

# BA (Hons) Graphic Communication

- [Exemptions](#)
- [Programme Overview](#)
- [Programme Aims](#)
- [Programme Intended Learning Outcomes \(ILOs\)](#)
- [Programme Content](#)
- [Assessment Methods](#)
- [Work Experience and Placement Opportunities](#)
- [Graduate Attributes](#)
- [Modifications](#)
- [Appendix 1: Programme Structure Diagram – BA \(Hons\) Graphic Communication](#)
- [Appendix 2: Map of Intended Learning Outcomes](#)
- [Appendix 3: Map of Summative Assessment Tasks by Module](#)
- [Appendix 4: Module Descriptors](#)

|  |   |
|--|---|
| Awarding institution                     | Bath Spa University   |
| Teaching institution                     | Bath Spa University   |
| School                                   | School of Design  |
| Main campus                              | Locksbrook Road Campus  |
| Other sites of delivery                  | Sion Hill Campus  |
| Other Schools involved in delivery       | N/A   |
|  |   |
| Name of award(s)                         | Graphic Communication   |
| Qualification (final award)              | BA (Hons)   |
| Intermediate awards available            | CertHE, DipHE, BA   |
| Routes available                         | Single  |
| Professional Placement Year              | Available (optional 4 years)  |
| Duration of award                        | 3 years full-time<br>4 years full-time (with Professional Placement Year) |
| Modes of delivery offered                | Campus-based  |
| Regulatory Scheme[1]                     | Undergraduate Academic Framework  |
| Exemptions from regulations/framework[2] | No  |
|  |   |

|   |  |
|---|--|
| Professional, Statutory and Regulatory Body accreditation                 | N/A  |
| Date of most recent PSRB approval<br>(month and year)                     | N/A  |
| Renewal of PSRB approval due (month and year)                             | N/A  |
|   |  |
| UCAS code   | W200<br>S168 (with Professional Placement Year)    |
| Route code (SITS)   | GCSPSSIN (3 year course) GCPSSINSW (4 year course) |
| Relevant QAA Subject Benchmark Statements (including date of publication) | Art & Design (February 2017)                       |
| Date of most recent approval  | June 2018  |
| Date specification last updated   | June 2018  |

[1] This should also be read in conjunction with the University's Qualifications Framework

[2] See section on 'Exemptions'

## Exemptions

The following exemptions are in place:

| Programme /Pathway               | Regulations /Framework           | Brief description of variance                              | Approving body and date                                |
|----------------------------------|----------------------------------|--|--|
| BA (Hons) Graphic Communications | Undergraduate Academic Framework | Exemption requested to depart from Framework Paragraph 1.4 | Academic Quality Standards Committee, 12 December 2018 |

[Back to top](#)

## Programme Overview

The programme provides a carefully structured and comprehensive set of both practical and theoretical experiences each designed to enable you to develop as an innovative, thoughtful and unique Graphic Communicator.

Our Studio modules prepare you for the complex and interdisciplinary nature of Graphic Communication by developing skills in typography and image making – illustration, collage, photography, animation and video. You will work with both analogue and digital technologies exploring the potential for type and images in print, time-based and interactive media (websites, apps). You are taught in a range of methods: tutored studio time (led by practising designers and illustrators who are also experienced lecturers) will develop your form making ability, while technical workshops develop craft skills in areas as varied as printmaking, screen printing, digital photography and coding for interactivity.

Modules in Professional Development provide opportunities to investigate the design industry through a professional lecture series (visiting professional speakers), seminars as well as visits to printers and design studios. National and optional international visits to museums, galleries provide a context for your developing practice. Historical and Contextual Study modules will help you develop your critical and analytical abilities through an investigation of theoretical and cultural perspectives. At Level 5 there are options to study abroad at selected universities in Europe and further field; USA, China, Japan, Australia for example. Alternatively at Levels 5 and 6 there are options to choose modules outside of the programme and the option of a professional placement year.

We offer a professional education to prepare you for the multifaceted nature of contemporary practice. A programme where you can choose to specialise (as an illustrator, typographer or animator), or to develop a more integrated approach as a graphic designer or art director.

[Back to top](#)

## Programme Aims

1. Develop graphic communicators with both the practical and intellectual skills to develop professional careers within the creative industries
2. Provide students with both historical and contemporary contexts for their practice
3. Embed the appropriate research and analytical methods necessary to address complex graphic communication problems
4. Encourage students to develop independent critical judgment and facilitate a unique artistic voice
5. Foster the skills for successful and sustainable professional collaborations with others both inside and outside the discipline
6. Enable students to generate useful networks at local, national and international levels to enhance career opportunities
7. Build a comprehensive digital skillset to produce professional level graphic communication outcomes

[Back to top](#)

## Programme Intended Learning Outcomes (ILOs)

### A Subject-Specific Skills and Knowledge

|    | <b>Programme Intended Learning Outcomes (ILOs)</b><br><br><b>On Achieving Level 6</b>  | <b>On Achieving Level 5</b>   | <b>On Achieving Level 4</b>   |
|----|--|---|---|
| A1 | Systematic knowledge of 2D, 4D (time based) and/or interactive design  | Apply knowledge of 2D and 4D (time based) concepts to the research of interactive media   | Knowledge of the underlying concepts of 2D and/or 4D (time based) design thinking                           |
| A2 | Accurately employ 2D, 4D and/or interactive technical processes to solve contemporary graphic communication problems   | Evaluate critically 2D and 4D (time based) technical processes to generate interactive outcomes   | An ability to select and employ appropriate 2D and/or 4D technical processes                                |
| A3 | Critically employ skills in: image making and/or typography producing graphic form solving graphic communication problems  | An ability to effectively produce image making/typography graphic form to static, dynamic and/or interactive media  | An ability to produce image making /typographic graphic form  |
| A4 | Critical application of marketing and promotional tools and skills   | Evaluate critically marketing and promotional opportunities relating to your personal career goals  | Knowledge of marketing and promotional platforms for career facilitation                                    |
| A5 | An ability to employ a systematic understanding of design practice with specialised and non- specialised audiences   | Critical understanding of practice in the context the design and creative industries  | Understanding of the value of design and the creative industries  |
| A6 | Ability to critically employ historical and theoretical perspectives, undertake critical evaluation of the creative process, and to engage in contemporary debates in visual and material culture and wider society. | Ability to effectively employ historical and theoretical perspectives, reflect effectively on the creative process, and analyse contemporary issues in visual and material culture and wider society. | Ability to investigate selected historical and theoretical connections and reflect on the creative process. |

### B Cognitive and Intellectual Skills

|    | <b>Programme Intended Learning Outcomes (ILOs)</b><br><br><b>On Achieving Level 6</b>  | <b>On Achieving Level 5</b>  | <b>On Achieving Level 4</b>  |
|----|--|--|--|
| B1 | Exercise independent judgment about your work and that of others   | Analyse and communicate graphic communication principles and concepts, recognising competing perspectives.   | Identification of the key principles and concepts of Graphic Communication                                       |
| B2 | Employ in-depth research strategically to expand and inform ideas and knowledge, and to deepen understanding of human experience | Undertake research to develop ideas and explores new or existing practice. Uses appropriate theoretical models to judge the significance of the information collected. | Ability to find a focus for enquiry and undertakes research strategies.  |
| B3 | Integrate theory and practice in critical and creative engagement with the Design subject  | Collect and synthesise information to inform a choice of solutions to problems in unfamiliar contexts.   | Recognise the value of primary and secondary sources and employs these to inform the context of final outcomes.  |
| B4 | Engage information to construct informed arguments and contribute to current debates in Graphic Communication                    | Analyse a range of information, comparing alternative methods and techniques. Is able to debate the pros and cons of various approaches and outcomes.                  | Realisation of the distinctive nature of 'design thinking' and its value when applied to communication problems. |

### **C Skills for Life and Work**

|    | <b>Programme Intended Learning Outcomes (ILOs)</b><br><br><b>On Achieving Level 6</b>   | <b>On Achieving Level 5</b>  | <b>On Achieving Level 4</b>   |
|----|---|--|---|
| C1 | Autonomous learning[3] (including time management) that shows the exercise of initiative and personal responsibility and enables decision-making in complex and unpredictable contexts. | Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility and decision-making such that significant responsibility within organisations could be assumed. | Autonomous learning (including time management) as would be necessary for employment requiring the exercise of personal responsibility. |
| C2 | Team working skills necessary to flourish in the global workplace with an ability to both work in and lead teams effectively.   | Team work as would be necessary for employment requiring the exercise of personal responsibility and decision-making for effective work with others such that significant responsibility within organisations could be assumed.        | Team work as would be necessary for employment requiring the exercise of personal responsibility for effective work with others.        |

|    |   |  |   |
|----|---|--|---|
| C3 | Communication skills that ensure information, ideas, problems and solutions are communicated effectively and clearly to both specialist and non-specialist audiences. | Communication skills commensurate with the effective communication of information, arguments and analysis in a variety of forms to specialist and non-specialist audiences in which key techniques of the discipline are deployed effectively. | Communication skills that demonstrate an ability to communicate outcomes accurately and reliably and with structured and coherent arguments.  |
| C4 | IT skills and digital literacy that demonstrate core competences and are commensurate with an ability to work at the interface of creativity and new technologies.    | IT skills and digital literacy that demonstrate the development of existing skills and the acquisition of new competences.   | IT skills and digital literacy that provide a platform from which further training can be undertaken to enable development of new skills within a structured and managed environment. |

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[3] i.e. the ability to review, direct and manage one's own workload

[Back to top](#)

## Programme Content

This programme comprises the following modules

### Key:

Core = C

Required = R

Required\* = R\*

Optional = O

Not available for this status = N/A

If a particular status is greyed out, it is not offered for this programme.

| BA (Hons) GRAPHIC COMMUNICATION |             |   |         | Status |       |       |       |
|---------------------------------|-------------|---|---------|--------|-------|-------|-------|
| Level                           | Code        | Title   | Credits | Single | Major | Joint | Minor |
| 4                               | GCO4000-40  | Design Principles — type & image                        | 40      | C      |       |       |       |
| 4                               | GCO4002-40  | Designing With Time — type & image                      | 40      | C      |       |       |       |
| 4                               | GCO4001-20  | Professional Development 1                              | 20      | C      |       |       |       |
| 4                               | HAC4002-20  | Introduction to Visual and Material Culture: Design     | 20      | C      |       |       |       |
| 5                               | GCO5000-40  | Interactivity with type & image                         | 40      | C      |       |       |       |
| 5                               | GCO5001-20  | Professional Development 2                              | 20      | O      |       |       |       |
| 5                               | GCO5002-20  | Graphic Communication — social good                     | 20      | R*     |       |       |       |
| 5                               | GCO5003-20  | Graphic Communication — culture                         | 20      | R*     |       |       |       |
| 5                               | GCO5004-20  | Graphic Communication —commerce                         | 20      | R*     |       |       |       |
| 5                               | HAC5105- 20 | Graphic Communication: Contemporary Issues and Practice | 20      | C      |       |       |       |
| 5                               | PPY5100-120 | Professional Placement Year                             | 120     | O      |       |       |       |
| 6                               | GCO6000-20  | Independent Practice 1                                  | 20      | C      |       |       |       |
| 6                               | GCO6001-20  | Professional Development 3                              | 20      | O      |       |       |       |
| 6                               | HAC6100- 20 | Visual and Material Culture: Final Study                | 20      | C      |       |       |       |
| 6                               | GCO6002-60  | Independent Practice 2                                  | 60      | C      |       |       |       |

*R\*, students select two of the three GC level 5 semester 2 modules.*



[Back to top](#)

## **Assessment Methods**

A range of summative assessment tasks will be used to test the Intended Learning Outcomes in each module. These are indicated in the attached assessment map, which shows which tasks are used in which modules.

Students will be supported in their development towards summative assessment by appropriate formative exercises.

Please note: if you choose an optional module from outside this programme, you may be required to undertake a summative assessment task that does not appear in the assessment grid here in order to pass that module.

[Back to top](#)

## Work Experience and Placement Opportunities

- There are Professional Development modules at each level (20 credits at each level) that introduce and investigate the Graphic Communication industries from a career perspective.
- Students have the option of a sandwich year between levels 5 and 6 where they can do a work placement (see below).
- There are external and industry engagement opportunities at level 6 Studio Module: Independent Practice 2.
- Students who develop freelance work during the course can submit a reflective text on their experience as part of the Professional Development Dossier.
- The course engages with industry partners (design agencies and creative industry opportunities) on a case-by-case basis.

In addition to the course external projects, you will have the opportunity to consider undertaking the Professional Placement Year (module PPY5100). This is coordinated and supported by the Careers and Enterprise team, and you will also be assigned a Professional Placement Year tutor.

In advance of starting a Professional Placement Year, the module preparation provides you with the opportunity to create a Development Plan, to identify, apply for, and secure the professional experience, normally comprising of 1-3 placements.

During the Professional Placement Year, you would commit to working for the external organisation/s for a period of 9-13 months, between the second and third year of your course.

At the start of your final year, you return to university and submit a Placement Report detailing your development on placement. By successfully completing the module, you are entitled to the addition of “with Professional Placement Year” to your degree title, evidencing your work and outcomes in respect of your placement, and demonstrating your ability to secure and sustain graduate-level employment.

[Back to top](#)

## Graduate Attributes

|   | Bath Spa Graduates...  | In Graphic Communication, we enable this...  |
|---|--|--|
| 1 | Will be employable: equipped with the skills necessary to flourish in the global workplace, able to work in and lead teams             | By embedding professional practice into modules on all courses; utilising collaborative design projects to offer opportunities for teamwork and leadership; engaging all students in live industry projects; actively engaging external input throughout all courses |
| 2 | Will be able to understand and manage complexity, diversity and change   | By having a curriculum that enables students to apply their creative and technical skills to diverse design opportunities and problems; developing project management skills; engaging with a contemporary social and cultural context                               |
| 3 | Will be creative: able to innovate and to solve problems by working across disciplines as professional or artistic practitioners       | By encouraging experimentation and taking creative risks throughout each discipline; thinking and problem solving through making; collaborating across disciplines and fields; working across materials and contexts   |
| 4 | Will be digitally literate: able to work at the interface of creativity and technology   | By immersing students in software driven ways of planning and creating; developing students' skills in specialist digital design and making processes; utilising and driving digital platforms to promote, converse and explore a design practice                    |
| 5 | Will be internationally networked: either by studying abroad for part of their programme, or studying alongside students from overseas | By offering study abroad opportunities; international field trips; studying alongside overseas students.   |
| 6 | Will be creative thinkers, doers and makers  | By ensuring that creative practice and confident attitudes to experimentation are expectations of all students; encouraging and delivering innovation; having practicebased courses that all have 'thinking through making' at their heart                           |
| 7 | Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy                   | By having all modules contain research; Historical and Critical Studies as a key component across all courses, embedding theory with practice and developing written analytical skills; visual and written opportunities for discussion and presentation             |
| 8 | Will be ethically aware: prepared for citizenship in a local, national and global context  | By exploring wider design issues that have impact at all levels; exercising responsibility and consideration of others; taking part in international opportunities and projects; embedding sustainability and ethics into design briefs and context                  |

[Back to top](#)

## Modifications

### Module-level modifications

| Code | Title | Nature of modification | Date(s) of approval and approving bodies | Date modification comes into effect |
|------|-------|------------------------|--|-------------------------------------|
|      |       |                        |  |                                     |
|      |       |                        |  |                                     |
|      |       |                        |  |                                     |
|      |       |                        |  |                                     |

### Programme-level modifications

| Nature of modification | Date(s) of approval and approving bodies | Date modification comes into effect |
|------------------------|--|-------------------------------------|
|                        |  |                                     |
|                        |  |                                     |
|                        |  |                                     |
|                        |  |                                     |

[Back to top](#)

## Attached as appendices:

1. Programme structure diagram
2. Map of module outcomes to level/programme outcomes
3. Assessment map
4. Module descriptors

[Back to top](#)

## Appendix 1: Programme Structure Diagram – BA (Hons) Graphic Communication

### Level 4

| Semester 1                                   | Semester 2  |
|--|---|
| Design Principles — type & image, 40 credits | Designing With Time — type & image, 40 credits                  |
| Professional Development 1, 20 credits       | Introduction to Visual and Material Culture: Design, 20 credits |

### Level 5

| Semester 1                                  | Semester 2 ( <i>students select two of the three Graphic Communication level 5 semester 2 modules</i> ) |
|---|---|
| Interactivity with type & image, 40 credits | Graphic Communication — social good, 20 credits   |
|   | Graphic Communication — culture, 20 credits   |
|   | Graphic Communication — commerce, 20 credits  |
| Professional Development 2, 20 credits      | Graphic Communication: Contemporary Issues and Practice, 20 credits                                     |

Professional Placement Year (120, optional)

### Level 6

| Semester 1   | Semester 2                         |
|--|------------------------------------|
| Independent Practice 1, 20 credits                   | Independent Practice 2, 60 credits |
| Professional Development 3, 20 credits               |                                    |
| Visual and Material Culture: Final Study, 20 credits |                                    |

[Back to top](#)

## Appendix 2: Map of Intended Learning Outcomes

| Level | Module Code  | Module Title  | Status (C,R,R*,O)[4] | Intended Learning Outcomes            |    |    |    |    |    |                                   |    |    |    |                          |    |    |    |
|-------|--------------|---|----------------------|---------------------------------------|----|----|----|----|----|-----------------------------------|----|----|----|--------------------------|----|----|----|
|       |              |   |                      | Subject-specific Skills and Knowledge |    |    |    |    |    | Cognitive and Intellectual Skills |    |    |    | Skills for Life and Work |    |    |    |
|       |              |   |                      | A1                                    | A2 | A3 | A4 | A5 | A6 | B1                                | B2 | B3 | B4 | C1                       | C2 | C3 | C4 |
| 4     | GCO4000- 40  | Design Principles – type and image                      | C                    | x                                     | x  | x  |    |    |    | x                                 | x  | x  | x  | x                        |    | x  |    |
| 4     | GCO4002-40   | Designing with Time – type and image                    | C                    | x                                     | x  | x  |    |    |    | x                                 | x  | x  | x  | x                        |    | x  | x  |
| 4     | GCO4001- 20  | Professional Development 1                              | C                    |                                       |    |    | x  | x  |    | x                                 | x  | x  | x  | x                        | x  | x  | x  |
| 4     | HAC4002-20   | Introduction to Visual and Material Culture: Design     | C                    |                                       |    |    |    | x  | x  | x                                 |    | x  |    | x                        |    | x  |    |
| 5     | GCO5000- 40  | Interactivity with type and image                       | C                    | x                                     | x  | x  |    |    |    | x                                 | x  | x  | x  | x                        | x  | x  | x  |
| 5     | GCO5004- 20  | Graphic Communication – commerce                        | R*                   | x                                     | x  | x  | x  |    |    | x                                 | x  | x  | x  | x                        |    | x  | x  |
| 5     | GCO5003- 20  | Graphic Communication – culture                         | R*                   | x                                     | x  | x  | x  |    |    | x                                 | x  | x  | x  | x                        |    | x  | x  |
| 5     | GCO5002- 20  | Graphic Communication – social good                     | R*                   | x                                     | x  | x  | x  |    |    | x                                 | x  | x  | x  | x                        |    | x  | x  |
| 5     | GCO5001- 20  | Professional Development 2                              | O                    |                                       |    |    | x  | x  |    |                                   | x  |    |    | x                        | x  | x  |    |
| 5     | HAC5105- 20  | Graphic Communication: Contemporary Issues and Practice | C                    |                                       |    |    |    | x  | x  | x                                 |    | x  |    | x                        |    | x  |    |
| 5     | PPY5100- 120 | Professional Placement Year                             | O                    |                                       |    |    |    |    |    |                                   |    |    |    | x                        | x  | x  | x  |
| 6     | GCO6000- 20  | Independent Practice 1                                  | C                    | x                                     | x  | x  |    | x  |    | x                                 | x  | x  | x  | x                        |    | x  | x  |
| 6     | GCO6002-60   | Independent Practice 2                                  | C                    | x                                     | x  | x  | x  | x  |    | x                                 | x  | x  | x  | x                        | x  | x  | x  |
| 6     | GCO6001- 20  | Professional Development 3                              | O                    |                                       |    | x  | x  | x  |    | x                                 | x  |    | x  | x                        | x  | x  |    |
| 6     | HAC6100-20   | Visual and Material Culture: Final Study                | C                    |                                       |    |    |    | x  | x  |                                   | x  | x  |    | x                        |    | x  |    |

[4] C= Core; R\* = Required\*; R = Required; O = Optional

[Back to top](#)



### Appendix 3: Map of Summative Assessment Tasks by Module

| Level | Module Code | Module Title  | Status (C,R,R*,O)[5] | Assessment method |              |       |         |           |           |             |                   |                  |              |                     |                     |                      |                        |
|-------|-------------|---|----------------------|-------------------|--------------|-------|---------|-----------|-----------|-------------|-------------------|------------------|--------------|---------------------|---------------------|----------------------|------------------------|
|       |             |   |                      | Coursework        |              |       |         |           | Practical |             |                   |                  |              | Written Examination |                     |                      |                        |
|       |             |   |                      | Composition       | Dissertation | Essay | Journal | Portfolio | Report    | Performance | Practical Project | Practical skills | Presentation | Set exercises       | Written Examination | In-class test (seen) | In-class test (unseen) |
| 4     | GCO4000-40  | Design Principles – type and image                      | C                    |                   |              |       |         | x         |           |             |                   |                  |              |                     |                     |                      |                        |
| 4     | GCO4002-40  | Designing with Time– type and image                     | C                    |                   |              |       |         | x         |           |             |                   |                  |              |                     |                     |                      |                        |
| 4     | GCO4001-20  | Professional Development 1                              | C                    |                   |              |       |         |           | x         |             |                   |                  |              |                     |                     |                      |                        |
| 4     | HAC4002-20  | Introduction to Visual and Material Culture: Design     | C                    |                   |              | x     |         | x         |           |             |                   |                  |              |                     |                     |                      |                        |
| 5     | GCO5000-40  | Interactivity with type and image                       | C                    |                   |              |       |         | x         |           |             |                   |                  |              |                     |                     |                      |                        |
| 5     | GCO5004-20  | Graphic Communication – commerce                        | C                    |                   |              |       |         | x         |           |             |                   |                  |              |                     |                     |                      |                        |
| 5     | GCO5003-20  | Graphic Communication – culture                         | C                    |                   |              |       |         | x         |           |             |                   |                  |              |                     |                     |                      |                        |
| 5     | GCO5002-20  | Graphic Communication – social good                     | C                    |                   |              |       |         | x         |           |             |                   |                  |              |                     |                     |                      |                        |
| 5     | GCO5001-20  | Professional Development 2                              | C                    |                   |              |       |         |           | x         |             |                   |                  |              |                     |                     |                      |                        |
| 5     | HAC5105-20  | Graphic Communication: Contemporary Issues and Practice | C                    |                   |              | x     |         | x         |           |             |                   |                  |              |                     |                     |                      |                        |
| 5     | PPY5100-120 | Professional Placement Year                             | O                    |                   |              |       | x       | x         |           |             |                   |                  |              |                     |                     |                      |                        |
| 6     | GCO6000-20  | Independent Practice 1                                  | C                    |                   |              |       |         | x         |           |             |                   |                  |              |                     |                     |                      |                        |
| 6     | HAC6100-20  | Visual and Material Culture: Final Study                | C                    |                   |              | x     |         |           |           |             |                   |                  |              |                     |                     |                      |                        |

|   |                |                            |   |  |  |  |  |   |  |  |  |  |  |  |  |  |  |
|---|----------------|----------------------------|---|--|--|--|--|---|--|--|--|--|--|--|--|--|--|
| 6 | GCO60<br>02-60 | Independent Practice 2     | C |  |  |  |  | x |  |  |  |  |  |  |  |  |  |
| 6 | GCO60<br>01-20 | Professional Development 3 | O |  |  |  |  | x |  |  |  |  |  |  |  |  |  |

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[5] C= Core; R\* = Required\*; R = Required; O = Optional

[Back to top](#)