

ual:

Programme Specification

BA (Hons) Graphic Design Communication

**camberwell
college of arts**

**chelsea
college of arts**

**wimbledon
college of arts**

APPROVED

Course AOS Code	10106	No. of Terms	9
FHEQ Level	Level 6 Degree	QAA Subject Benchmark	Art and Design
Course Credits	360		
Term Duration	10 Week(s)		
Valid From	September 1st 2018 (June 2018)		
Programme	Chelsea Graphic Communications and Textile Design Programme (L052)		
JACS Code	W200 - Design studies		
UCAS Code	Code W216		
Work placement offered	No		
Collaboration			
No collaboration			
Course Entry Requirements	<p>Applicants will have, or are expected to achieve, either:</p> <ul style="list-style-type: none"> • 2 A levels, grade C or higher or equivalent e.g. International Baccalaureat 24 points. <p>All classes are conducted in English. If English isn't a students' first language they must provide evidence at enrolment of the following:</p> <ul style="list-style-type: none"> • IELTS level 6.0 or above, with at least 5.5 in reading, writing, listening and speaking. 		
Selection Criteria	<ul style="list-style-type: none"> • Evidence of a critical engagement with visual communication concepts and products. • An aptitude for developing communication propositions based on a rigorously constructed argument from extensive research. • Evidence that the applicant can communicate serious intent for graphic design inquiry. 		

Distinctive Features

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1	A curriculum that maintains breadth, in response to rapidly advancing cultural and technical changes within subject whilst supporting students in the development of a distinctive personal identity that engenders creative confidence. Students are enabled to create and develop visual response to a wide range of communication problems.
2	Students are supported in their understanding of hierarchy, typography, aesthetics, composition and construction of meaningful images. This focus leads to evidence of high employability statistics following graduation.
3	A three-stage programme: stage 1 - Breadth of experience; stage 2 - Investigation, depth and professional practice; stage 3 - Claiming professional recognition and employment or postgraduate progression. Graduates produce innovative portfolios that demonstrate high levels of craft and the ability to solve communication problems including identifying problems through research, analysis, solution generating and prototyping.
4	Delivers a tool kit of transferable and adaptable core professional technical and crafts. Accelerated skills are implemented by the delivery of beginner, intermediary and advanced principles across levels within typography, analogue and digital skills and an understanding of contemporary professional presentation.
5	Addresses contemporary skills and predicts future competences. In order to fulfil the expectations placed upon designers in the future, students are encouraged to employ skills including those beyond today's typical scope. This ambition informs the ongoing development of our contemporary curriculum.
6	The curriculum includes high-level live (bespoke) projects; design awards and simulated work-based learning opportunities and aspires to achieve the seamless integration of the professional design studio delivered within the classroom. This engagement is a major contributor towards the development of students that are independent strategists and subject innovators and aware of a broad understanding of issues related to the cognitive, social, cultural, technological and economic contexts for design.
7	A high emphasis on contextual theory informing studio practice, resulting in evidence of a strong synergy between research methodology, writing and articulation informing conceptual depth and the directional ambition of student projects and graduate portfolios.
8	Size of cohort, relatively small compared with comparable courses, supporting development of a close community of practice; demonstrated through a series of cross-level initiatives including a lecture series and social and networking events.
9	Students are engaged in wide range of teaching and learning methods, including online learning tools with an emphasis on e-commerce and student blogs for recording and developing progression and self-reflection.
10	A core academic team with an extensive range of skills, both professional and contextual supported by associate lecturers and specialist speakers from industry and alumni. This ensures the facilitation of student development both cognitively and practically.

11	Industry networking and student self-promotion towards employability are encouraged and supported culminating in a prestigious degree show.
12	<p>Our graduates are professionally engaged in a wide range of posts within graphic design and communication practices which currently include:</p> <p>Deputy Art Director Vogue Magazine, Print Designer-Oasis, Designer-Wilsdon Design Associates, Art Director-Meri Media, Director-Useful Studio, Communication Designer-IDEO, Director-Skin Flicks, Creative Director-Spring Studio New York, Graphic Designer Barton Bogle Hagerty, Founder, Director Drop Dead Music, Designer Virgin Media, Director-Generator Films, Creative Lead-Generator Films, Graphic Designer-View, Art Director-Ogilvy & Mather Paris, Director Luke Charles, Senior Designer-ASOS, Communication Strategist-Brightgreen, Graphic Designer Antidote, Account Director-Leo Burnett, Operations Director Corkscrew, Designer-Puma Germany, Designer City & Law, At Director-My Studio, Design Consultant-Caribou.</p>

Years

Year 1 Credits	120	Percentage of Scheduled Learning	21
Year 2 Credits	240	Percentage of Scheduled Learning	19
Year 3 Credits	360	Percentage of Scheduled Learning	13
Exit Awards	BA (Hons) Graphic Design Communication		

Aims and Outcomes

Aim/Outcome	Description
Aim	A supportive atmosphere that advances your knowledge and understanding of graphic design communication concepts, techniques and debates.
Aim	An open and culturally diverse environment that fosters experimentation, dialogue and collaborations.
Aim	A variety of learning opportunities that foster the integration of theory and practice through engagement with established research methods, current practice-based research and collaborations with the University's research centres.
Aim	A dynamic learning environment that enables the development of focused practice and the development of a personal identity as a graphic designer, by networking with a wide range of practitioners and by undertaking live projects.
Aim	Opportunities to engage with current and emerging professional practices through practitioner-led teaching teams, collaborations, design award submission and simulated work-based learning opportunities with organisations at the forefront of the communication industry.
Aim	Opportunities for the development of transferable and professional skills relevant to employment and/or further study.
Outcome	Demonstrate a broad and systematic critical understanding of historical, contextual and contemporary debates related to Graphic Design Communication, together with the ability to evaluate and interpret them.
Outcome	Carry out sustained, systematic critical and practical research, using relevant resources and appropriate methods of analysis, enquiry and experimentation.
Outcome	Apply established and emerging graphic design techniques effectively, including a range of practice-based two and three-dimensional skills in both print (analogue) and digital media, including e-commerce.
Outcome	Manage personal learning and continuing development, through independent planning and organisation, critical reflection and self-evaluation.
Outcome	Use graphic design, communication and presentation skills in order to articulate complex ideas and respond effectively to a range of industry and self-initiated briefs, using specialist language effectively.
Outcome	Demonstrate personal ambition and a responsibility in decision making in order to respond to complex scenarios towards a focussed professional context or towards further study.

Introduction to Course

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Graphic designers are creative practitioners specialising in the visual communication of messages, meaning and ideas. The practice of graphic design can include typography, illustration, photography, advertising, animation, moving image and interaction design. Graphic designers have a critical role in identifying and addressing complex communication needs across changing and challenging commercial, social, cultural and environmental contexts. UAL alumni are leaders in this field; they have revolutionised design for print, digital and physical environments and experiences, systems and services for business, the arts, government and communities. Our students are motivated individuals learning through experimentation, critical thinking, making and practice. They work within the diverse creative communities of their college and the economic, cultural and global resource of London, one of the world's leading design capitals. UAL graphic design courses inform and are informed by the creative industries; our staff and alumni are among the initiators and innovators continually expanding and redefining this dynamic and vital discipline'. UAL Subject Statement / Graphic Design

Staff and students work together on the programme to promote and adhere to a core philosophy, that graphics at Chelsea is all 'about the big idea that challenges the brief and is beautifully made'. Students are encouraged to stimulate a passion for generating dynamic ideas and are supported in their development of core skills and in creating innovative concepts that require the development of professional digital, technical and presentation flair. With a high emphasis on live projects in collaboration with industry, the course offers a comprehensive grounding in the key principles of graphic design and critical awareness. Students have the opportunity to work in design for print and moving image, benefiting from innovative use of online resources and creative blogs, which support self-directed study, in college and off-campus. Creative work in online platforms constitutes the basis for staff and students' ongoing research and innovation in our teaching and learning practice.

Our strong links with industry are evidenced by the opportunity for engagement in bespoke briefs, most exclusive to the course and introduced by practitioners and clients across a range of specialist areas. In addition, participation in internationally recognised professional design award schemes includes the Association of Design and Art Directors, (D&AD) Student Design Awards, with success from our students annually recognised by the subjects lead body. An emphasis on projects dealing with youth-orientated issues, brands, products and services constitute a key element a contemporary curriculum.

Our recent clients and collaborators include: VF (The North Face), Vans, Eastpak, Spring Studios (New York), Monotype, Dazed Media, John Lewis, Studio Koto and SomeOne amongst others.

Students interact at all levels with a wide range of innovative and dynamic visiting lecturers who are appointed as leaders in their field, to work alongside our core staff on tailored units. A scheduled professional speaker programme invites all students to participate in illustrated talks where a diverse range of leading professionals share their career stories, philosophies and professional practices. This engagement provides students with opportunities to network, build vital contacts and gain crucial experience. Professional speakers and lecturers working with the course include creatives from IDEO, Ridley Scott Associates, Creative Review, SAS London, Spring Studios, Graphic Thought Facility, Vogue, Wonderland, Anthony Burrill, Spin, David Pearson and Lets Be Brief.

Critical enquiry informs student's studio work and encourages design activity within a broader context. Active connectivity between graphic design practice and contextual theory underpins creative practice and enhancement of critical writing skills. Dissertations are typically themed around innovations in technology, social interaction and emerging public information distribution platforms and dissertation abstracts are commonly published alongside practical work in graduate catalogues.

Outline of Curriculum

Throughout the course you will embark on a journey that has been designed to support your engagement through a number of tailored units, each offering experimental, creative, professional and contextual opportunities. In combination they will support your personal ambitions within the graphic design and communications profession or towards further, postgraduate study.

Level Four

This unit aims to introduce you to your course and its subject specialism as well as to effective learning and studentship at undergraduate level. It will orientate you to the practices and knowledge-base needed to understand your discipline and help you to develop your skills for independent and collaborative learning, reflection and your own self development. Students come from many diverse educational backgrounds and a part of this unit will enable to reflect on your own background and how that shapes the way you approach your course.

Unit 1 Introduction to Graphic Design Communication 20 Credits

You will be introduced to undergraduate study and to the aims and structure of your course. Introductory reviews of your work will help you to locate your ideas and interests within the course. You will learn about research and study skills, develop reflective and critical skills and begin to become an increasingly independent learner. Workshop, library and technical inductions will help you to understand the resources that are available to you. In addition you will be introduced to other resources such as IT and Academic Support.

Unit 2 Analogue and Digital Visualisation 40 Credits

You will be encouraged to undertake visual research and develop both analogue and digital and two and three dimensional drawing and visualising skills through interpretation, representation and communication. An introduction to typographic design and its language, purpose and processes explores both hand-generated and digital responses.

Unit 3 Concept and Narrative 40 Credits

This unit is concerned with the development of the conceptual thought processes and critical analysis of design exercises which explore effective narrative communication forms. A preliminary exploration of narrative forms within graphic media and visualising design concepts within digital environments will allow you to make informed choices towards further work at level 5 (year 2). The unit culminates in the preparation of an individual portfolio.

Unit 4 Creativity and Context 20 Credits

This unit draws upon both practice and theory to understand how the elements 'Graphic', 'Design' and 'Communication' can be interpreted and analysed through the social, cultural, and technological

changes of the modern and postmodern eras. The programme is supported by a series of lectures, seminars and exhibition visits to broaden your knowledge of the subject area and inspire and inform your creative practice. This unit encourages you to develop critical skills to help you examine how visual culture has evolved and how contemporary practice is connected to historical precedents.

Level Five

At this level you will be encouraged to explore a range of creative possibilities in approaching the design brief through a range of processes, media and materials as a way to develop a self-critical personal design language. In order to define your research strategies, you will engage with the broad contexts that inform design practice. You will be encouraged to use London as a context and resource for study. The aim is to advance your application of production and critical skills into design processes. In order to aid you in this process, we will offer opportunities for you to engage with input from professional designers, peer critiques, workshops, seminars and discussions. Project work is supported through the integrated teaching of history, theory and contemporary practice.

Unit 5 Expanded Practice 20 Credits

Unit 5 offers you a choice of focus, aimed to help you explore your practice through a specific area. The areas covered will be led by practice and ideas and based around a series of seminars, lectures and critiques where the work you are making in the studio is discussed. In addition, the areas will be underpinned by an element of theory, allowing you to explore and deepen your awareness of the specific cultural, historical and theoretical context within which you are working.

Unit 6 Exploring the Professional Brief 40 Credits

You will continue to explore the creative possibilities of the design brief alongside the development of a personal language and specialist choice, focusing on effective strategies in problem solving utilising digital video and the web or creative typography and print media. There is an opportunity for the exchange of a number of students in partner institutions during this unit and also participation in work-based learning/placements.

Unit 7 Developing a Personal Language 40 Credits

This unit shifts the emphasis to the demands of the professional world of practice and engages you in multidisciplinary, live briefs introduced by practitioners and clients across a range of specialisms within the area of contemporary design communication. A strong emphasis on professional, related learning practices will encourage you to work both individually and in teams towards the development of personal choices, interests and direction.

Unit 8 Culture and Context 20 Credits

This unit examines how theory and practice interlink through a range of thematic areas related to Graphic Design Communication. The topics that we will cover will include; Appropriation, Postmodernism, Speculative Design, Subcultures, Ethical Design, Consumerism, Hyperreality, Media, and Technology. Through seminars and group discussions we will examine how engagement with theory and context can inform and enhance design practice. The linking of theory to practice is a key feature of this unit and in the Autumn term you will be asked to respond to design brief which connects primary contextual research to a practical outcome.

Level 6

During the final year the emphasis shifts to more self-directed project work. You will develop a sound understanding of the links between technology and users, between creativity and the professional sector, and between theory and practice. You will focus and distinguish your portfolio, combining creative innovation with design excellence. Examples of digital and multimedia design fields within which students typically work includes: web-based design, installation, animation, video, interactive publishing and broadcast media. As the demands of the course increase, there is a greater emphasis on the development of a personal portfolio that is informed by employment and/or further study ambitions.

Unit 9 Professional and Personal Practice 80 Credits

In the first half of level 6 you will be encouraged to further realise your professional aims by participating in a distinctive live project and an internationally recognised Professional Design Award scheme. Each brief offers sectors across a broad range of specialist areas that each challenge contemporary approaches to design, with an emphasis on innovative but appropriate solutions within a sympathetic social context. Critical reflection within these projects will contribute towards your final project statement establishing the context, criteria and direction of your practice, and towards the production of a final major body of work.

In the second half of the year you will be actively engaged in the realisation of a self-proposed major project, which will be the synthesis and culmination of your personal development during the course and focused on your professional and research aspirations. The focus of this project will be negotiated through a student learning agreement to evidence confirmation of the proposed conceptualisation and communication methods. Overall, participation will facilitate individual professional development, with outcomes that demonstrate great professional depth.

Unit 10 Dissertation and Project Blog 40 Credits

This unit provides an opportunity for you to engage in a subject area which interests you. Whilst the focus of the topic may be design-led it is recognised that a far wider cultural remit in terms of subject matter can often be more rewarding for you and help you to critically engage with your own practice. In addition, you will put together a Project Blog, through which you will contextualise your progress towards your major project and your engagement with contemporary design practice.

Course Units

Year 1

Term 1	Term 2	Term 3
Unit 1: Introduction to Graphic Design Communication 20 Credits Value Starts: Week 1	Unit 3: Concept and Narrative 40 Credits Value (1 of 2) Starts: Week 1	Unit 3: Concept and Narrative 40 Credits Value (2 of 2)
Unit 2: Analogue and Digital Visualisation 40 Credits Value (1 of 2) Starts: Week 1	Unit 2: Analogue and Digital Visualisation 40 Credits Value (2 of 2)	

Unit 4: Creativity and Context 20 Credits Value (1 of 3) Starts: Week 1	Unit 4: Creativity and Context 20 Credits Value (2 of 3)	
		Unit 4: Creativity and Context 20 Credits Value (3 of 3)

Year 2

Term 1	Term 2	Term 3
Unit 5: Expanded Practice 20 Credits Value Starts: Week 1	Unit 7: Developing a Personal Language 40 Credits Value (1 of 3) Starts: Week 1	Unit 7: Developing a Personal Language 40 Credits Value (2 of 3)
Unit 6: Exploring the Professional Brief 40 Credits Value (1 of 2) Starts: Week 1	Unit 6: Exploring the Professional Brief 40 Credits Value (2 of 2)	
Unit 8: Culture and Context 20 Credits Value (1 of 3) Starts: Week 1	Unit 8: Culture and Context 20 Credits Value (2 of 3)	
		Unit 8: Culture and Context 20 Credits Value (3 of 3)

Year 3

Term 1	Term 2	Term 3
Unit 7: Developing a Personal Language 40 Credits Value (3 of 3)		
Unit 10: Dissertation and Project Blog 40 Credits Value (1 of 3) Starts: Week 1	Unit 10: Dissertation and Project Blog 40 Credits Value (2 of 3)	Unit 10: Dissertation and Project Blog 40 Credits Value (3 of 3)
Unit 9: Professional and Personal Practice 80 Credits Value (1 of 3) Starts: Week 1	Unit 9: Professional and Personal Practice 80 Credits Value (2 of 3)	Unit 9: Professional and Personal Practice 80 Credits Value (3 of 3)