



Programme Specification

AD-GD-HND-2023: Art & Design (Graphic Design)

Pearson Higher National Certificate awarded by Blackpool and The Fylde College (FHEQ Level 4)

Pearson Higher National Diploma awarded by Blackpool and The Fylde College (FHEQ Level 5)

Programme Status: Approved | Version: 1

Introduction

This programme specification provides a summary of the main features of the Art & Design (Graphic Design) programme and includes the learning outcomes that you as a student are expected to have achieved on successful completion of the programme.

Further detailed information related to this programme and the College can be found in the following resources:

- Programme Handbook
- B&FC Admissions Policy
- Work based and placement learning handbook (for foundation degrees)
- Student guide to assessment and feedback

When undertaken as part of a Degree Apprenticeship additional information is available in the following resources:

- The Programme Delivery Plan
- The End Point Assessment Guide
- B&FC Mentor Guide
- B&FC Apprenticeship Strategy

Key Programme Information

Programme Code	AD-GD-HND-2023
Programme Title	Art & Design (Graphic Design)
Teaching Institution	Blackpool and The Fylde College
Professional, Statutory and Regulatory Body (PSRB) Accreditation	None
UCAS Code	
Language of Study	English
Version	1
Approval Status	Approved
Approval Date	07 September 2023
JACS Code	
Programme Leader	Paula Smithson

Programme Awards

Award	Award Type	Level	Awarding Body
Pearson Higher National Diploma	Higher National Certificate	Level 4	Lancaster University
Pearson Higher National Diploma	Higher National Certificate	Level 4	University of Salford
Pearson Higher National Diploma	Higher National Certificate	Level 4	Liverpool John Moores University
Pearson Higher National Certificate	Higher National Certificate	Level 4	Pearson
Pearson Higher National Diploma	Higher National Certificate	Level 4	Scottish Qualifications Authority
Pearson Higher National Diploma	Higher National Certificate	Level 4	Blackpool And The Fylde College

Pearson Higher National Diploma	Higher National Certificate	Level 4	Pearson
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Programme Overview

The B&FC HNC and HND in Art and Design, provides a broad and creative learning experience that will help you develop as a dynamic and enterprising individual, well equipped to succeed in the diverse sector which makes up the creative industries. The programme has been designed to be wide ranging and multi-disciplinary offering learning opportunities across the arts that will support your specialism in terms of knowledge, skills and understanding. You will not only study within your own specialism but have the chance to learn alongside others in the Art and Design cluster developing an insight and proficiency across many areas. The input from our experienced tutors and the exciting range of resources that the school of art offers, will support your vision and creativity, and allow you to gather a variety of transferable skills.

The Graphic Design & Illustration pathway will provide exciting opportunities for you to study a vibrant industry-relevant curriculum that develops multi-skilled creative practitioners who are aligned to a range of careers in the creative industries. The programmes allow you the freedom to experiment across a variety of specialisms and will equip you with the necessary knowledge and technical skills to enter the Graphic Design & Illustration industry, develop a freelance profile or progress to further studies at BA Hons degree level. The programmes provide you with a platform to begin or enhance your career and incorporate both technical training and practical elements that are highly desirable in a range of roles in the industry and broader visual arts sectors.

Led by a team of industry professionals, the aims of this programme are to enable you to acquire knowledge (both subject specific and generic) and a sound contextual awareness of contemporary Graphic Design & Illustration. You will benefit from the expertise of the curriculum team who are actively engaged with the local industry which will provide real world work-based experiences and training. You will have access to multiple resources and studios as well as photographic studios, a print room, traditional dark room and cutting-edge 3D design and technology suite, think spaces and a stunning public gallery. Our Graphic Design & Illustration studios are equipped with the latest industry standard technology and are beautifully presented, providing a spacious and inspiring environment in which to work. Class sizes are normally small and again this is very beneficial, affording the opportunity for a tailored personal learning situation and plenty of help and support.

Our university campus is well-positioned to the local art and design community and creative sectors which are incredibly diverse, there are many small and large-scale industry-based businesses and events for you to engage with. These vary from local design studios and agencies, galleries such as The Grundy and Abingdon Studios, Left Coast, Aunty Social, Blackpool Social Club, and Creative Lancashire.

Admission Criteria

Grade 4/C in both GCSE Maths and English, or L2 equivalent:-

- A minimum of 48 UCAS points in an appropriate discipline **which may include**
- 2x A Levels in appropriate discipline or
- Level 3 Extended Diploma or Merit from Level 3 Diploma in an appropriate discipline

OR

- Level 3 Access to Higher Education Diploma or Foundation Diploma Art and Design or
- An international equivalent of the above qualifications

Anyone who can demonstrate relevant work/life skills or knowledge can also be considered on

an individual basis. Recognised prior learning may also be considered in accordance with the awarding body's regulations.

If English is not your first language, you will need to achieve an IELTS score of at least 5.5.

The admission Criteria for HND Art & Design (Graphic Design) is successful completion of a HNC Art & Design (Graphic Design)

Career Options and Progression Opportunities

Further Studies

The Level 4 Higher National Certificate provides a solid grounding in the disciplines of art and design, which students can build on, should they decide to continue their studies beyond the certificate stage.

The Level 5 Higher National Diploma is recognised by Higher Education providers as meeting admission requirements to many relevant art and design courses, for example:

- University of Central Lancashire (UCLan)
- University of Salford
- Manchester School of Art
- UAL CSM

Employment Opportunities

Graphic Designers & Illustrators create work for a range of commercial outputs, whether it is working with clients and collaborators or authorising and directing self-initiated projects, you will graduate with a multitude of transferrable skills.

Employment opportunities include:

- Graphic designer
- Illustrator
- Animator
- Artworker
- Concept artist
- Art Director
- Exhibition designer
- Freelance commercial artist
- Mural artist
- Private and commissioned artworks
- Tattoo artist
- Commercial Illustrator - on-line shop / art fairs
- Printmaker / Print technician
- UX Designer
- Web Designer

Programme Aims

- Prepare individuals with entrepreneurial understanding and design skills for success in a range of roles within the design industry.
- Enable progression to a university degree by supporting the development of appropriate academic study skills.
- Develop a wide range of technical art and design production skills and techniques and transferrable skills that are essential to succeed in the fine art industry.
- Enable students to perform effectively in their chosen field with the qualities necessary for

employment in situations requiring the exercise of personal responsibility and decision-making.

- Inform creative outputs through contextual approaches and critical thinking, with a focus on current and future fine art industry practices.

- To provide an alternative route into HE for those who wish to pursue education relevant to their level of study and ability, which serves as a foundation for further study and/or the workplace.

Programme Learning Outcomes

Level 4

Upon successful completion of this level, students will be able to:

1. Evaluate their own continuing professional development in line with wider commercial awareness of industry trends and the employment market
2. Produce visual and creative outputs to industry standards and be competent with a range of technical processes
3. Plan projects and implement time management strategies
4. Collaborate with others offering different knowledge, views and experiences
5. Communicate ideas, design concepts and information to audiences using a range of presentation methods
6. Apply a range of entrepreneurial tools and techniques to create a professional marketing presence required for effective networking in the industry
7. Develop concepts and proposals for briefs in accordance with basic theories and concepts

Level 5

Upon successful completion of this level, students will be able to:

8. Produce finished projects and creative outputs to industry standard requirements
9. Produce creative outputs, using industry standard materials, techniques and processes in a professional context
10. Critically evaluate own work and that of others to inform and enhance their creative and professional practice
11. Communicate effectively with others to identify solutions to complex problems
12. Generate ideas, concepts and proposals independently and collaboratively in response to set briefs and self-directed projects
13. Apply technical competencies in a variety of visual arts contexts

Programme Structure

Module	Level	Credits	%	Category	Description	Length/Word Count	Grading Method
Stage 1							
D/615/3515/UNIT4: Techniques & Processes (Mandatory)	4	15	100%	Practical: Other	n/a	0	Pass/Merit/Dist
F/615/3524/UNIT13: Typography (Mandatory)	4	15	100%	Coursework: Project	Research, Sketchbook & Evaluation	0	Pass/Merit/Dist
F/615/3538/UNIT28: Communication in Art & Design (Mandatory)	4	15	100%	Coursework: Project	n/a	0	Pass/Merit/Dist
F/615/3541/UNIT31GD: Visual Narrative (Mandatory)	4	15	100%	Coursework: Project	Portfolio of Graphic Design & Illustration work and sketchbook	0	Pass/Merit/Dist
J/615/3525/UNIT14: Graphic Design Practices (Mandatory)	4	15	100%	Coursework: Project	Research Report, Portfolio of Graphic Design & Illustration work, Sketchbook & Evaluation	0	Pass/Merit/Dist
L/615/3512/UNIT1: Professional Development (Mandatory)	4	15	100%	Coursework: Report	Research Journal and Report	0	Pass/Merit/Dist
R/615/3513/UNIT2: Contextual Studies (Mandatory)	4	15	100%	Coursework: Project	Project review	0	Pass/Merit/Dist
Y/615/3514/UNIT3GD: Individual Project (Mandatory)	4	15	100%	Practical: Portfolio / e-Portfolio	Final solution, a portfolio of developmental work, a reflective journal and sketchbook	0	Pass/Merit/Dist
Stage 2							
H/615/3550/UNIT39: Advanced Graphic Design Studies (Mandatory)	5	30	100%	Coursework: Project	Sketchbook, a Portfolio of Graphic Design & Illustration work, Prototypes, Developmental work and Design solutions	0	Pass/Merit/Dist
J/615/3542/UNIT32: Professional Practice (Mandatory)	5	15	100%	Coursework: Portfolio / e-Portfolio	n/a	0	Pass/Merit/Dist
K/615/3596/UNIT60: Digital Animation (Mandatory)	5	15	100%	Coursework: Portfolio / e-Portfolio	Portfolio	0	Pass/Merit/Dist
R/615/3544/UNIT33: Applied Practice – Collaborative Project (Mandatory)	5	30	100%	Coursework: Project	n/a	0	Pass/Merit/Dist

Y/615/3559/UNIT47: Branding & Identity (Mandatory)	5	15	100%	Coursework: Portfolio / e- Portfolio	n/a	0	Pass/Merit/Di st
Y/615/3562/UNIT49: Art Direction (Mandatory)	5	15	100%	Coursework: Portfolio / e- Portfolio	Research journal, sketchbook, portfolio of work and reflective evaluation.	0	Pass/Merit/Di st

Study Workload

The HNC/HND in Graphic Design & Illustration will be delivered two and a half days per week, over a 32 week year, comprising of two 16 week semesters. This is well received by students as it works well for those of you who may have other personal and professional commitments.

25 hours per week of independent study to support your achievement on this programme.

Programme Delivery: Learning and Teaching

The HNC / HND programme in Graphic Design & Illustration will enable you to acquire a range of professional attributes, technical and practical skills in addition to academic and subject discipline knowledge. The academic and professional units are taught both through a blend of shared and specialist delivery model, allowing you to interact and collaborate with others across the creative arts curriculums but also as integrated elements of the practice-based assessment briefs thereby emulating and encouraging 'Thinking and Making' elements within the learning process. Alongside the dedicated technical modules there are many aspects of the programme that are designed to provide graduates of the programme with a range of transferable and sustainable skills required to succeed as creative practitioners.

A range of teaching and learning strategies will be used to create an inclusive learning environment and through a series of industry standard assessment briefs you will acquire skills to enable you to produce evidence against each of the learning outcomes across multiple units in each assessment. Most of the learning and teaching will take place in the specialist studio environment, printmaking workshop and digital suites. Providing you with the opportunity to develop your understanding of fundamental design principles, the creative process, ideas development and media experimentation. Working closely with specialist Graphic Design & Illustration tutors and Industry Practitioners you will have the opportunity to acquire relevant knowledge of the creative industries and respond to assignments in a professional way. The remaining delivery will be through a series of common sessions with Art Practice, Fashion & Textiles, Photography topics will include drawing and digital skills, study skills, communication, and presentation techniques. Common sessions with Media will include animation. It is anticipated that these sessions will provide a valuable framework of wider learning which will be fundamental to your progress and contribute to achievement within your specialist assessments.

Specialist Graphic Design & Illustration units will focus on the core skills and attributes required to enable you to acquire subject specific knowledge within your chosen pathway. For example, you may be given an industry assignment to create an editorial design for a contemporary topical issue, using research methods and the design cycle to develop your ideas you would document your journey supporting this with reflective notes and sketches, you would then produce typographic layouts and / or illustrations to visualise the editorial piece. This scenario will target and be graded against specific unit learning outcomes.

Units and learning outcomes will be delivered as part of a project-based learning model which allows you to work through a project through research and problem solving to develop a portfolio of evidence which will take the form of research journals, written reports, sketchbooks, prototypes, developmental work, and design solutions. You will be advised by your tutors the type of evidence you will need to provide for each assessment, an indicative word count will be provided for all units, for studio-based units you will be required submit the practical equivalent of the word count.

Throughout the programme, you will take an active role in your learning through a combination of enquiry, project and problem-based learning, and working collaboratively and in partnership with your fellow students, lecturers and specialist practitioners. This model will support your learning process and enable you to develop as an independent creative practitioner. Seminars, group discussions and peer to peer reviews will encourage the development of analysis, reflective thinking and self-evaluation. Processes such as problem solving, deconstructing, and experimenting are all facilitated within industry relevant assignments.

Programme Delivery: Assessment

Assessment strategies will be varied so that you are able to develop transferable skills such as independence, collaborative working, digital and communication skills as well as subject specific knowledge for preparation into a successful and long-term employment sector.

For the majority of practical units, you will be asked to submit a portfolio which comprises of a body of work including the planning and development stages as well as the final output. Written evidence should also be submitted containing references, creative development and written reflections. Word counts will be provided for all units along with a word count equivalency for practical work.

For many units, the practical demonstration of skills is necessary and, for others, you will need to carry out your own research and analysis, working independently or as part of a team. Overall, you will be assessed using a variety of methods.

- Individual online portfolios/promotion of work
- Group and individually produced artefacts
- Tasks aimed at the assessment of specific skills (for example digital skills, production skills, research skills and skills of application)
- Professional Development
- Practical skills assessment
- Written essays and reports
- Reviews and evaluations
- Individual and group presentations
- Critical self and peer-evaluation

Assessment for learning strategies will include:

- Independent written research to develop arguments, reflection and evaluation.
- Group work to develop problem solving.
- Demonstrating techniques, best recorded as practical task rather than written, such as a demonstration of the mastering process.
- Potential assessment at a local work placement/session: using industry standard resources outside of the institution to demonstrate readiness for employment.
- Review of progress in the form of continuous self-reflection; may include journals, blogs, setting of and achieving targets to improve professional practice.
- The assessment of a project/product, which may include multiple assessments in different formats

You will be expected to evidence a breadth of subject knowledge, supported by industry context. Critical analysis of existing creative outputs, peer work or individual work will evidence engagement in a reflective process supported by engagement in critical debate and argument. Graphic Design & Illustration production skills, technology practices and communication skills will also be assessed in both theoretical and practical demonstrations.

Programme Delivery: Work Based and Placement Learning

The programme provides work-related learning opportunities which are designed to embed and develop a range of transferrable skills to prepare you for employment opportunities in a range of related creative professions. These include skills in spoken, written and visual communication, the ability to manage collaborative and independent projects, creative problem-solving. Assessments are related to scenarios that occur in the industry.

The curriculum team are also working professionals engaged in various aspects of the graphic design & illustration industry, alongside the expertise of the team, local employers will be engaged in certain aspects of the course which will be tailored to your development, skill set and knowledge. External engagement with industry representatives may include:

- field trips to local destinations and environments
- inviting members of the local creative communities to present guest lectures
- using employers to judge the quality of assessed presentations and/or products
- establishing a panel of experts who students can pitch an idea to
- offering live briefs and work opportunities

Programme Delivery: Graduate Skill Development

Upon completion of HNC/D in Graphic Design & Illustration not only do we want to ensure that you have a great qualification but it's important to us that you are fully ready to embark on an exciting career and join our successful graduates working in the creative industries. To ensure this, we've placed an enormous focus on developing and refining graduate attributes through teaching, learning, assessment and engagement with a wide range of peers, employers and other stakeholders. We call these graduate attributes and they're designed to help you prepare for employment and succeed throughout your career.

As a B&FC graduate you'll benefit from these graduate attributes:

- A commitment to lifelong learning and career development
- Collaborative teamwork and leadership skills
- Personal and intellectual autonomy
- Ethical, social and professional understanding
- Communication, information and digital literacies
- Global citizenship
- Research, scholarship and enquiry skills
- Enterprise and entrepreneurial awareness and capabilities

Study Costs: Equipment Requirements

You will need to spend approximately £250 p.a. on basic materials such as brushes, acrylics, marker pens, drawing equipment, sketchbooks etc, as well as an SD card and hard drive. A full list of material requirements will be issued to you after enrolment. You should also be aware that there may be additional costs to consider such as optional educational visits and photocopying/printing.

Study Costs: Additional Costs

There will be a variety of trips and other activities that may incur a small fee, as well as the cost of materials and basic equipment listed above.

Related Courses

The college offers a range of Higher Education programmes in complementary disciplines such as Art Practice, Fashion & Textiles, Photography, Acting, Music, Filmmaking and English which offer avenues for collaborative working with other students. This ethos is at the heart of our Higher Education provision and is something that truly enhances your experience whilst you study, your ability to develop connections, internal and external to the college, and your prospects of landing the employment you seek. In addition, upon completing the course can continue with further study in this field or a related discipline. This avenue allows a more focused approach to your learning and gives you the opportunity to continue your education.