

Programme Specification

Awarding Body	University of the Arts London (UAL)
Teaching Institution	Camberwell College of Arts
Final Award	FdA Graphic Design
Relevant QAA Benchmark Statement	Art and Design
Date of production/revision	July 2011, 2016/17 Entry, Version 2

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:

- Enable you to acquire a **coherent and detailed knowledge of Graphic Design** and develop and apply **your understanding** of current aspects of the discipline in a professional context.
- Enable you to develop a **research-based methodology** relevant to current industry models in order to **apply appropriate processes and skills** critically and imaginatively within the professional field of Design.
- Enable you to **manage your own learning** and acquire **transferable skills** such as communication, initiative and problem solving that equip you for employment, further study and support your continuing professional development.

Course Outcomes

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

- A **coherent critical position** in relation to detailed awareness and understanding of key historical and contemporary debates/contexts within design.
- An appropriate **research methodology** and the application of this methodology in a relevant professional context.
- An ability to **make decisions and take responsibility** for your own learning and professional development through the use of reflection and self-evaluation.
- Practical ability and competence in deploying appropriate **processes and skills** in order to realise, select and present your intentions as a coherent body of work.
- An ability to **make decisions and take responsibility** for your own learning and professional development through the use of reflection and self-evaluation.
- The deployment of a range of **transferable skills** such as communication, initiative and problem-solving to equip you for professional practice, further study, employment.

Learning and Teaching Methods

- Group and individual tutorials.
- Group critiques.
- 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.
- Staff, student led and group seminars, and discussions.
- Use of 'resource' venues and Institutions as a means of developing meaningful and productive research methodologies.
- Work based learning.

Assessment Methods

- Essays.
- Peer assessment.
- Portfolio of work.
- Practical work.
- Presentations.

- Self-assessment.
- Student logs.
- Tutorial records.
- 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.
- Three 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 (FHEQ Level 4):

- Unit 1 Introduction to FdA Graphic Design and FdA Illustration (20 credits, 200 learning hours)
- Unit 2 Defining the Subject: Process/Methodology & Diagnostic Study (40 credits, 400 learning hours)
- Unit 3 Work Based Learning 1 (20 credits, 200 learning hours)
- Unit 4 Exploring Subject Possibilities: Sustained Specialist Exploration (40 credits, 400 learning hours)

Stage 2 (FHEQ Level 5):

- Unit 5 Evaluation and Individual Programme of Study Planning (20 credits, 200 learning hours)
- Unit 6 Work Based Learning 2 (40 credits, 400 learning hours)

- Unit 7 Reflection, Planning and Presentation (20 credits, 200 learning hours)
- Unit 8 Contexts for Your Work: Individual Programme of Study (40 credits, 400 learning hours)
- Bridging Unit (20 credits, 200 learning hours)

Distinctive features of the course:

The FdA in Graphic Design addresses contemporary approaches to branding, advertising and graphic design. The course explores these through a range of different media and processes. The course is aimed at widening participation in the Undergraduate Programme at Camberwell by offering an industry relevant, employment led approach to learning designed to give opportunities to students from non-traditional backgrounds, from employment and vocational Stage 3 courses. At the end of the course students achieving a Merit will be able to complete a Bridging Unit to progress onto either the BA (Hons) Illustration or the BA (Hons) Graphic Design course at Camberwell College of Arts.

Stage 1 Introduction to Design: Unit 1 has three core purposes:

- To introduce you to your discipline in the context of study at a Higher Education level.
- To introduce you to learning skills and the requirements of effective studentship at undergraduate level.
- To orientate you within your course, the College and the University.

The Unit will enable you to acquire and improve your skills, understanding and approaches to learning that underpin your studies in Stage 1, in your course as a whole, and beyond. Emphasis is placed on the skills needed to locate, navigate and communicate information and ideas effectively and appropriately. You will be introduced to resources that support your studies. We will also discuss studentship, the importance of being an engaged and participatory member of the group and your own personal and professional development.

Stage 1 - Work Based Learning:

This unit provides you with opportunity to do some detailed research into a particular aspect of current practice within the creative industries. It is supported by a series of practitioner led workshops, seminars, lectures and discussion groups. Students are required to make direct contact with representatives from the creative industries in order to reveal first hand insight into the key issues of contemporary practice.

Stage 2:

During Unit 6 you will be working within the Design, Moving Image, Interactive, Illustration or publishing industries through a work placement or live project. You will record and analyse your learning in a journal and will be assessed by your employer.

Personal and Professional Development:

At Camberwell, we are committed to supporting you in developing those skills for managing your own learning and for future study or employment. These skills can be described as Personal and Professional Development skills and are referred to as PPD. Each course within the undergraduate programme aims to encourage you to take responsibility for your work, your learning and your professional development through an integrated series of workshops and projects.

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:

- The portfolio should be mainly made up of work that demonstrates an understanding of the importance of utilising process and methodology to generate design solutions.
- You should show a desire to engage with contemporary practice in relation to graphic design, 3D design, advertising, architecture, typography and illustration.
- You should show a desire to engage with and utilise language and an interest in working with typography.
- An ability to analyse, interpret and respond to content in order to create successful pieces of communication is also important.

Entry Requirements

We select students based on the quality of their applications, looking primarily at their portfolio of work and personal statements. Applicants are expected to have:

- A portfolio of work.
- 1 GCE A Level or equivalent (achieved or expected).
- 3 GCSEs grade C or above.
- International Baccalaureate with 3 certificate passes, 2 at higher level and 1 at standard level, with a minimum grade 4 in each certificate pass.
- Alternative qualifications and experience will also be taken into consideration.
- IELTS Academic Test for UK Visa and Immigration (UKVI) level 5.5 or above, with at least 4.5 in reading, writing, listening and speaking, if English isn't your first language (please check our [English Language requirements](#)). You must take the IELTS Academic Test for UKVI test. No other test can be accepted. IELTS Academic Test for UKVI is approved by the UK government for your UKVI application. It is accepted as proof of your English language ability.

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 two members of staff may and 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>.

Course Diagram			
Stage 1 (FHEQ Level 4)			
AUTUMN TERM		SPRING TERM	SUMMER TERM
Unit 1: Introduction to FdA Graphic Design and FdA Illustration (20 credits)	Summative Assessment	Unit 3: Work Based Learning 1 Making Contact with the Industry (20 credits)	Summative Assessment
Unit 2: Defining the Subject: Process/Methodology and Diagnostic Study (40 credits)		Unit 4: Defining the Subject: Sustained Specialist Exploration (40 credits)	
Stage 2 (FHEQ Level 5)			
AUTUMN TERM		SPRING TERM	SUMMER TERM
Unit 5: Evaluation and Individual Programme of Study Planning (20 credits)	Summative Assessment	Unit 7: Reflection, Planning and Presentation (20 credits)	Summative Assessment
Unit 6: Work Based Learning 2 (40 credits)		Unit 8: Individual Programme of Study (40 credits)	