University of Bedfordshire

Course Information Form (CIF)

The CIF provides core information to students, staff teams and others on a particular course of study.

Section 1 - General Course Information	
Course Title	Graphic Design BA (Hons)
Qualification	BA (Honours)
Intermediate Qualification(s)	Certificate of Higher Education, Diploma of Higher Education
Awarding Institution	University of Bedfordshire
Location of Delivery	Middle East University, Jordan
Mode(s) of Study and Duration	Full-time over 3 years
Core Teaching Pattern	1
FHEQ Level	6
Professional, Statutory or Regulatory Body (PSRB) accreditation or endorsement	Not Applicable
PSRB Renewal Date	Not Applicable
University of Bedfordshire Employability accreditation	
Route Code (SITS)	BAGAD-S+BAGDPADF
Subject Community	Art and Design
UCAS Course Code	W211
Relevant External Benchmarking	QAA Quality Code section a1 (The Framework for Higher Education Qualifications); Level 6 QAA Subject Benchmark: Art and Design SEEC descriptors Level 4, 5 and 6

Section 2 - Published Information

Material in this section will be used on the course web site to promote the course to potential students. The text should be written with this potential audience in mind.

Course Structure

The Units which make up the course are:

Unit Code	Level	Credits	Unit Name	Core or option
ART003-1	4	15	Introduction to Art and Design	C
ART002-1	4	30	Essential Skill Sets	C
ART042-1	4	45	Introduction to studio practice: Graphic Design	C
ART001-1	4	30	Key Ideas in Art and Design – Modernism	C
ART007-2	5	30	Developing Skills Sets	C
ART019-2	5	45	Professional Studio Practice: Graphic Design	C
ART001-2	5	30	Key Ideas in Art and Design – Globalisation	C
ART002-2	5	15	Creative Enterprise	C
ART021-3	6	30	Present and Promote	C
ART002-3	6	30	Key Ideas in Art and Design – Current Debate	C
GAD001-3	6	60	Final Major Project: Graphic Design	C

Why study this course

Graphic Design dominates the urban environments in which we live. In a world of increasing information flows and the explosion of possibilities that digital media have created for producing, distributing and publishing graphic work, the course looks at the changing role of forms of Graphic Communication, the designer and design in society through a critical engagement with different forms of contemporary practice and cultural history. Emphasis is placed on the social, political and environmental contexts of design in society and the designer as a maker of meaning in visual form.

Course Summary – Educational Aims

The course focuses on the development of your abilities in the following areas:

Enquiry

The course will enable you to develop and use various academic enquiry skills from a range of art historical key ideas. You will also acquire personal and practice-based skills in areas of specific relevance in contemporary art practice, notably management practice, communication and multi-agency working. All of this will move you forward towards a qualification that will enhance your prospects of a fulfilling career in the arts as a whole, and specifically in Graphic Design.

Wider contexts of understanding in visual practice

To engage you in analytical and reflective thinking with a consideration of the artistic, critical and cultural contexts associated with Graphic Design and the graphic arts so that you might understand the value of your work and make independent assessments of its progress and the learning in which you are involved.

Collaboration

To provide a degree course in Graphic Design that, not only equips you with appropriate knowledge, experience and understanding to take a productive and critical place in a world that is increasingly affected by developments in digital and moving imaging technologies, but also provides you with the means by which to engage in further learning throughout your life. Including the team working skills needed in exhibition curation and group collaborations.

Enterprise

The course provides an opportunity to shape your degree course in accordance with your personal preferences and future career aspirations. To promote professional practice, including self-marketing techniques, presentation skills and team working, so that you can gain insights into professional levels of

practice that will prepare them for the world of work and employment

Entry requirements

For UK students, standard entry requirements apply - http://www.beds.ac.uk/howtoapply/ukugentryreqs

For EU students, standard entry requirements apply - http://www.beds.ac.uk/howtoapply/eu/guides

For International students, standard entry requirements apply –
http://www.beds.ac.uk/international/international-applications/international-entry-requirements

Portfolio review

PSRB details

Not Applicable

Graduate Impact Statements

The course has been designed to develop graduates who are able to:

- Apply knowledge and understanding of Graphic Design in a variety of settings within the art and design world, and relevant institutional realms nationally and internationally

- Work collaboratively in multi-disciplinary teams a method widely used in contemporary design and fine art practice – including group shows.

- Produce personal work and investigation independently on the basis of current knowledge and discourse in art practice.

Higher Education Achievement Report - Additional Information

Your career management skills are those of managing individual learning and personal development – both of which are embedded in the course. Your ability to grow, with tutor support, and recognise where your personal qualities enhance your employability is a key life skill. Identifying the transferability of skills and experience is another key skill developed on the course.

Additionally, specific skills you need for the art and design practice, such as being sensitive to diversity, promoting equality of opportunity and developing group practice, whilst fostering and supporting individual practice and enquiry. The course enables you to independently engage with relevant work experience in the arts while you are studying. You will also take part in a group show as part of the 'Graduate Shows' in your final year.

Learning and Teaching

Teaching and learning strategies include practical workshop sessions, personal study involving sustained practice in the studio or workshop, some work-related learning opportunities with 'live briefs', one-to-one tutorials/supervision, seminars, demonstrations, and importantly the introduction of research strategies to support your development as a independent practitioner.

An essential feature of the learning and teaching will be your involvement in practical learning activities that confront visual problems and ideas relevant to Graphic Design. At the same time learning activities which will take professional and work-related practices into consideration. Key skills are introduced at level 4 and act to inform your practice in level 5.

In year two, you will be encouraged to work more independently, taking ownership of your creativity and its outcomes, whilst at the same time developing an understanding of a range of contexts that affect Graphic Design. The course aims to build a close relationship between practice and theory.

At the end of the course you should be able to realise a creative project of your own devising and be able to demonstrate your own particular insights into the critical, cultural and professional contexts in which your own work is placed.

To help you to learn independently and take responsibility for your own learning, the whole curriculum is organised to promote the progressive acquisition and entrenchment of the necessary concepts, skills, attitudes and knowledge associated with Graphic Design. The course will offer a degree of choice and is flexible in its approach to student learning with an underlying educational philosophy of self-directed learning managed and supervised through close contact with you, the student.

Developing your employability

Employability skills are integrated into the course and provide you with an awareness of the real-world context of the creative industries in general and Graphic Design in particular. You will be helped to develop a strategy for obtaining appropriate employment at the end of your course.

Professional practice will be emphasised as part of all learning units but a work-related learning unit especially will help you to become more focused on managing your career. You will be helped with the preparation of a professional portfolio; including a CV (curriculum vitae) and social media skills needed to promote yourself in a social mediated art and design world.

Department (s)

Art and Design

Assessment

A range of appropriate assessments will enable you to grow in confidence and demonstrate your acquisition of knowledge and skills. The formative and summative assessment methods used across the course include:

The following are examples of the various assessment methods used:
- Coursework to include examples of, Graphic Design, visual communication, possibly 3-D work or installation, research portfolios, notebooks, research assignments, essays, contextual writing.
- Assessments based on individual and group presentations.
- Portfolio reviews are a key means of assessing but they are also important for collating work for a professional portfolio. This instils in students the right attitudes towards professional work whereby you can use your portfolio to promote yourself in professional contexts.
- Essays and reports feature in developing students' writing skills, helping you to express ideas in a variety of ways and styles and to develop academic writing skills that are of particular benefit in producing the final year contextual rationale for your major project.
- A midpoint Formal Formative Assessment to review all work in progress.

Key Skills are embedded in the teaching and learning of the course and will be taken into account in all assessments.

The assessments will develop incrementally across the course and allow you to gain skills, confidence and knowledge, receive feedback and develop, thus allowing you to implement this knowledge and feedback into subsequent assessments.

At the end of the course, completion of the assessments will demonstrate your ability to analyse current design practice – in relation to Graphic Design - and communicate this, in both written and visual formats, as well as demonstrate a range of transferable skills relevant to your professional employability.

After Graduation

Typical graduate destinations for Art and Design students include

Various roles within arts and the creative industries – magazine and book publishing, multi-media/web design, animation, television and video, advertising, public or community arts participation, design consultancies, museum and exhibition work, arts education and freelance creative practice, teaching.

Further study at Masters level (Level seven), for example, Graphic Design, Graphic Design, Animation, Digital Media and Motion Graphics.

Student Support during the course

You may seek advice and support from Professional and Academic Development (PAD), a specialist support area which is available online and can help and support you in a range of areas including:
- The quality of your written assignments
- Your understanding of mathematical or statistical concepts
- Your organisational skills and how you approach studying
- Your time management and prioritising
- The strategies you use when reading
- Your language skills

- Aspects of your IT skills

In addition, a range of services are available to you as a student on this course in addition to information in your course handbook:

Library Services (http://lrweb.beds.ac.uk) and the Student Information Desk (http://www.beds.ac.uk/studentlife/student-support/sid) are your first point of reference and two of the services you will use most often. For an overview of those services, including Health and Well Being as well as Career Services please visit: http://www.beds.ac.uk/studentlife/student-support.

BREO: Bedfordshire Resources for Education Online (BREO) will be your access point for a range of material and resources to support you in each of the units you study.

Course-specific support includes the following:

All students at MEU will have an induction during the first week where all relevant information regarding the course will be presented and you will have an opportunity to meet your Course Leader, Course Administrator and a number of your tutors and others who would be supporting your programme of study.

Your Course Administrator will be there to advise you on:
- Specific information regarding your Course, particular Units, options, regulations, etc.
- Accuracy of your results
- Obligations regarding re-assessment and repeats
- Materials including the Course Handbook, and Induction information.

Tutors will be available to guide you if there are any academic issues. Tutors will provide you with feedback and direct you to a wide variety of resources embedded within your course to help you develop basic or advanced skills needed for studying and for business. You also have access to the Programme Committees via your elected student representatives.

All students have access to the on-campus library stock and to the LSC Group and local databases at MEU. The campus has effective internet connectivity, and teaching facilities include well equipped IT lecture rooms, with desktop computing facilities, laptop availability, multimedia projection facilities, wi-fi access, video-conferencing facilities and significant software provision. All students have full access to all learning resources via the MEU student *Portal*. The use of the *Portal* is supported through the extensive use of social media communications in providing ongoing support and guidance to students.

The Dean of Student Affairs has oversight for the provision of general student services including social welfare issues; the provision of support for students where unforeseen personal and private difficulties emerge while they are registered on their programme; social arrangements and student social events, including orientation activities, student trips and similar activities.

In addition to administrative staff additional detailed support is also provided to international students through centralised facilities on matters related to assessments, registry and accounts who provide advice and guidance to students throughout the calendar year.

Students are provided the opportunity to comment on any aspect of their learning experience to the Dean, to unit leaders and to course administrators, via dedicated e-mail addresses and through tutorial/seminar sessions.

Students with disabilities

The course welcomes students with disabilities. During the application process disabled students discuss their needs with individual members of the academic staff, as well as staff from the office of the Dean of Student Affairs. It has normally been the case that disability has not provided an obstacle to students participating fully in all aspects of coursework, but you are advised to consider the practical demands of the course in considering whether it is the most appropriate choice for you.

For further information about the Disability Advice Team and what they can do for you, go to –
http://www.beds.ac.uk/studentlife/student-support/health/disabilities

Assessment Map

BA Graphic Design BAGAD-S

A1 - Assessment part one A2 - Assessment part two   F - Feedback due - 15 working days after submission

Unit Code	C/O																Weeks									
		6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
ART003-1	C	A1				F																				
ART002-1	C																			A1			F			
ART001-1	C																	A1			F			A2		
ART042-1	C										*FFA									A1			F			A2
ART019-2	C								*FFA						A1			F				A1		<		
ART001-2	C						A1			F															A2	
ART002-2	C																					A1		F	A2	
ART007-2	C																					A1		F		
ART006-3	C							A1			F														A2	
ART002-3	C						A1		F																A2	
GAD00-3	C																								A1/2	
ART007-3	C							A1			F														A2	
ART014-3	C																								A1	

Section 3 - Academic Information

This section will be used as part of the approval and review process and **peer academics** are the target audience.

Course Learning Outcomes

Upon successful completion of the course, a graduate of typical standard will be able to:

LO 1: Understand and apply processes and techniques of creative production using aesthetic values/visual conventions to articulate ideas in forms appropriate to **graphic design**.

LO 2: Understand and employ critical concepts, ideas/perspectives and paradigms of contemporary art and designs practices in relation to artistic/cultural/creative production in general, and **graphic design** in particular. This should include insights into the ways in which these values are changing in response to the development of digital media and to a changing world that includes social, political, and environmental issues and synthesising relevant findings with studio practice.

LO 3: Understand the nature and requirements for professional practice in **graphic design** including the role of 'problem solving' in graphic design.

LO 4: Demonstrate the use of methods of visual and contextual research relevant but not exclusive to Graphic Design . You should have the ability to look across disciplines in your creative thinking and research.

LO 5: Evaluate and reflect on courses of action and creative outputs and demonstrate the ability to apply knowledge and adapt production means in order to suit particular **graphic design** purposes whilst acknowledging alternatives.

LO 6: Use equipment, methods and processes effectively to give visual articulation to ideas.

LO 7: Initiate, plan, manage and develop your own creative projects, including those in which may evolve through work-related study or experiential learning.

LO 8: Reflect and show upon the cultural and environmental impact of your work.

In order to qualify for the award of BA Graphic Design (with Professional Practice year) students will need to meet all of the outcomes above and:

LO 9: Demonstrate knowledge and analytical understanding of professional practice by successfully completing an approved period of approved work place practice.

Course-specific regulations

None

Teaching, Learning and Assessment

To help a student to learn independently and take responsibility for their own learning, the curriculum is organised to promote the progressive acquisition and entrenchment of the necessary concepts, skills, attitudes and knowledge associated with Graphic Design.

From Level 4 in the course, student are encouraged to work independently, taking ownership of your creativity and its outcomes, whilst at the same time developing an understanding of range of contexts that affect Graphic Design.

Level 4 is underpinned with the acquisition of skills in art and design to build the confidence of the student. These skills give the backbone for Level 5 where critical reflection, experimentation and enquiry are central to the learning experience.

The course will offer a degree of choice (through briefs and outside competition briefs) and is flexible in its approach to student learning with an underlying educational philosophy of self-directed learning managed and supervised through close contact with the student.

An essential feature of the learning and teaching will be a student's involvement in practical learning activities that confront visual problems and ideas relevant to Graphic Design. At the same time learning activities will take professional and work-related practices into consideration.

The course aims to build a close relationship between practice and theory. This relationship informs level 6 where a creative project – which is presented at the degree show - is informed by the students own

particular insights into the critical, cultural and professional contexts in which their own work is placed.

Teaching and learning strategies include practical workshop sessions, personal study involving sustained practice in the studio or workshop, some work-related learning opportunities, one-to-one tutorials/supervision, seminars, demonstrations, and importantly the use of a reflective/contextual journal as a means of understanding and documenting your individual learning.

Research, and the mapping of research to practice, is important and seen as a means of continuous development, enabling the student to work as a reflective, developing practitioner.

Overall, the teaching, learning and assessment strategy is designed to support and enable students to achieve the learning outcomes of the course. Exhibitions, curation and research, for example, appear at all levels of the course to link learning to 'real world' experience and prepare students for the demanding nature of the commercial environs of art and design. Feedback on assessment is an essential part of the learning experience and the reflections made on the tutor comments will enable students to critically assess their learning and develop between briefs and tutor led studio 'crits'.

Additional Academic Information

Peer-assisted learning (PAL)

Peer assisted learning will be linked to the Level 4 unit *Introduction to Art and Design (ART003-1).* PAL leaders, working in pairs, will be 2nd and 3rd year students (who would have already taken this unit) providing face-to-face assistance each week to new students in Level 4 and Level 6 with their learning issues and needs. In level 5 and 6 PAL is attached to the studio units.

Initial Assessment

Introduction to Art and Design (ART003-1). Initial assessment takes place in week 6 of the course. The task will be a written review exercise of a contemporary exhibition, film or performance. The short review will:
- Introduce students to undertaking assessment tasks
- Provide students with development feedback
- Introduce students to reflect and act on feedback
- Allow course teams and personal tutors to identify any additional support needed
- Provide engagement data for the Student Attainment and Review (StAR) board

Improving students' learning

In the first year, the focus is to inculcate creative thinking skills to allow the student to engage with study skills in general, preparing students for assessments on units.
Research is introduced as an important element in studio practice and all studio units have an assessed research portfolio, or viva. This relationship between research and practice allows student to develop critical thinking, reflection and higher education learning practice including referencing, note taking, essay and report writing - including virtual learning environments.

Academic Integrity

Research and essay writing are introduced at Level 4 and integrated into both theory and practice. High risk assignment types – coursework essays – are balanced by low risk presentations and portfolio reviews. ArtPad, alongside Pad gives support and encouragement to students in their written assignments and in general organisation matters.

HEAR implementation

Internationalisation

Art and Design is always examined and reflected upon in an International context – research is encouraged to reflect the global nature of art and design – with particular reference to Graphic Design and the graphic arts. The contextual units in the course reflect upon the global nature of art and design in general, and specifically at level 5 in ART001-2 **Key Ideas in Art and Design – Globalisation.**

Sustainability

All studio units are informed by the cultural and environmental impact of contemporary practice in art and design and Graphic Design in particular. Student research is encouraged to reflect upon the environment and broader ideological contexts of sustainability.

Section 4 - Administrative Information

This section will be used as part of the approval and review process and peer academics are the target audience.

Faculty	**CATS**
Portfolio	**Undergraduate Art and Design**
Department/School/Division	**Art and Design**
Course Coordinator	**Noel Douglas**
Version Number	2015/1
Approved by (cf Quality Handbook ch.2)	**University Transition**
Date of approval (dd/mm/yyyy)	**April 2015**
Implementation start-date of this version (plus any identified end-date)	**2015/16**

Form completed by:

Name: Janet Emmanuel   Date: July 2015

Authorisation on behalf of the Faculty Teaching Quality and Standards Committee (FTQSC)

Chair: …………………………………………………   Date: …..………………………………….

Course Updates		
Date (dd/mm/yyyy)	**Nature of Update**	**FTQSC Minute Ref:**
1/1/16	Update of sandwich year to professional practice and adjustment to employability section and CLO 9	