

# **PG Cert Design for Visual Communication**

Programme Specification 2021/22

<b>Awarding Body</b>	University of the Arts London
<b>College</b>	London College of Communication
<b>School</b>	University of the Arts London
<b>Programme</b>	Graphic Communication (L037)
<b>FHEQ Level</b>	Level 7 Postgrad Cert
<b>Course Credits</b>	60
<b>Mode</b>	Part Time
<b>Duration of Course</b>	1 year
<b>Valid From</b>	September 1st 2021
<b>Course Entry Requirements</b>	<p>The course team welcomes applicants from a broad range of backgrounds, from all over the world. PG Cert 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>Your educational level may be demonstrated by:</p> <ul style="list-style-type: none"> <li>• Honours degree (named above);</li> <li>• Possession of equivalent qualifications;</li> <li>• Prior experiential learning, the outcome of which can be demonstrated to be equivalent to formal qualifications otherwise required;</li> <li>• Or a combination of formal qualifications and experiential learning which, taken together, can be demonstrated to be equivalent to formal qualifications otherwise required.</li> </ul> <p><b>APEL (Accreditation of Prior Learning)</b></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"> <li>• Related academic or work experience</li> <li>• The quality of the personal statement</li> <li>• A strong academic or other professional reference</li> <li>• OR a combination of these factors</li> </ul> <p>Each application will be considered on its own merit but we cannot guarantee an offer in each case.</p> <p><b>Language requirements</b></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"> <li>• IELTS 6.5 (or equivalent) is required, with a minimum of 5.5 in each of the four skills.</li> <li>• If your first language is not English, you can check you have achieved the correct IELTS level in English on the <a href="#">Language Requirements page</a>.</li> </ul> <p>For further details regarding international admissions and advice please visit the <a href="#">International Applications page</a>.</p>
<b>Selection Criteria</b>	<p>Offers will be made based on the following selection criteria, which applicants are expected to demonstrate:</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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,</li> </ul>

	<p>development and evaluation (from previous academic study and employment).</p> <ul style="list-style-type: none"> <li>• An openness to new ideas and ability to take initiatives, through the ability to evaluate an idea and make decisions based on that evaluation.</li> <li>• 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.</li> </ul>
<p><b>Scheduled Learning and Teaching</b></p>	<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 <a href="#">here</a>.</p>

# Awards and Percentage of Scheduled Learning

## Year 1

<b>Percentage of Scheduled Learning</b>	<b>25</b>
<b>Awards</b>	<b>Credits</b>
Postgraduate Certificate	60

# Course Aims and Outcomes

The Aims and Outcomes of this Course are as follows:

<b>Aim/Outcome</b>	<b>Description</b>
Aim	Offer an intensive, challenging programme that will enable you to develop a range of intellectual, vocational and practical 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 and communicate ideas visually.
Aim	Provide an opportunity for students from diverse academic, social and cultural backgrounds to gain a recognised academic qualification at postgraduate level.
Aim	Support optional progression to further study in design at postgraduate level.
Aim	Introduce and build confidence in your ability to use design and visual communication for research.
Aim	Prepare you for work in design, visual communication or adjacent fields or how to apply these skills to other work contexts.
Outcome	Demonstrate an understanding of a range of techniques, materials and processes relevant to design and visual communication. (Enquiry)
Outcome	Demonstrate an understanding of the role of visual communication in society, and your role as a designer in confronting social and environmental challenges. (Knowledge)
Outcome	Have confidence in pursuing responsible experimentation in new methods, processes and concepts. (Process)
Outcome	Understanding of clear visual communication that considers audiences, users and contexts. (Communication)
Outcome	Have confidence in the skills of design in professional and academic contexts including self-direction and collaboration as well as consideration of the social and environmental impacts of practice (Realisation)

<b>Distinctive Features</b>	
1	An intensive study programme in design and visual communication that supports the learner in their ambition to develop or convert career or continue with higher-level study.
2	Projects provide a postgraduate-level foundation in the principles of visual communication through postgraduate level research methods and conceptual development
3	Supports students from disciplines and roles outside of design in learning new skills, techniques, methods and concepts that can enhance and advance their careers.
4	Join a dynamic and exciting postgraduate design community with opportunities to collaborate with other subjects, learn from each other and develop future relationships through physical and digital platforms.
5	The Design School at LCC's long history of leadership in visual and graphic practice and learning makes it a global centre of excellence in the subject, with extensive online and offline specialist resources and expertise.

## Course Detail

The Postgraduate Certificate in Design for Visual Communication is ideal for those from diverse work or education backgrounds looking to extend and develop their prior experience through visual communication. It will also support those looking to apply to further study at Masters level.

This course will benefit people from a diverse range of backgrounds who wish to enhance their visual communication skills. Graduates have used the course as an opportunity to advance their careers through the development of new skills they can apply in context, for example; information visualisation for financial or legal careers, communication skills in advertising or strategy. Or they have used the course as an opportunity to switch careers altogether.

Graphic design and visual communication are foundational to the creative industries and contribute significantly, directly and indirectly, to our economic and cultural well-being. As well as learning centred on skills acquisition and development, the course also engages you in discourse about the environmental and social impact and responsibility of design. You will leave the course as a highly skilled, conscientious and critical communicator able to lead in industry, practice or research contexts.

### What can you expect?

- You will join the exciting learning community of staff, students and alumni from a diverse range of creative disciplines and cultures centred on Design for Visual Communication. Through tutorials, set and self-initiated projects, workshops and group discussions, you will gain a deeper understanding of the design process that will enhance your practice in design and visual communication.
- You will practically explore core areas of visual communication such as visual language and grammar, typographic hierarchy, graphic representation, identity and information visualisation. You will also have the opportunity to experiment in adjacent processes such as projection mapping, generative design and data visualisation.
- Course projects will provide you with a foundation in the principles of visual communication whilst engaging with postgraduate level research methods such as participatory design, ethnography and contextual research. These will give you the critical thinking skills to engage with complex problems and lead on challenging projects.
- The aim of developing new forms of practice and research is to demonstrate their applied value which you will explore through collaborative and self-directed projects with the aim of developing a portfolio of work for future employers, collaborators or for career development.
- UAL and the Design School at LCC have made significant and meaningful commitments to positive change in design's impact on environmental and social problems.
- Throughout the course you will be encouraged to challenge processes, materials and ideas that might cause harm as well as develop innovative new solutions to support social and environmental justice. You can find our guidelines in the Responsible Design Framework

available on Moodle.

- In addition, beyond the course culture are extensive opportunities to engage with communities across the university working to improve our world.
- The Postgraduate Certificate's extended period of study allows greater flexibility for those continuing their careers or with caring responsibilities. The course's innovations in digital and blended learning have also created more opportunity for more diverse ways of learning and underlines our commitment to inclusive, accessible education.

## **Mode of Study**

Postgraduate Certificate Design for Visual Communication is in Part Time mode which runs for 30 weeks. You will be expected to commit 20 hours per week to study.

## **Course Units**

In 2019, UAL declared a [Climate Emergency](#). In response, LCC's [Design School](#) set an ambitious Sustainability Action Plan in place to fully embed responsible practices within the curriculum and in everything we do.

As part of this initiative, we've shaped our courses around social and environmental sustainability principles that ensure learning outcomes reflect the urgent need to equip you with the understanding, skills, and values to foster a more sustainable planet. Our aim is to change the way our students think, and to empower you to work towards a sustainable future.

**The Postgraduate Certificate Design for Visual Communication has three units totalling 60 credits.**

### **Autumn, Term 1**

#### **Research and Development (20 credits)**

Introduces you to the key methods of investigation and research in the subject at postgraduate level.

#### **Design Resolution (20 credits)**

Will investigate and re-examine the main themes of graphic design such as visual language and grammar; hierarchy; structure; navigation; identity; etc. This unit will enable you to experience research and development methods in practice.

## **Spring, Term 2**

### **Research and Development (continued)**

### **Design Resolution (continued)**

### **Professional and Academic Context (20 credits)**

Offers you an opportunity to undertake a choice of projects that places emphasis on your future professional or academic direction.

## **Summer, Term 3**

### **Professional and Academic Context (continued)**

The course is currently running in part-time mode only and fits within the university credit framework. Synchronous study is one day a week during the day.

It is comprised of tutored study and self-directed study, access to facilities and asynchronous online materials. You will embark on both course-set and self-initiated projects.

### **Learning and Teaching Methods**

- Workshops
- Demonstrations
- Group discussions
- Tutorials
- Synchronous online sessions.
- Discussion and image forums
- Student/tutor presentations
- Set and self-initiated project work
- Research and development techniques.
- Asynchronous online materials.

### **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



*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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