analysis and demonstrate an informed understanding of theoretical, historical and critical debates</li><li>3. Support the development of a range of oral and written communication skills and the ability to work effectively in a group</li><li>4. Aid further development of a range of advanced skills from which the student will be able to make an independent and informed selection, acting autonomously with minimal direction within agreed guidelines</li><li>5. Raise awareness of personal responsibility and professional codes of conduct within contemporary graphic design practice, and the ability to incorporate a critical ethical dimension into a major body of work</li></ol> |

## Learning Outcomes

Students graduating with a BA (Hons) in Graphic & Media Design will be able to:

1. Demonstrate that they have developed an individual direction for advanced personal practice in graphic & media design informed by theoretical and critical understanding
2. Show that they can undertake critical analysis and evaluation and can demonstrate an informed understanding of theoretical, historical and critical debates in relation to graphic & media design
3. Show that they have acquired a range of oral and written communication skills and are able to work effectively in a group
4. Demonstrate development of a range of advanced skills from which they will be able to make an independent and informed selection, acting autonomously with minimal direction within agreed guidelines
5. Demonstrate awareness of personal responsibility and professional codes of conduct within contemporary graphic and media design practice, and the ability to incorporate a critical ethical dimension into a major body or bodies of work

## 6. What a Graduate Should Know and be able to do on Completion of the Programme

To gain the qualification the student will have demonstrated i) subject knowledge and understanding ii) cognitive skills iii) discipline-related practical and professional skills and iv) other general skills and capabilities specified in the learning outcomes for modules within the programme.

|  |   |  |   |
|--|---|--|---|
| <p><b>i) Knowledge and understanding in the context of the subject</b></p> <ul style="list-style-type: none"> <li>• Demonstrate a good understanding of visual language and design principles and be able to apply this knowledge appropriately and with confidence.</li> <li>• Demonstrate a good understanding of a range of historical and contextual issues specific to the specialist subject.</li> </ul> | <p><b>ii) Cognitive skills</b></p> <ul style="list-style-type: none"> <li>• Generate a range of appropriate responses to a diverse range of subject specific design problems.</li> <li>• Use a range of ideas generating techniques appropriately.</li> <li>• Gather and analyse information using a variety of sources and references.</li> <li>• Construct informed opinions about subject specific contextual issues.</li> </ul> | <p><b>iii) Subject-specific practical/professional skills</b></p> <ul style="list-style-type: none"> <li>• Use the design process creatively and effectively in a variety of subject specific situations.</li> <li>• Use visual language in order to communicate appropriately in a variety of situations, to a range of different audiences.</li> <li>• Use a range of subject specific software and hardware devices confidently and appropriately</li> <li>• Demonstrate an understanding of a range of reproduction techniques/technological implications appropriate to the specialist area.</li> </ul> | <p><b>iv) General/transferable skills</b></p> <ul style="list-style-type: none"> <li>• The ability to communicate clearly and effectively in a range of different professional situations.</li> <li>• The ability to work both individually and as a member of a team.</li> <li>• The ability to complete work using a limited financial budget, and to a deadline.</li> <li>• Use a range of hardware and software devices confidently and appropriately.</li> <li>• Evaluate their own strengths and weaknesses and make informed judgements on how to improve them further.</li> </ul> |
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## 7. Qualities, Skills and Capabilities Profile

The educational and training goals of the programme seek to promote and demonstrate the following qualities, skills, capabilities and values in the student:

### A. Intellectual

- The ability to analyse, develop, design, produce and evaluate creative responses to visual and subject specific problems.
- The ability to research, analyse, contextualise and produce informed responses and opinions about a range of historical and contextual issues.
- The ability to think laterally and use a variety of ideas generating techniques appropriately.

### B. Practical

- The ability to design, produce and present design work to professional standards.
- The ability to produce creative design outcomes using a range of industry standard software and hardware devices.
- The ability to use a diverse range of subject specific materials, techniques and processes to produce creative outcomes.

### C. Personal and Social

- The ability to work effectively as an individual and as a member of a team.
- The ability to present information clearly and effectively to a range of different audiences.
- The ability to plan, prioritize and work effectively to a deadline.
- The ability to understand and follow subject specific health and safety guidelines.
- The ability to understand and follow subject specific legal, moral and ethical guidelines, including equal opportunities.
- The ability to research, analyze, understand and make informed judgements about a number of contextual issues.

## 8. Main Subjects, Levels, Credits and Qualifications

### Level 1

|                                   |            |
|-----------------------------------|------------|
| Cultural Studies 1                | 20 credits |
| Discourse                         | 20 credits |
| Introduction to Creative Practice | 20 credits |
| Type, Text & Meaning              | 20 credits |
| Narrative & Sequence              | 20 credits |
| Interactive Design                | 20 credits |

Successful completion of 120 credits resulting in the award of Certificate of Higher Education and progression to level 2

### Level 2

|                                  |            |
|----------------------------------|------------|
| Cultural Studies 2               | 20 credits |
| Discourse & Professional Studies | 20 credits |
| Image & Identity                 | 20 credits |
| Design For Screen                | 20 credits |
| Competition & Commission         | 20 credits |
| Motion Graphics                  | 20 credits |

Successful completion of 120 credits resulting in the award of Diploma of Higher Education and progression to level 3

### Level 3

|                          |            |
|--------------------------|------------|
| Dissertation             | 30 credits |
| Final Major Project      | 40 credits |
| External Project         | 30 credits |
| Final Major Presentation | 20 credits |

Successful completion of 120 credits resulting in the award of BA (Hons) Graphic & Media Design.

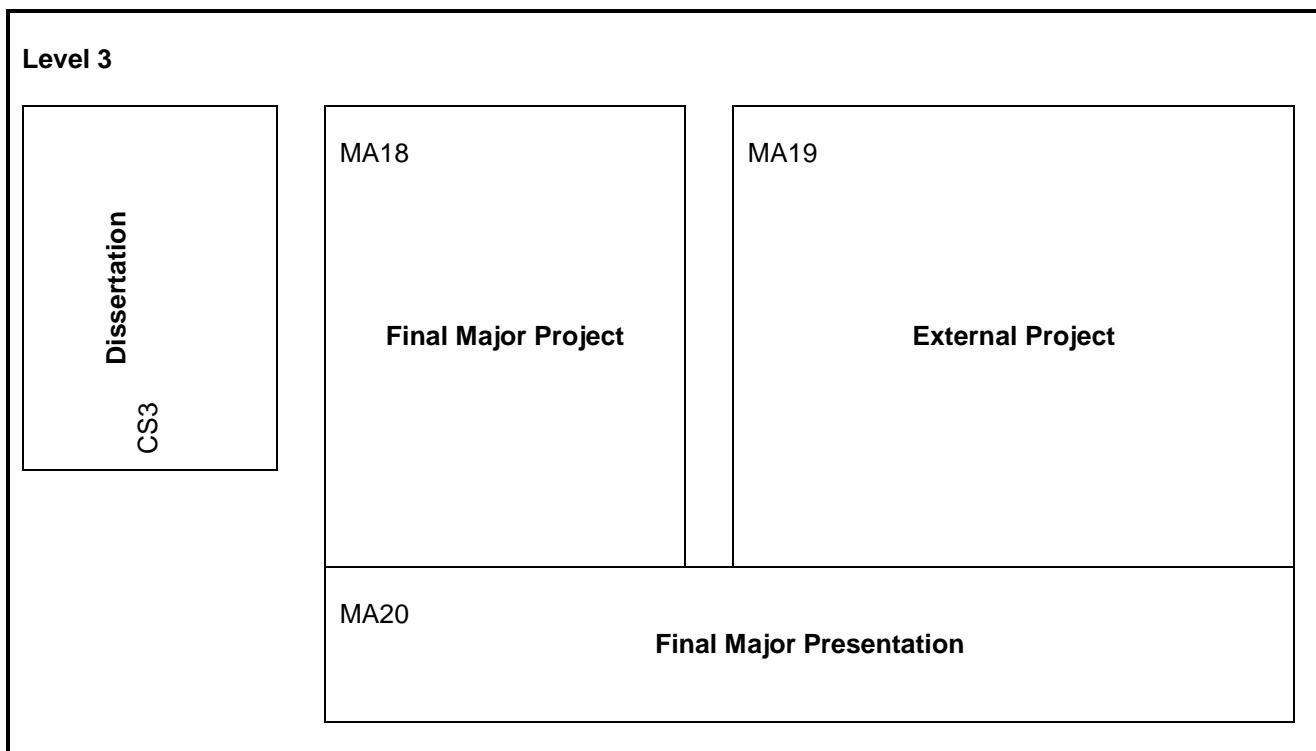
**BA (Hons) Graphic and Media Design Full-Time Structure**

**Level 1**

|                                  |                                     |  |   |
|----------------------------------|-------------------------------------|--|---|
| <b>Cultural Studies 1</b><br>CS1 | <b>Media Arts Discourse</b><br>MAD1 | MA3<br><br><b>Type, Text &amp; Meaning</b> | MA1<br><br><b>Introduction to Creative Practice</b> |
|                                  |                                     | MA6<br><br><b>Interactive Design</b>       | MA4<br><br><b>Narrative &amp; Sequence</b>          |

**Level 2**

|                                  |  |   |                                      |
|----------------------------------|--|---|--------------------------------------|
| <b>Cultural Studies 2</b><br>CS2 | <b>Specialist &amp; Professional Discourse</b><br>D2 | MA9<br><br><b>Image &amp; Identity</b>          | MA11<br><br><b>Design For Screen</b> |
|                                  |  | MA12<br><br><b>Competition &amp; Commission</b> | MA15<br><br><b>Motion Graphics</b>   |



| <b>9. Assessment</b>   |  |
|--|--|
| <p><b>i) Main Features of the Programme's Overall Assessment Scheme</b></p> <p>Assessment is both formative and summative, and is continually applied within the course structure.</p> | <p><b>ii) Methods of Assessment</b></p> <p>Project based design work<br/> Presentations in seminar<br/> Written essays<br/> Research folders</p> |