



LEEDS
BECKETT
UNIVERSITY

Course Specification

BA Graphic Design

BGRAD

2020/21

Undergraduate Material Information
IMPORTANT INFORMATION FOR APPLICANTS/PROSPECTIVE STUDENTS

Version date: 25/06/2020

Course Director or nominee must complete record of change and sign off confirmation at the end of this document

Undergraduate Material Course Information **Summary**

Revised Course Structure and Delivery Information for Academic Year 2020/21 in Response to Coronavirus Covid-19 and Associated Public Health England Guidance as at 3 July 2020

PART 1 of 2: Important General Information about Course Delivery for Leeds Beckett University Awards in 2020/21 (Information Specific to Your Course is Provided in PART 2)

Introduction

This document contains important information about Leeds Beckett University's planned approach to course delivery and assessment in 2020/21. It provides an update to the information previously available in our online prospectus. You should read this document carefully so that you are aware of any changes that affect your course.

Information is provided in two parts:

The University is informed by Public Health England (PHE) Covid-19 advice and guidance for maintaining a Covid-secure learning and working environment. We have made arrangements to continue to provide a high-quality educational experience in a way that protects the safety and wellbeing of both students and staff. We are engaging closely with Leeds Beckett Students' Union to inform the arrangements and will also be informed by feedback provided by our individual students.

Public Health England guidance continues to evolve, so the arrangements for delivery of your course and use of the campus may need to change during the academic year to continue to protect students and staff.

The taught content advertised at each level of study, or its equivalent, will be delivered across the academic year 2020/21. We have identified an appropriate mix of blended learning – a mix of face-to-face, on-campus, online and digital content and teaching and learning for each subject, reflecting what will maximise learning as well as supporting more vulnerable learners and enabling the university as a whole to minimise transmission risk.

Covid-19 social distancing measures will be implemented during 2020/21 for teaching, learning, assessment and student support.

In the event of further government lockdowns, either local or national, we will prioritise digital and online learning and support to enable students to continue with their studies.

If there is an easing of Covid-19 restrictions, we will continue to provide blended delivery for teaching block 1 or semester 1 in 2020/21. We will keep teaching blocks 2 and 3 or semester 2 under review, informed by Public Health England advice. We may revert to different proportions of on-campus learning and online learning delivery later in the academic calendar year or a later teaching block. Learning will remain accessible for students who are unable to attend on campus sessions.

How we will communicate with you

We have sent information to applicants who have accepted an offer by email on the plans for delivery of your course in 2020/21, the academic calendar (teaching block delivery or alternative) applicable for your course and on the options available to you as a prospective student, to enable you to make informed choices.

As the situation evolves, further information on local course delivery arrangements will be provided to you in emails from your School.

In addition to the course specific information set out in this document and the above communications, the University's Covid-19 microsite contains information for students and applicants, including information relating to University accommodation and University facilities and services. The Covid-19 microsite is regularly reviewed and updated as the situation, advice and planning evolve and is available at:

<https://www.leedsbeckett.ac.uk/COVID19/#tabplaceholder2>.

Key terms and conditions

Further important information for applicants and students is available on our web site: <https://www.leedsbeckett.ac.uk/information-for-applicants-and-students/>. This includes

information about the student contract, fees and funding, your rights of cancellation, the student protection plan and the University complaints process. It is essential that you read the information on this webpage carefully as it sets out the rights and obligations that will form the contract between you and the University upon accepting an offer and information about how to make a complaint.

Start dates

Our academic year will begin at the normal time. Start dates will be notified to direct applicants via their offer letter or for UCAS applicants, via UCAS Track. The length of the course is confirmed in the information about your course in Part 2 of this document below.

Location of delivery

In academic year 2020/21, it is planned that your course will be delivered via a blend of online and digital learning and on-campus teaching and learning, with the necessary Covid-19 social distancing and other measures in place on campus informed by Public Health England advice and guidance.

Information on how blended teaching and learning will be delivered and the location of any on-campus delivery is provided in a subsequent section of this document entitled '**Teaching and Learning Activities**'.

Information on the delivery of placements and other off-campus learning opportunities is provided in a subsequent section of this document entitled '**Placements and Other Off-Campus Learning Opportunities**'.

Course Fees

Your course fee is stated in your offer letter. The course fee published for 2020/21 on the University's Online Prospectus and included in your offer letter has not changed. Other additional costs remain as published on our original Online Prospectus information in addition to the areas of costs outlined below.

The course will be delivered via a blended approach that includes online teaching and learning, digital learning and on campus sessions. If a further lockdown is necessary then delivery will be continued and supported via online and digital learning. Students are advised that they will need a personal digital device for this purpose. The University's wide range of student support services available for students also includes a laptop loans scheme. Students may wish to bring an existing personal device or purchase or lease a laptop or similar device for their personal use which would be an additional cost. The costs of this would vary depending on your individual requirements but can be in the region of £400-800 depending on the device.

The University is developing a means-tested Covid-19 Financial Assistance Package to support students to acquire a laptop should this be needed. Students may also apply for a living expenses fund for unexpected personal hardship as a result of the Covid-19 Crisis.

Students will need to follow the Public Health England advice and any specific national requirements for maintaining personal safety and hygiene to protect themselves and others from the Covid-19 risks. These personal safety measures such as the wearing of face coverings will be an additional cost that students need to consider.

Where PPE is an essential requirement for the nature of the course you are undertaking this will be detailed below.

Timetable Information

This course will be scheduled using a teaching block/semester-based delivery and will be specified in timetable information.

The 2020/21 academic calendar and term dates are available on our web site at:

<https://www.leedsbeckett.ac.uk/-/media/files/academic-calendars/2021-student-calendar-sept.pdf?la=en>

The academic year 2020/21 will start on the dates notified to you.

Taught sessions will normally be scheduled and included in your timetable. This will include on-campus sessions that you should attend. In 2020/21, depending on your course, this may also include scheduled online teaching and learning sessions where student engagement is required at a specified time and tutor pre-recorded lectures and scheduled discussion sessions. Module information will be made available online by the school for enrolled students.

Timetables will be made available to students during induction week via:

1. The Student Portal (MyBeckett)
2. The Leeds Beckett app

You should discuss any difficulties relating to your engagement with timetabled sessions with your Course Administrator.

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/public-information)

Covid-19 social distancing measures will be in place for teaching, learning, assessment and student support in 2020/21. This means that there will be operational requirements and protocols in place for the way in which your course is delivered and the way in which

University activities, facilities, and spaces operate which students and staff will need to follow.

In the event of further government lockdowns either local or national in response to Covid-19, we will prioritise digital and online learning and support to enable students to continue with their studies. We may need to implement approved emergency Covid-19 pandemic academic regulations to take account of the impact of Covid-19 general extenuating circumstances.

Professional Accreditation or Recognition Associated with the Course

We will prioritise face-to-face teaching and practical teaching to meet any requirements of relevant professional, statutory and regulatory bodies (PSRB) if your course includes these elements. This will ensure that your course retains its full professional status.

Specific information on applicable professional statutory or regulatory body recognition or requirements for your course is summarised below.

Teaching and Learning Activities

The way we will deliver this course and teaching, learning and assessment activities in 2020/21 will be informed by Public Health England advice and guidance on Covid-19 secure requirements and the need for social distancing for the protection of students and staff.

You will experience a blended approach to learning for 2020/21; this is a mix of face-to-face, on campus online, and digital content, teaching and learning.

We are working within the government 2 metre social distancing measures for Teaching Block 1 so we are not planning to deliver large-group teaching on campus throughout 2020/2021. This will ensure that maximum space will be available for small-group teaching.

In most cases, the taught content will also be available online so you can still access it if you are not able to attend campus due to the pandemic (for example, due to self-isolation, shielding or travel restrictions). There will be digital content and recorded lectures available online to support students who may be unable to travel to campus. In some circumstances, other formal taught sessions may also be recorded.

In the event of a further government lockdown in response to Covid-19, we will prioritise digital and online learning and support to enable students to continue with their studies and study towards achieving any specified professional statutory and regulatory body accreditation requirements where this applies.

If there is an easing of Covid-19 restrictions, we will continue to provide blended delivery for teaching block 1 or semester 1 in 2020/21. We will keep teaching blocks 2 and 3 or semester 2 under review, informed by Public Health England advice (see Introduction section above).

Further information on local course delivery arrangements will continue to be available from your School.

Students will be kept up to date with new information when this is available via this University web site.

Learning Support

Our approach to delivering student support in 2020/21

Given the planned social distancing measures in place on campus for 2020/21 to ensure safe delivery of services for students and staff, some of the arrangements for student support will be accessible online.

We are committed to ensuring you continue to have opportunities to access the learning and wellbeing support that you need over the forthcoming year. General learning spaces, including access to libraries, will be available to be booked online; and where specialist space is needed, this will either be provided: as normal; created in newly adapted spaces; or replicated as part of an enhanced suite of online resources.

We want to provide a safe environment for students and staff, so on-campus delivery of student support services will be limited. This may mean that campus-based school offices will operate within defined core office hours. However, full access to advice, learning support and specialist services will be delivered via telephone, email, video calls and online live chat. The Students' Union will also be implementing social distancing arrangements for student advice services.

Access to Library support in 2020/21

The Library offers access to thousands of resources via MyBeckett or the Library website (<http://libguides.leedsbeckett.ac.uk/home>) which also provides full details of all our services.

In response to Covid-19, and the need for social distancing for the protection of students and staff, the libraries will be available via a booking system in 2020/21 for students to study, access PCs and laptops, printer/ copiers, and other equipment, and to use the books and journals.

The Library and Student IT Advice Service is available by online chat, email or phone, and provides support on using the University's online and digital services, finding information, borrowing, Office 365, MyBeckett, online meetings, saving your work, passwords, etc.

- online (including 24/7 chat): http://libguides.leedsbeckett.ac.uk/contact_us
- by phone - 0113 812 1000 (24/7 IT support)

The Library Academic Support Team can help you develop your academic skills such as critical thinking, academic writing and analysing data, and research skills such as how to find, use and evaluate information for your studies. The team liaises with your lecturers to provide the information resources you need for your subject and to arrange academic skills sessions to support you in your studies. They also have a wide range of short tutorials available on the Library's YouTube channel:

<https://www.youtube.com/channel/UCFFd5u75zmy00EnkM9F2zPQ>

Support from your School

If you have a question or a problem relating to your course, your Course Administrator is there to help you. Course Administrators work closely with academic staff and can make referrals to teaching staff or to university specialist support services as appropriate. They can also arrange for a confirmation of attendance letter, and a transcript on your behalf. You may also like to contact your Course Representative or the Students' Union Advice team for additional support with course related questions.

Student Advice and Support

If you have any questions about life at our University in general, you may contact the Student Advice Hub to speak to one of our Student Services Advisers. This team, consisting of recent graduates, are able to support you throughout your time here. They will make sure you have access to and are aware of the support, specialist services, and opportunities our University provides. Our Student Advice Hub will be operating via live chat, video, telephone and email services. Telephone lines - 0113 812 3000 will open as usual 09.00-17.00 Mon-Fri. You can book an appointment via telephone or online video chat with an adviser via the link at: <https://www.leedsbeckett.ac.uk/studenthub/student-experience-team/>. This is where contact details for all specialist support services can also be found. You can also email the team at studentadvicehub@leedsbeckett.ac.uk.

Range of Support Services Available

There is a range of support for disabled or vulnerable students. Any student with a disability, who may or may not have declared this to the University and wishes to discuss their learning support for the year ahead or their status as a Covid-19 extremely vulnerable person, should contact their Disability Adviser for their School who is based in Student Services to discuss their support needs in the first instance. The service contact details are disabilityadvice@leedsbeckett.ac.uk or telephone 0113 812 5831. Students who are classed at Covid-19 Extremely Vulnerable (i.e. you have received a Shielding Letter from the NHS) but who do not regard themselves as disabled, and have not registered with the Disability Team, should discuss any support arrangements they may need, directly with their Course Director and if resident in halls, their Residential Life Team.

Once enrolled, you will have access to our virtual learning environment, MyBeckett. Within this system you will see two tabs (Support and Opportunities) where you can find online information and resources for yourselves. The Support tab gives you access to details of services available to give you academic and personal support. These include Library Services, the Students' Union, Money advice, Disability advice and support, Wellbeing, International Student Services and Accommodation. There is also an A-Z of Support Services, and access to online appointments/registration. The Opportunities tab is the place to explore the options you have for jobs, work placements, volunteering, and a wide range of other opportunities. For example, you can find out here how to get help with your CV, prepare for an interview, get a part-time job or voluntary role, take part in an international project, or join societies closer to home.

You can also access details of all University student support teams at our web A-Z of Services. This can be found at <https://www.leedsbeckett.ac.uk/studenthub/student-support/>. Here you can obtain further information including service contact details, access self-help resources or book an appointment with a range of support services.

In order to provide you with information on student services support in 2020/21 in response to the changing Covid-19 position, updated information will be provided on our University Covid-19 microsite.

Part 2: Important Information Specific to BA (Hons) Graphic Design for 2020/21

Award	BA (Hon) Graphic Design
Contained Awards	Bachelor of Arts Graphic Design Diploma of Higher Education Graphic Design Certificate of Higher Education Graphic Design
Awarding Body	Leeds Beckett University
Level of Qualification & Credits	Level 6 of the Framework for Higher Education Qualifications, with 120 credit points at each of Levels 4, 5 and 6 of the UK Credit Framework for Higher Education (360 credits in total)

Course Lengths & Standard Timescales

The standard start date for Leeds Beckett University induction week is reproduced below and relates to the majority of students starting a course in September 2019. A proportion of courses have alternate start dates which are displayed on the online prospectus and additionally will be notified to the students concerned via the offer letter. Non-September starters will also have their start dates confirmed in their offer letters.

- 3 years (full time, campus based)
Starts 21st September 2020/ Ends June 2023
- 6 years (part time, campus based)
Starts 21st September 2020/ Ends June 2026

Timetable Information

This course will be taught via teaching blocks. Details of on campus and other scheduled sessions will be confirmed in your timetable.

Further information on learning and teaching activities and your modules is provided in a later section of this document.

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/public-information)

This course has the following approved exemptions from the Academic Regulations:

- 1) Exemption from the standard regulatory approach to Honours degree classification.

Please note: A further update will be made shortly to clarify further details about the honours degree classification method.

Key Contacts

Your Course Director Jo Hamill

Your Academic Advisor An academic advisor will be allocated to you at induction

Your Course Administrator Mathew Allen

Course Overview:

Aims

The aims of the programme are to allow students to:

Acquire and develop the necessary technical and practical skills and personal attributes to perform successfully as socially responsible, creative professionals within the field of Graphic Design.

Engage with a pertinent, current and inclusive curriculum that is appropriate and responsive to the needs and aspirations of all students.

Develop a creative, reflective and self-critical approach which enables students to locate their study and design practice within the wider social, cultural, historical, critical, technical and professional contexts of Graphic Design.

Be autonomous critical thinkers and make contextual judgements of their own work and that of others.

Develop transferable skills and nurture attitudes for life-long, self-determined learning, in order to create or respond to a broad range of career opportunities or to undertake further study.

Course Learning Outcomes

At the end of the course, students will be able to:

Creatively utilise appropriate processes, techniques and materials in the production of coherent, individually appropriate and critically informed work that is capable of operating within the professional context of Graphic Design.
Communicate ideas, intentions and outcomes within appropriate academic and professional contexts, to a culturally diverse audience.
Integrate practical, creative and critical skills in the production and presentation of a studio practice that is representative of an individual and professional creative Graphic Designer.
Locate studio practice within appropriate social, cultural, historical, technical and professional contexts, including a wider global perspective, of Graphic Design.
Use entrepreneurial, creative and transferable skills in answering Graphic Design briefs through a process of research, analysis, production and the presentation of a design solution.
Demonstrate a capacity for autonomy and critical reflection, in a range of creative scenarios.

Teaching and Learning Activities and Your Modules

The course explores the breadth of Graphic Design and encourages students to push and cross boundaries. This results in a wide constituency of practices, media and techniques and students are encouraged, after a period of initial orientation and skills acquisition, to pursue their own negotiated Graphic Design practice through the course. This approach requires a diagnostic period where practical/ technical, creative and critical skills are developed.

Students will experience a blended teaching and learning approach, including on-line workshops, lectures, seminars, one to one tutorials and demonstrations. There will also be the opportunity for on campus, studio activities and access to subject specific resources, campus access will increase as it is safe to do so.

Through project briefs students are introduced to a range of technical skills, processes and techniques that become the building blocks for a more individual and independent approach as their practice develops and specific career aspirations are identified.

External 'live' projects are a significant aspect of the latter half of the course providing students with the opportunity to explore a mixture of commercial and community / public body-based briefs. Project partners have included Leeds City Art Gallery, Leeds Libraries, Space2, Leeds City Council, Leeds City College, The Tetley and Allied Glass. These projects provide students with authentic real world

experiences and insights into the professional context of graphic design as well as preparing their skillsets accordingly.

Lecture and seminars enable the student to contextualise their practice and develop their understanding through written assignments. The Critical Study, an important part of the latter half of the course, requires students to integrate their practical concerns with theoretical and critical approaches. Seminars take place to aid the writing of this document in all Levels. The Critical Study has been designed to fulfil the separate roles of academic dissertation, a professional development document as well as to document the work the student produces. As such, the Critical Study is primarily a personal document that has been extremely beneficial to a range of students who have been diagnosed with dyslexia as well as students from widening participation backgrounds.

The portfolio review is used as a reflective teaching and learning activity. It underpins key choices that students go on to make regarding their particular area of interest and offers both student and tutor concentrated time to review progress within a supportive and meaningful exchange. Students are asked to prepare for this process by carrying out a 'learning review' which requires them to reflect on their skills acquisition, growing interests, level of engagement and achievement and future aspiration. The student is offered portfolio feedback and this important reflective process goes on to inform future project selection and direction, external engagement opportunities and portfolio developments.

Level 4	
Teaching Block 1	Core (Y/N)
Introduction to Graphic	Y
Visual Literacy	Y
Teaching Block 2	Core (Y/N)
Contextual & Historical Studies	Y
Graphic Design Processes	Y
Teaching Block 3	Core (Y/N)
Graphic Design Projects	Y

Level 5 Core Modules (2021/22 for FT students and 2022/23 and 2023/24 for standard PT students)

Specialist Graphic Design Projects 1 (Typography)
Specialist Graphic Design Projects 2 (Technologies)
Key Debates in Graphic Design & Cultural Context
Critical & Professional Study
Negotiated Graphic Design Projects

Level 6 Core Modules (2022/23 for FT students and 2024/25 and 2025/26 for standard PT students)

Negotiated Studio Practice & Critical Study
External Opportunities & Professional Practice
Extended Studio Practice & Critical Study

Assessment Balance and Scheduled Learning and Teaching Activities by Level

The assessment balance and overall workload associated with this course are calculated from core modules and a sample of option module choices undertaken by a typical student. They have been reviewed and confirmed as representative by the Course Director.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, placement activities and independent study. Sandwich placement years spent out of the University are not be included in the calculation unless they are credit bearing and attributed to a level of the course. Modules may have more than 1 component of assessment.

Level 4 is assessed by 100% Coursework

Level 5 is assessed by 100% Coursework

Level 6 is assessed by 100% Coursework

Assessment Balance	Level 4	Level 5	Level 6
Examination	-	-	-
Coursework	100%	100%	100%
Practical	-	-	-
Overall Workload			
Teaching, Learning and Assessment	410 hours	430 hours	350 hours
Independent Study	790 hours	770 hours	850 hours
Placement	-	-	Negotiable

Learning Support Arrangements

Academic and administrative staff at our University use CAGD and your student email address to contact you. It is important that you check this account regularly. CAGD is a web-based learning platform, developed by academics based in the Leeds School of Arts, at Leeds Beckett University, which has been created to address the specific needs of a community of art & design students, lecturers, support staff and administrators. We use the Message function of the CAGD VLE for less formal, course-related matters so it is of vital importance you are able to log onto CAGD. We will respond to course-related queries within 3 working days.

Students will be able to access the university learning support team and will be able to access online and onsite resources and facilities. Students on this course will have access to specialist resources and this will be communicated during induction.

Students will also be designated an Academic Advisor during induction. Your academic advisor will be the first port of call for all issues relating to your learning experience for your entire first year and will be able to offer advice and support relating to your studies.

RECORD OF CHANGE

Summary of Changes to Delivery, Structure and Assessment for Attention of UVP

Blended learning approach where previously all delivery was face-to-face.

Phased return to studio delivery, beginning with one-hour studio contact per week. All other teaching delivered on-line.

Managed access to specialist resources (printmaking, digital print, photography and 3D workshop).

Teaching to take place over three 10 week blocks, where this was previously delivered over two semesters.

Course Director
(Name): Jo Hamill

Approved by University Validation Panel on	03/08/2020
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