BA (Hons) Graphic Design Communication

Awarding Body	University of the Arts London
College	Chelsea College of Arts
School	University of the Arts London
Programme	Graphic Design (L066)
Course AOS Code	CHEBAGDCF01
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2019
QAA Subject Benchmark	Art and Design
Collaboration	N/A
UAL Subject Classification	Communication and graphic design
JACS Code	W200 - Design studies
UCAS Code	W216
PSRB	N/A
Work placement offered	Yes
Course Entry Requirements	The standard minimum entry requirements for this course are one or a combination of the following qualifications:

- Pass at Foundation Diploma in Art and Design (Level 3 or 4)
- 2 A Levels at grade C or above
- Merit, Pass, Pass (MPP) at BTEC Extended Diploma
- Pass at UAL Extended Diploma
- Access to Higher Education Diploma
- Or equivalent EU/International qualifications, such as International Baccalaureate Diploma
- And 3 GCSE passes at grade 4 or above (grade A*-C)

Entry to this course will also be determined by the quality of your application, looking primarily at your portfolio of work, personal statement and reference.

APEL - Accreditation of Prior (Experiential) Learning

Applicants who do not meet these course entry requirements may still be considered in exceptional cases. The course team will consider each application that demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:

- Related academic or work experience
- The quality of the personal statement
- A strong academic or other professional reference
- A combination of these factors

Each application will be considered on its own merit but we cannot guarantee an offer in each case.

English language requirements

All classes are taught in English. If English isn't your first language you 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)
Selection Criteria	We look for: • Evidence of a critical engagement with visual communication concepts and products • An aptitude for developing communication ideas based on extensive research • Applicants that can communicate an enthusiasm for the subject

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	39
Awards	**Credits**
Certificate of Higher Education (Exit Only)	120

Year 2

Percentage of Scheduled Learning	32
Awards	**Credits**
Diploma of Higher Education (Exit Only)	240

Year 3

Percentage of Scheduled Learning	17
Awards	**Credits**
Bachelor of Arts	360

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	To support students in the investigation and development of their own sense of design direction with an understanding of, and contribution to, both current and emerging practices.
Aim	To create an open and culturally diverse environment that fosters experimentation, risk-taking, dialogue and collaboration within a community of making across a range of subject related disciplines.
Aim	To create an environment where the teaching of theory and practice are highly integrated, and the teaching of contextual skills promotes ownership of ideas rather than a passive engagement of histories.
Aim	The course aims to encourage students to develop a personal/professional network and an understanding of the world outside the academic studio while developing the agility and agency to move between commercial and discursive (and other) modes of design.
Aim	To support students in the investigation and development of their own sense of design direction with an understanding of, and contribution to, both current and emerging practices.
Outcome	On successful completion of the course you will have the ability to: Carry out sustained and systematic critical and practical research using relevant resources from sometimes ambiguous starting points, utilising contextual knowledge and an understanding and application of methodology
Outcome	On successful completion of the course you will have the ability to: Deploy systematic critical and practical understanding of contextual debates related to graphic design communication together with the ability to interpret and evaluate them
Outcome	On successful completion of the course you will have the ability to: Be an autonomous designer, with the ability to manage and deploy acquired attributes in order to respond effectively to a set of complex needs, utilising critical reflection and self-evaluation.
Outcome	On successful completion of the course you will have the ability to: Communicate clearly information, ideas, problems and solutions to

	both specialist and non-specialist audiences utilising a range of appropriate mediums and media
Outcome	On successful completion of the course you will have the ability to: Utilise contemporary technical attributes including digital, print, three-dimensional and time-based while demonstrating a developed sense of personal practice in their use and control.

	Distinctive Features
1	Moving image, lens-based media and narrative specialism:
	The course is known for producing graphic design communicators who have a greater appreciation of moving image; documentary, experimental film, fashion film and motion graphics. Graduating students have been employed in film direction, production, advertising, branding and motion graphics and there is a range of deep level knowledge and experience amongst the staff teaching team. This is encouraged through most units and projects throughout the course teaching sequencing and narrative in all media and is also reflected in the media options for the new major critical project. Past projects have worked with BBC, MTV, E4, Sky Arts, Spring Studios and graduating students at Rattling Stick, Passion Pictures, Partizan, MPC Creative, Rogue Films, Bradley&Pablo including freelance and independent direction.
2	Thinking and Making: enhanced delivery of practice:
	Theory and practice are highly integrated, and the teaching of contextual skills is innovative and promotes ownership of ideas rather than a passive engagement. This supports the development of concepts both in practice and written work. Contemporary practice incorporates contextual awareness and an understanding of the application of design principles to society as well as the needs of professional practice. This contemporary toolset of making and thinking tools gives the students the ability to be critically aware of how they use their design skills in various contexts and challenges. In addition, all theory elements, lectures, methods, historical lectures and workshops are linked to activities the students are undertaking in the specified unit. The critical project to also has a practice component.
3	Outward facing practice*:
	This is a course emphasis that students should both show their work in the public realm and online, to build their own professional network and creative attributes in order to create employment opportunities and be part of the design community. We enjoy projects with live briefs from key design partners and live competition briefs. The course has regular winners of national design competitions with over 40 winners in the last 5 years including overall winners of both D&AD New Blood and YCN. The final show is designed by the graduates and is a physical manifesto embodying the themes within their work and incorporate their view on the current state of design. This is briefed to students as a group experience and the work is curated and selected by the group themselves as is the show itself. This group forms and operates in a similar way to a startup organisation. Recent live industry projects include Clerkenwell Design week, V.F. (The North Face, Vans etc), SIVA (Shanghai Institute of Visual Arts) with London & Partners, Accept & Proceed,

	dn&co and many more. * This approach is developed in line with the Creative Attributes Framework https://www.arts.ac.uk/students/student-careers/creative-attributes-framework-for-students
4	Linking students to professional practice and a professional network: Chelsea College of Arts is in the heart the hub of the creative industries of Europe and beyond. This access has enabled the course to build a network of professional contacts, alumni, speakers and live project collaborators. There is now an extensive and high-profile network of Chelsea graduates in all professional practice design sectors. These links are maintained by social media connections to alumni inviting them back to shows and events and to all our professional community work with us in the studio. We also have a thriving guest lecture series, this list of creatives is drawn from a variety of disciplines within the subject. These are accompanied by engagement activities to bring the speaker into the world of the student.
5	The course is designed to encourage students to develop diverse practice outcomes: The contemporary focus of the course has given rise to a culture of creating work that includes moving image, exhibition design, spatial and immersive experiments as well as interactive outcomes. This approach drives the course direction to be defined each graduating year by the diversity of its student's outcomes rather than a prescribed approach or style.
6	Multidisciplinary training and technical 'deep dives' embedded within all practice projects: The course supports multiple skillsets from typography to branding, filmmaking to editorial and beyond. This is facilitated by rotating around a set project themes in years one and two, which enable students to investigate an area of production or interest, in practice, technically and theoretically. Technical 'deep dives' are short but deep technical orientations around a subject area while it is being taught.

Course Diagram

Level 4 – Year 1

BLOCK 1 [Sept-Feb]	BLOCK 2 [Feb-June]
Unit 1 **Introduction to Graphic Design Communication** (20 Credits)	Unit 3 **The Designers' Voice** (20 credits)
Unit 2 **The Designers' Toolset** (40 Credits)	Unit 4 **The Designers' Choice** (40 credits)

Level 5 Year 2

BLOCK 3 [Sept-Feb]	BLOCK 4 [Feb-June]
Unit 5 **Professional Practice** (20 Credits)	Unit 7 **Experimental Practice** (20 Credits)
Unit 6 **Collaborative and Collective Practices** (40 Credits)	Unit 8 **Building a Personal Practice** (40 Credits)

Optional Sandwich Year   Diploma in Creative Computing/Diploma in Professional Studies

Level 6 Year 3 / 4

BLOCK 5 [Sept-Feb]	BLOCK 6 [Feb-June]
Unit 9 **Enquiry and Reaction** (60 Credits)	Unit 10 **Expressing Your Practice** (60 Credits)

Course Detail

This course aims to help you develop a practical and conceptual set of creative tools, while introducing you to the community and practice of graphic design communication. It places a strong emphasis on live projects in collaboration with the creative industries. You will develop your digital and technical skills as well as defining your own practice.

What to expect

- To be able to create outcomes using lens-based media, or build immersive experiences and make 3D work, in addition to learning the traditional crafts of type and layout
- To explore moving image, motion graphics, documentary, experimental and fashion film
- To understand both the creative and cultural world that surrounds you and creatively contribute to forming their future
- To be supported to create an outwardly facing practice and build a network and bridge into the professional design world
- Through our established network of industry influencers, alumni designers and associate lecturers gain additional knowledge and understanding. This will be done by using live projects designed to open your creative potential and develop your skillset
- To develop your confidence and grow your skills in an environment where you will have the freedom to take creative risks and learn
- To have access to Chelsea's shared workshops. These include ceramics, casting, laser cutting, photography, audio-visual editing suite, metal and woodwork. View the Chelsea facilities

Work experience and opportunities

The course has strong links with the creative industries. Our BA Graphic Design Communication students gain commercial experience through exclusive commissions, award schemes and live projects. Many of these lead to job offers on graduating.

Mode of study

BA Graphic Design Communication is offered in full-time mode. It is divided into 3 stages over 3 academic years. Each stage consists of 30 teaching weeks. You will be

expected to commit an average of 40 hours per week to your course, including teaching hours and independent study.

Course Units

A short description of each unit and what you can expect.

Year 1

Unit 1 - Introduction to Graphic Design Communication

This unit is an introduction to your course, the college and the university.

Unit 2 - Designers toolset

The aim of this unit is to define what a designer's toolset can be beyond technical skills and approaches to media. You will become aware of a set of creative attributes for you to position and apply to your thinking and making in answering the designer's brief.

- Introduction to graphic design practices and process
- Theory and its' relationship to practice
- Set project briefs will introduce different approaches to play and thinking through making
- Lectures, workshops, seminars and exhibition visits will broaden your knowledge and inspire and inform your creative practice
- Technical inductions to analogue and digital technologies
- Role of an on-line journal and reflective practice

Unit 3 - Designers voice

How to develop your own voice and begin to express it. This unit focusses on you as a designer, your skills and your choices.

- Explaining and communicating information through sequencing and narratives
- Using graphic design communication to explore context
- Exercises and application of academic thinking and writing models
- Further development of skills through technical workshops

Unit 4 - Designers choice

- Introduction to professional practice and the range of models for communication
- Set projects will explore an opportunity to craft, refine and test a deeper engagement with briefs and outcomes
- Insights into studio practice and studio culture
- The role of social media and networks
- Technical workshops
- Applying academic thinking to writing

Year 2

Unit 5 - Professional practice

Enables you to investigate and engage with contemporary professional practice. You will grow your skills in collaboration, group-working and collective practice.

- Introduction to contemporary studio practice and culture
- Being challenged to make creative responses to fulfill the needs of a professional brief
- How to work within creative, time and material constraints
- Different audiences and their needs
- Interaction with, and presentation to, clients and external agencies
- Developing an understanding of the professional brief and how to break it down
- Understanding the range of roles and areas of professional practice
- Further technical workshops
- Awareness of mediums and media
- What is a methodology?
- Presentation and debating skills

Unit 6 - Collaborative and collective practices

This unit aims to introduce you to different ways in which collaborative practice can focus and enhance your own creative strengths. The unit has 3 core purposes:

- To engage with fellow students with different practices and interests in a collaborative project
- To engage with external audiences, participants or institutions to consider new contexts for your work

- To develop your creative attributes to enable you to take on future challenges in a variety of contexts

Unit 7 - Experimental practice

This unit encourages you to further develop your visual literacy skills and knowledge. It will expose you to a wide range of material culture and its' use in design and society. It will give you an understanding of the function of the designer as both an encoder and decoder of meanings. It will help you to develop the critical skills needed to operate as a flexible practitioner in our fast-changing world.

- A deeper understanding of what the term 'research' can be
- Understanding the qualities of physical and digital craft and how to achieve them
- Selecting, testing and refining material choices
- Semiotics and the construction and deconstruction of meaning
- Experimental methods and practices - making creative and conceptual experiments
- Selecting appropriate media for differing audience needs
- Recording and mapping experiments
- Understanding the role of objects in our society

Unit 8 - Building a personal practice

During this unit you will be exploring personal approaches to design.

- Mapping your interests, skills and strengths
- Defining your practice and tools
- Understanding and developing critical arguments
- Writing as practice
- The creative role of problems in design and how to find them
- Understanding emerging practices and the contemporary role of the designer in society
- Devising a brief from your personal research
- Creating audience-relevant outcomes

Year 3

Unit 9 - Enquiry and reaction

This unit consists of a major critical project based around a contemporary argument relevant to the themes of your developing practice and an industry-linked, collaborative live project.

- To work on a live project individually or as a small group
- Preparation development workshops for your self-proposed project
- Project planning support and seminars for your major critical project
- Interaction with, and presentation to, clients and/or external agencies
- Research tasks to introduce a range of methodologies
- Introduction to building a network
- Exhibition design and practice concept building sessions
- Now and next - how to anticipate the needs of a changing society
- Building messages as narrative - support for the outcomes of the major critical project
- Written work

Unit 10 - Expressing your practice

- Participation, either collaboratively or as an individual, in a national or international design competition
- Development of your self-proposed project that you started in unit 9
- Further workshops for your self-proposed project
- Personal research and development tasks for your self-proposed project
- Network building and portfolio preparation
- Exhibition design and practice concept building sessions
- Participation in the college degree show exhibition

Optional Diploma between year 2 and 3

Between year 2 and 3 you can opt to undertake the Diploma in Professional Studies or the Diploma in Creative Computing.

Learning and Teaching Methods

- Academic, production, presentation skills and technical workshops
- Analogue and digital demonstrations
- Exhibition, studio and other visits and trips
- Focused research
- Group and individual crits, tutorials and feedback
- Group work
- Lectures and seminars

- Live projects
- Online learning
- Portfolio surgeries
- Presentations to clients and peers
- Project briefings
- Research methods and analysis exercises
- Self-directed learning
- Simulated work-based learning
- Studio group teaching
- Team projects
- Technical orientations, demonstrations and inductions to workshops

Assessment Methods

- Essays, reports and final dissertation
- Peer assessment, seminars and project blogs
- Presentations
- Self-initiated project and individual portfolio submissions
- Student self-evaluations
- Tutorials and mid-year reviews

Reference Points

- QAA Subject Benchmark statements
- QAA Framework for Higher Education Qualifications
- CCW Common Credit Framework
- UAL Creative Attributes Framework

The University will use all reasonable endeavours to provide the Course and the services described in this Output. There may be occasions whereby the University needs to add, remove or alter content in relation to your Course as may be appropriate for example the latest requirements of a commissioning or accrediting body, or in response to student feedback, or to comply with applicable law or due to circumstances beyond its control. The University aim to inform you of any changes as soon as is reasonably practicable.