COURSE SPECIFICATION

BA (Hons) Graphic Design

Academic Standards, Quality and Partnerships
Department of Student and Academic Administration

July 2021

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Course specification for *BA (Hons) Graphic Design*

COURSE SPECIFICATION

Course Title	BA (Hons) Graphic Design
Final Award	BA (Hons)
Exit Awards	CertHE, DipHE, BA
Course Code / UCAS code (if applicable)	U2172PYC, C2172S / W210
Mode of study	Full Time
Mode of delivery	Campus
Normal length of course	3 years, 4 years with placement
Cohort(s) to which this course specification applies	September 2019 intake onwards
Awarding Body	University of Portsmouth
Teaching Institution	University of Portsmouth
Faculty	Creative and Cultural Industries
School/Department/Subject Group	Art, Design and Performance
School/Department/Subject Group webpage	School of Art, Design and Performance
Course webpage including entry criteria	BA (Hons) Graphic Design
Professional and/or Statutory Regulatory Body accreditations	N/A
Quality Assurance Agency Framework for Higher Education Qualifications (FHEQ) Level	Level 6

This course specification provides a summary of the main features of the course, identifies the aims and learning outcomes of the course, the teaching, learning and assessment methods used by teaching staff, and the reference points used to inform the curriculum.

This information is therefore useful to potential students to help them choose the right course of study, to current students on the course and to staff teaching and administering the course.

Further detailed information on the individual modules within the course may be found in the relevant module descriptors and the Course Handbook provided to students on enrolment.

Please refer to the Course and Module Catalogue for further information on the course structure and modules.

Educational aims of the course

- To provide a challenging and stimulating study environment
- To provide a framework allowing students to follow a flexible and coherent programme of study
- To enable students to study a subject area and to develop subject specialist interests, knowledge and skills
- To provide students with the skills and knowledge to maximise career and postgraduate study opportunities.
- To provide a broad historical knowledge of Graphic Design
- To provide a detailed knowledge of Graphic Design and its contexts
- To develop an understanding of the variety of theoretical and critical approaches to issues in design and culture
- To enable students to develop high levels of skills of critical judgment
- To inform creative practice through research
- To communicate ideas through a developed visual design language
- To enable students to develop a high standard of communication skills
- To develop an understanding of the relationship of the Graphic Designer to audiences and clients
- To provide students with the opportunity to develop entrepreneurial skills
- To acquire a command of practical and technical skills of the subject
- To provide students with the opportunity to engage with externally set briefs and activities
- To enable students to develop a global perspective, fostering informed citizenship, diversity and respect.

Course Learning Outcomes and Learning, Teaching and Assessment Strategies

The Quality Assurance Agency for Higher Education (QAA) sets out a national framework of qualification levels, and the associated standards of achievement are found in their Framework for Higher Education Qualifications document.

The Course Learning Outcomes for this course are outlined in the tables below.

A. Knowledge and understanding of:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
A1	The broad critical and contextual dimensions of the student's discipline(s) the issues which arise from the creative practitioner's relationship with audiences, clients, markets, environments, users, consumers, and/or participants (A&D)	Lectures, group critique, tutorials, workshops, external speakers,	Portfolio - with annotated research dossier, peer and self-formative evaluation
A2	Major developments in current and emerging media and technologies in their discipline(s) (6.5 iii A&D) The significance of the work of other practitioners in their discipline(s) (A&D)	Lectures, workshops	Annotated research dossier
A3	Select, experiment with and make appropriate use of materials, processes, technologies and environments showing understanding of quality standards and attention to detail (A&D)	Lectures, group critique, tutorials, workshops	Portfolio - with annotated research dossier
A4	Be resourceful, ethical and entrepreneurial. the critical, contextual, historical, conceptual, economic, social environmental and ethical dimensions of the student's discipline in particular, and art and design in general (A&D)	Lectures, group critique, tutorials, workshops, external speakers	Portfolio - with annotated research dossier
A5	Develop ideas through to outcomes that confirm the student's ability to select and use materials, processes and environments (A&D)	Group critique, tutorials, workshops	Portfolio - with annotated research dossier

B. Cognitive (Intellectual or Thinking) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
B1	Present evidence that demonstrates some ability to generate ideas independently and/or as self-initiated activity and/or in response to set briefs and demonstrate proficiency in observation, investigation, enquiry, visualisation and/or making (A&D)	Group critique, tutorials, workshops	Portfolio - with annotated research, peer and self-formative evaluation
B2	Articulate, synthesise and generate knowledge and understanding, attributes and skills in effective ways in the contexts of creative practice, employability and enterprise, preparation for further study, research and personal development (A&D)	Lectures, group critique, tutorials, workshops, portfolio review, external competitions and membership	Annotated research, essays, reports, oral presentation
B3	Apply, consolidate and extend learning in different contexts and situations, both within and beyond the field of art and design. (A&D)	Group critique, tutorials, workshops	Portfolio - with annotated research
B4	Make connections between intention, process, outcome, context and methods of dissemination. (A&D)	Group critique, tutorials, workshops	Portfolio - with annotated research
B5	Source and research relevant material, assimilating and articulating relevant findings, navigate, select, retrieve, evaluate, manipulate and manage information from a variety of sources (A&D)	Group critique, tutorials, workshops	Annotated research, essays, reports, oral presentation

C. Practical (Professional or Subject) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
C1	Manage and make appropriate use of the interaction between intention, process, outcome, context, and the methods of dissemination (A&D)	Lectures, group critique, tutorials, workshops	Portfolio - with annotated research
C2	Employ materials, media, techniques, methods, technologies and tools associated with the discipline(s) studied with skill and imagination while observing sound and ethical working practices, and professional/legal responsibilities relating to the subject (A&D)	Lectures, group critique, tutorials, workshops, external speakers	Portfolio - with annotated research
C3	Produce work that uses the effective manipulation of one or more of sound, images, and the written word, including understanding relevant industry standards and how they are defined and achieved (CMFCS)	Lectures, group critique, tutorials, workshops	Portfolio - with annotated research
C4	Acquire relevant technical knowledge and practical skills in order to practice graphic design to professional standards (A&D)	Lectures, group critique, tutorials, workshops, Adobe ACA practice exams	Portfolio - with annotated research
C5	Articulate ideas and information comprehensibly in visual, oral and written forms, communicate and present ideas and work to audiences in a range of situations. (A&D)	Lectures, group critique, tutorials, workshops	Annotated research, essays, reports, oral presentation, peer and self-formative evaluation

D. Transferrable (Graduate and Employability) skills, able to:

LO number	Learning outcome	Learning and Teaching methods	Assessment methods
D1	Exercise self-management skills in managing workloads and meeting deadlines, accommodate change and uncertainty (A&D)	Lectures, group critique, tutorials, workshops	Portfolio - with annotated research
D2	Analyse information and experiences, and formulate reasoned arguments, benefit from the critical judgements of others and recognise their personal strengths and needs. (A&D)	Lectures, group critique, tutorials, workshops	Portfolio - with annotated research
D3	Apply interpersonal, social and negotiation skills in interaction with others (A&D)	Lectures, group critique, tutorials, workshops, peer assessment	Portfolio - with annotated research, peer formative evaluation
D4	Communicate ideas and information in visual, oral and written forms, present ideas and work to their audiences. (A&D)	Lectures, group critique, tutorials, workshops	Annotated research, essays, reports, oral presentation
D5	Navigate, retrieve, and manage information from a variety of sources, select and employ communication and information technologies (A&D)	Lectures, group critique, tutorials, workshops	Annotated research, essays, reports, oral presentation

Academic Regulations

The current University of Portsmouth Academic Regulations will apply to this course.

Support for Student Learning

The University of Portsmouth provides a comprehensive range of support services for students throughout their course, details of which are available at the MyPort student portal.

In addition to these University support services this course also provides access to:

CCI Creative Careers: Support to add degree-related and relevant work experience for CV building including a work placement year, summer or short internships and part-time work.

CCI Creative Skills: One to one support sessions and group tutorials in creative software and skills relevant to CCI courses and future careers.

CCI Academic Skills: Access to resources to support learning strategies and techniques through one to one tutorials or group workshops.

CCI Student Support Advisor: Help to find appropriate academic, pastoral or practical support.

Specialist equipment and facilities relevant to the course.

Evaluation and Enhancement of Standards and Quality in Learning and Teaching

The University of Portsmouth undertakes comprehensive monitoring, review and evaluation of courses within clearly assigned staff responsibilities. Student feedback is a key feature in these evaluations, as

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represented in our Policy for Listening to and Responding to the Student Voice where you can also find further information.

Reference Points

The course and outcomes have been developed taking account of:

- University of Portsmouth Curriculum Framework Specification
- University of Portsmouth Strategy
- University of Portsmouth Code of Practice for Work-based and Placement Learning
- Quality Assurance Agency UK Quality Code for Higher Education
- Quality Assurance Agency Qualification Characteristic Statements
- Quality Assurance Agency Subject Benchmark Statement: **Art and Design (A&D), Communication, Media, Film and Cultural Studies (CMFCS)**
- Quality Assurance Agency Framework for Higher Education Qualifications
- Requirements of Professional and/or Statutory Regulatory Bodies: **N/A**
- Vocational and professional experience, scholarship and research expertise of the University of Portsmouth's academic members of staff
- National Occupational Standards

Disclaimer

The University of Portsmouth has checked the information provided in this Course Specification and will endeavour to deliver this course in keeping with this Course Specification. However, changes to the course may sometimes be required arising from annual monitoring, student feedback, and the review and update of modules and courses.

Where this activity leads to significant changes to modules and courses there will be prior consultation with students and others, wherever possible, and the University of Portsmouth will take all reasonable steps to minimise disruption to students.

It is also possible that the University of Portsmouth may not be able to offer a module or course for reasons outside of its control, for example, due to the absence of a member of staff or low student registration numbers. Where this is the case, the University of Portsmouth will endeavour to inform applicants and students as soon as possible, and where appropriate, will facilitate the transfer of affected students to another suitable course.

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Document details

Author	Sarah Houghton
Date of production and version number	22/07/2018 v1.0
Date of update and version number	13/07/2021 v2.1
Minimum student registration numbers	20

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