UNIVERSITY OF CENTRAL LANCASHIRE

Programme Specification

This Programme Specification provides a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve and demonstrate if he/she takes full advantage of the learning opportunities that are provided.

1.	**Awarding Institution / Body**	University of Central Lancashire
2.	**Teaching Institution & Location of Delivery**	Hugh Baird College
3.	**University Department/Centre**	School of Art, Design & Fashion
4.	**External Accreditation**	Not Applicable
5.	**Title of Final Award**	BA (Hons) Graphic Arts
6.	**Modes of Attendance offered**	Full and Part Time Study
7.	**UCAS Code**	8Y01
8.	**Relevant Subject Benchmarking Group(s)**	QAA Benchmark Statement 'Art & Design' (2008)
9.	**Other external influences**	Not Applicable
10.	**Date of production/revision of this form**	26th June 2013

11. Aims of the Programme

- To develop creative thinking skills in solving problems for a range of traditional and new media
- To develop practical skills in producing 'hands on' and digital applications for producing high quality work
- To ensure that the student produces a body of work in preparation for working in the Graphic Arts industry
- To develop links with industry.

12. Learning Outcomes, Teaching, Learning and Assessment Methods

A. Knowledge and Understanding

A1. Inform student's creative practice with reference to historical design and professional practice development.
A2. Critically analyse and focus research to inform Graphic Design practice.
A3. Demonstrate practical skills across traditional and contemporary media with a focus on contemporary style.
A4. Use appropriate design methodology in response to an external brief.

Teaching and Learning Methods
Lectures, tutorials, self-directed study, research, project work, critiques, visiting lecturers / speakers.

Assessment methods
Assessment is by coursework and measures the demonstration of the learning outcomes. Assessment is based on application of practical and written work where applicable. There are formative and summative feedback critique sessions of all assignments which are assessed and graded at the end of the module.

B. Subject-specific skills
B1. Generate ideas in solving complex visual communication problems. B2. Adapt concepts and apply creative thinking to a range of appropriate Graphic Design formats. B3. Generate designs using a variety of industry relevant software applications. B4. Demonstrate aesthetic skills and realisation of contemporary Graphic Design styles. B5. Combine aesthetic and contemporary detail of Graphic Design within your solution B6. Produce appropriate Graphic Design work to a professional standard for your portfolio.

Teaching and Learning Methods
Lectures, tutorials, critique sessions, portfolio surgery, visiting lecturers, skype video conferencing, WebCT.

Assessment methods
Assessment is by coursework and measures the demonstration of the learning outcomes. Assessment is based on application of practical and written work where applicable. There are formative and summative feedback critique sessions of all assignments which are assessed and graded at the end of the module.

C. Thinking Skills
C1. Define, redefine and respond to a brief in a dynamic, creative manner and deploy a range of idea generating techniques. C2. Work in ways that are rigorous, analytical, critical and creative. C3. Demonstrate competence in a broad range of cognitive skills (research, analysis/synthesis and evaluation)

Teaching and Learning Methods
Lectures, tutorials, self-directed study, creative thinking project work and critique sessions.

Assessment methods
Assessment is by coursework and measures the demonstration of the learning outcomes. Assessment is based on application of practical and written work where applicable. There are formative and summative feedback critique sessions of all assignments which are assessed and graded at the end of the module.

D. Other skills relevant to employability and personal development
D1. Work safely and confidently in a studio and/or workshop environment. D2. Devise self-initiated work to a professional standard for your portfolio. D3. Evaluate own work and present accordingly.

Teaching and Learning Methods
Lectures, critiques, tutorials, portfolio surgery, visiting lecturers, skype discussions.

Assessment methods
Assessment is by coursework and measures the demonstration of the learning outcomes. Assessment is based on application of practical and written work where applicable. There are formative and summative feedback critique sessions of all assignments which are assessed and graded at the end of the module.

13. Programme Structures*				14. Awards and Credits*
Level	**Module Code**	**Module Title**	**Credit rating**	
Level 6	GR3331	Graphic Design Set Project	20	**BA (Hons) in Graphic Arts** requires 120 credits at Level 6
	DD3992	Honours Project	40	
	GR3333	Graphic Design External Project	40	**BA in Graphic Arts** requires a minimum of 80 credits at Level 6
	DD3000	Contextual Studies	20	

15. Personal Development Planning

Art and Design courses are increasingly tailored to the individual student. You will be asked to keep a portfolio of work to track your development as an artist or designer towards the goals you set for yourself in consultation with your personal tutor. We aim to train you to take responsibility for your own learning and career development, to be able to evaluate your strengths and weaknesses and conduct a skills audit to develop a critical practice. This would cover an analysis of your general key skills base, for example: use of English, literacy and writing skills, numeracy, communication skills and use of IT. You will be encouraged to evaluate your strengths and weakness on a continual basis as you progress through different points during the course. Students will be directed by their tutor to resources and workshops as is appropriate.

PDP is designed to: enable you to work towards a point you would like to be at on graduation; to help you require the skills needed for your chosen career; evaluate your strengths and plan to deploy them in a range of situations at University and after graduation.

PDP will take into consideration your long-term aspirations where you will develop your portfolio to a professional standard, re-evaluating solutions and progressing ideas as your skills develop further. All level six modules will form the basis of project work specifically aimed to develop your design practice and appropriate career ambitions. On graduation you will be well prepared for industry, demonstrating your skills through an exhibition and portfolio of project work ready for interviews.

16. Admissions criteria

Requirements for admission to undergraduate course
- An interview
- A portfolio presentation
- Successful achievement of appropriate academic qualifications

Academic qualifications for admission to undergraduate courses within the UK:
- FdA in Graphic arts or related subject at Level 5.
- HND in Art & Design or related subject.
- Equivalent professional experience.

UK and EU Entry: Equivalent international qualifications will be considered towards meeting the general entry requirements. Additionally, EU students, for whom English is not the first language, will be required to evidence an IELTS score or 6.0 or equivalent. Equivalences include:
- TOEFL written examination score of 550 plus a test of written English (at 4)
- TOEFL Computer Equivalent score of 230
- Proficiency in English (Cambridge) at Grade C or above

17. Key sources of information about the programme
- College Website www.hughbaird.ac.uk
- UCAS
- Student course handbook

Please tick in the relevant boxes where individual Programme Learning Outcomes are being assessed

Level	Module Code	Module Title	Core (C), Compulsory (COMP) or Option (O)	Knowledge and understanding				Subject-specific Skills						Thinking Skills			Other skills relevant to employability and personal development		
				A1	A2	A3	A4	B1	B2	B3	B4	B5	B6	C1	C2	C3	D1	D2	D3
LEVEL 6	DD3992	Honours Project	COMP		X			X	X			X	X		X		X	X	
	DD3000	Contextual Studies	COMP	X												X			X
	GR3333	Graphic Design External Project	COMP			X	X	X			X	X	X	X			X		
	GR3331	Graphic Design Set Project	COMP		X			X	X			X	X				X	X	

Note: *Mapping to other external frameworks, e.g. professional/statutory bodies, will be included within Student Course Handbooks*

19.   LEARNING OUTCOMES FOR EXIT AWARDS:

For **each exit award available**, list learning outcomes relating to the knowledge and understanding, subject specific skills, thinking, other skills relevant to employability and personal development that a typical student might be expected to gain as a result of successfully completing each level of a course of study.

For example, for a standard BA/BSc (Hons) award the exit award learning outcomes for CertHE (Level 4) and DipHE (Level 5), BA/BSc (Level 6) should be included; for a postgraduate Masters, this would normally be PGDip and PGCert.

Learning outcomes for the award of: BA in Graphic Arts

A1. Inform student's creative practice with reference to historical design and professional practice development.
A3. Demonstrate practical skills across traditional and contemporary media with a focus on contemporary style.
A4. Demonstrate the use of appropriate design methodology in response to an external brief.
B1. Generate ideas in solving complex visual communication problems.
B2. Adapt concepts and apply creative thinking to a range of appropriate Graphic Design formats.
B3. Generate designs using a variety of industry relevant software applications.
B4. Demonstrate aesthetic skills and realisation of contemporary Graphic Design styles.
B5. Combine aesthetic and contemporary detail of Graphic Design within your solution
C3. Demonstrate competence in a broad range of cognitive skills (research, analysis/synthesis and evaluation)