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BA (Hons) Graphic Design

Awarding Body	University of the Arts London
College	Camberwell College of Arts
School	University of the Arts London
Programme	Graphic Design (L066)
Course AOS Code	CAMBAGRAF01
FHEQ Level	Level 6 Degree
Course Credits	360
Mode	Full Time
Duration of Course	3 years
Valid From	September 1st 2020
QAA Subject Benchmark	Art and Design
Collaboration	N/A
UAL Subject Classification	Communication and graphic design
JACS Code	W210 - Graphic design
UCAS Code	W210
PSRB	N/A
Work placement offered	Yes
Course Entry Requirements	The standard minimum entry requirements for this course are one or a combination of the following qualifications: • Pass at Foundation Diploma in Art and Design (Level 3 or 4) • 2 A Levels at grade C or above • Merit, Pass, Pass (MPP) at BTEC Extended Diploma • Pass at UAL Extended Diploma • Access to Higher Education Diploma

- Or equivalent EU/International qualifications, such as International Baccalaureate Diploma
- And 3 GCSE passes at grade 4 or above (grade A*-C)

Entry to this course will also be determined by the quality of your application, looking primarily at your portfolio of work, personal statement and reference.

APEL - Accreditation of Prior (Experiential) Learning

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:

- Related academic or work experience
- The quality of the personal statement
- A strong academic or other professional reference
- A combination of these factors

Each application will be considered on its own merit but we cannot guarantee an offer in each case.

English language requirements

All classes are taught in English. If English isn't your first language you 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 (please check our English language requirements)

Selection Criteria	We look for: - An ability to explore, articulate and develop ideas - An ability to research information and visual material to support your ideas - Your portfolio to demonstrate a range of appropriate skills and technical abilities - An ability to communicate your ideas visually, verbally and in writing - An ability to self-direct and evaluate your own work
Scheduled Learning and	During your course you will engage with learning and teaching

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. This is often described as blended learning. Definitions of our learning and teaching modes can be found [here]().

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	27
Awards	**Credits**
Certificate of Higher Education (Exit Only)	120

Year 2

Percentage of Scheduled Learning	26
Awards	**Credits**
Diploma of Higher Education (Exit Only)	240

Year 3

Percentage of Scheduled Learning	17
Awards	**Credits**
Bachelor of Arts	360

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Create critical thinkers in order to prepare graduates for jobs that don't yet exist.
Aim	Equip graduates with a depth of skills and knowledge within the discipline, and a breadth of skills and knowledge around the discipline.
Aim	Nurture individual practitioners with a confidence and ability to articulate their own voice, and engage social and political issues which are relevant to them.
Aim	Create graduates who know how to work with others, with professional skills of communication, negotiation, diplomacy and leadership.
Aim	Create a fertile learning environment by establishing a community of practitioners engaged in radical creative fun.
Outcome	Critically analyse, interpret and evaluate complex graphic design practices, concepts and ideas and have a developed sense of your own personal practice.
Outcome	Critically analyse practical, theoretical and technological knowledge in relation to contemporary graphic design debates.
Outcome	Work both independently and collaboratively in order to evaluate actions, methods and results and reflect on their graphic design implications.
Outcome	Demonstrate clarity and depth to both specialist and non-specialist audiences in relation to the synthesis of diverse contexts, purposes and arguments.
Outcome	Critically deploy the appropriate options and choices needed for the production of successful graphic design outcomes.

	Distinctive Features
1	Developing a Graphic Design Methodology: You will develop a deep understanding of core graphic design skills. Through rigorous workshops in typography, type design, layout and photography you will learn to communicate information in clear and engaging ways. Once a solid understanding of the discipline has been established we challenge you to articulate yourself through less traditional outcomes. Whether creating an item of clothing for a Fashion show or a programme for a 24-hour TV Channel, we will ask you to adapt your working methodology to a wide variety of mediums. Through these challenges we create the innovative designers of the future.
2	Critical Velocities: At Camberwell you will engage in critical debate. This may relate to individual projects, approaches to practice, or other subjects related to the discipline. You will form critical arguments which may be written, or verbal, or may use image-led forms of communication. Criticality operates at different speeds. There are moments on the course when you will be asked to build up an argument slowly – using extensive research to produce extended pieces of writing. There are other moments you will be asked to form your arguments instantaneously – responding constructively in critiques on each other's work. We use a number of devices including workshops, critiques, seminars, briefs and tutorials to weave criticality into your practice. Professional graphic designers need to be able to present their work, contextualise it, defend it, and describe their working methodology. The Camberwell Graphic Design graduate is able to do all of these things as a result of the criticality embedded in the course.
3	Communities of Enquiry: In the final year of the course you are given the chance to develop a substantial self-directed research project. This forms the culmination of the courses philosophy for developing graduates who have a strong sense of their own personal practice. To support this we will ask you to join one of three Communities of Enquiry: Designer in Industry, Designer as Author or Designer as Activist. These communities form a support structure facilitating discussions, critiques, lectures and research trips, and encourage students to locate their own practice within the expanded field of graphic design.
4	Design Enquiry Studio: The Design Enquiry Studio is a research centre located within the Graphic Design Department at Camberwell. The studio focuses on researching, designing and publishing new insights into graphic and communication design. The research developed by the studio has a cyclical relationship with the Communities of Enquiry that are embedded in third year of the BA. Research is fed back into these communities by the staff who are working as both researchers in the Design Enquiry Studio and leaders of the Communities of Enquiry. Each year two designer-researcher positions within the Design Enquiry Studio are available for graduating students and alumni to apply for. These positions provide a valuable bridge for students interested in developing a design research practice after their degree. It provides them with support and experience working with academic staff on internationally recognised research projects.
5	Emerging Technologies: At Camberwell we specialise in the relationship between new digital technologies and traditional analogue technologies. We are not limited to one or the other. We are interested in the relationships between new and old, digital and analogue, manufactured and handmade. Examples of this include students rigging up microprocessors to operate analogue drawing machines, or using laser cutting to create new forms for letterpress printing. By bringing new technology into traditional production spaces unique creative outputs emerge. The Creative Computing Institute will offer you the chance to take a year out of the course and embark on a Diploma in Creative Computing. You will have the opportunity to explore how creative computing can be used to develop new ways for us to communicate. With the institute situated on-site this

	knowledge is constantly fed back into the course and disseminated amongst the student body.
6	Industry Within the Course: With this course you will experience industry in many ways. This will prepare you for work when you graduate. The course team includes academics and industry practitioners. This means that expert and up-to-date industry experience and innovative research in the discipline is embedded in the course, shaping the work that you do. We set live projects to give you a chance to work with clients and test what you have learnt in a public context. We only take on live project that come with engaged clients and real outcomes. This ensures the richest educational experience for you.
7	From Local to Global: How can graphic design be used as a tool for social change? At Camberwell we engage with local communities and use graphic design to articulate under represented issues. Borrowing methodologies from architecture and anthropology we work in public spaces to obtain a rich understanding of our local context. As a graduate you will take this methodology with you, allowing you to examine local issues within your practice.
8	Defining your role within a collaboration: You will develop the skills necessary to collaborate in a productive and fulfilling way. As a student you are in the process of developing your own identity as a practitioner and it can be difficult to know what you can bring to a collaboration. However if managed correctly, and responsibilities are clearly defined, then collaborations can be a powerful tool in helping you identify your own strengths and interests as a practitioner. We often ask students to work together to create major public events at the end of projects as a way of showing work. To make these events a success you will be invited to join one of a series of production groups. These include social media, graphic identity, set and sound, general production, documentation, and others depending on the nature of the project. You will experience specific roles in relation to the organising of major group events and are able to review your role as the project and the course progress. Through this process you will learn professional skills of negotiation, diplomacy, communication and leadership. All courses at CCW share a collaborative unit in the second year. This is one of a number of moments where you will have the chance to work with students and staff from different disciplines and colleges.
9	Vertical Learning: At various stages of the course you will be asked to engage with students from different year groups. The vertical tutorial system brings together students and staff from all three years. Cross year workshops mean you will work side by side with students that have different levels of experience to your own. Course trips allow you to meet students from different year groups in a more social setting. Vertical learning brings students together and fosters the strong sense of community that is present on the course. Within the department communal working spaces join the larger studios together and create active spaces for learning, conversation and socialising across all three years. This community extends beyond the three years of the BA with alumni returning to run workshops and share their experiences of life after the course. This relationship with course alumni is most evident in the Design Enquiry Studio. The Design Enquiry Studio is a space where graduating students can continue to work in the college for one year after they graduate. It acts as a bridge to establishing a practice beyond the institution.

Course Diagram

LEVEL 4 – YEAR 1

BLOCK 1															BLOCK 2														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

Unit 1 … **S** … **Unit 2** … **S** … **Unit 3** … **S** … **Unit 4** … **S**

Unit 1	Unit 2	Unit 3	Unit 4
Introduction to BA Graphic Design 20 credits	Provocations 40 credits	The Language of Images 20 credits	Publish! 40 credits

LEVEL 5 – YEAR 2

BLOCK 1															BLOCK 2														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

Unit 5 … **S** … **Unit 6** … **S** … **Unit 7** … **S** … **Unit 8** … **S**

Unit 5	Unit 6	Unit 7	Unit 8
Design Systems 1 20 credits	Collaborative and Collective Practices 40 credits	Design Systems 2 20 credits	Agency and Representation 40 credits

OPTIONAL DIPLOMA YEAR – LEVEL 5

LEVEL 6 – YEAR 3

BLOCK 1															BLOCK 2														
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30

Unit 9 … **S** … **Unit 10** … **S**

Unit 9	Unit 10
Communities of Enquiry 60 credits	Staging 60 credits

S = Summative Assessment

Indicative summative assessment weeks are noted in the course diagram. For exact dates please refer to your timetable.

Course Detail

We are a community of designers, educators and students who are interested in exploring what it means to be a contemporary graphic designer. We believe that graphic design has a role in the broader fields and landscape of contemporary life, both locally and globally. Our aim is to empower you to be a proactive practitioner with the ability to make change.

What to expect

- Projects ranging from the commercial to the more experimental
- To engage with the principles of social, political, and design industry debates
- To develop a deep understanding of core graphic design skills through workshops in typography, type design, layout and photography
- To develop a personal practice which works with content and audiences which are important to you
- To put social engagement at the heart of your work and face socially responsible creative challenges
- To work on producing, promoting and delivering public events as a way of showing work at the end of projects
- A series of key ideas lectures. These will introduce important questions and theories that underpin contemporary art and design
- Course tutors from a range of different disciplines, including artists, designers and filmmakers.
- To work with design and advertising agencies with established links to Camberwell.
- To have access to Camberwell's shared workshops that include printmaking, photography, film, moving image, digital, plastic, ceramics, wood and metalwork. View the Camberwell facilities

Mode of study

BA Graphic Design is offered in full-time mode. It is divided into 3 stages over 3 academic years. Each stage consists of 30 teaching weeks. You will be expected to commit an average of 40 hours per week to your course, including teaching hours and independent study.

Course Units

A short description of each unit and what you can expect.

Year 1

Unit 1 - Introduction to Graphic Design

Unit 1 is an introduction to your course, the college, the university and London. 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 2 - Provocations

Unit 2 will introduce you to core skills and essential knowledge associated with the discipline of graphic design. Workshops and software inductions, you will explore the analogue and digital construction of graphic design, informed by historical and contemporary research.

Unit 3 - The language of images

Unit 3 will introduce you to a range of conceptual and practical approaches to image-making in relation to the discipline of graphic design. Technical workshops and software inductions will support you to experiment with both analogue and digital methods of production.

Unit 4 - Publish

Unit 4 encourages you to expand your knowledge of the specialist methods and media associated with graphic design practice. Working both collaboratively and independently, you will experiment with a range of key processes and techniques that will inform the production of final outcomes.

Year 2

Unit 5 - Design systems 1

Through a series of exercises you will explore a variety of methods of design thinking, making and writing. Like going to the graphic design gym, you will work out your design muscles through a series of exercises in order to become a stronger more confident designer.

Unit 6 - Collaborative and collective practices

Unit 6 is a collaborative unit which aims to introduce you to different ways in which collaborative practice can focus and enhance your own creative strengths through working towards shared a goal.

Unit 7 - Design systems 2

This unit continues the systematic approach to making work, and it will ask you to respond more directly to content through design thinking, making, reflecting and writing.

Unit 8 - Agency and representation

This unit challenges you to identify who you are as a graphic designer. Informed and supported by seminars and workshops you will critically analyse the role of the practitioner and your position as an innovative and adaptable designer

Year 3

Unit 9 - Communities of enquiry

In this unit you will work on a self-directed research project. You will produce visual and written work. The balance between these will be decided between you and your tutors.

Unit 10 - Staging

Based in your research from unit 9 you will develop a body of work to visually communicate your findings and opinions to an appropriate audience. You will edit and photograph your portfolio of work before designing a public platform for presenting it to the world.

Optional Diploma between year 2 and 3

Between year 2 and 3 you can opt to undertake the Diploma in Professional Studies or the UAL Diploma in Creative Computing. Whilst these Diplomas are an optional aspect of the course, they are designed as an integrated and assessed part of your journey through the course.

Learning and Teaching Methods

- Lectures
- Seminars
- Workshops
- Critiques
- Tutorials
- Collaborations
- Excursions
- Independent learning
- Blended learning

Assessment Methods

- Development file
- Essays
- Evaluative reports
- Peer assessment
- Practical work
- Presentations
- Proposals
- Self-assessment
- Tutorial records

Reference Points

- QAA Subject Benchmark statements
- QAA Framework for Higher Education Qualifications
- CCW Common Credit Framework
- UAL Creative Attributes Framework

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