

*BA (Hons)*

**GRAPHIC DESIGN  
& COMMUNICATION**

**PROGRAMME SPECIFICATION**

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## CLEVELAND COLLEGE OF ART & DESIGN

### PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Graphic Design & Communication** programme, and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if he/she passes the programme.

Further detailed information on the learning outcomes, content and learning and teaching methods of each module can be found in your *Module Handbooks*.

#### Key Programme Information

Final award	BA Honours
Programme title	BA (Hons) Graphic Design & Communication
Teaching institution	Cleveland College of Art & Design [CCAD]
Awarding Institution	Arts University Bournemouth [AUB]
Professional accreditation	None
Length of programme / mode of study	3 years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement(s)	Art and Design
UCAS code	W211
Language of study	English
External Examiner for programme:	David Alexander Wood Northumbria University <i>Please note that it is not appropriate for students to contact External Examiners directly</i>
Date of validation	March 2013
Date of most recent review	Not applicable
Date programme specification written/revised	September 2015

## **Programme Philosophy**

The traditional model of graphic design is mainly concerned with the arrangement and composition of visual elements to satisfy a client brief. Whilst this is embedded in its philosophy, the BA (Hons) Graphic Design & Communication programme emphasises that the design of communications must also inform, instruct, entertain, motivate and involve the audience or end-user, and that the cultural and social environments in which communications occur have a bearing on how they are interpreted. Communication is a process that recognises the importance of the audience to the reception of visual messages. Design is concerned with the way in which this communication is organised and presented.

The programme is intended to provide you with the practical, technical and professional skills needed to produce graphics for traditional print based media and screen-based platforms, and to explore the possibilities of emerging modes of visual communication. Forward thinking communicators must develop an ability to anticipate such as yet unknown developments. By the same token the programme encourages unexpected and innovative responses. At the heart of the subject is a process that questions visual communication from its first principles, taking into account the perspective of the end-user or audience, and informed by an understanding of the historical and contemporary development of the discipline. The process of research and creative design is set in the context of social, commercial, ethical and environmental considerations. You will be encouraged to engage with and to challenge existing systems and modes of visual and written representation thorough creative activities and processes. The interplay between technology, media and social interaction at micro and macro levels will provide a forum for critical debate and visual discourse, in order to encourage you to explore your individual potential to develop and realise innovative ideas.

Practitioners in the creative industries need to be confident and effective communicators in professional and commercial environments. Therefore, the programme aims to produce graduates with relevant transferable skills and knowledge, and the ability to seek employment in the graphic design and communication industries, or in an entrepreneurial capacity as self-employed designers and practitioners.

Opportunities for work experience and live assignments and projects are central to your learning experience. In particular, the programme maintains and develops strong working links with organisations and enterprises within the local and regional community as well as nationally and beyond.

Creative and entrepreneurial work in the graphic design and communication industries most often involves collaborations with partners in other disciplines. The specialist nature of the College provides an environment that actively encourages cross-curricular collaborative projects and activities.

## **Programme Aims**

- To encourage the development of specialist skills and knowledge and a command of visual language relevant to graphic design and communication

- To develop cultural and professional structures that enable you to understand the relationship between the theories and practice of graphic design and communication
- To develop creative investigative approaches to design and production, and the processes of research, analysis, interpretation, problem-solving, realisation and evaluation
- To provide opportunities for you to develop transferable skills that enhance your employability and enable you to locate your practice within a professional context
- To establish your competence in, and professional application of, practical and technical skills, and the safe use of appropriate materials, equipment and digital technologies
- To cultivate an environment that stimulates and challenges you, in order to equip you with the qualities essential for career development and lifelong learning
- To develop your ability to formulate arguments and solutions and to effectively communicate ideas and information in appropriate formats

### **Programme Outcomes**

By the end of the programme you will be able to:

- Demonstrate a comprehensive and detailed knowledge of graphic design and communication and its theoretical, technical and professional contexts
- Synthesise, evaluate and apply research from a diverse range of appropriate sources to make independent judgements
- Demonstrate confidence and intellectual flexibility in identifying, defining and resolving complex problems in the production of graphic design and communication outcomes
- Take responsibility for independent learning and decision-making, demonstrating effective reflection, evaluation, organisation and time-management
- Effectively apply an appropriate range of practical and technical skills to resolve problems and produce outcomes relevant to graphic design and communication and related professional practice
- Demonstrate readiness for employment and/or postgraduate study, and continuing professional and technical development, acknowledging the legal, ethical and sustainability constraints and professional expectations of graphic design and communication
- Communicate effectively, confidently and professionally in a range of formats to specialist and non-specialist audiences, including potential employers and professional networks

## **Reference Points**

UK Quality Code for Higher Education, including:

- Subject Benchmark Statement: Art and Design
- Framework for Higher Education Qualifications (FHEQ)
- Code of Practice

AUB Undergraduate Regulatory Framework

CCAD Higher Education Learning, Teaching and Assessment Strategy

## **Learning, Teaching and Assessment**

### **Learning and Teaching Strategies**

Your programme has been designed to give you a clear and logical learning experience, which encourages you to take an active part in the learning process. Each Level of the programme has explicit learning outcomes that indicate the range of your knowledge and understanding, including intellectual, practical, professional and transferable skills.

The programme helps you to develop the ability to plan, manage and evaluate your learning, which is vital to the process of becoming an independent and professional practitioner. It also encourages you to take a more questioning approach, so that you can resolve problems with increasing confidence in your own judgements.

Formative feedback throughout modules helps you to evaluate your progress and identify your individual strengths and areas for development, based on feedback from tutors, other students, and your own self-evaluations.

The programme objectives are met by deploying a wide variety of teaching and learning methods including assignments, projects, lectures, seminars, group critiques and tutorials. In consultation with the Programme Leader, academic staff are responsible for co-ordinating individual modules of study, and for selecting appropriate methods of delivery according to the subject matter and the student experience.

The learning and teaching methods used enable you to develop the skills, knowledge and critical awareness required to become a creative practitioner and promote the development of transferable skills, which are essential for employability.

Teaching is directed at supporting your individual engagement in learning although there will be opportunities for students to work in groups to enable them to learn the value of peer co-operation. Also, due to the vocational and professional orientation of the programme, and to enable you to benefit from the range of resources and disciplines within the College, it is anticipated that there will be opportunities for you to collaborate with peers in, for example, illustration, photography or film-making. It is also envisaged that live project work may benefit from student collaboration.

The study time allocated to each module in the programme incorporates a balance of formal teaching, tutorial support and independent learning. The programme is structured progressively to provide increased opportunities for independent learning as you reach the later stages of the programme. The promotion of independent

learning reflects your anticipated maturity as a student and allows you to direct your learning towards individual goals.

The integration of theory and practice is crucial in your development as a well-rounded and informed creative practitioner. This is promoted and reinforced through a team teaching approach in both practical and written modules. Lectures, seminars and tutorials may be delivered by academic staff, as appropriate, in the creative environment of the studio, lecture theatre and seminar room.

#### **Level 4 - Foundation and Orientation**

Level 4 provides you with an introduction to the concepts, skills and knowledge associated with your subject area. You can access guidance and support from tutors during teaching sessions, but you are also expected to use independent study time to develop your skills further. Verbal and written formative feedback in tutorials and teaching sessions provides you with a clear indication of your progress, and you can use formative self and peer evaluation to help you to develop your critical and evaluative abilities.

#### **Level 5 - Development and Exploration**

The learning and teaching strategies used in Level 5 encourage you to take a more active involvement in your personal development. You are provided with opportunities to extend your subject knowledge and associated skills, and to study specific areas in greater depth. As you progress through Level 5, you are able to focus increasingly on your individual areas of interest and specialism. This is determined through the introduction of Learning Agreements, in which you can negotiate your own routes of enquiry, including research, development and realisation. Throughout Level 5, work-related learning and potential work experience opportunities enable you to develop your professional practice and experience of working in a commercial context. Increased levels of formative self and peer evaluation, in conjunction with the Learning Agreements, help you to take more responsibility for your learning.

#### **Level 6 – Consolidation and Expertise**

In Level 6, you undertake a range of intellectually challenging work involving in-depth study, which helps you to consolidate your prior experience, knowledge and skills to a higher level of expertise. Emphasis is placed on self-initiated projects and your ability to plan and manage your own learning within all modules. You are expected to work with a considerable degree of independence and to exercise effective critical analysis, evaluation and professional practice. However, your specialist tutors will give you guidance throughout Level 6 in order to provide a structured and supportive learning environment, promoting a manageable level of student autonomy while continuing to address any potential issues. Individual student-initiated projects, negotiated through the Learning Agreements for the Minor Project and Final Major Project modules, are undertaken within the module framework to assist you in the realisation of your creative aspirations as an independent practitioner. The Professional Practice and Dissertation modules are characterised by a high level of independent learning, critical thinking, communication and organisation.

## **Methods of Learning Glossary**

A variety of methods are used to help you to engage with your learning, both by you as a student and by your tutors – some of these methods are described below.

### **Timetabled Teaching Sessions**

Your student timetables indicate the teaching sessions that have been arranged for you across the modules that you are studying, and are available to you on the VLE. Within your teaching sessions, you will take part in a variety of activities that will help you to learn and develop as appropriate to each module and assignment. Specific learning and teaching strategies used in teaching sessions can include:

- Projects and assignments - covering a range of learning areas
- Tutorials - for appraisal and development as an individual or in groups
- Critiques - to provide formative feedback and to develop your presentation skills
- Lectures - formal and informal
- Seminars - discussions that develop your critical responses
- Demonstrations - practical and workshop-based activities
- Enhancement activities - visiting speakers, educational visits, workshops

### **Independent Study**

In addition to teaching sessions, the development of your skills and knowledge requires extra individual input defined as independent study. This will appear on your timetables and is an important part of the learning hours required for each module. During these periods, tutors are not timetabled to teach you, but technician/demonstrators and Library staff are available to help you to undertake research and the development of ideas and practical work. It is your responsibility to make good use of independent study time and the facilities available. It is essential that you access the specialist workshops during this time to develop your skills with materials, equipment and processes. The College's opening times and access to resources are intended to provide extra opportunities for you to benefit from your studies and to achieve your goals.

### **Assignments**

A strategy based on practical and/or written work, ranging from staff-initiated activities at Level 4, and leading progressively to increasingly student-led activities at Levels 5 and 6.

### **Live Assignments or Live Briefs**

An assignment negotiated between a tutor and a relevant external agency, providing an opportunity for you to work within the constraints of a commercial brief. Live assignments/live briefs can also include competitions and awards.

### **Projects**

An activity initiated by you as a student in which the emphasis is on student-centred learning. The tutor acts as a supervisor, negotiating the choice of topic with you through the Learning Agreement, and supporting you throughout the project, which can be undertaken on an individual basis and/or in groups.



## **Lectures**

A structured presentation of ideas, concepts and content knowledge by academic staff and visiting lecturers to groups of students, followed by feedback, questions and answers.

## **Academic Tutorials**

A meeting with an academic tutor or tutors either to discuss the progress of your work on a formative basis, or to give summative feedback about your achievement in individual modules or the programme in general. Academic tutorials can take place on an individual basis, or with a group of students.

## **Seminars**

A group activity involving the open discussion and analysis of topics – seminars may be tutor-led or student-led and can include short presentations.

## **Group Critiques**

These involve all students in presenting and discussing work with tutors and the peer group within modules, giving you the opportunity to evaluate and respond to feedback.

## **Workshops**

Specific activities within specialist modules that provide the skills required for assignments and can be delivered by tutors and/or technician/demonstrators. Technical and practical skills are developed in a range of techniques, processes and materials relevant to your area of study and specialism.

## **Educational Visits**

Educational visits to a range of external venues provide opportunities for you to broaden your field of research and knowledge related to your area of study. You will be given information about your programme's planned educational visits throughout the academic year.

## **Learning Agreements**

As you progress through the programme, there are increasing opportunities for you to negotiate your own learning. Learning Agreements are introduced at Level 5 as a mechanism to support you in defining your individual learning in the context of the programme. Within the Learning Agreement, you will outline how you intend to fulfil the module aims and outcomes and how you plan to achieve this. This enables you to vary the work you produce according to your own personal and professional goals and aspirations whilst meeting the specified aims and learning outcomes of the module. At Level 6, you are expected to use the Learning Agreements for your Minor Project and Final Major Project. The Learning Agreements contribute towards evidence of your Personal Development Planning.

## **Assessment**

Each module is assessed separately, and the assessment forms part of the module. Assessment both provides a measure of your achievement, and also gives you regular feedback on how your learning is developing. For collaborative projects, both within and across disciplines, each student's work is assessed individually against the learning outcomes and assessment criteria of the specific module in which the work is produced.

At every Level of your programme you will be provided with a *Module Handbook* for each module, which contain information about the individual modules you will be studying. This includes what you are expected to learn within each module; the work that you have to submit; how it will be assessed and the deadline for submitting your work for assessment.

You will receive a final mark for each module in the form of a percentage, which will be recorded on your formal record of achievement (transcript). Each component of assessment is marked using a notched marking scale, whereby only certain marks are used within each banding of marks. The only marks available within any ten-point band are \*2, \*5 and \*8 (eg. 42, 45, 48). These marks correspond to a low, mid, and high level of achievement within each banding of marks.

On successful completion of your Honours degree programme, you will be awarded a degree classification based on your module marks. The final classification is determined using all module marks at Levels 5 and 6 using two different algorithms, which are detailed in the *Assessment & Regulations Handbook* (available on the VLE and as a printed booklet). If the two algorithms produce different results, you will be awarded the higher class of degree.

If you have joined Level 6 having completed a Foundation Degree (FdA), or equivalent, the final classification is determined using only your module marks at Level 6.

For further information on progression, awards and classifications, please visit the VLE.

### **Transferable Skills and Employability**

To be successful, graduates need to be multi-skilled, responsive and adaptable people who are innovative and flexible enough to operate in a fast-changing world. During the course of undergraduate study, you will develop specialist skills and knowledge in your subject area. However, you will also develop a range of skills and behaviours that prepare you for employment in a wide range of fields. These skills and behaviours are variously known as “transferable skills”, “graduate skills” or “generic skills”, and employers expect all graduates to possess them; indeed many employers value these skills more than subject-specific knowledge, given the rapid pace of change within the creative disciplines.

In the first year of your programme, transferable skills will include academic conventions and good academic practice (such as the avoidance of plagiarism); information retrieval; and general skills which support academic study within higher education. As you progress through the programme, you will increasingly be expected to demonstrate advanced skills in communication (verbal, visual and written); an ability to apply knowledge to new situations; critical reflection and self-evaluation; an ability to research, evaluate and analyse information; team-working; and higher-level problem solving. You will also be expected to develop your organisation and time management skills, and to demonstrate through your work the professionalism required of a graduate.

You will be encouraged to reflect on your development of transferable skills throughout the programme.

To ensure that you graduate with the personal attributes and attitudes required to practice effectively at a professional level, your programme provides a wide range of experiences and opportunities that develop your knowledge and understanding of the workplace, such as:

- Live assignments
- Educational visits
- Exhibiting work at prestigious exhibitions such as D&AD New Blood and New Designers
- Work experience opportunities
- Competitions and awards
- Visiting lecturers and speakers from the professional community

In order to ensure that you are equipped with the skills required to meet the needs of the graphics industries, the programme maintains and develops excellent links with industry to provide relevant live assignments and work experience opportunities.

You will be taught by professionally qualified staff who are subject specialists and understand the requirements of the relevant industries, so their knowledge and experience will provide valuable support to help you develop your potential and plan your career.

Throughout your study on the programme, you will be encouraged to collaborate and interact with students from other disciplines to reflect the realities of working in the contemporary creative industries. This can be achieved, for example, by working with illustration and photography students on collaborative projects, or by providing graphic design and communication solutions for a number of other disciplines. These opportunities forge working relationships between students that may lead to future professional partnerships.

The College's HE programmes are informed by an Industrial Liaison Group [ILG], whose support is invaluable in ensuring that the curriculum and resources enable you to develop employability skills that are appropriate to the needs of industry. It also provides feedback for both academic staff and students regarding the currency, relevance and quality of work produced at each Level, as well as contributions to curriculum content. The ILG brings a range of experience and skills from Visiting Fellows and Lecturers into the reach of all students and academic staff, and has identified interests relating to specific programmes.

Further information about the ILG is available on the College website at:  
<http://hartlepool.ccad.ac.uk/industrial-liaison>

## **Personal Development Planning**

Personal Development Planning [PDP] is a process that will give you the opportunity to plan and reflect on your learning and development throughout your programme in preparation for future professional practice. PDP will help you to measure and monitor your academic and professional progress based on your own self-evaluations, and on feedback from tutors, peers and interaction with potential clients

(eg. within live assignments). It will also help you to develop a range of skills and information that will contribute towards the development of independent learning and employability. PDP will be evidenced in a range of assessment components, eg. Learning Agreements and self-evaluations, and supported by tutorial records and written feedback.

PDP will benefit you by:

- Providing a clear overview of your studies
- Helping you to reflect critically on your progress and performance
- Enabling you to become more independent
- Encouraging you to take an active role in your learning and career development
- Providing you with opportunities for self-evaluation, forward planning and working towards the achievement of personal goals
- Enhancing your opportunities for learning and development

## **Work Experience**

Work experience refers to any period of industrial, professional or commercial experience arranged with an employer or external agency while you are studying on the programme. It can be an invaluable aspect of your development towards employability, providing you with the opportunity to put your knowledge and skills into a professional context and to give you a realistic view of employment. It can also provide professional contacts and potential future employment opportunities. Your tutors can help you to find appropriate work experience, and more information is available in the *Work Experience Handbook*, which you can access on the VLE.

Although work experience is not assessed, creative work produced therein may, with the agreement and verification of academic staff, be included in assessment portfolios if appropriate to the learning outcomes and assessment criteria of specific modules.

A placement is generally defined as extended work experience of more than two weeks. You may wish to seek and undertake an appropriate placement during summer vacations. This is not recommended within the academic year, as it may impinge upon your academic progress.

## **Programme Structure**

All students are registered for the award of BA (Hons); however exit awards are available if you leave the programme early, having successfully completed one or two Levels. If you successfully complete a Level of the programme, you will automatically be entitled to progress to the next Level.

For the award of a Certificate of Higher Education (CertHE), you must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if you leave CCAD following successful completion of the first year of your programme.

For the award of a Diploma of Higher Education (DipHE), you must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification may be awarded if you leave CCAD following successful completion of the second year of your programme.

For the award of a BA (Hons) you must have achieved a minimum of 360 credits of which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of your programme.

A BA without Honours may be awarded if you have achieved 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

## **Programme Content**

The programme is structured to provide you with the skills, knowledge and abilities that will help you to become increasingly independent as a creative practitioner in graphic design and communication, and to develop the skills required for employment and professional practice.

The programme's modules have been designed and organised to provide opportunities for you to develop, integrate and consolidate a wide range of knowledge and expertise. The practical and studio-based modules enable you to develop the skills and abilities you will need to produce creative solutions, underpinned and enhanced by the written modules through integrated activities and the development of knowledge and transferable skills. The module structure provides you with a holistic and coherent learning experience and a comprehensive framework for assessment and progression that will enable you to gain recognition for your progress and achievement.

The programme consists of three Levels (4, 5 and 6), each lasting one academic year of full-time study. Each Level is divided into modules, which may vary in size. A standard module represents 200 hours of study and is worth 20 credits. Depending on the complexity of the area being studied, some modules may be larger, for example, at Level 5 you can study a double module (40 credits) and at Level 6 you can study a treble module (60 credits).

### **Level 4**

The structure of Level 4 modules enables the foundation of skills and knowledge required for progression through the programme to be delivered. All modules are 20 credits in value, to aid the orientation of the discipline at Level 4 and to support you in managing your workload.

In the **Creative Processes & Ideas Generation** module (20 credits), you are encouraged to explore the generation, analysis and synthesis of ideas in order to produce original and appropriate concepts that can be applied to the creative process for graphic design and communication. These are expressed and communicated through the development of mark-making, drawing, printing, collage and photographic image-making in a combination of experimental work and reference to established practical processes. Creative methodology is contextualised with the introductory principles of visual semiotics such as metaphor and symbolism, juxtaposition and association.

In the **Introduction to Digital Production** module (20 credits), the theoretical and conceptual frameworks introduced in the previous module are further developed in the context of digital processing of visual content. You are introduced to a range of

software and hardware appropriate, but not necessarily limited, to commercial print production. The creative potential of software applications used alone or in combination and in conjunction with external image capture is explored. Technical parameters and conventions appropriate to commercial production and transmission are identified and applied.

The **Introduction to Typography** module (20 credits) provides an introduction to typographic practice through the analysis of historical and contemporary examples and practical typography projects. You are introduced to the terminology and origins of type and letterforms, and are encouraged to create typographic compositions, lettering and typographic characters which conform to and challenge or extend current conventions. Issues of legibility and accessibility, communication, style and meaning are explored in the context of typesetting and page layout and the selection and application of typefaces and lettering.

The **Graphic Design & Communication Studies** module (20 credits) enables you to produce creative solutions to graphic design and communication problems within commercial and social contexts and expectations, including ethical standards and practices. Assignments require you to develop your research, planning, development, evaluative and presentation skills further, and to creatively apply your knowledge and understanding of typography, image-making and composition, making effective use of appropriate communication technologies.

The **Introductory Professional Studies** module (20 credits) introduces aspects of professional practice and employability that are relevant to creative practitioners, including IT, communication, research, presentation and individual weblogs. The global markets for graphic design and communication are explored at a general level in order to raise your awareness of the industry and how it operates, and the range of career options available.

The **Introductory Visual Culture** module (20 credits) explores the chronology and history of visual culture in a series of lectures and research seminars, and encourages you to appreciate the broader contextual influences on contemporary culture. It supports the development of research, study and analytical skills in the production of a Visual Culture Journal, which includes an essay based on an aspect of the lecture programme. The module content is relevant to all Visual Arts programmes at CCAD, and students are taught in larger mixed groups to encourage collaboration across disciplines.

## Level 5

At Level 5 of the programme, you are able to extend your subject knowledge and associated skills, to study specific areas in greater depth, and to develop further your competence in, and experience of, graphic design and communication.

The Learning Agreement is introduced in Level 5 to enable you to take more responsibility for your learning through negotiation with your tutors. It is used to help you to identify and plan your individual focus within specific modules and supports the progression of independent learning.

The module structure of Level 5 is similar to that of Level 4 except that it is concluded with a 40 credit studio module to provide you with opportunities for deeper

investigation of research and production work in preparation for extended projects in Level 6.

The **Applied Typography** module (20 credits) builds on the fundamental principles of typographic design and communication introduced in Level 4. It aims to promote a deeper understanding of the relationships between text and images in visual communication and design. Conventional and innovative visual structures and composition are explored through practical assignments in which you are encouraged to exercise discrimination in the choice and application of text and lettering, used alone or in conjunction with imagery. Typically, these assignments could include areas such as information design, editorial, advertising and branding.

The **Advanced Digital Production Processes** module (20 credits) extends the fundamental concepts and skills in digital production for print applications whilst advancing graphic communication processes into existing and emerging platforms for digital transmissions and networks. You are expected to produce proposals for print and screen-based outcomes in static, animated and interactive modes. The module examines and responds to the role of graphic designers in a rapidly developing technological environment.

The **Applied Graphic Design & Communication** module (40 credits) helps you to focus on consolidation, application and innovation. Through negotiated learning and the Learning Agreement, you have the opportunity to research, develop and execute one or more graphic design and communication projects in real-life contexts. These may be in response to national and international competition briefs, or other options such as live projects based in the community, commissioned by clients or commercial studios, collaboration with other students and disciplines, or possibly an entrepreneurial project.

The **Professional Studies** module (20 credits) extends and develops the knowledge of your chosen creative industry, its international perspective, and the roles available within it. This is enhanced by primary and secondary research into specific career pathways, with particular emphasis on employability and enterprise. The module aims to develop a practical focus on the further development of employability skills, professional practice and networking, including the application of IT for professional promotion, such as curriculum vitae and digital archives, and the further development of individual student weblogs.

The **Visual Culture Theory** module (20 credits) extends your knowledge and awareness of issues that shape, define and influence contemporary visual culture, based on a series of thematic lectures and research seminars. The module further develops your skills in research and critical analysis, and extends your ability to formulate and conclude a written argument in essay format with adherence to academic conventions. At the end of the module, you are allocated time and tutorial guidance to research and propose a Dissertation topic in preparation for Level 6. The module is delivered to larger groups from a number of Visual Arts programmes to encourage students to work collaboratively.

## **Level 6**

In Level 6, you can consolidate the knowledge, understanding and skills you have gained in Levels 4 and 5, and develop increasing levels of expertise and

independence in preparation for your future professional practice. Extended projects encourage in-depth study and sustained research toward the realisation and presentation of substantial graphic design and communication projects to a professional standard. These are supported by a dissertation that enables you to develop a self-identified theoretical hypothesis related to your creative practice.

Level 6 modules are 20 credits in value with the exception of the Final Major Project which has a value of 60 credits.

In the **Minor Project** module (20 credits), you identify, develop and realise a project that explores and extends your individual skills and knowledge of an area of individual specialism in the field of graphic design and communication. Within the Learning Agreement, the project is negotiated with tutors and possibly with external agencies. The project may be commercially client oriented or provide a vehicle for personal exploration and innovation towards more avant-garde and challenging or provocative graphic design and communication outcomes.

The **Final Major Project** module (60 credits) requires you to produce an extended body of graphic design and communication work supported by in-depth intellectual enquiry, as well as practical research, planning and development. The outcome should be executed and presented to professional standards and may be published in a variety of platforms. The work is also prepared for the purposes of exhibition. As in the Minor Project module, you identify and develop your own Final Major Project in negotiation with tutors and other interested parties through the Learning Agreement. Throughout the module, you should demonstrate your ability to manage a complex project with appropriate levels of independence in the production of a final portfolio of work that will support your progression to employment or postgraduate study.

The **Dissertation** module (20 credits) provides the opportunity for extended research and academic investigation into an individual topic negotiated and agreed with your Dissertation Supervisor. The nature and content of your dissertation should support and enhance your creative practice and demonstrate an advanced level of critical analysis. It also equips you with a wide range of skills that can be applied to any area of information retrieval and analysis, and academic writing.

The **Professional Practice** module (20 credits) enhances your preparation for progression to employment, self-employment and/or postgraduate study through the research and production of a professional promotional portfolio. This will be appropriate to your individual career aspirations as a creative practitioner, and requires you to analyse your own employment potential in relation to relevant markets and industries.

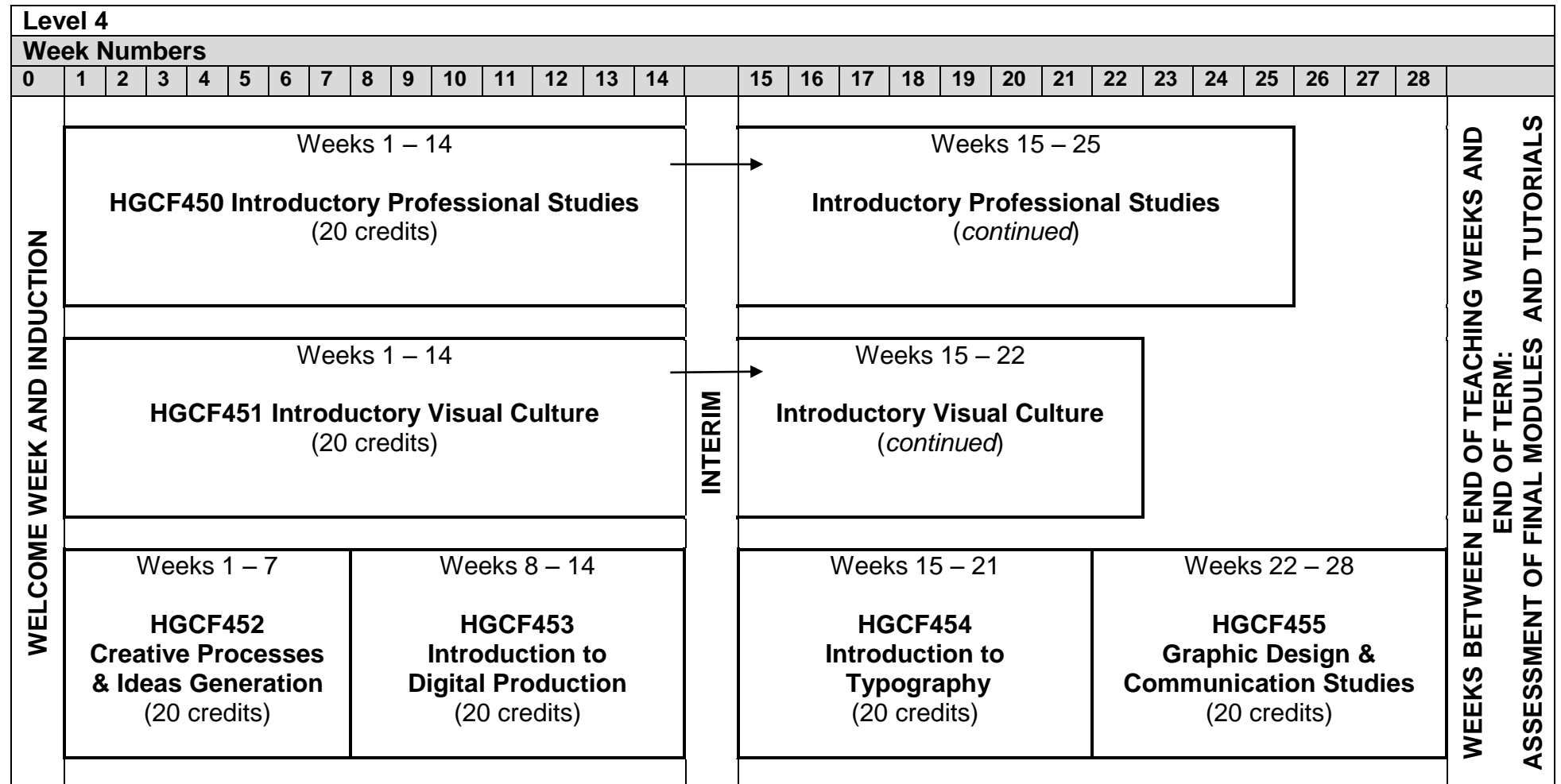


## **Programme Modules**

<b>Module Code</b>	<b>Module Title</b>	<b>Credit Weighting</b>
<b>Level 4</b>		
HGCF452	Creative Processes & Ideas Generation	20
HGCF453	Introduction to Digital Production	20
HGCF454	Introduction to Typography	20
HGCF455	Graphic Design & Communication Studies	20
HGCF450	Introductory Professional Studies	20
HGCF451	Introductory Visual Culture	20
<b>Level 5</b>		
HGCF552	Applied Typography	20
HGCF553	Advanced Digital Production Processes	20
HGCF554	Applied Graphic Design & Communication	40
HGCF550	Professional Studies	20
HGCF551	Visual Culture Theory	20
<b>Level 6</b>		
HGCF650	Minor Project	20
HGCF651	Dissertation	20
HGCF653	Final Major Project	60
HGCF652	Professional Practice	20

## Programme Diagram

This schematic diagram shows the proposed start and end dates for each module. Assessment takes place at the end of each module and you will normally receive summative assessment feedback within 4 academic weeks of the original submission date. Further information on the structure of each module is included in your *Module Handbooks*.



**Level 5**

**Week Numbers**

0	1	2	3	4	5	6	7	8	9	10	11	12	13	14		15	16	17	18	19	20	21	22	23	24	25	26	27	28														
<b>WELCOME WEEK AND INDUCTION</b>																Weeks 1 – 14														Weeks 15 – 25												<b>WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS</b>	
																<b>HGCF550 Professional Studies</b> (20 credits)														<b>Professional Studies</b> ( <i>continued</i> )													
																Weeks 1 – 14														Weeks 15 – 18				Weeks 19 – 22									
																<b>HGCF551 Visual Culture Theory</b> (20 credits)														<b>Visual Culture Theory</b> ( <i>continued</i> )				Dissertation proposals									
<b>INTERIM</b>																Weeks 1 – 7							Weeks 8 – 14							Weeks 15 – 28													
																<b>HGCF552 Applied Typography</b> (20 credits)							<b>HGCF553 Advanced Digital Production Processes</b> (20 credits)							<b>HGCF554 Applied Graphic Design &amp; Communication</b> (40 credits)													

**Level 6**

**Week Numbers**

0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
<b>WELCOME WEEK AND INDUCTION</b>	Weeks 1 – 10										<b>INTERIM</b>	Weeks 11 – 25										<b>WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM: ASSESSMENT OF FINAL MODULES AND TUTORIALS</b>						
	<b>HGCF6561 Dissertation</b> (20 credits)											<b>HGCF652 Professional Practice</b> (20 credits)																
	Weeks 1 – 9											Weeks 11 – 28																
	<b>HGCF650 Minor Project</b> (20 credits)											<b>HGCF653 Final Major Project</b> (60 credits)																

## Mapping of Module Learning Outcomes to Level Outcomes

<b>Level 4</b>	<b>Creative Processes &amp; Ideas Generation 20 credits</b>	<b>Introduction to Digital Production 20 credits</b>	<b>Introduction to Typography 20 credits</b>	<b>Graphic Design &amp; Communication Studies 20 credits</b>	<b>Introductory Professional Studies 20 credits</b>	<b>Introductory Visual Culture 20 credits</b>
<b>Level Outcome</b>						
Describe, explain and use key elements of knowledge and key concepts of, and influences on, graphic design and communication in defined contexts	* <b>LO1</b>	* <b>LO1 &amp; LO2</b>	* <b>LO1</b>	* <b>LO1</b>		* <b>LO1</b>
Gather, describe and apply research from a defined range of primary and secondary sources			* <b>LO1</b>	* <b>LO2</b>	* <b>LO1</b>	* <b>LO2</b>
Apply defined methods to problem-solving and recognise the changing nature of knowledge and concepts relevant to the creative practice of graphic design and communication	* <b>LO2</b>		* <b>LO2 &amp; LO3</b>	* <b>LO2</b>		
Apply a ranges of approaches to learning and identify your strengths and areas for development in order to manage work and meet deadlines				* <b>LO3</b>		
Apply a range of practical and technical skills relevant to graphic design and communication in defined contexts	* <b>LO3</b>	* <b>LO2</b>				
Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility				* <b>LO3</b>		
Communicate accurately and effectively with structured and coherent discussion, narrative and representation		* <b>LO3</b>	* <b>LO3</b>	* <b>LO2</b>	* <b>LO2</b>	* <b>LO2</b>

<b>Level 5</b>	<b>Applied Typography</b>	<b>Advanced Digital Production Processes</b>	<b>Applied Graphic Design &amp; Communication</b>	<b>Professional Studies</b>	<b>Visual Culture Theory</b>
<b>Level Outcome</b>	<b>20 credits</b>	<b>20 credits</b>	<b>40 credits</b>	<b>20 credits</b>	<b>20 credits</b>
Demonstrate knowledge and critical understanding of established and emerging principles of, and influences on, graphic design and communication and apply these to a range of activities	* <b>LO1</b>	* <b>LO1</b>		* <b>LO1</b>	* <b>LO1</b>
Analyse, apply and interpret research from a variety of primary and secondary sources			* <b>LO1</b>	* <b>LO2</b>	* <b>LO2</b>
Apply an enquiring approach to the changing nature of knowledge and concepts and demonstrate critical analysis in your problem-solving and synthesis	* <b>LO2</b>		* <b>LO1</b>		
Evaluate the development of existing skills and new competences and recognise your strengths and areas of individual focus			* <b>LO2</b>		
Apply appropriate practical and technical skills to enable you to experiment and develop ideas and outcomes based on your own decisions	* <b>LO2</b>	* <b>LO2</b>			
Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making			* <b>LO3</b>		
Effectively communicate and present information, arguments, concepts and analysis in a variety of forms and situations	* <b>LO3</b>	* <b>LO3</b>	* <b>LO4</b>	* <b>LO3</b>	* <b>LO2</b>

<b>Level 6</b>	<b>Minor Project</b>	<b>Dissertation</b>	<b>Final Major Project</b>	<b>Professional Practice</b>
<b>Level Outcome</b>	<b>20 credits</b>	<b>20 credits</b>	<b>60 credits</b>	<b>20 credits</b>
Demonstrate a comprehensive and detailed knowledge of graphic design and communication and its theoretical, technical and professional contexts			* <b>LO1</b>	* <b>LO1</b>
Synthesise, evaluate and apply research from a diverse range of appropriate sources to make independent judgements	* <b>LO1</b>	* <b>LO1</b>	* <b>LO2</b>	
Demonstrate confidence and intellectual flexibility in identifying, defining and resolving complex problems in the production of graphic design and communication outcomes	* <b>LO2</b>		* <b>LO3</b>	
Take responsibility for independent learning and decision-making, demonstrating effective reflection, evaluation, organisation and time-management		* <b>LO2</b>	* <b>LO3</b>	
Effectively apply an appropriate range of practical and technical skills to resolve problems and produce outcomes relevant to graphic design and communication and related professional practice	* <b>LO2</b>		* <b>LO1</b>	* <b>LO2</b>
Demonstrate readiness for employment and/or postgraduate study, and continuing professional and technical development, acknowledging the legal, ethical and sustainability constraints and professional expectations of graphic design and communication			* <b>LO4</b>	* <b>LO3</b>
Communicate effectively, confidently and professionally in a range of formats to specialist and non-specialist audiences, including potential employers and professional networks	* <b>LO3</b>	* <b>LO3</b>	* <b>LO5</b>	* <b>LO3</b>

## **Resources**

### **Library**

The Library provides specialist art and design resources to support the learning, research and curriculum needs of both students and staff at CCAD. All new students receive a Library induction and a subject specific resource guide which is followed up by an information skills and e-learning session. Additional help is available within the Library for research and there is a proof reading service for essays and dissertations to check for spelling and grammatical errors.

The Library holds a variety of learning materials including books, academic journals, DVDs, and magazines. There is also a wide range of specialist electronic resources focusing on art, design and media, including e-books and e-journals. The Library resources are catalogued onto the Heritage Library Management System, which can be accessed either within the Library or by the online version via the VLE and CCAD portal.

The Library is Wi-Fi enabled and facilities include study spaces and a photocopier. The resources, and help from the knowledgeable, friendly staff, make the Library a popular space for work and study.

The Library consistently receives high scores in both the in-house and national student surveys, which are carried out annually.

### **Information technology**

CCAD provides a comprehensive range of IT resources based around Windows PCs and Apple Macintosh computers using the latest in specialist hardware and software solutions. In our studio and open access facilities every computer is pre-loaded with the latest versions of Adobe Creative Cloud and Microsoft Office 365 applications. Specialist programmes demand specialist requirements and the College caters for this with IT resources utilising industry standard software and hardware solutions.

Studio and open access facilities are complemented by our Bring Your Own Device system allowing access of all your personal hand-held devices to our wireless network and the internet. Our internet provision employs the same network as used by all the major universities and colleges throughout the country and enjoys speedy access and unrivalled access.

IT resources are supported by a knowledgeable and friendly IT team that endeavours to put the student first and resolve any issues. IT support is accessible via our in-house helpdesk, which is open from 8.30am to 5pm from Monday to Thursday and from 8.30am to 4.30pm on Fridays, email: [helpdesk@ccad.ac.uk](mailto:helpdesk@ccad.ac.uk). Out of hours IT support is provided on Mondays and Tuesdays from 5.00pm to 9.00pm.



## **Student Support**

### **Academic Guidance**

Academic staff are responsible for providing you with feedback on your work and your general academic progress, and for providing academic support and guidance through the programme. This is provided through “critiques” and written feedback, as well as guidance on practical work and informal discussion about your progress. These sessions may be individual or, in the case of collaborative work, in small groups.

Academic tutorials are scheduled to allow you to have in-depth discussions about your work, or the programme in general. You will be entitled to at least one formal recorded academic tutorial per semester with a nominated member of the Programme Team. For further information about academic tutorials, you can refer to the *Undergraduate Academic Tutorial Policy*, which is available on the VLE.

Support and advice is also provided on an informal basis throughout the programme, through discussions between staff and students.

### **Academic Support Team**

The Academic Support Team provides additional taught sessions for all students in areas that will support your academic studies. These sessions are scheduled to align with the curriculum and relevant module deadlines and are delivered on a weekly basis throughout the academic year on topics including:

- Note taking
- Academic conventions (referencing)
- Academic research, reading and writing
- Time-management
- Definition of Summative and formative feedback
- Writing an evaluation
- Essay research, planning, writing and presentation
- Report writing
- Presentation of work
- Confidence-building
- Dissertation preparation (Level 5)
- Writing a Learning Agreement (Level 5 and Level 6)

In addition, the Academic Support Team provides one-to-one support tutorials for all students throughout the academic year. More information is available on the Academic Support section of the Study Skills site on the VLE.

### **Career Education, Information and Guidance**

Advice and guidance for careers support and further training is offered throughout your programme and developed in the Professional Studies modules to help you understand the career routes available within your chosen profession. In addition to activities on your programme that will help to guide you towards your individual career path, it is important that you do your own additional research into potential careers. The academic staff on your programme, many of whom are creative

practitioners, will be able to give you further advice about careers in your subject area. In the Professional Studies modules, a variety of external business support specialists are invited into the College to talk to you about career planning and to offer advice about starting your own business. There is also a careers section in the Library.

## **Learning Support**

### **Support for students with disabilities (including dyslexia)**

CCAD is committed to the principles of equality and diversity and welcomes applications from students with a disability or learning difficulty. The College aims to support all students' individual needs wherever possible to enable all students to achieve their full potential.

If you experience a disability, mental health condition, specific learning difficulty eg. dyslexia, Autistic Spectrum Disorder, or long-term health condition, the Student Services team will support you to access additional funding (Disabled Students Allowances - DSA), which may fund the cost of any support needs you have. To help ensure you have all the support you need as quickly as possible, a member of the team will contact you before you enrol to ask about any support you need, and put in place interim support while they are helping you to access DSA funding.

In addition, all students are asked to complete a dyslexia screening test when they start their programme. This is called the LADS (Lucid Adult Dyslexia Screening) test, and helps to identify if you need any extra support, even if you have never accessed support before. If you do, the team will work with you to identify what support you need, and help you access further diagnostic tests and funding. The Student Services team can also offer dyslexic thinkers one-to-one support from a specialist tutor to help develop learning skills, as well as offering all students facilities such as a proof reading service via the Library.

### **Pastoral support and guidance**

Support and advice on non-academic matters is provided through trained and qualified professional staff within the Student Services team. This includes an onsite counselling service, which you can access whether or not you have seen a counsellor before. This service is entirely confidential. If the counsellor feels that they are unable to support you or that you would benefit from a different type of service, they will discuss this with you, and help you to seek the support that is appropriate for you.

Advice and support with practical issues such as finance, funding, accommodation and welfare is also available from the Student Services team.

You can find contact details and further information about Student Services on the Student Services section of the VLE and in various printed booklets available on the noticeboard outside the Student Services office.

## **Monitoring the quality of your programme**

The programme is subject to rigorous quality assurance procedures which involve subject specialist and peer review of the programme by the Arts University Bournemouth at periodic intervals, normally of 5 years. This process ensures that the programme engages with the QAA Quality Code.

In addition all programmes undertake an Annual Programme Review which takes account of relevant information such as:

- External Examiners' Reports
- Key statistics including data on application, retention and achievement
- Results of the National Student Survey [NSS]
- Results of the internal Student Perception Survey [SPS]
- Feedback from Student Representatives and Student Assemblies
- Feedback from relevant employer groups, including the Industrial Liaison Group [ILG]

All programmes develop an Action Plan from the Annual Programme Review process, which is monitored by the Programme Boards of Study, held twice a year. Your Student Representatives can keep you informed about progress against the Action Plan.

Staff development priorities for the Programme Team as a whole are identified through the Annual Programme Review process, and for individuals through the staff Performance Management process.

## **Indicators of Quality and Standards**

All students on taught higher education programmes at CCAD are enrolled on a programme validated by the Arts University Bournemouth, which was granted taught degree awarding powers by the Privy Council in 2008; and University status was conferred in 2013.

In 2011, CCAD underwent a very successful IQER Summative Review, which made no recommendations for improvement and highlighted areas of good practice in the quality of higher education provision at the College. This was an excellent outcome, and confirms that our quality assurance mechanisms are robust, meaning that we can have full confidence in the standard of programme outcomes, and the quality of the educational experience we deliver.

Please note that this specification provides a concise summary of the main features of the programme.

More detailed information about studying on your programme at CCAD is available on the VLE.