Award Title: BA (Hons)

Full Course Title: Graphic Design (3 Year)

26/27

Awarded by	University for the Creative Arts
Taught by	University for the Creative Arts/ London College of Contemporary Arts
Location	Sceptre Court, London
Language	English
Duration	3 years, Full-time
Entry Criteria	As the UK's highest-ranking creative arts university, we want to attract the best and most creative minds in the country – so we take a balanced approach to candidate assessment, taking both individual portfolios and exam results into account. **That's why your portfolio is an especially important part of your application to study with us – and we can help.** Our academics can offer you expert advice on how to showcase your creative work and build a portfolio that will make your application stand out. More advice on how to create an exceptional portfolio is also available here, along with specific portfolio requirements for this course. Along with your portfolio, the standard entry requirements** for this course are: • 112 UCAS tariff points from accepted qualifications*, or • Pass at Foundation Diploma in Art & Design (Level 3 or 4), or • Distinction, Merit, Merit at BTEC Extended Diploma, or • Merit at UAL Extended Diploma, or • 112 UCAS tariff points from an accredited Access to Higher Education Diploma in appropriate subject, or • 27 points in the International Baccalaureate, see more information about IB entry requirements And 4 GCSE passes at grade A*-C and/or grade 4-9 including English and Maths Other relevant and equivalent level 3 UK and international qualifications are considered on an individual basis, and we encourage students from diverse educational backgrounds apply. If your first language is not English, you will need an IELTS score of 6.0 or equivalent. If you require a visa to study in the UK, you will also need a minimum score of 5.5 in each individual component. *To see the accepted QCF qualifications, visit: http://uca.ac.uk/study/accepted-qualifications/ ** We occasionally make offers which are lower than the standard entry criteria, to students who have faced difficulties that have affected their performance and who were expected to achieve higher results. In these cases, a strong portfolio is especially helpful
Recognition/ Accreditation	N/A

Regulation	The University for the Creative Arts and its courses are regulated by the Office for Students. This course has been designed in line with Sector Recognised Standards and reference points. Art and Design Subject Benchmark Statement 2019. For further information about how the course is quality assured see UCA's Quality Assurance Handbook.

WHAT TO EXPECT

The emphasis of this course is for you to develop ideas-based solutions to communication design tasks. This Graphic Design course encourages you to “think” and “reflect” as well as “do”.

The subject is framed in its historical and contemporary context. The course team ensures an understanding of the principles/ core issues of visual communication; and considers this to be their ‘equipment for a life’ in design practice and the creative industries. This is born out of the staff team's experience of contemporary communication design practices.

You are alerted to your social and ethical responsibility as future designers, as well as to issues of sustainability. You are encouraged to explore the boundaries of the subject and anticipate future developments, but still retain core skills in fundamental design practice. We put an emphasis upon your ability to ‘make’ and in developing craft skills through both analogue and digital design mediums.

You will develop conceptual-analytical skills as a lifelong transferable currency appropriate for the demands of the contemporary working environment. You will also consider skills and technology in relationship to the context that they will be applied to, which is a vital consideration for any designer practicing within the ‘multi–platform mediums prevalent in contemporary culture. You are encouraged to explore making in a post-digital context developing both physical and digital skills that enhance and integrate with each other.

This course will help you to develop appropriate, varied, transferable methodologies for both research and enterprise through taught units such as developing your practice in Yr2. You will be introduced to the complexities of creative industries and the varied choices you will engage in for employment and how best to develop a profile that will enable you to maximise opportunities for the future beyond the course.

The course prepares you for the increasingly complex decisions you will encounter after graduation for employment and entrepreneurship, through a wide range of visiting lecturers, specialist tutors and ‘live’ brief activities.

Located in London, with ease of access to continental Europe and rich cultural and historic heritage, the course is ideally situated and attracts a varied range of students both nationally and internationally.

You will study on campus for two days, with a second day of online blended learning.

Year 1 (Level 4)

The first year of this programme provides you with a comprehensive introduction to graphic design, covering a range of essentials, as well as the history, context of graphic design and visual culture. Through this curriculum, you will gain a solid foundation in the fundamental skills and knowledge required in the field of graphic design. You learn the basics of typography, colour theory, composition, and hierarchy, while also understanding the historical and cultural context in which graphic design has evolved over time. This multidisciplinary approach equips you with a deep appreciation for the art and science of graphic design and prepares you for more advanced coursework in subsequent years.

Year 2 (Level 5)

In the second year, you are introduced to the creative processes and practices that are prevalent in the graphic design industry. By engaging in experimental, active, and inquiry-based learning, you will acquire the skills to solve complex design problems while keeping the audience or user in mind. Challenging briefs are provided to expose you to the world of working for a client or consumer. Moreover, you will participate in group and individual work on live briefs, which further enhance your design skills.

Year 3 (Level 6)

In the final year of this programme, you will delve into advanced creative strategies that utilise and comprehend the complexity of the emerging digital and new media communication channels. You will be encouraged to leverage your entrepreneurial skills to generate ideas, services, products, and publications that could create employment

opportunities or develop your own business ventures and careers. This approach will help you to take charge of your own career development and provides you with the necessary tools to pursue goals in the field of graphic design.

Principles of this course

This course will deliver a personalised learning journey, following five key principles:

- Practice-led and professionally contextualised
- Discipline-specific with interdisciplinary exposure
- Technologically relevant
- Employment focussed
- Internationalised learning

Highlights	The campus is located in London in the Tower Hill area, within close proximity to a variety of galleries, museums and cultural events. The city is vibrant with a rich history and a diverse population. It is a hub for the graphic design industry, with a thriving community of designers and design agencies. The city's design festivals and events, such as the London Design Festival and the D&AD Awards, attract designers and design enthusiasts from around the world. Overall, with London's flourishing community of designers, cutting-edge design studios, and world-class design events, the course remains at the forefront of the design scene. Secondly, LCCA provides you with opportunities to work on real-world projects and gain hands-on experience from industry partners. These experiences can give you a better understanding of the design process, working with clients, and meeting deadlines.

Your Course – Unit by Unit

Year 1 (Level 4)			
Introduction to VisualCommunication This unit offers a range of creative challenges designed to emphasize imagination and creativity. You will start developing your own personal voice as a graphic designer, particularly thinking about the types of messages you want to convey. To ensure you're set up for the rest of the programme, this unit will consider different types of media. Through experimental, active, and enquiry-based learning you will utilize the skills to solve many design problems with an audience or user in mind. You will also start developing your technical skills to effectively produce your outcomes.	4	30	Core
Design Fundamentals 1: Type, Image, Print Image, type, and print are imperative to creating a visual campaign. You will learn what each of these are, the role they play within media and how you can apply these in different print mediums.	4	30	Core

Design Fundamentals 2: Motion, Narrative, Screen Motion, narrative and screen will be covered during this unit to familiarize you with how they can be applied to screen-based designs. You will use your personal design voice and consider how combining words, images, materials, format, and structure creates a certain narrative.	4	30	Core
Visual Theory Message, Medium, Meaning The unit aims to introduce you to a range of theoretical perspectives that explore how visual images are read. Key visual examples and issues will be examined and their relationship to their historical, social and cultural contexts expounded.	4	30	Core

Year 2 (Level 5)			
The Editorial Process This unit addresses how you can present content in print or digital publications involving the arrangement of text, images, and other graphic elements to create a visually appealing and effective layout that conveys information and ideas to the audience. You will use typography, color, imagery, and other design elements to create a hierarchy of information, guide the reader's eye, and enhance the readability and understanding of the content.	5	30	Core
Social and Cultural Contexts This unit will encourage you to consider your personal ethics, values and motivation by producing work for others. You will consider the language and communication styles of the target users when designing products or services. This may involve using culturally appropriate language, symbols, and visuals.	5	30	Core
Spatial Practices You will learn about spatial design and the process of designing and organizing physical spaces to meet the needs of the users and enhance their experience. Learn to manipulate spaces, create multi-sensory experiences, and prepare events/ exhibitions in sustainable environments.	5	30	Core
Developing Your Practice You will consider your future career pathway and develop your own voice as a designer. You are encouraged to create entrepreneurial concepts and ideas which might create employment or develop your own business opportunities and careers.	5	30	Core

Year 3 (Level 6)			
Major Project This is your opportunity to utilise your skills and knowledge and communicate your ideas through your unique artist voice. Initially, you'll develop a research proposal that conveys your ideas, methods and intended outcome. You will then begin to develop a body of work that reflects everything you've learned throughout the programme and shows how you have developed your theoretical, practical and technical skills to become a truly innovative designer. You'll have the opportunity to present your work	6	60	**Core**

and collaborate with others.			
Critical Research and Practice Combining all the knowledge you've developed in your studies, you will research, develop and create a self-directed research and design project. Using a symbiotic relationship between theory and practice, you will develop a unique project informed by both elements.	**6**	**60**	**Core**

Who teaches this course?	The graphic design team has a profound comprehension of design principles, accompanied by extensive industry and academic expertise. Each member of this team has attained at least a master's degree and as well as having practical industry experience. The team is comprised of accomplished lecturers and subject leads under the guidance of the course director, and all have an unwavering enthusiasm for nurturing the upcoming generation of designers. Additionally, the course maintains robust connections with industry experts who actively participate in workshops, seminars, and portfolio evaluations, thereby enriching the learning experience. Professionals from various agencies conduct workshops to enhance skill sets and provide additional practical experience. Furthermore, the program includes comprehensive portfolio reviews aimed at preparing you for the dynamic and competitive design industry.
What will learning look like?	This programme provides you with a rich and interactive learning experience. Throughout the programme, you will engage in a variety of activities designed to develop your skills and knowledge in graphic design. These activities include weekly scheduled lectures, workshops, tutorials, and site visits. Classes provide you with a theoretical foundation in key concepts and principles, whilst also providing opportunities for hands-on learning and practical application of these concepts, as well as building skillsets that enhance employability, such as collaboration. Site visits offer you the chance to gain industry insights and learn from experienced professionals in the field. In terms of assessment, the programme uses a variety of methods to evaluate your progress and achievement. These include formative assessment, such as in-class exercises, and summative assessment, such as individual and group projects, presentations, and written assignments. The assessments are designed to test a range of skills and knowledge, including design skills, risk taking, critical thinking, research skills, and communication skills. The programme also offers opportunities for feedback and reflection, allowing you to learn from any mistakes to improve your work. Overall, the programme is designed to provide you with a comprehensive education in graphic design, preparing you for successful careers in this exciting and dynamic field. **Learning and Teaching Strategy**

The BA (Hons) Graphic Design course is founded on the principle that the most effective educational experience combines structured teaching and independent study.

The course seeks to empower you to become independent learners, by giving you responsibility for the management of your own learning whilst strong guidance is offered at every stage. The teaching methods promote incremental learning, encouraging independence whilst discouraging derivative thinking. The learning strategies used promote critical reflection and the capacity to sustain a commitment to study.

Briefs are constructed to progressively release greater developmental scope to you, allowing you to assume responsibility to prioritise the content of your project on the basis of increasing familiarity, expertise and developing personal interests.

You will receive similar quantities of directed and part directed learning throughout the three years, alongside this you will self-manage increasingly complex projects that incorporate escalating demands.

Methods of Delivery

The following methods of delivery are routinely carried out in the course:

Classes are structured to allow for lecture style delivery of theory, followed by discussion and application within the class. Breakaway small group discussions will allow you to interact with your peers and discuss material in more depth. Tutorials involve a meeting involving one-to-one or small group supervision, feedback or detailed discussion on a particular topic or project.

Demonstration sessions and workshops involve the demonstration and application of a practical technique or skill. Supervised time in studio/workshop is time in which you will work independently but under supervision, in a specialist facility such as a studio or workshop. External visits to a location outside of the usual learning spaces, will allow you to experience a particular environment, event, or exhibition relevant to the course of study. Guided independent study includes preparation for scheduled sessions, follow-up work, wider reading or practice, completion of assessment tasks, revision, etc.

Assessment Strategy

The overall aim of assessment is to:

- measure performance over a specified part of the course in relation to the learning outcomes, work requirement and outcomes.
- provide feedback about performance, helping you to identify strengths and weaknesses.
- determine suitability to progress to the next stage of the course.
- determine the award of an appropriate qualification.

Unit Assessment

	The credit value of each unit is proportional to its study time, providing weighting for the unit and allowing each unit mark to contribute proportionately to the stage. Units are normally assessed within their duration. Assessment results are posted on Canvas VLE, written and verbal feedback is provided in accordance with institute benchmarks. Each Unit Handbook contains a timetable for assessment, a clear statement of assessment requirements, and the assessment methods appropriate to its outcomes and length of study. Assessment requirements will vary depending on the nature of the unit. They may be a specified list of assessment requirements or obtained by a portfolio of evidence, which may include coursework, oral presentations, reflective learning journals, and written submissions. You will present your developing project at a formative review prior to summative assessment at which you will receive detailed verbal feedback. You will then have a short period to enhance the material before submitting it in portfolio format for summative assessment. You will present your projects at various stages to both staff and to peer groups to encourage the dissemination of good practice, information and experiences. Summative assessments support you in receiving a grade alongside staff feedback at the conclusion of each unit of study.
By the end of the course, you will be able to:	Knowledge
	• Apply a wide range of practical and conceptual skills that are inclusive, adaptable and flexible. • Determine how visual communications are disseminated and received in social and international dimensions.
	Understanding
	• Develop the confidence to explore, debate and experiment. • Apply informed, sustained and rigorous visual and intellectual enquiry.
	Application
	• Apply an appropriate mechanism for distinctive, clear, innovative and visually sophisticated design for a diverse range of inclusive global audiences. • Develop an autonomous working practice that is self-initiated and sustainable. • Shape the meaning and impact of visual communications through a methodology of research > analysis > conceptualisation > planning > realisation.
Student Support	We aim to ensure, where possible, personal tutors remain with you

	throughout their degree studies to discuss all matters relating to your student well-being and academic support. Academic mentors and the Careers Team will also support you in discussions around your potential or preferred career direction. You will also be supported by: - Unit leader for each unit - School support staff - Personal Academic Mentors - Careers Team - Technical support with IT and software - My UCA – a versatile online learning environment - Induction and ongoing re- induction sessions - Student Staff Course Boards - Library and Learning Resources
Our approach to employability is to:	The course prepares you for employment by providing you with a strong foundation of knowledge, skills, and practical experience in the field of graphic design. It offers a comprehensive curriculum that covers the principles of design, typography, colour theory, and software applications commonly used in the industry. These courses help you to develop the technical skills necessary to create high-quality designs. In addition, the course provides you with opportunities to work on real-world projects and gain hands-on experience through collaborations with industry partners. These experiences give you a better understanding of the design process, working with clients, and meeting deadlines. During your study, you will learn to create and manipulate digital images, design layouts for print and digital media, and develop websites and interactive media. We provide you with career development services such as portfolio development, resume writing, and job search assistance. These services guide you to showcase your skills and find job opportunities in the design industry. Each year, you will have the opportunity to exhibit your final projects in an end of year showcase.

Our Commitments	
Sustainability	University for the Creative Arts (UCA) is committed to sustainable development and reducing the environmental impact of activities through our teaching, research and day to day operations. Our courses align to Education for Sustainable Development as defined by UNESCO (2019): *'Education for Sustainable Development empowers learners to take informed decisions and responsible actions for environmental integrity, economic viability and a just society, for present and future generations, while respecting cultural diversity. It is about lifelong learning and is an integral part of quality education. ESD is holistic and transformational education which addresses learning content and outcomes, pedagogy and the learning environment. It achieves its purpose by transforming society'*

Equality, Diversity and Inclusion	*"Equality, diversity and inclusion are fundamental to our commitment to the extraordinary creativity of our staff and students. In the UK the standards we are required to adhere to are embodied in the 2010 Equality Act. Equally important is how these standards are evidenced through the values and behaviours of the University and the individuals of which it is comprised. As well as compliance with these standards we should in my opinion all be exemplars and role models. In terms of everyday actions, this means we should treat others with respect and dignity, and value their contributions because of, and not despite, our differences. I am personally committed to diversity and in this regard the University has the highest expectations of every employee and student alike".* Professor Bashir Makhoul, President & Vice-Chancellor, University for the Creative Arts.

Overall methods of assessment	Written exams:	Practical exams:	Coursework:
Level 4	%0	0%	100%
Level 5	%0	0%	100%
Level 6	%0	0%	100%

Indicative course learning hours	Independent:	Structured:	Placement or Live Professional Activity:
Level 4	55%	45%	0.0%
	660 hours	540 hours	0 hours
Level 5	55%	45 %	0.0%
	660 hours	540 hours	0 hours
Level 6	70 %	30 %	0.0%
	840 hours	360 hours	0 hours

Additional Course Costs	In Year 1 and 2 course materials and equipment are provided for workshops. You are expected to have the basic tools such as drawing pads digital tablets. You should allocate approx. £120 for field trips.
Equipment/recommended materials	We recommend that you bring at least one 1TB hard drive to back up your work.

	A laptop (Mac or PC) and a digital stills camera for research purposes are both recommended.
Visits	Visits to galleries, museums and exhibitions/design studios can take place as part of a unit of study or for a year group. Advance notice would be given of any associated costs.