

# ual:

## Programme Specification

FdA Graphic Design

**camberwell  
college of arts**

**chelsea  
college of arts**

**wimbledon  
college of arts**

**APPROVED**

<b>Course AOS Code</b>	20142
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<b>FHEQ Level</b>	Level 5 Dip HE/Fd
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<b>No. of Terms</b>	6
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<b>QAA Subject Benchmark</b>	Art and Design
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<b>Course Credits</b>	240
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<b>Term Duration</b>	10 Week(s)
<b>Valid From</b>	September 1st 2018 ( June 2018 )
<b>Programme</b>	Camberwell Undergraduate Design (L003)
<b>JACS Code</b>	W240 - Industrial/product design
<b>UCAS Code</b>	<b>Code: W201</b>
<b>Work placement offered</b>	No

**Collaboration**

No collaboration

<b>Course Entry Requirements</b>	<p><i>Applicants will have, or are expected to achieve, either:</i></p> <ul style="list-style-type: none"> <li>• 2 A levels, grade C or higher or equivalent e.g. International Baccalaureat 24 points.</li> </ul> <p><i>All classes are conducted in English. If English isn't a students' first language they 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.</i></p>
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<b>Selection Criteria</b>	<p>1 Evidence, through a portfolio of practical work, of an ability to explore, articulate and develop ideas.</p> <p>2 Evidence of an ability to research by seeking out and applying information and visual material to support your ideas.</p> <p>3 Demonstrate a range of appropriate skills and technical abilities relevant to your ambitions.</p> <p>4 Evidence of an ability to self-direct and evaluate your own work.</p> <p>5 Evidence of an ability to communicate and discuss your ideas visually, verbally and in writing.</p> <p>Portfolio advice: The portfolio should be mainly made up of work that demonstrates an understanding of the importance of utilising process and methodology to generate design solutions. You should show a desire to engage with contemporary practice in relation to graphic design, 3D design, advertising, architecture, typography and illustration. You should show a desire to engage with and utilise language and an interest in working with typography. An ability to analyse, interpret and respond to content in order to create successful pieces of communication is also important.</p>
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## Distinctive Features

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1	An industry relevant, employment led approach to learning designed to give opportunities to students from non-traditional backgrounds, from employment and vocational Year 3 courses.
2	A bridging unit to enable progress onto the BA (Hons) Illustration or BA (Hons) Graphic Design course at Camberwell College of Arts.
3	Opportunity to undertake research into a particular aspect of current practice within the creative industries.
4	Emphasis on personal and professional development - developing skills for managing your own learning and for future study or employment.

## Years

<b>Year 1 Credits</b>	120	<b>Percentage of Scheduled Learning</b>	24
<b>Exit Awards</b>	Certificate in Higher Education (Exit Only)		
<b>Year 2 Credits</b>	240	<b>Percentage of Scheduled Learning</b>	16
<b>Exit Awards</b>	FdA Graphic Design		

## Aims and Outcomes

Aim/Outcome	Description
Aim	Acquire a broad knowledge of Art/Design and develop and apply your understanding of current aspects of the discipline in a professional context.
Aim	Develop a research methodology relevant to current industry models in order to apply appropriate processes and skills critically and imaginatively within the professional field of communication design.
Aim	Manage your own learning and acquire transferable skills such as communication, initiative and problem solving that equip you for employment, further study and support your continuing professional development.
Outcome	Demonstrate knowledge and critical understanding of key issues and concepts associated with communication design in a current industry context.
Outcome	Demonstrate an appropriate research methodology and the application of this methodology in a relevant professional context.
Outcome	Demonstrate practical ability and competence in deploying appropriate processes and skills in order to realise, select and present your intentions as a body of work to professional standards.
Outcome	Demonstrate an ability to make decisions and take responsibility for your own learning and professional development through the use of reflection and self-evaluation.
Outcome	Deploy a range of appropriate transferable skills in communication, initiative and problem-solving in a professional context.

## **Introduction to Course**

The FdA in Graphic Design addresses contemporary approaches to Branding, Advertising and Graphic Design. Key design industry practitioners were consulted in the development of the course so that process and methodology reflect as closely as possible current working practices. Opportunities to engage directly with industry occur throughout the two years, creating the possibility for a seamless progression into a successful career.

The course initially focuses on the development of design solutions that utilise a range of media platforms. Students explore strategies for the implementation of brand identity and look at strategies for communication in relation to advertising and marketing. The impact of advanced technologies on working methods is explored as well as the significance of teamwork and project management. Conceptual and theoretical study, are underpinned by the development of practical skills in process and media. These issues are applied to an industry context through work-based learning, live projects, studio visits, work placement and a research project that involves interviewing key practitioners from the Creative Industries.

The course takes a reflective and proactive approach to learning so that you will develop skills of evaluation and planning as a means of establishing an increasing level of independence and self-efficacy as a learner and in your career. The course aims to prepare you to progress straight into employment or bridge onto Stage Three of a relevant BA (Hons) course at Camberwell College of Arts or elsewhere.

The Graphic Design course is designed to run alongside and at key points be integrated with the current FdA Illustration, which is focused towards the development of visual experiences. Course units such as Unit 1 Introduction to Study in FdA Graphic Design and FdA Illustration, Units 3, 5 and 7 are shared. The course project structure is mirrored throughout the 2 years across both of the FdA courses allowing a plug-in approach for briefs. Therefore, if as a Graphic Design student you wish complete an appropriate Illustration brief, with staff consultation and support, you can.

The course is aimed at widening participation in the Undergraduate Programme by offering an industry led approach to learning designed to give opportunities to students from non-traditional backgrounds, from employment and vocational Stage 3 courses. Half way through Stage 2 you will be given the opportunity to apply for a bridging study programme to enable progress to Stage 3 of either the BA (Hons) Graphic Design or BA (Hons) Illustration. This will lead to a portfolio review with staff from the BA course and your FdA tutor. This review is designed to assess the appropriateness of this progression route for you.

Should you wish to continue your application at the end of the course, students achieving a Merit will be able to take a Bridging Study Programme Unit; successful completion of this unit would lead to acceptance onto the BA course.

## Outline of Curriculum

### Stage 1: Establishing Your Position (120 Credits)

Stage 1 of the course requires students to define and explore 'key' principles in the creation of communication strategies for Graphic Design, Branding and Advertising. You will establish appropriate research methodology and the skills necessary to produce design solutions that utilise a range of media platforms. You will then develop a more specialised scheme of work through a diagnostic study and will work in a team to develop an integrated branding strategy. During the second half of the year you will also take part in a research project that looks at how these ideas might apply to a professional context.

### Stage 2: Preparing for Employment (120 Credits)

Stage 2 begins with a sustained period of work based learning which will enable you to reflect upon, analyse and evaluate graphic design practice in the professional context. This experience will inform the preparation of a personally devised programme of study, which will allow for the development of work that exploits specialist interests in order to create communications that relate to branding, advertising, graphic design and marketing.

The review and evaluation of this programme of study will allow for the development of a resolved body of work. At the end of the year you will be given detailed guidance in the preparation of an appropriate approach to employers.

## Course Units

### Year 1

Term 1	Term 2	Term 3
Unit 1: Introduction to FdA Graphic Design and FdA Illustration 20 Credits Value (1 of 2) Starts: Week 1	Unit 1: Introduction to FdA Graphic Design and FdA Illustration 20 Credits Value (2 of 2)	
Unit 2: Defining The Subject: Process/Methodology And Diagnostic Study 40 Credits Value (1 of 2) Starts: Week 1	Unit 2: Defining The Subject: Process/Methodology And Diagnostic Study 40 Credits Value (2 of 2)	
	Unit 3: Work Based Learning 1: Making Contact With The Industry 20 Credits Value (1 of 3) Starts: Week 4	Unit 3: Work Based Learning 1: Making Contact With The Industry 20 Credits Value (2 of 3)
	Unit 4: Defining The Subject: Sustained Specialist Exploration 40 Credits Value (1 of 3) Starts: Week 4	Unit 4: Defining The Subject: Sustained Specialist Exploration 40 Credits Value (2 of 3)

## Year 2

Term 1	Term 2	Term 3
Unit 3: Work Based Learning 1: Making Contact With The Industry 20 Credits Value 3/10 Weeks (3 of 3)	Unit 7: Reflection, Planning and Presentation 20 Credits Value (1 of 3) Starts: Week 6	Unit 7: Reflection, Planning and Presentation 20 Credits Value (2 of 3)
Unit 4: Defining The Subject: Sustained Specialist Exploration 40 Credits Value 3/10 Weeks (3 of 3)	Unit 8: Individual Programme of Study 40 Credits Value (1 of 3) Starts: Week 4	Unit 8: Individual Programme of Study 40 Credits Value (2 of 3)
Unit 5: Contextual Analysis and Individual Programme of Study Planning 20 Credits Value (1 of 2) Starts: Week 1	Unit 5: Contextual Analysis and Individual Programme of Study Planning 20 Credits Value (2 of 2)	
Unit 6: Work Based Learning 2 40 Credits Value (1 of 2) Starts: Week 1	Unit 6: Work Based Learning 2 40 Credits Value (2 of 2)	