

**BA (Hons) Graphic Branding and Identity**  
**Programme Specification 2021/22**

<b>Awarding Body</b>	University of the Arts London
<b>College</b>	London College of Communication
<b>School</b>	Design
<b>Programme</b>	Branding and Design Innovation (L064)
<b>FHEQ Level</b>	Level 6 Degree
<b>Course Credits</b>	360
<b>Mode</b>	Full Time
<b>Duration of Course</b>	3 years
<b>Valid From</b>	September 1st 2021
<b>Course Entry Requirements</b>	<p><b>Home/EU/International</b></p> <p>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.</p> <p><b>The standard entry requirements for this course are as follows:</b></p> <p>80 UCAS tariff points, which can be made up of one or a combination of the following accepted full level 3 qualifications:</p> <ul style="list-style-type: none"> <li>• A Levels at grade C or above (preferred subjects include: English; History; Media; Business; Art and Design, or other subjects within Social Sciences).</li> <li>• Pass at Foundation Diploma in Art &amp; Design (Level 3 or 4).</li> <li>• Merit, Merit, Pass at BTEC Extended Diploma (preferred subjects: Art and Design, IT &amp; Computing).</li> <li>• Merit at UAL Extended Diploma.</li> <li>• Access to Higher Education Diploma (preferred subject: Digital and Creative Media, Film and Production, Computing).</li> </ul>

	<ul style="list-style-type: none"> <li>• OR equivalent EU/International qualifications, such as International Baccalaureate Diploma at 24 points minimum</li> </ul> <p><b>And 3 GCSE passes at grade 4 or above (grade A*-C).</b></p> <p><b>APEL - Accreditation of Prior (Experiential) Learning</b></p> <p>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:</p> <ul style="list-style-type: none"> <li>• Related academic or work experience</li> <li>• The quality of the personal statement</li> <li>• A strong academic or other professional reference</li> <li>• A combination of these factors.</li> </ul> <p>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p><b>English Language Requirements (International/EU)</b></p> <p>IELTS level 6.0 or above, with at least 5.5 in reading, writing, listening and speaking. Please check our main <a href="#">English language requirements</a> page.</p> <p>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 enrol.</p>
<b>Selection Criteria</b>	<p>The portfolio, along with the details on your UCAS application (including the academic reference and your personal statement) will be assessed against the following criteria:</p> <ul style="list-style-type: none"> <li>▪ Visual language: quality of structure, use of line, shape - 2D or 3D, form, scale, space, light, colour, texture and time.</li> <li>▪ Ideas generation: quality of ideas and thought process, expression of design thinking.</li> <li>▪ Research and its application (including images from</li> </ul>

	<p>sketch books): evidence of investigation and use of appropriate resources.</p> <ul style="list-style-type: none"> <li>▪ Materials, media exploration and experimentation; experimentation and testing of materials to achieve outcomes.</li> <li>▪ Contextual awareness and its influence on the portfolio; understanding and application of subject knowledge and context.</li> </ul>
<p><b>Scheduled Learning and Teaching</b></p>	<p>During your course you will engage with learning and teaching that includes both online and face-to-face modes. The advertised scheduled activity for the course will be delivered through a combination of live, synchronous and asynchronous on-line learning. Scheduled learning and teaching activity may include lectures, seminars, studio and workshop briefings, tutorials, external visits and project briefings.</p>

## **Awards and Percentage of Scheduled Learning**

### **Year 1**

<b>Percentage of Scheduled Learning</b>	<b>26</b>
<b>Awards</b>	<b>Credits</b>
Certificate of Higher Education	120

### **Year 2**

<b>Percentage of Scheduled Learning</b>	<b>24</b>
<b>Awards</b>	<b>Credits</b>
Diploma of Higher Education	240

### **Year 3**

<b>Percentage of Scheduled Learning</b>	<b>12</b>
<b>Awards</b>	<b>Credits</b>
Bachelor of Arts	360

## Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Provide you with the knowledge and skills to support your study of branding and identity as a creative and dynamic activity
Aim	Assist you in developing a personal methodology and enable you to speculate on new, innovative approaches to the subject that, where possible, consider relevant social, cultural, political and environmental concerns
Aim	Enable you to appreciate, explore, interrogate and challenge the existing forms of the subject through independent and collaborative enquiry
Aim	Assist you in placing the subject within an historical, social, cultural, environmental context underpinned by theoretical, professional and international perspectives
Aim	Equip you with the necessary transferable skills to assist you in determining your professional future and assist you in progressing onto LCC and other external postgraduate courses
Aim	Raise your awareness of vocational outcomes
Aim	Equip you with skills to enable you to gain employment within industry
Aim	Place the subject of graphic branding and identity in an ethical, environmental and moral context
Outcome	Use a variety of cognitive, theoretical and practical skills to identify and investigate appropriate primary and secondary sources relevant to branding and identity (Enquiry);
Outcome	Examine and interpret research material visually and demonstrate this understanding in order to evaluate and inform project outcomes (Enquiry);
Outcome	Demonstrate an understanding of, and practically apply, contextual knowledge of the subject and its wider areas of influence (Knowledge);
Outcome	Problem solve, take risks, challenge preconceptions, experiment and test ideas, materials and media appropriate to concept development and principles of responsible design practice (Enquiry; Process);

Outcome	Demonstrate design, craft and technical skills in the final execution of ideas appropriate to the project outcomes and principles of responsible design practice (Realisation);
Outcome	Show clarity of purpose, appropriate selection of media, awareness of precedent and sensitivity to the needs of the audience in the production and presentation of ideas (Communication);
Outcome	Manage your learning through reflection, planning, self-direction, subject engagement, and commitment and be able to place your work in a professional context (Process; Realisation)
Outcome	Work independently or collaboratively with fellow designers or with those from different disciplines (Process).
Outcome	Exercise ethical, environmental and moral judgement in relation to the practice (Process; Realisation)
Outcome	Demonstrate an understanding of vocational skills related to professional outcomes and employment opportunities relevant to the subject. (Process; Realisation)

<b>Distinctive Features</b>	
1	Community of Practice. The course is situated within the undergraduate Branding and Design Innovation Programme which comprises BA (Hons) Design and Management and Cultures, BA (Hons) Design for Art Direction, BA (Hons) Design for Branded Spaces and postgraduate courses including MA Design Management and Cultures and MA Graphic Branding and Identity Within a School context there are undergraduate and postgraduate courses in the Branding and Design Innovation programme, Contextual and Theoretical Studies and the Interactive and Visual Communication Programmes. The programmes are situated within the Design School and is one of the largest within the University of the Arts and offers specialist provision that is current within the design, media and communication community is interdisciplinary, future facing and addresses the needs of the contemporary student.
2	The Diploma in Professional Studies. This unique year long optional course, offers students, across two programmes, the opportunity to undertake up to three placements anywhere in the world Students on BA(Hons) Graphic Branding and Identity will be able to capitalise on this opportunity
3	Practice and Theory: Although the course is located within a programme which is predominantly practice based its strong relationship with Contextual and Theoretical Studies will encourage the development of cultural thinking, critical analysis and study of global cultures and histories together with management theories
4	Interdisciplinary nature of the course: The design, media and communication industries have expanded and diversified significantly in the last two decades. No longer purely practice based they have become multidisciplinary activities which draw on the expertise of a broad range of subject specialists from anthropologists to psychologists who complement and inform design practice. The interdisciplinary and multi disciplinary nature of the subject will be reflected in the curriculum and delivery of this course.
5	Location: The College is possibly the only Design, Communication and Media focused institution in Europe located within what is recognised as a design capital of the world
6	Live Projects: The School has a long and distinguished history particularly in the area of graphic design, stretching back to the 1950's which has given it an enviable reputation and which makes it a focus for external live projects and collaborations which are a regular aspect of the School
7	Professional expertise and links: The Schools considerable number and calibre of alumni and national and international professional links also contribute to the

	School and its programmes. This is exemplified in the Schools list of visiting practitioners, visiting professors and Fellows from a disparate range of design and communication backgrounds
8	Progression: LCC has developed a Graduate School in recognition of having the largest post graduate populations within UAL. The breadth of provision and course synergies will facilitate and give the opportunity for progression into an increasing number of relevant courses in particular MA Graphic Branding and Identity.
9	Access to technicians and professionals trained in: Letterpress, printmaking and print resources.

## Course Detail

The course explores diverse and creative approaches to branding and identity, from concept to outcome. You'll gain valuable insights into all aspects of the subject from its historical, social, cultural and commercial contexts, through design practice relating to brand and identity expression.

Access to technicians and professionals trained in printmaking and letterpress to moving image and digital media.

The course is designed to produce strategic thinkers and creative communicators who will become significant professional practitioners within this expansive industry.

### What can you expect?

- Practical projects and technical workshops, designed to enable you to choose and develop the right message, to the right audience, at the right time and using the right media.
- The course will allow you to place graphic branding in the context of graphic design, branded spaces and interiors, packaging, moving image, advertising and narrative storytelling. It is designed to encourage innovation and initiative.
- Your practice will be supported and informed by theory associated with the subject, which places it within an historical, cultural and social context.
- Collaboration - This combination of practical and theoretical exploration and understanding is further supported by live projects and collaborative involvement with industry.

### Work experience and opportunities

We are industry-focused and regularly set projects that enable you to work with professional designers. Recent collaborations have included projects with Radley Yeldar, Studio PSK, Nomad and Echo.

Between Years 2 and 3 of the course, you'll also have the opportunity to undertake one of the following additional UAL qualifications:

**Diploma in Professional Studies (DPS):** An optional, year-long learning opportunity which enables you to develop your professional skills by undertaking a variety of placements and industry experiences. Supported throughout the year by academics, you'll build on the knowledge gained on your course in a range of national or international locations, and graduate with an additional qualification of Diploma in Professional Studies.

**Diploma in Creative Computing:** An optional, year-long opportunity which allows you to develop the computational skills that are shaping the future of the digital creative industries. After successfully completing the Diploma and the final year of your

undergraduate degree, you'll graduate with an enhanced degree title: for example, BA (Hons) Graphic Branding and Identity (with Creative Computing).

Mode of study

BA (Hons) Graphic Branding and Identity runs for 93 weeks in full time mode. It is divided into 3 stages over 3 academic years. Each stage lasts 31 weeks.

## Course Units

In 2019, UAL declared a [Climate Emergency](#). In response, LCC's [Design School](#) set an ambitious Sustainability Action Plan in place to fully embed responsible practices within the curriculum and in everything we do.

As part of this initiative, we've shaped our courses around social and environmental sustainability principles that ensure learning outcomes reflect the urgent need to equip you with the understanding, skills, and values to foster a more sustainable planet. Our aim is to change the way our students think, and to empower you to work towards a sustainable future.

In common with all courses at University of the Arts London, this course is credit rated. The course is 3 years, levels 4-6. Each year requires you to achieve 120 credit points. To be awarded the BA (Hons) Graphic Branding and Identity qualification, you need to accumulate a total of 360 credits.

The first year of the course will introduce you to strategic brand thinking, combined with design principles associated with a broad range of media.

### Year 1

#### **Introduction to Graphic Branding and Identity (20 credits)**

This unit will introduce you to your course and its subject specialism as well as to effective learning and studentship at undergraduate level.

#### **Branding and Design Principles (40 credits)**

This unit will introduce you to the importance of audience and personas; brand promise and purpose, brand values, brand personality and tone of voice alongside the development of a range of graphic design principles in typography and layout.

#### **Brand Narratives (20 credits)**

This unit introduces to the importance of developing a brand story with which to engage

your audience.

### **Brand Packaging (20 credits)**

This unit focuses on an exploration of branding in the context of 3D packaging, allowing you to explore materials, form and physical interaction.

### **Contextual and Theoretical Studies 1 (20 credits)**

Introduces histories, theories and debates relevant to graphic branding, identity and visual culture.

## **Year 2**

The second year will consolidate and expand on your experience of brand expression across a range of different online and offline media.

You'll explore the role branding might have in a range of social, cultural and political contexts.

We encourage individual and collaborative working, with theoretical aspects of the subject, all within an exploratory context.

### **Brand Expression (40 credits)**

This unit will enable you to understand how brands communicate across cultures in global and local contexts and how design can be used to maximise this communication in terms of meaning and brand personality.

### **Professional Practices (20 credits)**

This unit gives you the opportunity to collaborate with design students from other courses on a live industry brief.

### **Brand Futures (40 credits)**

This unit challenges you to engage with branding in social, cultural and political contexts, recognising that as designers we have the ability to bring people together around current societal challenges.

It also explores the potential for audience engagement in a range of emerging technologies.

## **Contextual and Theoretical Studies 2 (20 credits)**

You'll study a specific set of ideas, practices and theories chosen by you and related to your career and practice ambitions.

## **Diploma in Professional Studies**

The Diploma in Professional Studies (DPS) is an optional year-long learning opportunity, allowing you to undertake a variety of internships and professional experiences for a whole academic year in Year 3, as part of a four-year degree.

It is a managed year of professional experience largely undertaken in the design profession in a variety of national and international locations.

Successful candidates are selected on a competitive basis from academic performance and studentship, successful completion of the DPS bridging studies and by portfolio and proposal.

## **Year 3**

The final year allows you to pursue your interests and direction through supported independent study. It will provide you with confidence to choose your future path within the industry, or progress onto postgraduate study.

There are two pathway options in term one and two of Year 3. One route involves an 8,000 – 10,000 word piece of written work (Route A), or the other route combines a 4,000 – 5,000-word piece of written work plus a Self-Initiated Project (Route B).

### **Route A:**

## **Contextual and Theoretical Studies 3 (Route A) (40 credits)**

Is a 8000-10,000 word thesis on a subject of your choice in negotiation with your tutor.

## **Industry Practice (20 credits)**

In this unit you will choose from a range of live or design agency set briefs to give you the experience of working with clients or with industry partners.

## **Major Project Studio (60 credits)**

This unit is the culmination of your degree. It offers a range of project choices that enable you to continue to develop a personal portfolio of work relevant to your aspirations. Briefs include those set by agencies, live briefs, competition briefs and the opportunity to

undertake self-initiated projects.

### **Route B:**

#### **Contextual and Theoretical Studies 3 (Route B) (20 credits)**

Is a 4,000-5,000-word thesis on a subject of your choice in negotiation with your tutor.

#### **Industry Practice (20 credits)**

In this unit you will choose from a range of live or design agency set briefs to give you the experience of working with clients or with industry partners.

#### **Major Project Studio (60 credits)**

This unit is the culmination of your degree. It offers a range of project choices that enable you to continue to develop a personal portfolio of work relevant to your aspirations. Briefs include those set by agencies, live briefs, competition briefs and the opportunity to undertake self-initiated projects.

#### **Self-Initiated Project (Route B) (20 credits)**

This unit offers you the opportunity to undertake an extensive self-initiated project that allows you to work on an aspect of the subject area that particularly interests you and reflects your aspirations for your portfolio and career after your degree.

### **Learning and Teaching Methods**

- Lectures/large group learning
- Workshop and seminar learning
- Academic tutorials
- Self-directed learning
- Outside speakers and visits
- Collaborative working
- Assessed assignments

### **Assessment Methods**

- Practical project work and computer based activities
- Prepared writing
- Responses to case studies
- Oral presentation
- Personal presentations of prepared work
- Workshop based activities

- Written research projects
- A portfolio

## **Reference Points**

The following reference points were used in designing the course:

- The learning and teaching policies of the University of the Arts London
- The College policies and initiatives
- Level descriptors
- Benchmark statements

# Course Diagram

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	Week 31			
Level 4 – Year 1																																		
Block 1															End of Block	Block 2																		
Introduction to Graphic Branding & Identity (20)										S	Brand Narratives (20)																	S						
Branding & Design Principles (40)													S	Brand Packaging (20)										S	CTS1 (20)							S		
Level 5 – Year 2																																		
Block 1																Activities Week	Block 2																	
Professional Practices (20)												S	CTS 2 (20)															S						
Brand Expression (40)													S	Brand Futures (40)										S										
Level 6 – Year 3																																		
Block 1																	Activities Week	Block 2																
Industry Practice (20) Route A & B										S	MPS (60)										Self-initiated Project (20) Route B		S											
CTS3 (20) Route B												S	Major Project Studio (60)																	S				
CTS3 (20) Route A												S																						

S = Summative Assessment

*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*

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