



**Definitive Programme Document: FdA Graphic Design  
(Foundation Degree)**

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)	FdA Graphic Design
Intermediate awards available	CertHE Graphic Design
Routes available	Single
Sandwich year	No
Duration of award	2 years full-time, 3 years part-time
Modes of delivery offered	Campus-based
Regulatory Scheme <sup>1</sup>	Undergraduate Academic Framework
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	W210
Route code (SITS)	GDSPS
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
FdA Graphic Design	Undergraduate Academic Framework	Exemption from Framework Paragraphs 1.4 and 1.7	Academic Board 31 October 2017

<sup>1</sup> This should also be read in conjunction with the University's Qualifications Framework

## **Programme Overview**

The FdA in Graphic Design course focuses on three areas: Practical Design Skills, Design Studio and Design in Context.

These core aspects to the programme combine skills based learning with strong commercial links to the creative industries and local employers, creative thinking and contextual theory to underpin your design practice. The course aims to equip you with a relevant, thorough and up to date knowledge of the industry, to become a highly employable creative problem solver.

The central hub and ethos to the programme is the commercial 'Design Studio' set up, where each student has allocated workspaces and access to equipment. The studio emulates a professional working environment to promote a professional code of practice and prepare you for the rigours of employment. The course has been designed with employability in mind and has been written to enable you to engage with the issues and developments affecting the Graphic Design industry. Its vocational focus allows you to spend a significant amount of time engaged in work-based learning activities, in order to gain experience, manage a variety of projects and develop a range of skills. Students will be encouraged to develop their own 'creative voice' through challenging self-negotiated projects, live briefs, practical workshops, seminars and visiting practitioner lectures designed to enhance creative, critical, technical and professional skills.

A vocational approach is underpinned by academic theory and industry standards that allow you to explore creative thinking and problem solving which is fundamental to successful and effective design solutions. The modules deliver a balance of theoretical and practical study to cover key aspects of the Graphic Design industry. Students will develop analytical, evaluative and reflective research skills, encouraging them to critically evaluate and contextualise their own work.

## **Programme Aims**

1. Enable the development of skills and knowledge applicable to the creative industries workplace.
2. Foster understanding of key concepts, principles and problems arising in both the employment and creative context.
3. Enable the development of a range of subject specific and transferable skills necessary to flourish within the creative or other industry sectors.
4. Provide opportunities to evaluate the appropriateness of different approaches to solving design related problems.
5. Support the development of the qualities necessary for employment and professional practice in situations requiring you to exercise responsibility and decision-making.
6. Enable progression onto further study or employment.

**Programme Intended Learning Outcomes (ILOs)**

**A Subject-Specific Skills and Knowledge**

	<b>Programme Intended Learning Outcomes (ILOs)</b>  <b>On Achieving Level 5</b>	<b>On Achieving Level 4</b>
A1	Underpin your practical graphic design practice with knowledge and critical understanding of appropriate design theory and principles	Utilise a range of graphic design principles and theories in your practice
A2	Apply knowledge and critical understanding of a range of historical aspects of art and design movements, to contextualise your own practice.	Relate given historical aspects of art and design movements and to your design practice
A3	Use appropriately selected creative industries regulatory and legislative frameworks in your practical design work	Use given creative industry regulatory and legislative frameworks in the creation of design work
A4	Create practical design responses by selecting developing and applying appropriate process and technique skills, using software and materials	Create practical work informed by experimentation with software applications, materials, processes and techniques
A5	Develop a range of ideas and creative solutions to contemporary design problems, utilising a range of research methods	Create solutions to design problems, using appropriate methods and idea development
A6	Apply knowledge of the variety of roles needed to be a professional graphic designer dealing with clients.	Demonstrate awareness of the role of the graphic designer in society.
A7	Create design solutions by selecting and combining a variety of visual design methods and styles	Investigate and utilise a number of visual design methods to create finished work

**B Cognitive and Intellectual Skills**

	<b>Programme Intended Learning Outcomes (ILOs)</b> <b>On Achieving Level 5</b>	<b>On Achieving Level 4</b>
B1	Analyse a range of past and present art and design practices to contextualise your own work.	Understand the influence of a variety of past and present art and design practices, through making comparisons
B2	Communicate the application of ideas, principles and theories for a variety of audiences in both visual and written form.	Communicate ideas, principles and theories effectively, in written and visual form.
B3	Apply critical judgement to your own work and that of others.	Reflect on and analyse your own work and that of others.
B4	Utilise a range of professional practice methods necessary to work with clients.	Reflect on and evaluate your own practice through engaging with appropriate professional clients.

**C Skills for Life and Work**

	<b>Programme Intended Learning Outcomes (ILOs)</b> <b>On Achieving Level 5</b>	<b>On Achieving Level 4</b>
C1	Autonomous learning <sup>2</sup> (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 <sup>2</sup> (including time management) as would be necessary for employment requiring the exercise of some personal responsibility
C2	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 some personal responsibility for effective work with others
C3	Communication skills commensurate with the effective communication of	Communication skills that demonstrate an ability to communicate outcomes

	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	accurately and reliably, and with structured and coherent arguments
C4	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

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

### 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.

FdA Graphic Design				Status			
Level	Code	Title	Credits	Single	Major	Joint	Minor
4	GD4501	Practical Design Skills	40	C			
4	GD4502	Design Studio	40	C			
4	GD4503	Graphic Design in Context	40	C			
5	GD5501	Professional and Practical Skills	40	C			
5	GD5502	Design Studio 2	40	C			
5	GD5503	Graphic Design in Context 2	40	C			

### 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

You will develop your own professional identity, which will culminate in a professional business portfolio. It will include CV's, letterheads and develop a self-promotional creative 'mailer'. You will then use this to engage professionally researched agencies of your choice to gain placements or internships in a creative industries environment.

You will also engage with live projects that simulate working across a diverse section of external clients.

### Graduate Attributes

	Bath Spa Graduates...	In Graphic Design, we enable this through...
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 problems by working across disciplines as professional or artistic practitioners	The fact that programme is inherently 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	Encouraging engagement with projects

	makers	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

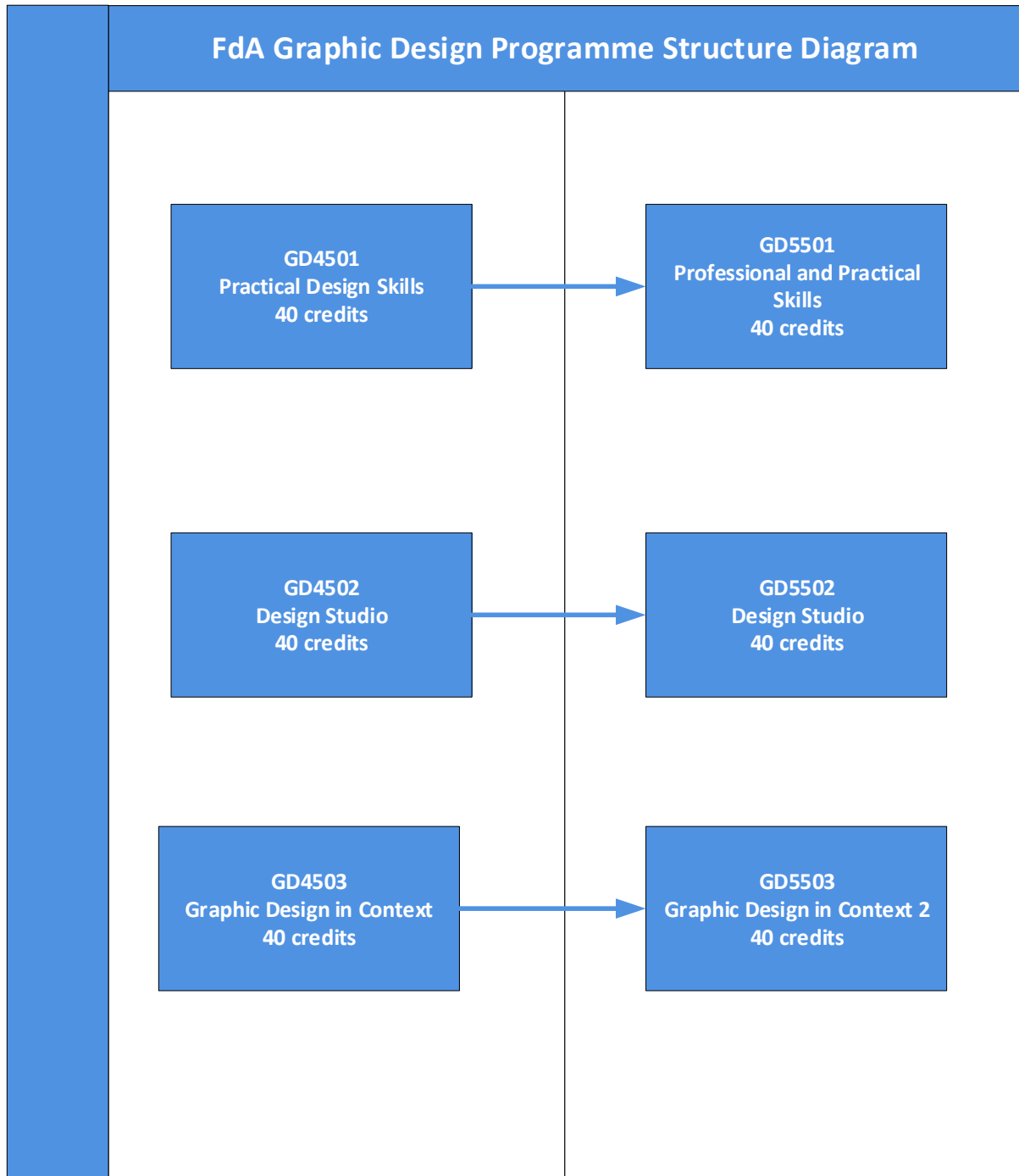
Nature of modification	Date(s) of approval and approving bodies	Date modification comes into effect

### 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 outcome to level/programme outcomes



**Map of Intended Learning Outcomes (ILOs) against modules**

**FdA Graphic Design**

Level	Module Code	Module Title	Status (C,R,O) <sup>2</sup>	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
4	GD4501	Practical Design Skills	C	✓		✓	✓	✓	✓	✓	✓	✓		✓	✓		✓
4	GD4502	Design Studio	C	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
4	GD4503	Graphic Design in Context	C	✓	✓	✓			✓		✓	✓	✓		✓	✓	✓
5	GD5501	Professional and Practical Skills	C	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
5	GD5502	Design Studio 2	C	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
5	GD5503	Graphic Design in Context 2	C	✓	✓				✓		✓	✓	✓	✓		✓	✓

<sup>3</sup> C = Core; R = Required; O = Optional

Appendix 3: Assessment map



**Map of summative assessment tasks by module**  
**FdA Graphic Design**

Level	Module Code	Module Title	Status (C,R,O) <sup>3</sup>	Assessment method					
				Coursework				Practical	
				Essay	Journal	Portfolio	Report	Practical Project	Presentation
4	GD450 1	Practical Design Skills	C			30% Supporting material and development/ sketchbook work (equivalent to 2000 words)		70% Practical Outcomes (equivalent to 6000 words)	
4	GD450 2	Design Studio	C		30% Research and Development to include a 1000 word learning log (equivalent to 2000 words)			70% Practical Outcomes (equivalent to 6000 words)	

<sup>3</sup> C = Core; R = Required; O = Optional

4	GD450 3	Graphic Design in Context	C	50% Essay (4000 words)	25% Reflective journal (equivalent to 2000 words)				25% Presentation with supporting documentation (equivalent to 2000 words)
5	GD550 1	Professional and Practical Skills	C			30% Self-promotional portfolio with creative journal (equivalent to 3000 words)		70% Practical Outcomes with supporting development work (equivalent to 7000 words)	
5	GD550 2	Design Studio 2	C			30% Supporting material and development/sketchbook work (equivalent to 3000 words)		70% Practical Outcomes with Display and Presentation (equivalent to 5000 words)	
5	GD550 3	Graphic Design in Context 2	C	30% Essay (3000 Word)	30% Supporting material in the form of research notes (equivalent to 3000 words)		40% Synoptic report 2000 words with 5 Minute Pitch Presentation (equivalent to 1000 words)		