

Programme Specification

Every taught course of study leading to a UAL award is required to have a Programme Specification. This summarises the course aims, learning outcomes, teaching, learning and assessment methods, and course structure. Programme Specifications are developed through course validation and are formally approved by UAL Validation Sub Committee (VSC). They are available to prospective students through the course web page, and must be reviewed on an annual basis to ensure currency of information (for example, following any modifications or local developments).

Awarding Body Professional, Statutory or Regulatory Body (PSRB)	University of the Arts London (UAL)
Teaching Institution	Central Saint Martins
Final Award	BA (Hons) Graphic Communication Design
Length of Course	3 years full time
UCAS code	Institution code: U65 Course code: W215 Institution code name: UAL Short form of course: GraphCDes
Date of production/revision	August 2017

This section is available to provide any introductory information on the course. It might include explanation of the position of courses which form a named pathway within an 'umbrella' programme.

Course Aims

The aims of the course identify the rationale underlying the student's educational experience and own personal achievement from studying on the course and its affect upon the student's long term achievement and career.

This course aims to:

1. Develop individual creative, exploratory and technical abilities to support the production of high quality and considered graphic communication design processes and outcomes;
2. Develop investigative and critical research skills and independent learning through the analysis of design outcomes and processes in social and historical contexts;
3. Build reflective practice to develop self-awareness and responsibility to recognise the impacts and extended potential of graphic communication design;
4. Establish a supportive and inclusive environment that fosters the development of interpersonal and collaborative skills required for graphic communication design practice in the world at large;
5. Produce graduate graphic communication designers who can contribute effectively to the future of society and the wider world, within the discipline and beyond

Course Outcomes

The course enables the student to demonstrate the following subject knowledge and understanding, intellectual and academic skills, practical subject skills, key attributes and transferable skills. Each outcome should be detailed below.

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

Outcome:	demonstrate a breadth of knowledge of global, historical and contemporary graphic and communication design practices, informed by current and future concerns; (MC Subject knowledge)
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Outcome:	use design methods and visual aesthetic judgement to analyse simple and complex design problems and responses; (MC Analysis)
Outcome:	work independently or in teams to initiate, develop and realise ideas and concepts; (MC Collaborative/independent working)
Outcome:	select and use appropriate design methods, materials and processes; (MC Technical competence)
Outcome:	specify and manage the effective production of your work and deliver your projects within set timescales; (MC Personal & professional development)
Outcome:	visually and verbally present concepts, arguments and outcomes that demonstrate an understanding of visual rhetoric and communicate new ideas effectively with your publics, peers, tutors, or clients; (MC Communication & presentation)
Outcome:	critically evaluate how graphic communication design functions in cultural and social contexts and experiment with its forms, processes and limits; (MC Experimentation)
Outcome:	situate your practice within social, historical and environmental contexts and demonstrate depth, meaning and relevance within your work; (MC Research)

Learning and Teaching Methods:

Provide a summary of the relevant learning and teaching methods for the course (i.e. lectures, seminars, independent learning).

The primary means of learning for each student is through studio practice. This is supported and developed through:

- Unit and project briefings;
- Set and self-initiated project briefs;
- Inductions, lectures and seminars;
- Workshops and interdisciplinary study teams;

- Event-based teaching (publication, conference, exhibition.);
- Learning by doing;
- Peer learning;
- Self and peer assessment;
- Guest speakers;
- Group discussions, reviews and critiques;
- Working with clients on live projects and competitions;
- Dissertation teaching;
- Independent study;
- Platform – based teaching (negotiated choice of groups based on disciplinary expertise);
- Communities of Practice (working student groups based on student initiated themes)

Scheduled Learning and Teaching

State the notional learning hours and provide a percentage breakdown of timetabled teaching and learning activities per level.

Scheduled Learning and Teaching – this is the percentage of your time spent in timetabled learning and teaching. In each year you are expected to study for 1,200 hours over 30 weeks; below is the amount of time which is timetabled activity. The rest of your learning time will be self-directed, independent study.

Year 1 – 22%

Year 2 – 24%

Year 3 – 18%

Assessment Methods:

Provide a summary of the relevant assessment methods for the course.

Holistic assessment of achievement as demonstrated through:

In Stage 1, Units 1-4

- Evidence of participation in taught activities;
- Presentation of a completed set of projects, as specified in each unit.

In Stage 2, Units 5 and 7

- A portfolio and/or verbal presentation of a completed set of projects as specified.

In Unit 6

- A 10 minute presentation, and answer questions at a facilitated, conference-style event;
- Written and visual documentation (2,000 words), in support of your presentation, which demonstrates your ability to formally align ideas, arguments, evidence and presentation style, expressed through the associated activities of research, reading, writing and design (e.g. rich media blog; written texts; interviews; articles; magazine; poster).

In Unit 8

- A 2,500 word research report identifying a subject and research area to inform your studio practice. You should consider how the format and supporting diagrams, illustrations, photos, maps, typography or any other kind of creative elements can help in communicating the content of your report;
- A short, recorded presentation on the sources pertinent to your practice;
- Evidence of your participation in the co-creation conference and the identification of your Community of Practice;

- A list of suggested references to further your research (beginnings of bibliography).

In Stage 3, Unit 9

- A body of negotiated, set and self-directed work with short explanatory texts.

In Unit 10

- A portfolio of concluded, negotiated, self-directed work with explanatory captions (approx. 1,500 words);
- A critical report (approx. 5,000 words).

Reference Points

List any policies, descriptors, initiatives or benchmark statements used in the development of the course.

The following reference points were used in designing the course:

- Framework for Higher Education Qualifications;
- UAL Marking Criteria

Programme Summary

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

List the course details that constitute the agreed student entitlement for this course. This should include unit titles and credit, types of learning, and details of tutorial support. If the course includes a work or study placement (including Dip Professional Studies), the duration and a summary of expectations around arrangements must be highlighted.

Structure

The course structure is designed in a sequence to prepare students for the increasingly permeable discipline and industry of graphic communication design. The structure foregrounds broad-based communication abilities such as team-working and negotiation and a fluid and flexible relationship between topics, themes, media and methods. The Platforms and Communities of Practice are

designed to be responsive to external contexts and opportunities, ensuring currency and encouraging agility.

Stage 1:

Stage 1 introduces the landscape and languages of graphic communication design and focuses on building community, including working collectively. This first year takes an ambitious and experimental approach to providing an understanding of how graphic communication design is currently defined and inducting you to the cultures of learning on the course and its scope. Stage 1 also delivers essential skills and knowledge – reading and writing, typography and digital which are identified as Core Languages of GCD – to be delivered through lectures, workshops and seminars to all students. This includes introductions to the history of design and theories of communication. You will have the opportunity to experience different Platforms before making a negotiated choice of Platform in which to begin Stage 2.

Unit 1 Graphic Communication Design at Central Saint Martins: Introduction to Study in Higher Education

Location in course	Year 1, Autumn Term, Weeks 1-5
Credit rating	20
Level of Study	HE Level 4
Teaching Mode	Lectures, work in groups of c.5, tutorial
Contact Hours	Details of Contact Hours for this unit available at http://mycontacthours.arts.local/course/home

Unit 2 Media and Methods

Location in course	Year 1, Autumn Term, Weeks 6-10
Credit rating	20
Level of Study	HE Level 4
Teaching Mode	Workshops in groups of c. 10-15
Contact Hours	Details of Contact Hours for this unit available at http://mycontacthours.arts.local/course/home

Unit 3 Core Languages

Location in course	Year 1, Spring Term, Weeks 11-30
Credit rating	40
Level of Study	HE Level 4
Teaching Mode	Lectures, work in small groups, tutorial
Contact Hours	Details of Contact Hours for this unit available at http://mycontacthours.arts.local/course/home

Unit 4 Introduction to Platforms

Location in course	Year 1, Spring Term, Weeks 11-30
Credit rating	40
Level of Study	HE Level 4
Teaching Mode	Lectures, work in small groups, tutorial
Contact Hours	Details of Contact Hours for this unit available at http://mycontacthours.arts.local/course/home

Stage 2:

Stage 2 emphasises communication skills: how to communicate verbally, visually and in writing as an integrated practice. The focus will be on mapping the field, thinking through making, exploring practice and working collaboratively. You will begin Stage 2 in your elected Platform and will have opportunities to begin to specialise and to collaborate with students across the course and across the college; there are opportunities to move across Platforms at key points as the year progresses. Stage 2 encourages you to explore hybrid practices through projects where different Platforms meet and mix and discipline boundaries are expanded and explored. The delivery of Core Languages continues. You will be involved in co-designing the content and curriculum for Stage 3 and will be supported in making a negotiated choice of Community of Practice. Learning will be supported by lectures, workshops, seminars and a co-creation conference at the end of Stage 2. The array of methods is designed to support learning about cultural,

social and theoretical contexts of contemporary graphic communication design practice.

Unit 5 Exploring Practice 1

Location in course	Year 2, Autumn Term, Weeks 31-36
Credit rating	20
Level of Study	HE Level 5
Teaching Mode	Studio work in small groups, tutorial
Contact Hours	Details of Contact Hours for this unit available at http://mycontacthours.arts.local/course/home

Unit 6 Bigger Picture

Location in course	Year 2, Autumn Term, Weeks 37-40
Credit rating	20
Level of Study	HE Level 5
Teaching Mode	Lectures, seminars, tutorials
Contact Hours	Details of Contact Hours for this unit available at http://mycontacthours.arts.local/course/home

Unit 7 Exploring Practice 2

Location in course	Year 2, Spring-Summer Term, Weeks 41-60
Credit rating	40
Level of Study	HE Level 5
Teaching Mode	Lectures, studio work, small group and individual tutorial

Contact Hours	Details of Contact Hours for this unit available at http://mycontacthours.arts.local/course/home
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Unit 8 Identifying Communities of Practice

Location in course	Year 2, Spring-Summer Term, Weeks 41-60
Credit rating	40
Level of Study	HE Level 5
Teaching Mode	Lectures, seminars, small group and individual
Contact Hours	Details of Contact Hours for this unit available at http://mycontacthours.arts.local/course/home

Stage 3:

Stage 3 addresses problem finding, problem solving and problem setting. The focus of Stage 3 is on depth of knowledge, and situating practice around student-initiated issues and themes. It is outward facing and will facilitate you to make connections and build networks. You will work in student-initiated Communities of Practice based around thematic areas that have been arrived at through the co-creation conference in Stage 2. You will be tutored by a group of staff that will bring studio and writing together to facilitate and support the production of a body of work that situates all aspects of your practice.

Unit 9 Situating Practice

Location in course	Year 3, Autumn-Spring Term, Weeks 61-80
Credit rating	40
Level of Study	HE Level 6
Teaching Mode	Studio work and individual tutorials
Contact Hours	Details of Contact Hours for this unit available at http://mycontacthours.arts.local/course/home

Unit 10 Communities of Practice

Location in course	Year 3, Autumn-Summer Term, Weeks 61-90
Credit rating	80
Level of Study	HE Level 6
Teaching Mode	Lectures, seminars, studio work, small group and individual tutorials
Contact Hours	Details of Contact Hours for this unit available at http://mycontacthours.arts.local/course/home

Distinctive features of the course:

Identify and list those characteristics that distinguish your course from other, similar courses. Refer to both the student experience on the course and future possible career opportunities.

The course equips graduates to become versatile graphic communication design practitioners in a wide range of media, from paper to screen, from digital environments to public spaces. The course can be customised to meet the needs of a specific profession or position graduates more broadly for a career in design and design strategy. A wide range of facilities and staff expertise enables students to gain specialist skills in areas including photography, printmaking, letterpress, digital and interaction design, advertising, illustration, moving image and animation. Distinctive features include the following:

- Integration of writing and practice to support development of reflective practitioners
- Long tradition of thinking-through-making and testing conventions of design practice;
- Balance in the relationship between breadth and specialism;
- Hybrid practices that come from the meeting and mixing of Platforms and different Communities of Practice that cross traditional discipline boundaries.

Students can specialise with a guided selection of Platforms based on disciplinary areas of expertise: Narrative and Voice, Strategy and Identity, Time and Movement, Systems and Information and Experience and Environment. Based on

student experience and consultation in Stage 1, up to two Platforms can be used as a basis for developing industry-specific design skills in Stage 2. These lead to student-initiated Communities of Practice in Stage 3, based on themes and issues. Platforms are based upon media, methods and meaning, and are identified as points of departure, while Communities of Practice are thematic and signal points of connection.

Recruitment and Admissions

Selection Criteria

The criteria used to make a decision on selection must be fully listed. It must be clear how an applicant's suitability to study on the course as demonstrated at the pre-selection and/or interview stage will be judged (good practice examples are available through the Programme Specification Guidance). Procedures for selection must adhere to the Equal Opportunities Policy of UAL.

We are not only looking for people with a passion for graphic design, but also for those open to new ideas, informed risk taking and future challenges – applicants who are willing to involve themselves in disciplines and practices within the broader field of graphic communication design.

Selection criteria

We select applicants according to their potential and current ability to:

- work imaginatively and creatively in graphic and visual media;
- apply original thought to any given problem and not mimic prevalent styles;
- demonstrate a range of skills and technical abilities;
- provide evidence of intellectual enquiry within their work;
- demonstrate potential to experiment, to test the parameters of design;
- demonstrate relevant research and reflect critically on their learning;
- demonstrate cultural awareness and/or contextual framework of their work;
- identify historical and contemporary graphic design practices; articulate and communicate intentions clearly

Entry Requirements

List the academic entry requirements relevant to the course, noting any requirements that are above the UAL minimum, or any course specific grade requirements. Language requirements such as IELTS must also be provided. Entry requirements will constitute the standard, conditional offer for the course.

Applicants are normally expected to have achieved, or be expected to achieve, the course entry requirements:

- Foundation Diploma in Art and Design;
- A pass in one GCE A level;
- Passes at GCSE level in three other subjects (grade C or above).

This educational level may be demonstrated by possession of equivalent qualifications; e.g. International Baccalaureate or High School Diploma. Applicants may also be considered exceptionally if they present a portfolio of equivalent standard to a one-year Foundation course in art and design and have achieved, or expect to achieve:

- Passes in two GCE A Levels;
- Passes at GCSE level in three other subjects (grade C or above).

Applicants who do not meet these course entry requirements may still be considered if the course team judges the application demonstrates additional strengths and alternative evidence. This might be demonstrated by, for example: related academic or work experience; the quality of the personal statement; a strong academic or other professional reference; or a combination of these factors.

The standard English language requirement for entry is IELTS 6.0 with a minimum of 5.5 in any one paper, or equivalent.

Course Diagram

Insert a course diagram which includes; units and their credit values, plus credit values per year/level, category of units (i.e. core or specialist), progression routes, years/levels of the course, any other relevant characteristics that distinguishes the course

See below

YEAR	AUTUMN	SPRING	SUMMER	
YEAR 1	<p>UNIT 1</p> <p>Unit 1: 20 credits (5 weeks) Graphic Communication Design at Central Saint Martins: Introduction to Study in Higher Education (SHE)</p>	<p>UNIT 2</p> <p>Unit 2: 20 credits (5 weeks) Media and Methods</p>	<p>UNIT 3</p> <p>Unit 3: 40 credits (20 weeks) Core Languages</p> <p>UNIT 4</p> <p>Unit 4: 40 credits (20 weeks) Introduction to Platforms Publication production (week 28)</p>	<p>UNIT 5: Assessment UNIT 6: Assessment</p>
YEAR 2	<p>UNIT 5</p> <p>Unit 5: 20 credits (5 weeks) Platforms 2</p>	<p>UNIT 6</p> <p>UNIT 5: Assessment</p> <p>UNIT 6: 20 credits (4 weeks) Biggie Picture</p> <p>UNIT 6: Assessment</p>	<p>UNIT 7</p> <p>UNIT 7: 40 credits (20 weeks) Platforms 3. Students resume in their elected platform & have opportunity to move access to a second platform at key points. Note: extended by 5 weeks to replace unit 6b</p> <p>UNIT 8</p> <p>UNIT 8: 40 credits (20 weeks) Context. Unit functions as a means for students to find kindred spirits to form communities of practice. Format: short lectures on objects of influence Project developed for co-creation conference wk 5/2</p>	<p>UNIT 7: Assessment UNIT 8: Assessment</p>
YEAR 3	<p>UNIT 9</p> <p>Unit 9: 40 credits (10 weeks) Exploring Practice. (Paired teaching/supervisory)</p>	<p>UNIT 10</p> <p>(assessment week 8)</p> <p>UNIT 10: 80 credits (20 weeks: 10 - 30) Communities of Practice: body of work + captions from U9 work plus, critical report & reflection</p>	<p>UNIT 10: Assessment</p>	

