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## Programme Specification

BA (Hons) Graphic Design

**camberwell**  
**college of arts**

**chelsea**  
**college of arts**

**wimbledon**  
**college of arts**

**APPROVED**

<b>Course AOS Code</b>	10070	<b>No. of Terms</b>	9
<b>FHEQ Level</b>	Level 6 Degree	<b>QAA Subject Benchmark</b>	Art and Design
<b>Course Credits</b>	360		
<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>	W210 - Graphic design		
<b>UCAS Code</b>	<b>Code</b> W210		
<b>Work placement offered</b>	No		
<b>Collaboration</b>			
No collaboration			
<b>Course Entry Requirements</b>	<p>Applicants will have, or are expected to achieve, either: 2 A levels, grade C or higher or equivalent e.g. International Baccalaureat 24 points.</p> <p>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.</p>		
<b>Selection Criteria</b>	<ul style="list-style-type: none"> <li>• Evidence, through a portfolio of practical work, of an ability to explore, articulate and develop ideas.</li> <li>• Evidence of an ability to research by seeking out and applying information and visual material to support your ideas.</li> <li>• Demonstrate a range of appropriate skills and technical abilities relevant to your ambitions.</li> <li>• Evidence of an ability to self-direct and evaluate your own work.</li> <li>• Evidence of an ability to communicate and discuss your ideas visually, verbally and in writing.</li> </ul>		

## Distinctive Features

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1	Key Ideas Symposia involving speakers from a range of disciplines and professions in lectures, debates and workshops.
2	A range of industry partner projects and competitions. Social enterprise partners, museums and other cultural institutions collaborations with the design programme have resulted in student exhibitions and student group work on design briefs and other forms of external projects.
3	Use of Camberwell Space and the Wilson Road corridor gallery for student facing projects and exhibitions and strong links with the Peckham Space programme.
4	Productive student exchange agreements and other International links.
5	Live projects with key practitioners.
6	Camberwell Press - a new initiative involving a group of design programme alumni collaborating with current students and members of staff to create publications and web based material related to research events instigated by Camberwell students, staff and associates.

## Years

<b>Year 1 Credits</b>	120	<b>Percentage of Scheduled Learning</b>	24
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**Exit Awards** Certificate in Higher Education (Exit Only)

<b>Year 2 Credits</b>	240	<b>Percentage of Scheduled Learning</b>	19
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**Exit Awards** Diploma in Higher Education (Exit Only)

<b>Year 3 Credits</b>	360	<b>Percentage of Scheduled Learning</b>	12
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**Exit Awards** BA (Hons) Graphic Design

## Aims and Outcomes

Aim/Outcome	Description
Aim	Provide a learning environment that enables you to develop an ambitious, reflective working practice based on an investigation of the material and conceptual possibilities of your chosen discipline.
Aim	Provide intellectually stimulating learning opportunities that enable you to gain a thorough understanding of the key theoretical contexts that underpin Design practice and your chosen discipline.
Aim	Equip you to develop appropriate skills and knowledge of relevant cultural, commercial and social contexts and applications of your practice.
Aim	Foster a challenging and professional learning culture that promotes a questioning and critical approach to key ideas in contemporary Design, equipping you for future practice and further study.
Aim	Support you to develop an independent, sustainable practice which identifies with your chosen discipline and describes an awareness of the broader context of contemporary Design.
Outcome	An ability to critically, responsibly and coherently develop and employ effective working methods appropriate for solving a range of Design problems.
Outcome	The ability to work independently and collaboratively in a specific Design discipline.
Outcome	The effective use of sustainable, coherent and critically engaged research methods that support your independent and collaborative Design practice.
Outcome	An ability to analyse and apply knowledge of the cultural, social and commercial context and application of your practice, research, ideas and skills.
Outcome	The ability to professionally represent and articulate your practice, research, ideas and skills visually, verbally and in written form.

## **Introduction to Course**

Graphic Design is taught within an art school environment. The Students at Camberwell are conceptual and investigative thinkers and makers. They are process driven individuals renowned for exploring, responding and challenging the world around them both commercially and artistically.

We value strong, critically rigorous ideas and the capacity to generate ambitious concepts that are tested through practice. The course challenges you to embrace the shifting landscape of Graphic Design practice, identifying modes of working that understand, build upon and challenge conventions. Graphic Design at Camberwell provides the environment, support and resources necessary to define what the discipline is for you as emerging independent practitioners.

As a student you will be encouraged to produce wide ranging project outcomes from the commercially focussed to the experientially driven as well as engaging with principles of the social/political/commercial and industrial. You are expected to critically engage with the discipline of Graphic Design through your work, questioning its purpose, intention and responsibility.

The course offers you the opportunity to gain an awareness of the potential that the subject offers whilst cultivating an independent 'voice'. Through taught sessions, workshops and independent learning time you will develop skills in conceptual development, typography, layout and the generation of moving image.

The critical and theoretical elements of course delivery include a specific Graphic Design contextual programme as well as shared Design Programme activity through a series of whole day symposia and an overarching Design Programme lecture series for Stage 1 students.

As a student on the course you will be expected to investigate ideas and issues through seminar discussions, presentations and writing. The embedded nature of this activity enables you to develop a critical awareness of subject discipline and your own practice as well as giving you the tools to define the direction and context of your practice.

Communication, problem solving, collaboration, invention, entrepreneurialism and the ability to entertain are all features of the Camberwell Graphic Design graduate – an ability to think inside and outside of the conventional parameters of the subject are cultivated and valued through this course.

## **Outline of Curriculum**

At Camberwell each year, or stage of study, has its own particular emphasis. The three years develop from a directed, tutor-led approach, to a rigorous exploration of your work and its context on to a self-initiated, self-directed Individual Programme of Study (IPS) in the final year. One of the main aims of your course is to support you in becoming an independent, self reliant creative capable of continuing to learn and develop beyond the formal, structured environment of the course and college.

### **Stage 1:**

The First Year (Stage 1) is a predominately tutor-led experience where you will be introduced to all aspects of learning at Camberwell. Stage 1 provides a broad 'footprint' of your course setting out the general ideas and practical territory of the subject. There will be a series of Design Programme Key

Ideas lectures that will introduce you to ideas that underpin and inform all aspects of Design Practice, providing you with a vocabulary of ideas by which you might start to discuss your work and that of others.

In Stage 1 we invite you to use your local environment and London as a resource, engaging with relevant institutions and resources as the basis of your research. You will be supported in carrying out research-based written assignments and presentations which will ask you to articulate your ideas and relate to ideas introduced in lectures and key texts. Your practical assignments will challenge you to respond to key ideas that are fundamental to an exploration of your chosen discipline.

### **Stage 2:**

Once you have established a connection with your chosen discipline in Stage 1 you are then asked to expand, develop and clearly identify the context within which you see your work operating. Making and the production of work is central to Stage 2 which provides a foundation of information and ideas relating to real issues that form the basis for primary research in Unit 5. This experience enables you to make an informed and intelligent choice about the direction that your research will take. You are given greater independence and asked to choose an area of research (known as Expanded Designer in Unit 5) that will broaden your awareness of ideas and debates that affect and inform your practice.

Key ideas are engaged through different conceptual and practical perspectives culminating in the opportunity to apply Design thinking to a real world context. You will be encouraged to examine the principles and practices of social/political/commercial and cultural engagement as well as exploring the attitudes and applications of entrepreneurialism through sustained research and collaborative activity.

The second stage of the programme encourages students to expand and challenge the boundaries of their chosen discipline. Adopting a critical and ambitious approach, you will develop and hone the scope and focus of your practice in tandem with an increased awareness of context and the potential application of your practice.

The Design Programme at Camberwell aims to give you agency when identifying and developing your context and ultimately your career. Through written assignments and presentations you will be supported in articulating and exploring ideas relating to your practice. At the end of the second year you are required to prepare an IPS defining your output for the third year and allowing you to bring together the knowledge of practice and context developed through the year.

The opportunity exists for students from the two year FdA course to undertake a Bridging Unit which, if passed, enables students to undertake the third stage of the course and top up their qualification to BA (Honours).

### **Stage 3:**

Having undergone a thorough interrogation of your discipline and the context within which you are operating in Stages 1 and 2 you are required to propose and, following approval by your tutor, carry out a sustained IPS at Stage 3 (Unit 10). You will carry out a range of projects in which you will thoroughly test appropriate means, methods and actions leading toward a professionally presented public exhibition of work at the end of the academic year. Alongside your practical work during the

first half of the academic year you will explore in depth the professional or theoretical context specific to your IPS through a research project resulting in a written submission.

In addition to your final submission of practical work you will also be required to submit a Personal and Professional Development (PPD) portfolio, which will include a, contextual statement, self-evaluation and digital portfolio. Final Stage 3 units extend throughout the academic year; with a formative assessment review point, mid-way through the year. Through, self, peer and tutor-led formative assessment you will receive feedback on the development of your IPS and set clear aims towards its conclusion at the end of the academic year. Professional development will be supported by 'Professional Development Weeks' where workshops, demonstrations and lectures will cover key areas such as self promotion, writing CVs and generating a portfolio.

## Course Units

### Year 1

Term 1	Term 2	Term 3
Unit 1 Introduction to BA Hons Illustration, Graphic Design, and 3D Design 20 Credits Value (1 of 2) Starts: Week 1	Unit 1 Introduction to BA Hons Illustration, Graphic Design, and 3D Design 20 Credits Value (2 of 2)	
Unit 2 Subject: Definition 40 Credits Value (1 of 2) Starts: Week 1	Unit 2 Subject: Definition 40 Credits Value (2 of 2)	
	Unit 3 Context 1: Primary Research 20 Credits Value (1 of 2) Starts: Week 1	Unit 3 Context 1: Primary Research 20 Credits Value (2 of 2)
	Unit 4 Subject: Possibilities 40 Credits Value (1 of 2) Starts: Week 1	Unit 4 Subject: Possibilities 40 Credits Value (2 of 2)

## Year 2

Term 1	Term 2	Term 3
Unit 5 Context 2: The Expanded Designer 20 Credits Value (1 of 2) Starts: Week 1	Unit 5 Context 2: The Expanded Designer 20 Credits Value (2 of 2)	
Unit 6 Subject: Method 40 Credits Value (1 of 2) Starts: Week 1	Unit 6 Subject: Method 40 Credits Value (2 of 2)	
	Unit 7 Context 3: Focus 20 Credits Value (1 of 2) Starts: Week 1	Unit 7 Context 3: Focus 20 Credits Value (2 of 2)
	Unit 8 Subject: Audience and Visibility 40 Credits Value (1 of 2) Starts: Week 1	Unit 8 Subject: Audience and Visibility 40 Credits Value (2 of 2)

**Year 3**

Term 1	Term 2	Term 3
Unit 10 Subject: Realisation 80 Credits Value (1 of 3) Starts: Week 1	Unit 10 Subject: Realisation 80 Credits Value (2 of 3)	Unit 10 Subject: Realisation 80 Credits Value (3 of 3)
Unit 9 Context 4: Dissertation 40 Credits Value (1 of 3) Starts: Week 1	Unit 9 Context 4: Dissertation 40 Credits Value (2 of 3)	Unit 9 Context 4: Dissertation 40 Credits Value (3 of 3)