

**BA (Hons) Graphic and Media Design  
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>	Graphic Communication (L037)
<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 for more information.</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> </ul>

	<ul style="list-style-type: none"><li>▪ Research and its application (including images from sketch books): evidence of investigation and use of appropriate resources.</li><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>
<b>Scheduled Learning and Teaching</b>	<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>30</b>
<b>Awards</b>	<b>Credits</b>
Certificate of Higher Education (Exit Only)	120

### Year 2

<b>Percentage of Scheduled Learning</b>	<b>25</b>
<b>Awards</b>	<b>Credits</b>
Diploma of Higher Education (Exit Only)	240

### Year 3

<b>Percentage of Scheduled Learning</b>	<b>16</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:

<b>Aim/Outcome</b>	<b>Description</b>
Aim	Offer a dynamic, broad, culturally and technologically responsive studio culture which critically engages and challenges the status quo 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. (Enquiry)
Outcome	Examine and interpret and apply research material in order to inform and resolve outcomes. (Enquiry)
Outcome	Examine, explore and apply subject knowledge and its underlying principles related to Graphic and Media Design. (Knowledge)
Outcome	Work through a variety of potential material and critical iterations analysing reusability, lifespan and waste impact to arrive at the most appropriate and responsible final outcome. (Process)

Outcome	Demonstrate skills in the execution of staged and final outcomes through appropriate tools, considered materials, processes and methods. (Process)
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)
Outcome	Demonstrate suitable behaviour for working in a professional context, independently or collaboratively. (Realisation)
Outcome	Manage the learning process through critical reflection, project planning, time management, self-direction, subject engagement and commitment. (Realisation)

<b>Distinctive Features</b>	
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 projects, from editorial to UX/UI. 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	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.

## Course Detail

BA (Hons) Graphic and Media Design teaches a broad set of skills and inspiring ideas rooted in communication and graphic media that equips graduates with the confidence in the huge range of opportunities across new technologies and careers in design.

### What can you expect?

- First year introduces core skills in design, visual communication, graphic media and technologies. You will learn to work individually and in teams in response to a wide variety of briefs drawn from the professional context. This year also introduces theories and ideas of graphic design and visual culture and teaches you how to use them in your practical work.
- Second year develops new specialisms and experimental practices in new and emerging technologies. You will begin to develop a direction for your practice and portfolio based on the range of experiences and theories you encounter and develop the skills to structure your learning and your future career through industry briefs and collaborative work.
- Final year focuses on the development of your professional position, profile and portfolio with subject-specialist tutors and in a series of self-directed and specialist tutor co-authored projects. You will also write a thesis with the support of a tutor that gives you the confidence to present your own ideas in written and spoken form.

### Work experience and opportunities

Students work on live briefs during their study as well as take placements through our extensive alumni network.

Previous and current industry partners include:

- Diabetes UK
- British Film Institute (BFI)
- Interbrand
- Dorling Kindersley
- The Design Museum
- Pentagram
- Apple
- International Society of Typographic Designers (ISTD)
- NHS
- Moleskin
- D&AD

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 and Media Design (with Creative Computing).

## **Course Structure**

The academic year for this course is divided into 2 blocks.

The 1st block is of 15 weeks' duration from late September to mid-February. In accordance with the University timetable, there will be a four week holiday in December.

The 2nd block is also of 15 weeks' duration from mid-February to the end of June with a four week holiday for Easter.

## **Mode of Study**

BA (Hons) Graphic and Media Design 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.

All the units in the course are compulsory, except for the option to choose a longer or shorter thesis and complimentary practice project in third year. However, most units

offer a range of briefs and projects to choose from across a range of approaches and technologies with Subject Specialist tutors co-authoring a wide range of bespoke learning opportunities.

## **Year 1**

You will be introduced to the core skills of graphic and media design practice and theory through individual and collaborative briefs with a range of subject specialist tutors.

### **Introduction to Graphic and Media Design (20 credits)**

This unit introduces the graphic and media design study through theory and practice.

### **Principles, Processes and Methods (40 credits)**

In this unit you will build on 'Introduction to...' to develop core conceptual and technical skills of working in design.

### **Applied Methods and Exploration (40 credits)**

You will have the opportunity to apply the ideas and methods learnt in the previous unit through project briefs.

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

This unit introduces histories, theories and debates relevant to graphic and media design and visual culture.

## **Year 2**

You will have the opportunity to develop subject specialism and explore a range of experimental practices and technologies as you head to your final year.

### **Specialist Ways of Working (40 credits)**

You will be introduced to specialist fields of graphic and media design such as digital and user experience design, coding and development and social practice.

### **Professional Practice (20 credits)**

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

### **Situating Practice and Self-Directed Portfolio (40 Credits)**

You will focus and deepen your learning and skills so far towards developing a sense of your own practice, self-direction and experimentation.

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

In this unit you will study a specific set of ideas, practices and theories chosen by you and related to your career and practice ambitions.

### **Year 3**

In your third year, you will focus your work towards developing a rich portfolio of exciting, self-directed and specialist projects.

### **Positioning and Industry (20 credits)**

This unit focuses on the development of critical skills in creative and communication industries through practice projects to better equip you for employment.

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

Your Major Project is the culmination of the course where you produce showcase work based on the core skills, specialisms, technologies and theories you have learned and chosen to focus on.

In addition, year 3 students chose between either Route A or Route B:

- **Route A: Contextual and Theoretical Studies (40 credits)**  
is a 8000-10000 word thesis on a subject of your choice in negotiation with your tutor.
- **Route B: Contextual and Theoretical Studies (20 credits)**  
is a 4,000-5,000 word thesis on a subject of your choice in negotiation with your tutor.
- **Route B: Self-Directed Project (20 credits)**  
a supplementary practice unit to the thesis that gives further opportunity to explore critical and technical areas linking theory to practice.

## **Learning and Teaching Methods**

- Tutorials
- Assessment
- Presentations

- Seminars
- Workshops
- Technical and conceptual exercises
- Inductions and workshops
- Group tutorials
- Discussions and seminars
- Design writing workshops

## Assessment Methods

- Assessment
- Research
- Experimentation

## Reference Points

The following reference points were used in designing the course:

It is interesting to note that although the 2016 Subject Benchmark Statement acknowledges changes to technologies and commercial landscapes, the coding system remains the same. GMD sits within W210 [Graphic Design]. Unit titles for the proposed revalidation allude to benchmark level terminology, with one aim to simplify the notion of critical, technical and vocational progression through the semesters and years. Oblique notions and references to narrative, materiality or form are removed to clarify further progression. Subject specific definition and detail is provided through studio level project material.

One particularly pertinent area outlined within the QAA benchmark statement is the *“erosion of traditional parameters”* (QAA Benchmark Statement for Art & Design section 3 para 3.2)

This is acknowledged explicitly within the revalidation proposal GMD via the following teaching and learning methods: breadth of projects and opportunity via the Specialist Subject Lead co-authored projects and studio based activity, the elective-selective parameters within Blocks 4 and 6, facilitating greater levels of experimentation, autonomy and self-directed practice. It is these erosions of parameters – as well as job descriptions and skills sets as interrogated within the revalidation workshops with industry and education – that are informing and supporting a radical approach to content authoring and schematic design.

More broadly, please see QAA notes below and Units designed to respond accordingly:

QAA guidance has been consulted and the course fully adheres to the FHEQ Code of practice particularly as it is established within the framework of BA developments agreed across LCC by the quality department. In evidence the following areas of level 4-6 study from the QAA code of practice at can be identified as being addressed with the specific units as follows:

Source:

<http://www.qaa.ac.uk/Publications/InformationandGuidance/Documents/FHEQ08.pdf>

# 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																Block 2																	
Introduction to GMD (20 credits)											S						Applied Methods and Exploration (40 credits)											S					
Principles, Process and Methods (40 credits)												S					CTS 1 (20 credits)											S					
Level 5 – Year 2																																	
Block 1																Block 2																	
Specialist Ways of Working (40 credits)											S						Situating Practice and Self Directed Portfolio (40 credits)											S					
Professional Practice (20 credits)												S					CTS 2 (20 credits)											S					
Level 6 – Year 3																																	
Block 1																Block 2																	
Positioning and Industry (20 credits)											S						Major Project cont.											S					
Route B Self Directed Project (20 credits)										S							Major Project (60 credits)																
CTS 3 Route A (40 credits)											S						Major Project (60 credits)																
CTS 3 Route B (20 credits)												S					Major Project (60 credits)																

End of Block

Activities Week

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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