

# Foundation Degree (FDA) Graphic Design at Hereford College of Arts



## UNIVERSITY OF GLOUCESTERSHIRE VALIDATED DEGREE SCHEME Programme Specification

1. Qualification	2. Programme Title
Foundation Degree (FDA)	Graphic Design

3. Programme Type
Modularised

4. UCAS Code	
Route A: W215	Route B: E215

### 5, Main Purpose and Distinctive Features of the Programme

#### Main purpose:

The FDA Graphic Design course aims to equip the graduate with the necessary skills, knowledge and understanding needed to enter the graphic design and related print production industries.

#### Special features:

Live and simulated work-related projects are an intrinsic and special feature of this course.

#### Course Aims

The FDA Graphic Design course aims to equip the student with the necessary level of skills, knowledge and understanding needed to gain employment within the professional graphic design and print production industries.

#### This course aims to provide students with:

- The knowledge and critical understanding of graphic design principles and the way in which such principles are applied in practice.
- The ability to apply underlying concepts and principles outside the context in which they were first studied, and apply those concepts to a professional application.
- A range of established graphic design techniques to initiate and develop ideas, and respond creatively to a variety of design projects.
- Opportunities to communicate effectively to a range of specialist and non-specialist audiences.
- To develop a range of qualities and transferable skills necessary for employment within the industry and to potentially progress on to higher level qualifications

#### Learning Outcomes

Students graduating with an FDA in Graphic Design will be able:

- To clearly demonstrate an understanding of visual language and apply this to variety of design situations.
- To produce graphic design work for a variety of different contexts and formats.
- To clearly demonstrate their understanding of contemporary professional working practices within the graphic design and print production industries, and be able to provide clear evidence of their potential ability to work within a professional environment.
- To demonstrate a clear understanding of the relationship between contemporary critical and contextual discourse and their own design practice, and be able to communicate this understanding appropriately to selected specialist and non-specialist audiences.

## 5. 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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## 6. 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.

## 7. 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
Creative Imagemaking	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
Book Arts	20 credits
Preparation For Industry	20 credits
Print Production	20 credits

Successful completion of 120 credits resulting in the award of Foundation Degree (FdA) in Graphic Design

**FDA Graphic Design – Full Time Modular Study Pattern**

**Level 1**

<b>Cultural Studies 1</b> CS1		<b>Media Arts Discourse</b> MAD1		MA3		MA1
				<b>Type, Text &amp; Meaning</b>		<b>Introduction to Creative Practice</b>
				MA5		MA4
				<b>Creative Imagemaking</b>		<b>Narrative &amp; Sequence</b>

**Level 2**

<b>Cultural Studies 2</b> CS2		<b>Specialist &amp; Professional Discourse</b> D2		MA9		MA10
				<b>Image &amp; Identity</b>		<b>Book Arts</b>
				MA13		MA16
				<b>Preparation For Industry</b>		<b>Print Production</b>

## 8. Assessment

### **i) Main Features of the Programme's Overall Assessment Scheme**

Assessment is both formative and summative, and is continually applied within the course structure.

### **ii) Methods of Assessment**

Project based design work  
Presentations in seminar  
Written essays  
Research folders