BA (Hons) Graphic and Media Design
Programme Specification 2018/19

APPROVED

Course AOS Code	10170		No. of Blocks	6
FHEQ Level	Level 6 Degree		QAA Subject Benchmark	Art and Design

Course Credits	360

Block Duration	15 Week(s)
Valid From	September 1st 2018 (September 2018)
Programme	Graphic Design Communication (LO37)
JACS Code	W210 – Graphic design
PSRB	
No PSRB Assigned	
UCAS Code	W212
Work placement offered	Yes
Collaboration	
No collaboration	
Course Entry Requirements	**Home /EU/International** The course team welcomes applicants from a broad range of backgrounds from all over the world. The course attracts students who apply direct from A-level (or equivalent) or from Foundation Diploma in Art and Design, or other art or design courses, as well as mature students who may have previously worked in industry. **The standard minimum entry requirements for this course are:** 64 UCAS tariff points gained at GCE Advanced (A) Level or equivalent. (A-level subjects studied may include: English; History; Media; Business; Art and Design, or other subjects within Social Sciences). Ideally your A-levels will be achieved at grade C or above. **Or** One subject at A-level achieved at grade C or above PLUS Foundation Diploma in Art & Design (Level 3/4). • UCAS tariff points from one of the following qualifications: BTEC Extended Diploma • UAL Extended Diploma in Arts and Design Access to HE Diploma • International Baccalaureate Diploma Equivalent EU or Non-EU qualifications Additionally, you will have achieved passes at grade C or grade 4 in at least three GCSE subjects.

	If you are applying on the basis of your previous experience, you should apply as normal via UCAS. You will then be guided by the admissions team on next steps of the AP(e)L process, through either Accreditation of Experiential Learning (AEL) or Accreditation of Certificated Learning (ACL).

If you have successfully completed year 1 of a degree course at another institution and wish to continue your studies at LCC, you can identify the point of entry as year 2 on your application, and consideration will be given by the course admissions tutor.

Language requirements (International/EU)
All classes are conducted in English. If English is not your first language you will be asked to provide evidence of your English language ability when you enroll.

- IELTS 6.0 (or equivalent) is required, with a minimum of 5.5 in each of the four skills.
- You can check you have achieved the correct IELTS level on our language requirements page. |
| **Selection Criteria** | The portfolio, along with the details on your UCAS application (including the academic reference and your personal statement) will be used by the course admissions tutors to assess your suitability against the following criteria:

- Visual language: quality of structure, use of line, shape -2D or 3D, form, scale, space, light, colour, texture and time.
- Ideas generation: quality of ideas and through process, expression of design thinking
- Research and it's application (including images from sketch books): evidence of investigation and use of appropriate resources
- Materials, media exploration and experimentation: experimentation and testing of materials to achieve outcomes
- Contextual awareness and it's influence on the portfolio: understanding and application of subject knowledge and context.

We make our offers based on the strength of the whole application, and therefore don't routinely invite applicants to interview.

The course admissions tutors will review the following key elements when making a decision on your suitability to join the course.

- Most importantly they will review your personal statement and the quality of the uploaded portfolio.
- They will consider tour qualifications (or projected results). |

- They will review your academic or personal references.
- International applicants may be invited to interview in person at LCC, or via Skype if overseas or unable to attend.

Personal Statement

This is an important part of your application and should demonstrate to the team that you are interested in graphic and media design and that you have thought carefully about why you want to study on this course.

You can demonstrate this through your previous work experience or study, personal experience and your ambitions for personal development as a student at LCC.

You should ensure it is written clearly, and free of any spelling mistakes. It is your chance to impress the team by demonstrating your appreciation of what the course can offer you and how you feel it will help you in the future.

State what you personally would bring to the course, and explain what motivates you to learn, explore and experiment.

Introduction to Course
 Course Summary

BA (Hons) Graphic and Media Design is underpinned by a commitment to the teaching of core and expanded processes of graphic and media design practice; design systems, information design, typography, graphic image communication and design as vehicle for change. Media agnostic, GMD teaches principles that are explored, tested and applied across a range of media; print and digital, static and kinetic, haptic and multisensory. We aim to take stock of what graphic design and its interrelated practices are by definition and practice, the myriad positions, roles and skill sets and to explore what they may become in the near future. Whilst we cannot and not pretend to be able to see into the future, we do aim to foster a culture of forward facing practice through practical and critical enquiry.

'What is it that we do and why do we do it?' GMD takes a philosophical as well as practical approach to the subject. It explores expanded and primary notions of graphic and media design and undertakes subject level critical reflection and material experimentation. It actively encourages the questioning of the subject itself and repudiates cultural and vocational presumptions and suppositions.

Course Detail

Each year of your course represents a different level of study (Year One = Level Four; Year Two = Level Five; Year Three = Level Six). The years are divided into units, with a maximum of five units and a minimum of two units per year. Each unit is credit-rated, the minimum unit size is 20 credits. There are always 120 credits per year, and 360 credits make up the BA (Honours) degree. Each unit descriptor indicates the number of learning hours associated with the unit. The proportion of hours devoted to types of learning will vary according to the purpose and nature of the unit.

In Year One, more emphasis is placed on directed learning. As you progress through the course, this emphasis shifts as you take responsibility for directing your own learning, moving towards the ultimate goal of being an independent learner. Under the Framework for Higher Education Qualifications the Levels for a BA are: Level 4 (which is stage 1 of the course), Level 5 and Level 6. There is a progression point at the end of each level and in order to progress, all units of the preceding level must normally be passed. If you are unable to continue or decide to exit the course, a Certificate of Higher Education (Cert HE) will be awarded following the successful completion of Level 4, or a Diploma in Higher Education (Dip HE) following the successful completion of Level 5. In order to be awarded a BA (Hons) you must successfully complete 360 credits. The final award is **either** comprised of the marks from Level 6 units only, weighted according to their credits, or the highest graded 100 credits from level 5, at a weighting of 30%, and all 120 credits at level 6 with a weighting of 70%. Your classification is based on the highest result. For more detailed information regarding your course's contact hours please check Moodle and 'My Contact Hours' which can be accessed through https://mycontacthours.arts.ac.uk/ In addition, your own personal timetable will be available each year from the beginning of term via your Moodle page https://mytimetable.arts.ac.uk/timetable_navigate/

Learning and Teaching Methods

The synthesis of a broad range of teaching and learning methods include but are not limited to:

- Vertical curriculum design combined with horizontal team teaching and course content co-authoring
- Serial and parallel projects (course schematics and planning)
- Subject Specialist creative projects
- Verbal and practical creative briefings
- Mixed exercise/project timeframes
- Studio based technical and conceptual exercises
- Inductions into digital and pre/post-digital process workshops
- Professional Practice and Industry Positioning
- Individual and Collaborative/team projects
- Third party and industrial engagement including GMD alumni
- Individual and small group studio tutorials
- Peer-to-peer reflective assessment
- Presentations of work in progress and staged development
- In-studio critical and theoretical discussions and seminars and design workshops

Assessment Method

BA GMD assessment methods include:

- Interim and formative progress assessment
- Holistic assessment of Unit portfolio submission
- Elemental assessment of group project output
- Unit summative assessment
- Peer-to-peer interim and formative assessment
- Assessment of research, analysis, exploration, testing and experimentation and reflection vis the Unit Visual Summary

Distinctive Features

	Distinctive Features
1	GMD: Studio, Industry Facing, Industry Informing:
	GMD: Studio is a new initiative designed to enable students from all three years of GMD to work on live projects, working closely with industry on a range of outcomes, for example. from non-digital projects such as editorial design for publishing and digital projects such as UX/UI design for Social Change. GMD: Studio operate outside of the typical taught aspect of the course, allowing for students to experience working with industry. Other GMD: Studio activities may include but not be limited to guest speakers, workshops and seminars.
2	GMD: Lab, Future Facing, Future Informing:
	GMD: Lab is a new initiative designed to enable students from all three years of GMD to work on exploratory, experimental projects, working with industry and relevant or related academic areas. Lab projects may be speculative and experimental or function as the primary research and development stages leading to GMD: Studio output. Other Lab activity may include guest speakers, off-site activity and discussions pertaining to new ways of working technically and critically.
3	The New Verticality: Teaching and Teaming across all three years:
	The New Verticality. GMD is taught by a range of tutors, lecturers, subjects specialists and technicians. First year workshops and projects are designed to prepare you for year two subject specialist projects which then prepare you for third year studio activity. Over the course of six blocks, two per year, you will work with tutors upon a range of practical and critical activities that build upon the previous blocks learning, allowing you to either become a broad based or specialist practitioner, working with those staff over three years that are most appropriate to your professional and academic ambitions.
4	GMD: Alumni: GMD: Alumni. GMD has a strong reputation within the creative industries for employability, risk taking and technical execution. The course is committed to be 'industry facing and industry influencing.' One strategy to ensure this continues, GMD graduates work with Subject Specialist tutors to co-author briefs and workshops ensuring best industry practice is reflected in course content. They also undertake portfolio surgeries and Q&A sessions, offering insights into contemporary industry practice and offering real insight and an opportunity for networking.
5	International Student Exchange and 'Similarly Different':
	International Student Exchange and 'Similarly Different': GMD has an international programme affording Year Two GMD students the opportunity to apply to study for the equivalent of one block at one of a number of chosen and well respected partner art and design institutions. Students also join GMD for one block in year two from those art and design colleges. Similarly Different, is a non-assessed annual event typically held in July, where GMD students are invited to work in London with international students from these institutions on subject related projects and to also discuss points of commonality and difference and the ways in which different cities, countries or cultures treat the subject both academically and professionally.
6	Diploma of Professional Studies
	Students have the opportunity to apply to undertake a one-year industry placement between year 2 and year 3 leading to the Diploma of Professional Studies. The Diploma in Professional Studies (DPS) introduces students to life-long critical engagement with the adaptable and progressive creative industries. Students are supported throughout the year and are managed by academics, enhancing research-informed learning, ongoing questioning, enquiry and evaluation. DPS' focus is on developing professional, critical and reflective abilities, with a view to empowering and enhancing student learners.

Years

Year 1

| **Credits** | 120 | | **Percentage of Scheduled Learning** | 30 |

Exit Awards Certificate in Higher Education (Exit Only)

Year 2

| **Credits** | 240 | | **Percentage of Scheduled Learning** | 25 |

Exit Awards Diploma in Higher Education (Exit Only)

Year 3

| **Credits** | 360 | | **Percentage of Scheduled Learning** | 19 |

Exit Awards BA (Hons) Graphic And Media Design (Exit Only)

Aims and Outcomes

On successful completion of this Course the learner will be able to :

Aim/Outcome	Description
Aim	Offer a dynamic, broad, culturally and technologically responsive studio culture to cultivate innovative graphic and media design practice.
Aim	Enable you to critically and technically explore a variety of research and design methodologies
Aim	To focus upon singular and combinatory specialist ways of working, collaborative working methods, communication design processes and methods to nurture independent and group working practice
Aim	Focus upon student identified aims and ambitions in the wider context of social, cultural and industrial contexts
Aim	To equip you with the necessary digital and critical skill set to become a responsive, flexible, forward functioning practitioner
Aim	To encourage you to explore the dynamic potential of the traditional, core and emergent technological digital channels and techniques of graphic and media design practice
Aim	Enable you to appreciate, interrogate and explore the wider cultural and professional relationships between graphic and media design and other areas of the creative industries
Outcome	Systematically identify and investigate appropriate sources related to project subject matter. (Research)
Outcome	Examine and interpret and apply research material in order to inform and resolve outcomes. (Analysis)
Outcome	Examine, explore and apply subject knowledge and its underlying principles related to Graphic and Media Design. (Subject Knowledge)
Outcome	Work through a variety of potential material and critical iterations to arrive at the most appropriate final outcome. (Experimentation)
Outcome	Demonstrate skills in the execution of staged and final outcomes through appropriate tools and methods. (Technical Competence)
Outcome	Communicate clarity of purpose and process through appropriate selection of materials and methods, acknowledging client and/or cultural sensitivities are acknowledged and clearly presented. (Communication and Presentation)
Outcome	Manage the learning process through critical reflection, project planning, time management, self-direction, subject engagement and commitment. (Personal and Professional Development)
Outcome	Demonstrate suitable behaviour for working in a professional context, independently or collaboratively. (Collaborative and/or Independent Professional Working)

Course Diagram | BA (Hons) Graphic and Media Design

BLOCK-BASED STRUCTURE

	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
		Block 1 Introduction & Transition into HE																	Block 2 Exploratory Application															
YEAR 1		Intro to GMD 20 Credits					F							S					Applied Methods and		F				Exploration 40 Credits							S		
		Principles, Process and Methods 40 Credits													S				CTS 1 20 Credits						Exploration (orange band)						S			
		Block 3 Specialist Ways of Working																	Block 4						Synthesis, Exploration and Direction									
YEAR 2		pecialist Ways of Working 40 Credit					F							S					Situating Practice and		F				Self Directed Portfolio 40 Credits							S		
		Professional Practice Option A 20 Credits						F									S		CTS 2 20 Credits						Self Directed (orange band)						S			
		Block 5 Professional and Critical Positioning																	Block 6 Consolidation															
YEAR 3		Positioning and Industry 20 C				F								S																				
		oute B Self Directed Project 20 Credi					F							S																				
											Major Projec		Major Project 60 Credits				F		Major Project 60 Credits				F		Major Project 60 Credits				S					
		CTS 3 Route A 40 Credits												CTS 3 A			S																	
		CTS 3 Route B 20 Credits												CTS 3 B			S																	

Winter Break (between week 10 and week 11)
End Block 1 (between week 15 and week 16)
Spring Break (between week 20 and week 21)