

ual: london college
of communication

PG Diploma in Design for Visual Communication

Programme Specification 2019/20

Awarding Body	University of the Arts London
College	London College of Communication
School	University of the Arts London
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 2019
QAA Subject Benchmark	Art and Design
UAL Subject Classification	Communication and graphic design
JACS Code	W210 - Graphic design
UCAS Code	N/A
PSRB	N/A
Work placement offered	N/A
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.

APEL (Accreditation of Prior 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
- OR a combination of these factors

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

Language requirements

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.

- 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](#).

For further details regarding international admissions and advice please visit the [International Applications page](#).

Selection Criteria

- 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, development and evaluation (from previous academic study and employment)
- An openness to new ideas and ability to take initiatives, through: 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

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 designer, as well as a critical awareness of current ideas at the forefront of design practice (Knowledge);
Outcome	Demonstrate a comprehensive understanding of techniques applicable to your own research and design practice (Enquiry, Realisation)
Outcome	Analyse and evaluate complex design issues both systematically and creatively (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 (Process)
Outcome	Visually communicate your conclusions clearly with consideration of clients, audiences and users (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, and complex decision-making (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

Design for Visual Communication builds upon the rich history and tradition of design teaching at London College of Communication (LCC). The course aims to prepare you for further potential postgraduate research practice and study and/or career opportunities within the visual communication design industries.

Design for Visual Communication informs and reinforces the importance and relationship between traditional design values and skills and the development of new and personal methods. This approach can help in your engagement with possible further study at this level, as well as being appropriate to sustainability in your future employment. You will be given challenges on this course through set and self-initiated projects promoting learning through discovery, interaction and response to change.

This course is unique in the opportunities it offers those who wish to convert careers or undertake intensive preparation for further future postgraduate study. Visual communication is a process by which ideas are made visible and conveyed through media to enhance meaning, experience and understanding. It places emphasis on the consideration of client and audience or user.

Within a one year period of study, you will be introduced to and build upon the fundamental principles underlying the design process. The course includes: visual language and grammar; typographic hierarchy; narrative and sequential design; symbol design; graphic representation; identity; information visualisation; as well as opportunities to pursue projects of individual interest.

The students' choice of projects underpins their personal aims and objectives. Some projects will have a direct application to professional practice, while others have a leaning towards pure academic research. The course is ideal for those from diverse academic, social and cultural backgrounds who wish to extend and develop their prior experiences through visual communication.

Students within the postgraduate community have come from all over the world. They have experienced London as a unique resource that has influenced their personal approaches to visual communication. Projects have reflected this diversity and potential for cultural exchange. Students are offered multi-dimensional views on the world and communication beyond the limits of national borders.

Students from the postgraduate courses have found employment within high profile international agencies, design management, teaching and professional practice. Others have established their own design studios. Graduates have progressed to work as art

directors in advertising agencies; interactive/digital designers; identity designers; typo/graphic designers and museum/exhibition designers. The strategy of preparing for Masters study on pre-courses such as this has also paid dividends in the past with a number of students moving on to achieve high performances at Masters level, including distinctions.

You will be part of a unique learning community made up of staff, fellow students and guest speakers from a diverse range of creative disciplines and cultures. All the tutors on your course are actively involved in scholarly investigation and graphic design related, professional practice; this has helped the School to develop and sustain strong relationships with industry. These academic and professional links provide a valuable context to reflect the range of further study and vocational opportunities, which are available to you on completion of this course.

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 wellbeing.

We are committed to teaching, learning and assessment designed to enhance, nurture and recognise your employability, individuality and entrepreneurship.

Enterprise and employability within a creative education in arts, design and media is about the integration of practice, behaviours and qualities that enable you to develop and sustain a rewarding professional life.

The curriculum is designed to communicate and open up the possibilities of your own creativity by developing your career aspirations and professional awareness for enterprise and employability, whether for the creative and cultural sector or beyond.

Enterprise and employability is about more than getting a job, it is about enabling you to find, make and take opportunities and to meet your aspirations in a changing world, whether as a successful creative professional, innovator, practitioner, employee and/or entrepreneur in the UK and globally.

Course Units

Each course is divided into units, which are credit-rated. The minimum unit size is 20 credits, with the maximum unit size being 60 credits. The Postgraduate Diploma course structure involves 6 units, totalling 120 credits. If you are unable to continue or decide to exit the course, there is one possible exit awards; a Postgraduate Certificate will be awarded on successful completion of the first 60 credits. In order to be awarded a Postgraduate Diploma you must successfully complete 120 credits. The final award

classification is comprised of the marks from all units, weighted according to their credits. Each unit descriptor indicates the number of learning hours associated with that unit. The proportion of hours devoted to types of learning will vary according to the purpose and nature of the unit. For more detailed information regarding your course's contact hours please check Moodle and 'My Contact Hours', which can be accessed through <https://mycontacthours.arts.ac.uk/> In addition, your own personal timetable will be available each year from the beginning of term via your Moodle page https://mytimetable.arts.ac.uk/timetable_navigate/

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
- Notebooks
- Personal Journals

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

Course Diagram PG Cert Design for Visual Communication																																												
Autumn Term (Term 1 11 weeks)											Spring Term (Term 2 10 weeks)											Summer Term (Term 3 10 weeks)																						
week 0	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													
Freshers Week	Start of Undergraduate Year	Unit 1 Research and Development (20 credits)										S																																
		Unit 2 Design Resolution (20 credits)										S																																
												Unit 3 Professional & Academic Contexts (20 credits)																																
												Unit 3 Cont. (20 credits)		S																														
Christmas Break																																												
Easter Break																																												
Summer Break																																												
Summer Break																																												

F = Formative Assessment Point

S = Summative Assessment Point (Your Assignment Brief will give you details on the deadline date, time and how to hand in your assignment)

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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