



**Definitive Programme Document: BA (Hons) Graphic Design
(Bachelor's with Honours)**

Awarding institution	Bath Spa University
Teaching institution	University Centre Weston
School	Bath School of Art and Design
Department	Department of Critical Studies
Main campus	Loxton Campus
Other sites of delivery	Knightstone Campus
Other Schools involved in delivery	None
Name of award(s)	Graphic Design
Qualification (final award)	BA (Hons) Graphic Design
Intermediate awards available	None
Routes available	Single
Sandwich year	No
Duration of award	1 year full-time
Modes of delivery offered	Campus-based
Regulatory Scheme ¹	Undergraduate Academic Framework
Exemptions from regulations/framework	Yes
Professional, Statutory and Regulatory Body accreditation	N/A
Date of most recent PSRB approval (month and year)	N/A
Renewal of PSRB approval due (month and year)	N/A
UCAS code	W214
Route code (SITS)	GDBASPS
Relevant QAA Subject Benchmark Statements (including date of publication)	Art and Design (2017)
Date of most recent approval	May 2018
Date specification last updated	May 2018

Exemptions

The following exemptions are in place:

Programme/Pathway	Regulations/Framework	Brief description of variance	Approving body and date
BA (Hons) Graphic Design	Undergraduate Academic Framework	Exemption from Framework Paragraphs 1.4 and 1.7	Academic Board 31 October 2017

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

Programme Overview

The BA (Hons) Graphic Design programme focuses on three main areas: Marketing, Finance and Promotional Strategy, Practice within the Creative Industries and Professional Creative Practice.

The core aspects to the programme combine, inter-disciplinary working and thinking across boundaries, positioning yourself well in responding to the changing needs of the industry. Using critical and divergent thinking you will have the opportunity to explore and combine both conceptual and commercial approaches to current issues or problems, either socio, economic, ecological or sustainable design.

Design thinking will explore and combine the human centred and double diamond approaches to both problem solving and addressing challenges. You will be encouraged establish, develop and ideate a unique project broadly aimed at helping to improve the lives of an identified social group of people. You are expected to pitch your own 'design for social impact' project proposal to real businesses and public sector organisations and then, in collaboration with your peers, project manage a final group showcase, which takes the form of a touring exhibition of your degree work.

The programme sets out to develop you as an independent and reflective designer capable of managing your own learning, with a focus on commercial awareness, professional experience and employability. Professional skills are developed; such as management, marketing, negotiation, business and freelance skills with the aim enhance your career prospects within the creative industries sector and enabling you to contribute to the creative economy.

The programme is delivered by design professionals who continue to practice and expert visiting practitioners, ensuring its taught elements continue to be up-to-date. They offer support you in realising your creative potential and can also guide you in securing a work placement. The lecture programme is delivered from the unique 'design studio' setting where professional collaborative working will be core to the functioning of the creative environment and is designed to emulate the day to day running of an industry agency. This aims to encourage and foster dynamic and innovative approaches in developing your professional practices and in exploring entrepreneurial opportunities with a key focus on commercial awareness.

Programme Aims

1. To provide opportunities to develop as creative and innovative practitioners, with an understanding of the need for and commitment to professional development and lifelong learning
2. Provide you with the knowledge of the graphic design industry and the context within which it operates, to enable you to make informed critical judgements to inform your own creative practice
3. Provide you with a critical understanding of the requirements of commercial and professional practice within your chosen industry
4. Equip you with research and project management skills through the undertaking of the work-based project module relevant to the creative industries
5. To provide opportunities to apply a range of practical and problem-solving skills in a work-based setting
6. Enable the application of research skills whilst adhering to the ethical procedures and practices of the workplace
7. Develop contextual understanding of your subject within a management and self - employed perspective by undertaking a creative freelance management module
8. Encourage a responsible approach for your personal and professional development.

Programme Intended Learning Outcomes (ILOs)

A Subject-Specific Skills and Knowledge

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6
A1	Critically evaluate a broad range of contemporary graphic design theories, concept values and debates applied to your graphic design practice
A2	Critically reflect and contextualise your graphic design practice within a wider contemporary and historical perspectives
A3	Analyse and evaluate contemporary financial, regulatory and legislative frameworks to enhance your creative design practice
A4	Create practical graphic design work using complex techniques and processes with software and materials
A5	Select and develop effective solutions to complex design problems.
A6	Demonstrate systematic knowledge of the roles designers have in society through adaptation to changing circumstances, when solving problems requiring design solutions.
A7	Create bespoke design outcomes utilising an individual visual language supported by appropriate theories and working practices.

B Cognitive and Intellectual Skills

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6
B1	Evaluate and devise and sustained arguments, arriving at judgments and decisions influences by historical and contemporary practices, using a variety of evidence
B2	Communicate the interrelation between ideas, models, theories, frameworks and principles through written and visual practice.
B3	Investigate professional graphic design projects in the process of critically evaluating your own work

B4	Develop arguments to negotiate complex design problem with clients
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C Skills for Life and Work

	Programme Intended Learning Outcomes (ILOs) On Achieving Level 6
C1	Autonomous learning ² (including time management) that shows the exercise of initiative and personal responsibility and enables decision-making in complex and unpredictable contexts.
C2	Team working skills necessary to flourish in the global workplace with an ability both to work in and lead teams effectively.
C3	Communication skills that ensure information, ideas, problems and solutions are communicated effectively and clearly to both specialist and non-specialist audiences.
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.

Programme content

This programme comprises the following modules

Key:

Core = C

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.

Subject offered as single and/or combined award

BA (Hons) Graphic Design				Status			
Level	Code	Title	Credits	Single	Major	Joint	Minor
6	GD6505	Marketing, Finance & Promotional Strategy	40	C			
6	GD6502	Practice within the Creative Industries: Work-based Project Portfolio	40	C			
6	GD6503	Professional Creative Practice: Graphic Design	40	C			

² i.e. the ability to review, direct and manage one's own workload

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.

Work experience and placement opportunities

Work-based learning focuses on learning you have gained from past work and experiences and the development of new learning in the form of work based project(s). Work-based Learning allows you to update existing skills and also allows you to attain new ones. This in turn increases your value to employers and can also act as a stepping stone to new and better career paths. The programme encompasses work-based modules alongside subject specific modules in order to enhance your commercial awareness and professional experience of the graphic design industry.

If you are interested in working in the creative industries sector, developing freelance and management skills and applying these skills within the workplace as well as contextualising your creativity in the light of current theories and developments in design, then this work-based learning honours course will support your employment opportunities and widen the outlet for your creative skills beyond the traditional remit of graphic design by also encouraging multi-disciplinary working with other sectors.

If you want to actively engage within the creative industries then this course will provide you with relevant freelance and practical skills and industry knowledge to enable you to continue successfully working in the field of Graphic Design.

Graduate Attributes

	Bath Spa Graduates...	In Graphic Design 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	Embedding employability and entrepreneurship within the programme and modules. Students will receive opportunities to work on real or simulated briefs, preparing them for the workplace.
2	Will be able to understand and manage complexity, diversity and change	A curriculum that encompasses a wide range of subjects within the graphic design discipline, including developments at the forefront of the industry. Modules addressing context of design will highlight how graphic design has changed and how it might change in the future.
3	Will be creative: able to innovate and to solve	The fact that programme is inherently

	problems by working across disciplines as professional or artistic practitioners	creative and will encourage students to work with others both within and outside of their expertise/discipline to achieve elegant solutions to briefs.
4	Will be digitally literate: able to work at the interface of creativity and technology	Digital literacy (as an essential component to the graphic design) embedded within the programme. Students will receive instruction in the use of graphic design technology and software.
5	Will be internationally networked: either by studying abroad for part of the their programme, or studying alongside students from overseas	Collaboration will be encouraged and supported with industry-based work and projects. Students will engage with concepts and influences from across the international graphic design discipline.
6	Will be creative thinkers, doers and makers	Encouraging engagement with projects and tasks that have tangible creative outcomes. As you will foster and develop your abilities as creative thinkers, doers and makers throughout the programme.
7	Will be critical thinkers: able to express their ideas in written and oral form, and possessing information literacy	Projects which are led and presented by students Additionally, through and the opportunity to display and present work at national conferences.
8	Will be ethically aware: prepared for citizenship in a local, national and global context	Ethics in graphic design is embedded within the programme. Students will engage with a wide range of organisations and individuals in the professional practice elements of the programme.

Modifications

Module-level modifications

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

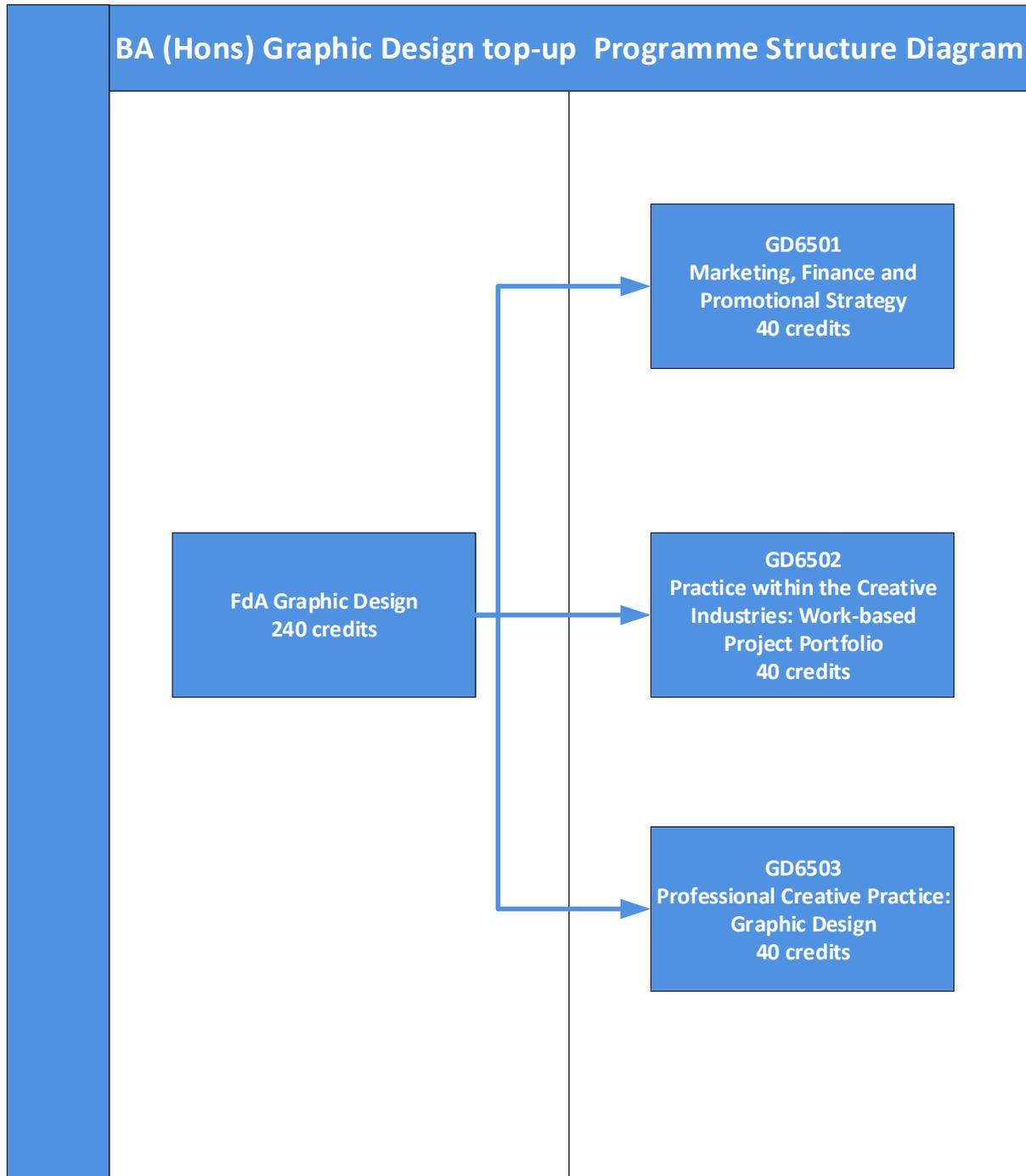
Programme-level modifications

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

Attached as appendices:

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

Appendix 1: Programme Structure Diagram



Appendix 2: Map of module outcomes to level/programme outcomes



Map of Intended Learning Outcomes (ILOs) against modules

BA (Hons) Graphic Design

Level	Module Code	Module Title	Status (C,R,O) ³	Intended Learning Outcomes													
				Subject-specific Skills and Knowledge							Cognitive and Intellectual Skills				Skills for Life and Work		
				A1	A2	A3	A4	A5	A6	A7	B1	B2	B3	B4	C1	C2	C3
6	GD6505	Marketing, Finance & Promotional Strategy	C	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓	
6	GD6502	Practice within the Creative Industries: Work-based Project Portfolio	C	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
6	GD6503	Professional Creative Practice: Graphic Design	C	✓			✓	✓	✓	✓	✓	✓		✓		✓	✓

³ C = Core; R = Required; O = Optional

Appendix 3: Assessment map



Map of summative assessment tasks by module

BA (Hons) Graphic Design

Level	Module Code	Module Title	Status (C,R,O) ⁴	Assessment method											
				Coursework					Practical						
				Composition	Business Plan/Proposal	Essay	Journal	Portfolio	Report	Performance	Practical Project	Practical skills	Presentation	Set exercises	
6	GD6505	Marketing, Finance & Promotional Strategy	C		Business Plan (equivalent to 2000 words)			Marketing Portfolio (equivalent to 6000 words)						Presentation (equivalent to 2000 words)	
6	GD6502	Practice within the Creative Industries: Work-based Project Portfolio	C		Project Proposal (equivalent 2000 words)			Project Portfolio (equivalent 7000 words)						Presentation on Project (equivalent 2000 words)	

⁴ C = Core; R = Required; O = Optional

6	GD6503	Professional Creative Practice: Graphic Design	C					Portfolio evidencing your professional practice including rationale for target audience culminating in a final showcase/exhibition of your work. (equivalent to 10000 words)						
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