

# Programme Specification

Awarding Body	University of the Arts London (UAL)
Teaching Institution	Camberwell College of Arts
Final Award	BA (Hons) Graphic Design
Relevant QAA Benchmark Statement	Art and Design
Date of production/revision	August 2013, <b>2016/17 Entry, Version 2</b>

Camberwell's Undergraduate courses are grouped in to two programmes, one in Fine Art and one in Design. These programmes bring together courses that share practical, intellectual and professional territory, offering you opportunities for cross disciplinary activity and ensuring that you understand the wider context of your work.

Design Programme Structure:

- FdA Graphic Design.
- FdA Illustration.
- BA (Hons) Graphic Design.
- BA (Hons) Illustration.
- BA (Hons) Three-Dimensional Design.

## Course Aims

This course aims to:

- Provide a learning environment that enables you to develop an ambitious, reflective working practice based on an investigation of the material and conceptual possibilities of your chosen discipline.
- Provide intellectually stimulating learning opportunities that enable you to gain a thorough understanding of the key theoretical contexts that underpin Design practice and your chosen discipline.
- Equip you to develop appropriate skills and knowledge of relevant cultural, commercial and social contexts and applications of your practice.

- Foster a challenging and professional learning culture that promotes a questioning and critical approach to key ideas in contemporary Design, equipping you for future practice and further study.
- Support you to develop an independent, sustainable practice which identifies with your chosen discipline and describes an awareness of the broader context of contemporary design.

### **Course Outcomes**

The outcomes that you will have demonstrated upon completion of the course, are:

- An ability to critically, responsibly and coherently develop and employ effective working methods appropriate for solving a range of design problems.
- The effective use of sustainable, coherent and critically engaged research methods that support your independent and collaborative design practice.
- An ability to analyse and apply knowledge of the cultural, commercial and social context and application of your practice, research, ideas and skills.
- The ability to work independently and collaboratively in a specific design discipline.
- The ability to professionally represent and articulate your practice, research, ideas and skills – visually, verbally and in written form.

### **Learning and Teaching Methods**

- Collaborative work.
- Group/individual tutorials and critiques.
- Independent study.
- Individual programmes of study.
- Introductions and Inductions to University, College and Course resources.
- Key ideas lecture programme.
- Learning skills/practical/technical workshops.
- Lectures and visiting speaker talks.
- Project based learning.
- Staff, student led and group seminars and discussions.
- Studio/external/venue/other visits.
- Use of 'resource' venues and Institutions as a means of developing meaningful and productive research methodologies.

### Assessment Methods

- Development files.
- Essays.
- Evaluative reports.
- Peer assessment.
- Practical work.
- Presentations.
- Proposals.
- Self-assessment.
- Written assignments.

### Reference Points

The following reference points were used in designing the course:

- The Learning and Teaching policies of the University of the Arts London.
- College policies and initiatives.
- Level descriptors.
- Benchmark statements.
- 3 College Common Credit Framework.

### Programme Summary

Programme structures, features, units, credit and award requirements:

Tutorials support for all units is in line with University policy. Each student is allocated a personal tutor throughout the course and regular contact is maintained through 1 to 1 tutorials (1 for each unit), group tutorials, seminars and other learning and teaching strategies.

Stage 1:

- Unit 1 Introduction to BA (Hons) Illustration, Graphic Design and 3D Design (20 credits, 200 learning hours).
- Unit 2 Subject: Definition (40 credits, 400 learning hours).
- Unit 3 Context 1: Primary Research (20 credits, 200 learning hours).
- Unit 4 Subject: Possibilities (40 credits, 400 learning hours).

Stage 2:

- Unit 5 Context 2: The Expanded Designer (20 credits, 200 learning hours).
- Unit 6 Subject: Method (40 credits, 400 learning hours).
- Unit 7 Context 3: Focus (20 credits, 200 learning hours).
- Unit 8 Subject: Audience and Visibility (40 credits, 400 learning hours).

Stage 3:

- Unit 9 Context 4: Dissertation (40 credits, 400 learning hours).
- Unit 10 Subject: Realisation (80 credits, 800 learning hours).

Distinctive features of the course:

BA (Hons) Graphic Design at Camberwell values strong, critically rigorous ideas and the capacity to generate ambitious concepts that are tested through practice. The course challenges you to embrace the shifting landscape of Graphic Design practice, identifying modes of working that understand, build upon and challenge conventions. Graphic Design at Camberwell provides the environment, support and resources necessary to define what the discipline is for you as emerging independent practitioners.

You will be encouraged to produce wide ranging project outcomes from the commercially focussed to the experientially driven as well as engaging with principles of the social/political/commercial and industrial. You are expected to critically engage with the discipline of Graphic Design through your work, questioning its purpose, intention and responsibility. The course offers the opportunity to gain an awareness of the potential that the subject offers whilst cultivating an independent 'voice'.

Current placements, exchanges and special projects include:

- Key Ideas Symposia involving speakers from a range of disciplines and professions in lectures, debates and workshops.
- A range of industry partner projects and competitions.
- Social enterprise partners, museums and other cultural institutions collaborations with the design programme have resulted in student exhibitions and student group work on design briefs and other forms of external projects.
- Use of Camberwell Space and the Wilson Road corridor gallery for student facing projects and exhibitions and strong links with the Peckham Space programme.
- Productive student exchange agreements and other International links.
- Student work placements with key practitioners.

- Camberwell Press - a new initiative involving a group of design programme alumni collaborating with current students and members of staff to create publications and web based material related to research events instigated by Camberwell students, staff and associates.

#### Stage 1:

The First Year (Stage 1) is a predominately tutor-led experience where you will be introduced to all aspects of learning at Camberwell. Stage 1 provides a broad 'footprint' of your course setting out the general ideas and practical territory of the subject.

There will be a series of design programme key ideas lectures that will introduce you to ideas that underpin and inform all aspects of design practice, providing you with a vocabulary of ideas by which you might start to discuss your work and that of others.

In Stage 1 we invite you to use your local environment and London as a resource, engaging with relevant institutions and resources as the basis of your research. You will be supported in carrying out research-based written assignments and presentations which will ask you to articulate your ideas and relate to ideas introduced in lectures and key texts.

Your practical assignments will challenge you to respond to key ideas that are fundamental to an exploration of your chosen discipline.

#### Stage 2:

Once you have established a connection with your chosen discipline in Stage 1 you are then asked to expand, develop and clearly identify the context within which you see your work operating. Making and the production of work is central to Stage 2 which provides a foundation of information and ideas relating to real issues that form the basis for primary research in Unit 5. This experience enables you to make an informed and intelligent choice about the direction that your research will take.

You are given greater independence and asked to choose an area of research (known as a 'platform' in Unit 5) that will broaden your awareness of ideas and debates that affect and inform your practice. Key ideas are engaged through different conceptual and practical perspectives culminating in the opportunity to apply design thinking to a real world context.

You will be encouraged to examine the principles and practices of social/political/commercial and cultural engagement as well as exploring the attitudes and applications of entrepreneurialism through sustained research and collaborative activity.

The second stage of the programme encourages students to expand and challenge the boundaries of their chosen discipline. Adopting a critical and ambitious approach, you will develop and hone the scope and focus of your practice in tandem with an increased awareness of context and potential application of your practice.

The Design Programme at Camberwell aims to give you agency when identifying and developing your context and ultimately career. Through written assignments and presentations you will be supported in articulating and exploring ideas relating to your practice. The opportunity exists for students from the 2 year FdA course to undertake a Bridging Unit which, if passed, enables students to undertake the third stage of the course and top up their qualification to BA (Hons).

Stage 3:

Having undergone a thorough interrogation of your discipline and the context within which you are operating in Stages 1 and 2 you are required to propose and, following approval by your tutor, carry out a sustained Individual Programme of Study at Stage 3 (Unit 10).

You will carry out a range of projects in which you will thoroughly test appropriate means, methods and actions leading toward a professionally presented public exhibition of work at the end of the academic year.

Alongside your practical work during the first half of the academic year you will explore in depth the professional or theoretical context specific to your Individual Programme of Study through a research project resulting in a written submission.

In addition to your final submission of practical work you will also be required to submit a professional (PPD) portfolio, which will include a Contextual Statement, Self Evaluation and digital portfolio. Final Stage 3 units extend throughout the academic year; with a formative assessment review point, mid-way through the year.

Through self, peer and tutor-led formative assessment you will receive feedback on the development of your individual programme of study and set clear aims towards its conclusion at the end of the academic year.

Professional development will be supported by 'Professional Development Weeks' where workshops, demonstrations and lectures will cover key areas such as self-promotion, writing CVs and generating a portfolio.

### Additional Course Costs

Please note that additional costs may be incurred on this course, for such things as printing and photocopying, some materials, optional trips within the UK and overseas and final degree shows.

## Recruitment and Admissions

### Admission Policy/Selection Criteria

#### **Admission Policy:**

Application to the course is via UCAS.

The University of the Arts London (UAL) is committed to making arts, communication and design education an achievable option for a wide range of people and seeks to recruit students to its courses from diverse socio-economic, cultural, international and educational backgrounds.

We aim to attract and retain talented students to our courses who have the potential to succeed and benefit from the learning experience offered by the college and its courses of study.

The selection procedures for all courses adhere to the Equal Opportunities Policy of the University of the Arts London.

#### **Selection Criteria for 2017/18:**

- 1 Evidence, through a portfolio of practical work, of an ability to explore, articulate and develop ideas.
- 2 Evidence of an ability to research by seeking out and applying information and visual material to support your ideas.
- 3 Demonstrate a range of appropriate skills and technical abilities relevant to your ambitions.
- 4 Evidence of an ability to self-direct and evaluate your own work.
- 5 Evidence of an ability to communicate and discuss your ideas visually, verbally and in writing.

**Portfolio Advice:**

- All project work should be clearly presented indicating project briefs.
- Work should show the research, references and processes leading to the project outcomes.
- Portfolios should communicate personality behind the work.

**Entry Requirements**

We select students based on the quality of their applications, looking primarily at their portfolio of work and personal statements.

Applicants will have, or are expected to achieve, either:

- A Foundation Diploma in Art and Design.
  - 1 GCE A Level.
  - 3 GCSEs grade C or above.
- or
- BTEC Extended Diploma or NVQ Level 3.
  - 3 GCSEs grade C or above.
- or
- University of the Arts London level 3 Pre-University Diploma and Extended Diploma in Art and Design.
  - 4 GCSEs grade C or above.
- or
- International Baccalaureate Diploma pass achieved at 28 points or above.
  - An equivalent level of performance in other internationally recognised national school leaving or university entrance qualifications.
- or
- Other evidence of prior learning and experience via Accreditation of Prior (Experiential) Learning - AP(E)L and/or alternative qualifications assessed as offering the same level as the above requirements.

In exceptional circumstances, applicants may be considered if they present a portfolio of equivalent standard to a Foundation Diploma in Art and Design and have:

- 2 GCE A Levels.
- 3 GCSEs grade C or above.

Where conditional offers are made to GCE A Level applicants these will normally be at grade C or above.

### English Language Requirements

All classes are conducted in English. If English isn't a students' first language they must provide evidence at enrolment of the following:

- IELTS level 6.0 or above, with at least 5.5 in reading, writing, listening and speaking (please check our [English Language requirements](#)).

### Admission Procedures

All application forms and personal references will be read and considered; subject to meeting the entry requirements, candidates are normally invited to portfolio review/interview. The course aims to ensure that all applicants who are able to display the necessary creative and intellectual abilities and motivations are given an equal opportunity to achieve a place on the course.

#### **Selection is based on:**

- The application form: qualifications or equivalents, personal statement and reference/report.
- A portfolio review with a minimum of 2 members of staff that may be followed by an interview.

### Additional information

For further information on entry requirements, interview, portfolio advice, and how to apply, please check the specific course/pathway page on <http://www.arts.ac.uk/camberwell/courses>.

<b>Course Diagram</b>				
<b>BA/FdA Stage 1/FHEQ Level 4</b>				
	<b>Weeks 1-15</b>		<b>Weeks 16-30</b>	
<b>LEVEL 4</b> <b>HE Cert</b>	<b>Unit 1: Introduction to BA (Hons) Illustration, Graphic Design and 3D Design</b> (20 credits)	<b>Assessment</b>	<b>Unit 3: Context 1: Primary Research</b> (20 credits)	<b>Assessment</b>
	<b>Unit 2: Subject: Definition</b> (40 credits)		<b>Unit 4: Subject: Possibilities</b> (40 credits)	
<b>BA/FdA Stage 2/FHEQ Level 5</b>				
	<b>Weeks 1-15</b>		<b>Weeks 16-30</b>	
<b>LEVEL 5</b> <b>HE Diploma</b>	<b>Unit 5: Context 2: The Expanded Designer</b> (20 credits)	<b>Assessment</b>	<b>Unit 7: Context 3: Focus</b> (20 credits)	<b>Assessment</b>
	<b>Unit 6: Subject: Method</b> (40 credits)		<b>Unit 8: Subject: Audience and Visibility</b> (40 credits)	
<b>BA Stage 3/FHEQ Level 6</b>				
	<b>Weeks 1-15</b>		<b>Weeks 16-30</b>	
<b>LEVEL 6</b>	<b>Unit 9: Context 4: Dissertation</b> (40 credits)	<b>Review (formative)</b>	Unit 9 (continued)	<b>Assessment (summative)</b>
	<b>Unit 10: Subject: Realisation</b> (80 credits)		Unit 10 (continued)	