

PG Cert Design for Visual Communication
Programme Specification 2018/19

Course AOS Code	05233
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No. of Terms	3
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FHEQ Level	Level 7
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QAA Subject Benchmark	Art and Design
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Course Credits	60
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Term Duration	10 Week(s)
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Valid From	September 1st 2018
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Programme	Graphic Design Communication (L037)
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JACS Code	W210 - Graphic design
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PSRB	
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No PSRB Assigned	
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Work placement offered	No
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Collaboration	
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No collaboration	
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Course Entry Requirements	<p>Applicants will normally have a first degree or its equivalent. We welcome applications from non-traditional backgrounds and in particular mature students.</p> <p>We can assess prior experience as part of our selection criteria. If you do not have the required qualifications, but do have professional experience, you may be eligible to gain credit for previous learning and experience through the Accreditation of Prior and Experiential Learning (APEL) i.e. professional experience or a combination of courses and work experience.</p> <p>Your experience is assessed as a learning process and tutors will evaluate that experience for currency, validity, quality and sufficiency.</p> <p>Language requirements (International/EU)</p> <p>All classes are conducted in English. If English is not your first language, we strongly recommend you let us know your English language test score in your application. If you have booked a test or are awaiting your results, please clearly indicate this in your application. When asked to upload a CV as part of your application, please include any information about your English test score.</p> <ul style="list-style-type: none"> • International and EU students: In the case of applicants whose first language is not English, then IELTS 6.5 (or equivalent) with minimum of 5.5 in each of the four skills is required. • If your first language is not English you should check you have achieved the correct IELTS level in English. Further information is available on our Support for International Students page.
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<http://www.arts.ac.uk/lcc/courses/support-for-international-students/>

Deferring an offer:

Applicants holding an offer for the coming academic year are permitted to defer their place to the following academic year, e.g. 2019/20 place deferred to 2020/21. International applicants should first meet any offer conditions and pay the deposit in order to defer. In all cases, deferred places will be held for one year.

Making a deferred application:

Home/EU applicants are permitted to make a deferred application, for example to the following academic year instead of the next, e.g. to 2020/21 instead of to 2019/20. Immigration regulations prevent International applicants from making a deferred application.

Selection Criteria

- Practical creative ability and the potential to develop that ability through: visual vocabulary (composition, line, shape, form, scale, space, light, colour and texture); quality of ideas (conceptual evidence); use of materials and media
- Critical knowledge of and enthusiasm for the subject area and capacity for research-led design, intellectual inquiry and reflective thought, through: contextual awareness (professional, cultural, social, historical); evidence of research, analysis, development and evaluation (from previous academic study and employment)
- An openness to new ideas and ability to take initiatives, through: ability to evaluate an idea and make decisions based on that evaluation
- A developed and mature attitude to independent study, and an ability to take responsibility for a project and manage this independently, and demonstration of mature approach through academic and/or professional work

Introduction to Course

Design for Visual Communication builds upon the rich history and tradition of design teaching at London College of Communication (LCC). The course aims to prepare you for further potential postgraduate research practice and study and/or career opportunities within the visual communication design industries.

Design for Visual Communication informs and reinforces the importance and relationship between traditional design values and skills and the development of new and personal methods. This approach can help in your engagement with possible further study at this level, as well as being appropriate to sustainability in your future employment. You will be given challenges on this course through set and self-initiated projects promoting learning through discovery, interaction and response to change.

This course is unique in the opportunities it offers those who wish to convert careers or undertake intensive preparation for further future postgraduate study. Visual communication is a process by which ideas are made visible and conveyed through media to enhance meaning, experience and understanding. It places emphasis on the consideration of client and audience or user.

Within a one year period of study, you will be introduced to and build upon the fundamental principles underlying the design process. The course includes: visual language and grammar; typographic hierarchy; narrative and sequential design; symbol design; graphic representation; identity; information visualisation; as well as opportunities to pursue projects of individual interest.

The students' choice of projects underpins their personal aims and objectives. Some projects will have a direct application to professional practice, while others have a leaning towards pure academic research. The course is ideal for those from diverse academic, social and cultural backgrounds who wish to extend and develop their prior experiences through visual communication.

Students within the postgraduate community have come from all over the world. They have experienced London as a unique resource that has influenced their personal approaches to visual communication. Projects have reflected this diversity and potential for cultural exchange. Students are offered multi-dimensional views on the world and communication beyond the limits of national borders.

Students from the postgraduate courses have found employment within high profile international agencies, design management, teaching and professional practice. Others have established their own design studios. Graduates have progressed to work as art directors in advertising agencies; interactive/digital designers; identity designers; typo/graphic designers and museum/exhibition designers. The strategy of preparing for Masters study on pre-courses such as this has also paid dividends in the past with a number of students moving on to achieve high performances at Masters level, including distinctions.

You will be part of a unique learning community made up of staff, fellow students and guest speakers from a diverse range of creative disciplines and cultures. All the tutors on your course are actively involved in scholarly investigation and graphic design related, professional practice; this has helped the School to develop and sustain strong relationships with industry. These academic and professional links provide a valuable context to reflect the range of further study and vocational opportunities, which are available to you on completion of this course.

The course recognises that graphic design is one of the most important and influential of what has become known as the creative industries and that it contributes significantly, directly and indirectly, to our economic and cultural wellbeing.

We are committed to teaching, learning and assessment designed to enhance, nurture and recognise your employability, individuality and entrepreneurship.

Enterprise and employability within a creative education in arts, design and media is about the integration of practice, behaviours and qualities that enable you to develop and sustain a rewarding professional life.

The curriculum is designed to communicate and open up the possibilities of your own creativity by developing your career aspirations and professional awareness for enterprise and employability, whether for the creative and cultural sector or beyond.

Enterprise and employability is about more than getting a job, it is about enabling you to find, make and take opportunities and to meet your aspirations in a changing world, whether as a successful creative professional, innovator, practitioner, employee and/or entrepreneur in the UK and globally.

Distinctive Features

	Distinctive Features
1	An intensive year-long study that supports the learner in their ambition to convert career or continue with higher level study.
2	Projects provide a postgraduate-level foundation in the principles of visual communication whilst engaging with postgraduate level research methods and conceptual development.
3	Use of Virtual Learning Environments such as Moodle and myblog.arts to support project development.
4	Diverse student cohort from other subject disciplines promotes the notion of hybrid approaches to design research.
5	This is a part-time course which allows a flexible mode of study.

Years

**Year 1
Credits**

60

**Percentage
of Scheduled
Learning** 25

Aims and Outcomes

The Aims and Outcomes of this Course are as follows: :

Aim/Outcome	Description
Aim	Offer an intensive, challenging programme that will enable you to develop a range of intellectual, vocational and transferable skills in visual communication design.
Aim	Provide a structured programme of practice-based units in visual communication that will improve your ability to articulate ideas visually.
Aim	Support progression to further study in design for visual communication at postgraduate level.
Aim	Present an opportunity for students from diverse academic, social and cultural backgrounds to gain a recognised academic qualification at postgraduate level.
Outcome	Demonstrate a systematic understanding of the importance of visual communication to society, and your role as a designer, as well as a critical awareness of current ideas at the forefront of design practice (Subject Knowledge);
Outcome	Demonstrate a comprehensive understanding of techniques applicable to your own research and design practice (Research); (Technical Competence);
Outcome	Analyse and evaluate complex design issues both systematically and creatively (Analysis);
Outcome	Develop strategies for solving problems visually and risk-taking, applying these through experimentation and visual testing in the realisation of design concepts (Experimentation);
Outcome	Visually communicate your conclusions clearly with consideration of clients, audiences and users (Communication and Presentation);
Outcome	Exhibit the qualities and transferable skills necessary for employment and progression to further study including: self-direction, collaboration with others, taking initiatives, and complex decision-making (Personal and professional development); (Collaborative and /or Independent professional working).

Course Diagram | PG Cert Design for Visual Communication

Autumn Term (Term 1 10 Weeks)											Spring Term (Term 2 10 weeks)										Summer Term (Term 3 10 weeks)									
week 0	week 1	week 2	week 3	week 4	week 5	week 6	week 7	week 8	week 9	week 10	week 11	week 12	week 13	week 14	week 15	week 16	week 17	week 18	week 19	week 20	week 21	week 22	week 23	week 24	week 25	week 26	week 27	week 28	week 29	week 30
Freshers Week	Unit 1 Research and Development (20 credits)										Unit 1 Research and Development Cont. (20 credits)									S										
	Unit 2 Design Resolution (20 credits)										Unit 2 Design Resolution Cont. (20 credits)									S										
										Unit 3 Professional and Academic Contexts (20 credits)										Unit 3 Professional and Academic Contexts Cont. (20 credits)										S

S = Summative Assessment Point (Your Assignment Brief will give you details on the deadline date, time and how to hand in your assignment)

Formative assessment points will be indicated by your tutor in your unit handbooks or assignment brief

