

COURSE SPECIFICATION - BA (Hons) Graphic Design



1. General information

Course Title	BA (Hons) Graphic Design
UCAS code	W214
Course / Award Title	BA (Hons)
Awarding Institution	Leeds Arts University
Institution at which course is delivered	Leeds Arts University
Professional Accreditation (if applicable)	ScreenSkills Quality Mark
Relevant QAA Benchmark(s)	Art & Design Subject Benchmark Statement 2019
Date of most recent review/approval (for new courses)	March 2021
Date of next review	2026-27

Awards	Credits	Duration	Mode of study
BA (Hons) Graphic Design	360 (180 ECTS)	3 years	FT
BA Graphic Design*	300 (150 ECTS)	3 years	FT
DipHE in Graphic Design*	240 (120 ECTS)	2 years	FT
CertHE in Graphic Design*	120 (60 ECTS)	1 year	FT
*Exit award only			

2. Course Aims

This course aims to provide you with:

- A dynamic and challenging design education in a stimulating creative environment.
- A specialised course of study in contemporary graphic design practice.
- The opportunity to develop creatively and professionally relevant practical and conceptual skills in the application of graphic design.
- A course of study that encourages critical, analytical and reflective approaches to graphic design practice.
- A professional understanding of the role of graphic designer in relation to the creative industries within a global context, through ongoing professional engagement with industry.
- An insight into the ethical principles of graphic design and the skills to explore the ethical and sustainable impact of your design practice.

- The ability to use intellectual and practical skills for independent and professional practice.
- The opportunity to develop a professionally relevant practice of graphic design through individual and collaborative design practice.
- The knowledge and understanding to apply your learning to a range of different professional environments and communities of creative practice and beyond.

3. Distinctive Features

Distinctive features of the course:

We believe that a Graphic Design graduate should be creatively capable, critically informed, professionally aware, and culturally sensitive. You should not only have an awareness of the opportunities available to you, but the confidence and understanding to make informed decisions about your future, whether it is preparing for industry or further study. With this in mind, we have developed a distinctive course which is creatively ambitious, professionally relevant and research focussed.

Collaboration is central to the course's ethos and important in the development of your design practice. We believe that an individual's understanding of the collaborative role of the designer and appreciation of the interdisciplinary nature of contemporary design practices is significant for a successful engagement with the creative industries. Through group work, collaborative briefs and peer feedback, you will learn how to work as part of a team and identify your role within the design community. You will be introduced to the ethical principles of graphic design and the skills necessary to evaluate the ethical and sustainable impact of your own work.

External engagement is key to the course. We actively seek a range of visiting professionals from industry and academia that represent the diversity of creative community and the student cohort. They will run workshops on specialist features of their research and practice, deliver studio talks, and set live briefs.

We solve problems through design and we encourage an increasingly individual exploration of processes and practices. This investigation takes place practically through materials and process, and theoretically through research and analysis, and is rooted in professional practice. The relationship between critical theory, professional contexts and design practice is key.

4. Course Structure

4a. Module Framework

Level 4	Credit Points	ECTS	Learning Hours
LAUGD401 Design Practice and Exploration	30	15	300
LAUGD402 Design Practice and Industry 1	30	15	300
LAUGD403 Design Practice 1	30	15	300
LAUGD404 Design Practice and Theory 1	30	15	300
Level 5	Credit Points	ECTS	Learning Hours
LAUGD501 Design Practice 2	30	15	300
LAUGD502 Design Practice and Industry 2	30	15	300
LAUGD503 Design Practice and Theory 2	60	30	600
Level 6	Credit Points	ECTS	Learning Hours

LAUGD601 Design Practice and Theory 3	60	30	600
LAUGD602 Design Practice and Industry 3	60	30	600

4b. Course Map / Structure

Level 4		
Semester One	Design Practice and Exploration (LAUGD401) <i>30 credits</i>	Design Practice and Industry 1 (LAUGD402) <i>30 credits</i>
Semester Two	Design Practice 1 (LAUGD403) <i>30 credits</i>	Design Practice and Theory 1 (LAUGD404) <i>30 credits</i>
120 credits (60 ECTS credits)		Certificate of Higher Education (Exit Award)

Level 5		
Semester One	Design Practice 2 (LAUGD501) <i>30 credits</i>	Design Practice and Industry 2 (LAUGD502) <i>30 credits</i>
Semester Two	Design Practice and Theory 2 (LAUGD503) <i>60 credits</i>	
120 credits (60 ECTS credits)		Diploma of Higher Education (Exit Award)

Level 6		
Semester One	Design Practice and Theory 3 (LAUGD601) <i>60 credits</i>	
Semester Two	Design Practice and Industry 3 (LAUGD602) <i>60 credits</i>	
120 credits (60 ECTS credits)		BA (Hons) Graphic Design (Exit Award)

*Students who fail to complete 360 credits but have accumulated no fewer than 300 credits will be awarded an Ordinary degree.

5. Course Learning Outcomes

Learning is assessed at each level of the course. This develops from introductory work within the specialism of the course at level 4, through development of skills and ideas at level 5, progressing to application and synthesis of skills, originality, and theory in practice at level 6 as indicated by the FHEQ qualification descriptors.

Course Learning Outcomes (CLOs) comprise the Level Learning Outcomes, which define what you are expected to be able to do on completion of each level. Level Learning Outcomes are achieved through successfully completing all modules at that level. Expectations for your learning are expressed within each module.

Level 4 (CertHE)

Level Learning Outcomes	Modules
By the end of Level 4, you will be expected to:	
4.1 Identify the contexts of graphic design through practical, theoretical and contextual exploration.	LAUGD402, 404
4.2 Employ creative problem solving in response to a design problem.	LAUGD401, 402, 403, 404
4.3 Explore materials, media, processes and technologies that demonstrate a visual and practical appropriate to graphic design practice.	LAUGD401, 403, 404
4.4 Identify a range of communication and documentation mediums and methods appropriate to the subject discipline.	LAUGD401, 402, 404
4.5 Create written responses, creative outcomes and design solutions appropriate to the professional and wider contexts of graphic design.	LAUGD402, 403, 404

Level 5 (DipHE)

Level Learning Outcomes	Modules
By the end of Level 5, you will be expected to:	
5.1 Evaluate the wider context of graphic design through practical, theoretical and contextual exploration, in response to a design problem.	LAUGD501, 502, 503
5.2 Select a series of self-determined design briefs which demonstrate the position of your developing graphic design practice.	LAUGD501, 502, 503
5.3 Explore and apply a range of materials, media, processes and technologies to demonstrate visual and practical skills appropriate to the graphic design discipline, in relation to a set brief.	LAUGD501, 503
5.4 Examine strategies that solve creative problems in response to a design problem or brief.	LAUGD501, 503
5.5 Apply professional communication and documentation mediums and methods appropriate to the subject discipline.	LAUGD502, 503
5.6 Develop and document skills required to work collaboratively in response to a design problem.	LAUGD502
5.7 Create a range of written responses, creative outcomes and design solutions appropriate to the professional and wider contexts of graphic design which identify your position within the creative sector.	LAUGD502, 503

Level 6 (BA Hons)

Level Learning Outcomes	Modules
By the end of Level 6, you will be expected to:	
6.1 Independently evaluate the wider context graphic design through practical, theoretical and contextual research, in application to a self-determined design problem.	LAUGD601
6.2 Source, select and create a series of self-determined design briefs which demonstrate a clear knowledge and understanding of the position of your design practice.	LAUGD602
6.3 Select and effectively apply communication and documentation methods that demonstrate your ability direct a range of self-determined design briefs.	LAUGD601, 602
6.4 Explore, compare and assess range of materials, media, processes and technologies at the forefront of the discipline that demonstrate visual and practical skill appropriate to graphic design practice.	LAUGD601, 602
6.5 Formulate and apply strategies that solve creative problems in response to a self-determined design problem or brief.	LAUGD601, 602
6.6 Evaluate and employ a range of appropriate communication and promotional methods, which present yourself in a manner appropriate to a professional practitioner.	LAUGD602
6.7 Employ sound communication skills to support collaborative practice as a means to resolving a design problem.	LAUGD602
6.8 Create an extended range of written responses, creative outcomes and design solutions appropriate to the professional and wider contexts of graphic design, which clearly identify the position of your individual practice with the creative sector.	LAUGD601, 602

6. Teaching, Learning and Assessment Strategies

Our overall approach to engagement is outlined in our statement on [Undergraduate Teaching & Learning at Leeds Arts University](#).

6a. Teaching and Learning

Level 4

Level 4 supports the opportunity for an introduction and wider exploration of practical and technical practices. There is a focus on the fundamental practical skills, theoretical knowledge and contextual awareness underpinned by the development of a breadth of approaches to evaluation and reflection. You will be introduced to the ethical principles of graphic design and the skills necessary to explore the ethical and sustainable impact of your own work.

Introducing and discussing the relationship between individual and collaborative practice, theoretical and practical research, and the role of the Graphic Designer as problem solver and from day one the course will help you to identify and explore your own creative ambitions within the specialism of graphic design.

Level 5

Level 5 creates an increased level of understanding into the specialist practical and technical skillset from within the graphic design discipline and a greater awareness of individual contexts and ethical position of your practice. The delivery of specialist practical skills relating to the production and distribution of design solutions, through print and digital media, will ensure that you are developing an industrially relevant understanding of graphic design practices. You will be introduced to creative opportunities, professional demands and social responsibilities from the subject discipline. You will explore and discuss the ethical and sustainable dimensions of your own work and the work of others in a great depth, embedding these discussions within contemporary design debates. Your examination into the theoretical and professional contexts of individual design practices underpins an increasingly independent approach to content development. Time planning and project management skills are significant as you work independently as well as collaboratively to establish individual concerns and creative ambitions in preparation for study at Level 6.

In addition to creative skills, there will be Employability Enrichment Activities which will offer essential non-creative skills and attributes that graduate employers expect graduates to demonstrate, such as pitching, project management and collaboration. These skills are supported at course level and integrated into all the modules.

Level 6

Level 6 focuses on the synthesis of self-initiated practical, theoretical and professional contexts. You will be supported to create a sustained, independent and strategic approach to the research, development, resolution and evaluation of a body of design work that demonstrates an understanding of the global, social, cultural, ethical and commercial contexts of your design practice. You will explore the depth the self-identified areas of specialism and personal interests and apply project management skill, skill sharing and embed collaboration. The modules offer the opportunity to develop an integrated and informed strategy for progression into industry and further study. You will examine, evaluate and apply sound ethical judgements to your primary research strategies and sustainable approaches your design practice using analytical and reflective approaches to graphic design practice.

6b. Assessment

The aim of assessment is to inform you of your individual progress as you work through the course. Feedback is an essential element of assessment and explained in more detail in 6c. Assessment also ensures that you are meeting the required academic standards for the award.

Assessment reflects the teaching and learning content and is an integral part of the learning process. Specific assessment strategies and submission requirements are explained in the brief/s that you will receive at the start of each module. Assessment is designed to reflect creative and academic practice and is aligned with the appropriate level of study. As far as possible assessment will be authentic in simulating professional practices.

The Leeds Arts University assessment approach regards ‘performance’ as the key term for the diverse creative outputs submitted in assessment across its provision. Your creative output therefore, is the performance of your learning, and will demonstrate the extent to which you have learned, developed, assimilated and mediated your knowledge, understanding and skills into appropriate forms for submission requirements. You will evidence module expectations, as expressed as ‘what you are expected to learn’ in module specifications.

The assessment of the modules is holistic; all material presented for assessment in each module is taken as a whole and a single mark is arrived at. Most assessment is by portfolio submission, the exact nature and content of which is determined by the subject matter, content and learning expectations for each module and is specified in your module briefs.

Your work will be assessed holistically using the undergraduate Assessment Criteria and Marking Scheme. These are used to evaluate your learning against the learning expectations specified for each module. Levels are clearly differentiated by learning outcomes, module expectations, teaching and learning approaches and assessment design.

6c. Feedback

Tutors will provide feedback, both in support of your ongoing development, as well as in direct response to your work formally within assessment contexts.

Provision of ongoing feedback - defined as information communicated to students with the intention of improving learning - is a significant and distinctive strength of the course. It is demonstrated through frequent and ongoing discussions between staff and students.

Fellow students will provide you with feedback as part of the peer review process. You will be asked to feedback on each other's work and this may take the format of group discussions, one-to-one pairings or via online discussion forums.

You will have the opportunity to receive feedback from industry throughout the course. This may include input on live briefs and pitches, as well as advice on building your portfolio.

Formative

You will receive formative feedback on your progress throughout the module in a number of ways. You will partake in ongoing evaluation within the teaching and learning on the course, developing skills in reflection and dialogue and you will receive ongoing formative feedback from the teaching staff and peers. All of the modules on this course contain formal formative feedback sessions using the assessment criteria where you will receive feedback on your progress to meet this developmental aim.

Examples of formative feedback include (without being limited to):

- Peer Reviews
- Group Tutorials
- Individual Progress Tutorials

Summative

At the end of the module you will receive summative feedback represented by a grade with tutor comments on your work. This feedback will help you to understand how you performed on the module, clarify your strengths and identify areas for further consideration.