



LEEDS
BECKETT
UNIVERSITY

Course Specification

BA (Hons) Graphic Design

Course Code: BGRAD

2021/22

Award & Title **BA (Hons) Graphic Design (BGRAD)**

**Applicant Facing Course Specification for 2021/22
Undergraduate Entrants**

Confirmed at MAR/2021

General Information

Award	Bachelor of Arts (with Honours) Graphic Design
Contained Awards	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	Start dates will be notified to students via their offer letter. The length of the course is confirmed below, and modes of delivery will be confirmed prior to the start date in line with Government guidance: <ul style="list-style-type: none">• 3 years (full time)• 6 years (part time)
Part Time Study	PT students will be supported by the course team to determine an appropriate selection of modules from the level for each year of study. PT delivery is usually at half the intensity of the FT equivalent course, although there may be flexibility to increase your pace of study to shorten the overall course duration. Some modules may be delivered in a different sequence to that defined within this information set but the modules offered within each level are consistent. Please note that the work placement option is not generally available to PT students.
Location(s) of Delivery	City Campus, Leeds

Entry Requirements

Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: www.leedsbeckett.ac.uk/studenthub/recognition-of-prior-learning.

Admissions enquiries may be directed to: AdmissionsEnquiries@leedsbeckett.ac.uk.

Course Fees

Course fees and any additional course costs are confirmed in your offer letter. Fees enquiries may be directed to Fees@leedsbeckett.ac.uk.

Timetable Information

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

- i) The Student Outlook Calendar
- ii) The Student Portal (MyBeckett)
- iii) The Leeds Beckett app

Any difficulties relating to timetabled sessions may be discussed with your Course Administrator.

Policies, Standards and Regulations (www.leedsbeckett.ac.uk/academicregulations)

Exemption approved

4.1 Pass/Fail Assessment

Exemption approved

Classification determined by:

1/3: level 5 (second semester only)

2/3: level 6

Key Contacts

Your Course Director Jo Hamill

Your Academic Advisor An Academic Advisor will be allocated during induction.

Your Course Administrator Matt Allen graphicdesignadmin@leedsbeckett.ac.uk

Other 'In Year' Work Placement Information

Summary

The courses provides students with the opportunity for work-related learning through an extensive range of 'live' project work undertaken in levels 5 and 6. Students are encouraged to undertake national and international competition briefs which are externally assessed by industry professionals

and academics. Students have opportunities to gain professional mentoring from visiting practitioners from diverse fields of communication design.

Alongside the School and specific course visiting lecturer programme, organised studio visits are scheduled alongside external exhibitions and events.

Length

Work related activity is an integral part of the courses delivery and is therefore implicit within all studio modules. The course offers multidisciplinary experience within the expanded field of Graphic Design. Students are tutored through decisions regarding specialisms and professional practice. Not all students may source a placement or internship relevant to their particular practice but those that do are offered the opportunity to make industry contacts and negotiate an internship or placement as part of their final year of study. Students can negotiate placements or internships which are 2-3 weeks in length, during term time.

Location

The course will draw upon its vast alumni and extensive local, national and international connections to locate and establish opportunities for internships and placements. Recent successes have seen graduates undertake internships at *Build*, *Dust*, *Field*, *Spin* and *The Tetley*, which have subsequently led to employment.

Professional Accreditation or Recognition Associated with the Course

N/A

Course Overview

Aims

The aims of the programme are 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:

1	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.
2	Communicate ideas, intentions and outcomes within appropriate academic and professional contexts, to a culturally diverse audience.
3	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.
4	Locate studio practice within appropriate social, cultural, historical, technical and professional contexts, including a wider global perspective, of Graphic Design.
5	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.
6	Demonstrate a capacity for autonomy and critical reflection, in a range of creative scenarios.

Teaching and Learning Activities

Summary

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 broad and diagnostic period where practical/ technical, creative and critical skills are developed both as individuals and within collaborative endeavours followed by an increasing concentration on the student's own individual practice (this may still take place as a part of a team or within specific collaborative projects).

Students experience a full range of learning and teaching activities, including practical workshops, formal lectures, seminars, informal studio discussions, live projects, critiques and demonstrations, all appropriate to the study of the subject and in line with professional practices.

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. There is also an extensive Visiting Lecturer programme that seeks to introduce students to a range of professional practice.

Your Modules

This information is correct for students progressing through the programme within standard timescales. Part time students will be supported by the course team to determine an appropriate selection of modules from the level for each year of study. Students who are required to undertake repeat study may be taught alternate modules which meet the overall course learning outcomes. Details of module delivery will be provided in your timetable.

Level 4

Semester 1	All Core Modules	Semester 2	All Core Modules
Visual Literacy (20 Credits)		Contextual & Historical Studies (20 Credits)	
Introduction to Graphic Design (20 Credits)		Graphic Design Projects (Fundamentals) (40 Credits)	
Graphic Design Processes (20 Credits)			

Level 5

Semester 1	All Core Modules	Semester 2	All Core Modules
Key Debates in Graphic Design & Cultural Contexts (20 Credits)		Critical & Professional Study (20 Credits)	
Specialist Graphic Design Projects 1 (Typography) (20 Credits)		Negotiated Graphic Design Projects (40 Credits)	
Specialist Graphic Design Projects 2 (Technologies) (20 Credits)			

Level 6

Semester 1	All Core Modules	Semester 2	All Core Modules
Negotiated Studio Practice & Critical Study (40 Credits)		Extended Studio Practice & Critical Study (40 Credits)	
External Opportunities & Professional Practice (40 Credits)		External Opportunities & Professional Practice (40 Credits)	

The option modules listed are indicative of a typical year. There may be some variance in the availability of option modules.

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 typical option module choices undertaken by students on the course. They have been reviewed and confirmed as representative by the Course Director but applicants should note that the specific option choices students make may influence both assessment and workload balance.

A standard module equates to 200 notional learning hours, which may be comprised of teaching, learning and assessment, any embedded placement activities and independent study. Modules may have more than one component of assessment.

Assessment

Level 4 is assessed by coursework.

Level 5 is assessed by coursework.

Level 6 is assessed by coursework.

Workload

Overall Workload	Level 4	Level 5	Level 6
Teaching, Learning and Assessment	410 hours	430 hours	350 hours
Independent Study	790 hours	770 hours	850 hours
Placement	-	-	Negotiable

Learning Support

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 specialist professional services as appropriate. They can give you a confirmation of attendance

letter, and a transcript. You may also like to contact your Course Rep or the Students' Union Advice team for additional support with course-related questions.

If you have any questions about life at our University in general, call into or contact the Student Advice Hub on either campus. This team, consisting of recent graduates and permanent staff, are available 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. There is a Student Advice Hub on the ground floor of the Rose Bowl at City Campus and one in Campus Central at Headingley. You can also find the team in the Gateway in the Leslie Silver Building at City Campus. Email enquiries may be directed to studentadvicehub@leedsbeckett.ac.uk.

Within MyBeckett 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.