



Programme Specification

GDM-2019: Graphic Design

LU Bachelor of Arts with Honours awarded by Lancaster University (FHEQ Level 6)

Programme Status: Approved | Version: 1

Introduction

This programme specification provides a summary of the main features of the Graphic Design programme and the learning outcomes that you as a student might reasonably be expected to achieve and demonstrate 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 Student Handbook
- B&FC Admissions Policy
- Work based and placement learning handbook (for foundation degrees)
- Student guide to assessment and feedback

Key Programme Information

Programme Code	GDM-2019
Programme Title	Graphic Design
Teaching Institution	Blackpool and The Fylde College
Professional, Statutory and Regulatory Body (PSRB) Accreditation	None
UCAS Code	TBC
Language of Study	English
Version	1
Approval Status	Approved
Approval Date	12 March 2019
JACS Code	
Programme Leader	Michael Lambourne

Programme Awards

Award	Award Type	Level	Awarding Body
LU Bachelor of Arts with Honours	Honours Degree (360 credits)	Level 6	Lancaster University

Programme Overview

Building on a long tradition of design education at the Blackpool School of Art, the BA (Hons) Graphic Design programme has and continues to be one of the most successful programmes in the North-West owing to its connections with local, regional and national design agencies, a strong track record of competition success, graduate progression and employment, and its breadth of analogue and digital curriculum that feeds students' intellectual, creative and entrepreneurial development.

This success has been built on the team's ability to provide an agile industry-facing curriculum that responds to the ever-changing demands of the creative and digital sector. Graphic Design is constantly diversifying due to the impact of newer technologies and interactive and social media such as augmented and virtual reality, which are currently transforming information design and user interfaces.

On this programme, you will have the opportunity to explore and develop specific traditional

craft-based design skills and will be encouraged to apply this learning to newly acquired skills within a broad range of new and emerging technologies and media. In the creative and digital sector and further afield, new ideas are at a premium. They are the life blood of great design, which is why we place experimentation and investigation at the heart of the curriculum and why you will be challenged to push the boundaries of design and investigate the unproven and untried.

With your broad skills, industry connections and growing self-confidence, you will graduate from this programme as an English specialist, able to progress to post-graduate study and meaningful employment, where you will make a significant impact in academic, creative or other professional sectors.

Admission Criteria

Ideally students should have a minimum of 96 UCAS points in an appropriate discipline and GCSE English Language grade C/4 or above (or equivalent). However, if you are a nonstandard student, who has not followed the traditional routes to higher education, we can consider your application on a case by case basis. If you have relevant work experience or can demonstrate a passion and understanding of graphics then we may be able to offer you a place.

Career Options and Progression Opportunities

Upon completing this programme, you will have developed a variety of subject-specific and transferable skills that will allow you to seek employment in a broad range of areas, which include:

Multi-platform Graphic Design careers where you will either work as part of a team or as design entrepreneur who works independently as a freelance practitioner. Jobs in this area include printmaker, animator, front-end web designer, graphic designer and augmented and virtual reality content creator.

Careers in communicative and creative industries – which include: social media and web content producers, digital copywriters, designers and editors, infographic content producers, traditional and digital publishers, user interface designers and mobile application designers.

Employment in advertising, marketing and public relations across the creative sector and myriad industries. As all businesses thrive on getting their message out there, design-centric communication specialists have highly transferable skills that are sought after in a great many professions.

There will also be opportunities for post-graduate study in subject-specific areas such as Graphic Design, Communication, Advertising and PR and Marketing, as well as broader opportunities in Illustration, Fine Art, Photography and Fashion, Education, Computing, Event Management and much more. The University of Salford offers a MA Design for Communication with Industry Experience with full and part time routes, the University of Central Lancashire offer a MA Design and Liverpool John Moores offer an MSc in Digital Integrated Design, as well as a MA in Graphic Design and Illustration. For those wishing to specialise further there are opportunities to study an MA in Animation at Manchester Metropolitan University and a MA in Media Production: Animation.

Programme Aims

- To provide a programme of study which enables students to be creative with an aesthetic sensibility coupled with intellectual enquiry supported by research practices and critical reflection

- To develop understanding of the social, ethical, economic, environmental and vocational and global contexts of graphics production in order to anticipate and respond to change and take advantage of the professional opportunities in the sector

- To provide an experiential active learning context, tailored to aspirations and needs, which explores historical and contemporary, cultural/environmental settings and conventions of graphic design. In so doing, the programme will develop the capacity for independent learning and the development of entrepreneurship and client/audience negotiation skills

- To provide students with an understanding of their own creativity and situated historical and contemporary practices which contribute to their own originality and personal expression

Programme Learning Outcomes

Level 6

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

1. Critically analyse the broad cultural and contextual dimensions of graphics production.
2. Critically evaluate the significance of the work of other creative practitioners in art and design.
3. Critically analyse and evaluate the designers relationship with audiences, clients, markets, environments, users, consumers and or participants.
4. Evaluate the major developments in current and emerging media and technologies in design.
5. Evaluate and critically reflect on the role of ethical practices and intellectual property for design professionals.
6. Critically observe, investigate, enquire and visualise in order to make or produce artefacts and outcomes utilising materials and processes of design.
7. Connect intention, process, outcome, context and methods of dissemination to specific challenges and briefs in design practice.
8. Critically analyse genre, perspectives, information and experiences in order to formulate reasoned arguments and communicate these in visual, oral, and written forms.
9. Create design which illustrates convergent and divergent thinking, paying attention to detail and quality standards.

Programme Structure

Pathway	Module	Level	Credits	Coursework	Practical	Written Exam
Stage 1						
All	C401GDM: Engaging the Archive (Mandatory)	4	20	100%		
	GDM402: Collaborative Approaches to Design Practice (Mandatory)	4	20	100%		
	GDM403: 2D Digital Design (Mandatory)	4	20	100%		
	GDM404: Image Making for Graphic Design (Mandatory)	4	20	100%		
	GDM405: Typographic Style and Structure (Mandatory)	4	20	100%		
	GDM406: Conceptual Thinking in Design Contexts (Mandatory)	4	20	100%		
Stage 2						
All	CS501: Research into Practice (Mandatory)	5	20	67%	33%	
	GDM502: User Experience Design (Mandatory)	5	20	100%		
	GDM503: Animation and Moving Image (Mandatory)	5	20	100%		
	GDM504: Brand Communication (Mandatory)	5	20	100%		
	GDM505: Editorial Layout and Design (Mandatory)	5	20	100%		
	GDM506: 3D Modelling, Lighting and Environments (Mandatory)	5	20	100%		
Stage 3						
All	C601GDM: Independent Research Project (Mandatory)	6	20	100%		
	GDM602: Entrepreneurial Management (Mandatory)	6	20	100%		
	GDM603: Identity and Graphic Design (Mandatory)	6	20	100%		
	GDM604: Design Practice in Emerging Fields (Mandatory)	6	20	100%		
	GDM605: Final Major Project (Mandatory)	6	40	85%	15%	

Course Options

There are no optional modules on this programme.

Study Workload

We typically deliver the programme over three full days per week over a 32 week year, comprising 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.

Whilst taught contact time will reduce as you progress from year to year and become a more autonomous learner, on average you will attend 10.5 hours of taught sessions per week, plus a 1.5 hour Progress Meeting. You will be expected to engage in a minimum of 28.5 hours per week of independent study to support your achievement on this programme.

Programme Delivery: Learning and Teaching

Throughout this programme, you will take an active role in your learning through a combination of enquiry, project and problem-based learning by working in partnership with your fellow students, staff and employers to take ownership of your personal and professional development. This is an approach that has contributed to a high proportion of graduates with First Class and Upper-Second Class honours degrees – as well as an excellent track-record for national competition wins, post-graduate study and graduate employment.

During your studies, we encourage collaborative practice on a range of academic and creative projects with your fellow students and students on other degree programmes to widen your skills for employment and enhance your experience. This includes peer-led research by sharing and critiquing ideas through debate, presentation and written forms, activities to develop sustainable professional practice and entrepreneurship, opportunities to work on live creative briefs with employers and engagement in national competitions – all of which will require the continuous development of analogue and digital skills and an awareness of professional codes of practice..

This approach will provide you with an evolving academic, creative and digital literacy that gives you the skills and confidence to devise and create professional artefacts and develop an in-depth knowledge and understanding of industry trends and contextual factors. We want you to actively participate and take ownership of your learning in order to become 'real world ready'. This will be achieved by engaging with hands-on skills such as screen printing, intaglio printing, package production, and modelling, whilst building confidence in industry-standard software such as the *Adobe Creative Suite*. Sessions will be delivered through tutor led demonstrations, one to one development workshops and group work.

Programme Delivery: Assessment

The programme offers a varied and student-centred approach to assessment that will develop your subject-specific and transferable skills. In first year, you will be encouraged to experiment with research and creative forms – both collaboratively and independently – and will be given plenty of formative opportunities to practice and improve, before summative assessments take place. In second year, assessments will build on the skills embedded at in the first year and will demand a greater degree of autonomy, which will hopefully result in an emerging voice and identity. This will arise through further collaborative practice with peers and staff, as well as the continuation of independent study. In your third and final year you will become increasingly autonomous and will take ownership of your learning to enhance your chances of future employment.

The variety of assessment methods used throughout the programme are: essays and dissertations, creative and digital portfolios – some of which are in response to live briefs and competitions, presentations: Professional Development Portfolios: reflective journals, evaluations and critical reflections. Throughout each of these assessments, you will be formatively assessed through 1:1s, tutor and peer critiques, engagement in digital forums, seminars in class and regular written and verbal communication to help you to develop your academic, creative and professional literacy. This will then inform and enhance the work you produce for summative assessment, which occurs throughout the programme to help you to manage your workload.

Programme Delivery: Work Based and Placement Learning

Whilst work-based learning is not a mandatory part of this degree, the programme is designed to embed and develop a range of transferable and graduate skills that will prepare you for employment opportunities in a range of academic, creative and digital professions. These include skills in spoken, written and visual communication, the ability to manage collaborative and independent projects, creative problem solving, an in-depth knowledge of the ways in which contextual factors influence academic and creative practice, digital and academic literacy and entrepreneurship. In order for you to succeed in a competitive graduate market, we want to embed professional skills and experiences that will enhance your qualifications and CV whilst studying with us. This approach has led to a high proportion of our alumni getting the jobs they want soon after graduating and we hope that your time with us will lead to this success too.

Programme Delivery: Graduate Skill Development

To ensure that we prepare you for your career in an exciting and competitive industry relevant to the broad skillset you will possess when you graduate, our focus on developing and refining graduate attributes through teaching, learning, assessment and engagement with a wide range of peers, employers and other stakeholders, is a key part of this programme's design. Below is an overview of how we seek to embed and develop these skills:

A commitment to lifelong learning and career development:

As a programme that aims to develop students who are active participants in their educational journey, namely, those who have been given the skills to engage in and lead enquiry, project and problem-based learning, it is hoped that this culture of student autonomy, community working and seeking and making connections will instil a commitment to lifelong learning through progression to post-graduate and continuous professional development in the workplace.

Collaborative teamwork and leadership skills

As stated, the ethos of collaborative practice is central to this programme's appeal and is a

highly useful attribute for graduates who are embarking on careers where multi-disciplinary skills are in demand. This is why many of formative and summative assessments are dependent on group work, both within the programme and across curricula. This helps you to develop skills in being a member of a collaborative team, and also helps with leadership skills, as you are able to delegate, switch roles, negotiate and truly enhance your communication skills.

Personal and intellectual autonomy

Personal and intellectual autonomy is the ultimate aim of this programme. Having learnt 'the rules' of academic and creative practice at Level 4, you are increasingly encouraged to lead the way in research, academic writing, presentations, seminars and group tutorials, as well as in the production of original material such as design portfolios and dissertations.

Ethical, social and professional understanding

Studying Graphic Design from the range of perspectives considered on this course helps to foster an awareness of ethical, social and professional understanding. This is achieved throughout contextual studies of language and literature texts at all levels, ethical considerations around the production and consumption of creative work, the ethics of primary research when planning and developing your dissertation and through professional development modules, where you will research industrial codes of practice and liaise with employers to develop a 'real world' understanding of industry.

Communication, information and digital literacies

As a graduate who specialises in researching, writing and presenting contemporary and classical ideas pertinent to language, literature and writing, the development of skills in communication, the ability identify, judge and present information, and the mastery of digital literacy through multi-platform design and professional practice modules, are central to your graduate attributes.

Global citizenship

Throughout this programme, global citizenship is a framework for learning that is promoted in class through contextual studies into the creation and reception of traditional and digital texts. The cultural focus of this degree allows you to reflect on a wide range of approaches to texts, ideologies, situations and conditions, encouraging you to evaluate and re-evaluate your global citizenship.

Research, scholarship and enquiry skills

As a Graphic Design graduate, you will specialise in cutting-edge research that dissects, challenges and develops (or at least contributes to) new ways of thinking through written, presentational and creative work that has enquiry and project-based learning at its heart. In addition, you will be encouraged to share your scholarly practice in small group settings, across programmes, at college-wide events and even external events, which will significantly contribute to your employability and confidence as an emerging specialist in your subject.

Enterprise and entrepreneurial awareness and capabilities

On this degree, as well as developing a credible and confident voice in academic and creative practice, you will learn how to direct and amplify these skills to engage in entrepreneurial practice and skill building that will prepare you for careers in freelance design, self-publication, as well as providing strategies to set up a successful business.

Study Costs: Equipment Requirements

Essential additional costs for this programme are minimal and we make a considerable effort to provide in-class resources and a good library stock. However, when you are embarking on creative projects and exhibition work, for instance, the purchase of some art supplies will be required to realise your creative outcomes, but these costs are minimal and infrequent. In terms of other potential costs, you may wish to purchase books and/or other resources, but this is not essential as we try to ensure that an adequate quantity of core and secondary texts are available to borrow.

Study Costs: Additional Costs

Each year you will be encouraged to participate in two programme outings. These will not be mandatory yet will give you the opportunity to experience real working environments gaining insight into professional culture and daily routines.

Related Courses

The college offers Further and Higher Education in complementary programmes such as the BA (Hons) Filmmaking, BA (Hons) Photography and BA (Hons) Fine Art Professional Practice, which offer avenues for collaborative, inter-disciplinary project work – something that has been referred to throughout this specification. 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 graduate job you seek. In addition, owing to our accreditation with Lancaster University, progression upon completing the course can continue with post-graduate 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.