

PG Dip Design for Visual Communication

Programme Specification 2020/21

Awarding Body	University of the Arts London
College	London College of Communication
School	Design
Programme	Graphic Communication (L037)
FHEQ Level	Level 7 Postgrad Diploma
Course Credits	120
Mode	Full Time
Duration of Course	1 year
Valid From	September 1st 2020
Course Entry Requirements	<p>The course team welcomes applicants from a broad range of backgrounds, from all over the world. PG Dip Design for Visual Communication attracts applicants from a variety of backgrounds. Applicants will normally have a first degree or its equivalent. We welcome applications from non-traditional backgrounds and in particular mature students.</p> <p>Your experience is assessed through our selection criteria as a learning process. Tutors will evaluate that experience for currency, validity, quality and sufficiency.</p> <p>An educational level may be demonstrated by:</p> <ul style="list-style-type: none"> • Honours degree (named above); • Possession of equivalent qualifications; • Prior experiential learning, the outcome of which can be demonstrated to be equivalent to formal qualifications otherwise required; • Or a combination of formal qualifications and experiential learning which, taken together, can be demonstrated to be equivalent to formal qualifications otherwise required. <p>APEL (Accreditation of Prior Learning)</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</p>

	<p>demonstrates additional strengths and alternative evidence. This might, for example, be demonstrated by:</p> <ul style="list-style-type: none"> • Related academic or work experience • The quality of the personal statement • A strong academic or other professional reference • OR a combination of these factors <p>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p>Language requirements</p> <p>All classes are conducted in English. If English is not your first language, we strongly recommend you let us know your English language test score in your application. If you have booked a test or are awaiting your results, please indicate this in your application. When asked to upload a CV as part of your application, please include any information about your English test score.</p> <ul style="list-style-type: none"> • IELTS 6.5 (or equivalent) is required, with a minimum of 5.5 in each of the four skills. • If your first language is not English, you can check you have achieved the correct IELTS level in English on the Language Requirements page. <p>For further details regarding international admissions and advice please visit the International Applications page.</p>
Selection Criteria	<p>Offers will be made based on the following selection criteria, which applicants are expected to demonstrate:</p> <ul style="list-style-type: none"> • Practical creative ability and the potential to develop that ability through visual vocabulary (composition, line, shape, form, scale, space, light, colour and texture); quality of ideas (conceptual evidence); use of materials and media • Critical knowledge of and enthusiasm for the subject area and capacity for research-led design, intellectual inquiry and reflective thought, through contextual awareness (professional, cultural, social, historical); evidence of research, analysis,

	<p>development and evaluation (from previous academic study and employment)</p> <ul style="list-style-type: none">• An openness to new ideas and ability to take initiatives, through the ability to evaluate an idea and make decisions based on that evaluation• A developed and mature attitude to independent study, and an ability to take responsibility for a project and manage this independently, and demonstration of mature approach through academic and/or professional work.
Scheduled Learning and Teaching	<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. This is often described as blended learning.</p> <p>Definitions of our learning and teaching modes can be found here.</p>

Awards and Percentage of Scheduled Learning

Year 1

Percentage of Scheduled Learning	25
Awards	Credits
Postgraduate Certificate (Exit Only)	60
Postgraduate Diploma	120

Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

Aim/Outcome	Description
Aim	Offer an intensive, challenging programme that will enable you to develop a range of intellectual, vocational and transferable skills in visual communication design
Aim	Provide a structured programme of practice-based units in visual communication that will improve your ability to articulate ideas visually.
Aim	Support progression to further study in design for visual communication at postgraduate level
Aim	Present an opportunity for students from diverse academic, social and cultural backgrounds to gain a recognised academic qualification at postgraduate level
Aim	Equip you with appropriate research and development skills and the ability to use these in the context of a practical research project.
Outcome	Demonstrate a systematic understanding of the importance of visual communication to society, and your role as a participatory designer, as well as a critical awareness of current complex ideas at the forefront of design practice (Knowledge)
Outcome	Demonstrate a comprehensive understanding of techniques including materials and processes applicable to your own anticipatory approach to research and design practice (Enquiry, Realisation)
Outcome	Analyse and evaluate and articulate complex design issues both systematically and creatively, challenging the status quo (Enquiry, Process)
Outcome	Develop strategies for solving problems visually and risk-taking, applying these through experimentation and visual testing in the realisation of design concepts that enables planetary health (Process)
Outcome	Visually communicate your conclusions clearly with consideration of clients, audiences and users, and re-usability, life-span and waste impact (Realisation, Communication)
Outcome	Exhibit the qualities and transferable skills necessary for employment and progression to further study including: self-direction,

	collaboration with others, taking initiatives, complex decision-making and inspiring by example (Realisation, Process)
--	--

	Distinctive Features
1	An intensive year-long study that supports the learner in their ambition to convert career or continue with higher level study.
2	Projects provide a postgraduate-level foundation in the principles of visual communication whilst engaging with postgraduate level research methods and conceptual development
3	Use of Virtual Learning Environments such as Moodle and myblog.arts.
4	The course forms part of an established postgraduate community that utilises staff expertise within the area. Where possible synergies are found within the courses such as the postgraduate lecture series
5	Curriculum development, learning and teaching associated with the faculty are informed by strong staff research, professional practice and industry links.
6	Tutorial support provides students with access to advice from specialists within the course
7	The Design School at LCC is well located geographically to offer strong subject and practice links for the benefit of all its students
8	A diverse student cohort in terms of cultural and academic background results in hybrid thinking: for example, a Psychology, Science, English, Architecture or Engineering graduate combining their prior experience with new visual communication skills. Mixing with students from all around the world allows for networking and a window on global approaches to visual communication.
9	Supports students from other subject disciplines who wish to undertake an MA in Graphic Design in the future and would benefit from an intensive course to improve their knowledge and understanding of research methods in specific subject-related areas and the application of research methods to practice
10	This is a full-time course which enables an intensity of experience from weekly workshops to in-depth research-led individual projects

Course Detail

The Postgraduate Diploma is designed to build design skills even if you are relatively new to the subject of graphic design. The course provides you with a strong, vocational portfolio and is also useful in building your confidence to undertake further postgraduate study at Masters level.

This course would benefit people from a diverse range of professional backgrounds who wish to enhance their visual communication skills. Previous students have used these skills to present legal research or financial data in a clear and engaging manner.

The course recognises that graphic design is one of the most important and influential of what has become known as the creative industries and that it contributes significantly, directly and indirectly, to our economic and cultural well-being.

Distinctive features

- The Postgraduate Diploma is an intensive, full-time course
- Supports career conversion, step up to Masters study and the acquisition of visual communication skills for your professional practice
- Ideal for those with a more developed design-related portfolio

Please note: We expect students to begin the course with a working knowledge of Adobe Creative Suite: InDesign, Illustrator and Photoshop. Software is not taught on the course.

London College of Communication offers [Short Courses](#) in portfolio building and the relevant software skills.

Access to facilities

Students need to be aware that access to our technical facilities are between working hours: 9am-5pm and Monday to Friday.

What our graduates say

"I have never had as much fun designing and working hard as I did during the course. The intensity and high expectations make you push your limits and allow you to explore your own way of design".

Jordi Canals, MISTD, Designer SEA Design and OPX

"During my year at LCC, I felt very supported by my tutors and LCC's staff, all helping me to bring my projects to life. The course gave me not only solid graphic foundations but

also the key to unleash my creativity and orientate my career towards a successful future".

Margot Lombaert, Proprietor – [Margot Lombaert Studio](#)

"The course gave me the chance to explore various styles of graphic design and media including print, typography and even digital engagement.

This course enabled me to build up my portfolio which resulted in being employed at Interbrand Japan and winning various global awards including Reddot award, IF award and many others".

Hiroyuki Suzuki – Senior Designer, Interbrand, Japan

"I would recommend this course to anyone interested in gaining a solid foundation in visual communication and information design... it's during the course that I developed an interest for data visualisation – which is still fuelling my practice ten years later.

LCC has had a lasting impact on my life both professionally and socially".

[Valentina D'Efilippo](#) – Co-Author, The Infographic History of the World, Creative Director, [Signal Noise](#), Infographic Storytelling Masterclass, The Guardian

What the industry says about us

"We have employed several graduates from this course and they have never failed to impress. The course is highly unusual. Applicants are not necessarily from a design background, arriving at LCC well versed in other subjects instead. It is this that gives them the edge as design practitioners. Graphic design is, after all, all about the rest of the world".

Lucienne Roberts, AGI, MISTD, FRSA – Founder and director of design studio [LucienneRoberts+](#) Graphic design for publishing house [GraphicDesign&](#)

"The Design for Visual Communication course continues to be a great source of lively, spirited, creative minds. This is exactly what design needs, and long may it continue".
Jonathan Ellery – [Browns Design](#), 2019

"The postgraduate Design for Visual Communication course at London College of Communication is the best of its type in Britain, and internationally.

I say this with confidence, having been involved with operating courses and examining at a variety of levels in several European and Asian countries".

[Ian McLaren](#) – McLaren Design

Mode of Study

Postgraduate Diploma Design for Visual Communication is in Full Time mode which runs for 30 weeks. You will be expected to commit 40 hours per week to study.

Course Units

In 2019 UAL declared a Climate Emergency and pledged to 'make sustainability a required part of the student learning experience'. In response to the climate and ecological crisis the Design School set in place an ambitious Sustainability Action Plan to fully embed responsible practices within the curriculum and in everything we do. As part of this initiative we have updated our course handbooks against a set of social and environmental sustainability principles to ensure that learning outcomes reflect the urgent need to equip students with the understanding, skills and values to foster a more sustainable planet. Our aim is to change the way students think and to empower them to work towards a sustainable future.

Each course is divided into units, which are credit-rated. The minimum unit size is 20 credits. The Postgraduate Diploma course structure involves five units, totalling 120 credits.

Autumn, Term 1

Research and Development (20 credits)

Design Resolution (20 credits)

Professional and Academic Context (20 credits)

Design Resolution is an intensive series of 'hands-on' studio workshops that develop basic design skills including visual grammar, typography, structure and the grid. Research and Development breaks down the research process and encourages contextual understanding of graphic design practice.

This unit is designed to develop understanding of research methods and to provide you with research skills that can be applied to other units on the course. The Professional and Academic Contexts unit encourages you to position your work within the framework of professional and/or academic contexts.

Spring, Term 2

Professional and Academic Context (continued)
Collaborative Unit (20 credits)
Project Proposal and Realisation (40 credits)

Summer, Term 3

Project Proposal and Realisation (continued)

The major project realisation builds on the knowledge and skills acquired in the first stage and applies these in the creation of a self-initiated design project based on extensive research, analysis, investigation and a clear research question. The project is supported throughout with weekly seminars and tutorials.

The final units require you to propose, research and bring to completion a substantial practical project.

The course, which fits within the University credit framework, comprises: tutored study, self-directed study and access to facilities. Tutored study is generally two days a week. In addition to this you are expected to attend lectures and work independently.

Should you exit the course, a Postgraduate Certificate may be awarded on successful completion of the first 60 credits.

Learning and Teaching Methods

- Workshops
- Demonstrations
- Group discussions
- Tutorials
- Online discussion and image forums
- Student/Tutor Presentations
- Set and self-initiated project work
- Research and development techniques

Assessment Methods

- Portfolios
- Essays
- Written Presentations
- Documentation of your creative process.

Reference Points

The following reference points were used in designing the course:

- The learning and teaching policies of the University of the Arts London
- The College policies and initiatives
- Level descriptors
- Benchmark statements

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	
Level 7																														
Unit 1 Research and Development (20 credits)								S																						
Unit 2 Design Resolution (20 credits)						S																								
						Unit 3 Professional and Academic Contexts (20 credits)							S																	
														Collaborative Unit (20 credits)				S												
														Unit 4 Project Proposal and Realisation (40 credits)													S			

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

© 2020 University of the Arts London