



LEEDS  
BECKETT  
UNIVERSITY

# Course Specification

## BA (Hons) Graphic Design

Course Code: BGRAD

2026/27

[leedsbeckett.ac.uk](https://leedsbeckett.ac.uk)

# Award and Title: BA (Hons) Graphic Design (BGRAD)

## Applicant Facing Course Specification for 2026/27 Entrants

Confirmed at 12/2026

### General Information

<b>Award</b>	Bachelor of Arts (with Honours) Graphic Design  If you opt to undertake a full year placement and this is completed successfully you will have the words 'with placement year' added to the award title including for any contained awards that you are eligible for.
<b>Contained awards</b>	Bachelor of Arts Graphic Design (Level 6) Diploma of Higher Education Graphic Design (Level 5) Diploma Graphic Design (Level 5) Certificate of Higher Education Graphic Design (Level 4) Certificate Graphic Design (Level 4)
<b>Awarding body</b>	Leeds Beckett University
<b>Level of qualification and credits</b>	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).  If you have opted to undertake a full year placement and complete this successfully you will achieve an additional 120 credit points at level 5. This will be included in your transcript.
<b>Course lengths and standard timescales</b>	Start dates will be notified to students via their offer letter. The length and mode of delivery of the course is: <ul style="list-style-type: none"><li>• 3 years (full time, campus based)</li><li>• 4 years (full time, campus based, with placement year – if applicable)</li></ul>
<b>Part time study</b>	There is no part time route available on this course
<b>Location(s) of delivery</b>	The majority of teaching will be at City campus but on occasion may be at Headingley campus.
<b>Entry requirements</b>	Admissions criteria are confirmed in your offer letter. Details of how the University recognises prior learning and supports credit transfer are located here: <a href="https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/">https://www.leedsbeckett.ac.uk/student-information/course-information/recognition-of-prior-learning/</a>  Admissions enquiries may be directed to: <a href="mailto:AdmissionsEnquiries@leedsbeckett.ac.uk">AdmissionsEnquiries@leedsbeckett.ac.uk</a>

## Course fees

Course fees are confirmed in your offer letter. A breakdown of any additional costs is included on the online prospectus entry for this course.

Fees enquiries may be directed to [Fees@leedsbeckett.ac.uk](mailto:Fees@leedsbeckett.ac.uk).

## Policies, Standards and Regulations

<https://www.leedsbeckett.ac.uk/our-university/public-information/academic-regulations/>

## Pass/Fail Assessment

All modules at Level 4 are exempt from the regulatory framework of the university, allowing for a pass/fail assessment.

Aligning with the university's regulatory framework, students at Level 4 can progress to Level 5 having passed 100 credits

## Classification determined by:

25%: level 5 (second semester only)

75%: level 6

## Professional Accreditation or Recognition Associated with the Course

### Professional body

N/A

## 'In Year' Work Placement Information

### Summary

Students may also enrol on a 120-credit point placement module which allows students to gain credit during a placement year. Terms and conditions apply and full details will be discussed during the course.

The optional placement year can be referred to as a 'sandwich year', 'internship' or 'work experience'. An industrial placement is an excellent opportunity to improve your employability and job prospects. Through practical work experience an industrial placement will help you acquire and evidence the skills employers want and make valuable contacts within the graphic design industry.

The industrial placement year involves sourcing and undertaking a placement between your second and third year of study, effectively making your degree 4 years in length. Whilst there is a support network in place to help you source and obtain a placement, you must take responsibility for your own placement and actively engage with the process.

### Length

As a placement year student, you are expected to find employment in the graphic design industry/subject area for a minimum of 40 weeks. This may consist of up to three separate placements, although it is recommended that you complete the placement year with one company for the entire duration or two placements of approximately equal length.

## **Location**

You are responsible for securing your own placement, with support and guidance available from the university. Your placement can be based in the Leeds area, elsewhere in the UK, or internationally, depending on your circumstances and the opportunities available.

When considering a placement location, you should take into account factors such as accommodation costs, travel expenses, and overall affordability. It is important to note that you will need to cover your own travel costs to and from your placement, so choosing a financially viable location is essential. Careful planning will help ensure a successful and manageable experience.

## **Approval**

Whilst students source their own placements, they will need to meet requirements which will be outlined before module enrolment.

## **Timetable**

Timetables for Semester 1 will be made available to students during induction week via:

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

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

## **Key Contacts**

**Your course director** Tara Langford

**Your course administrator** Sophie Baines [graphicdesignadmin@leedsbeckett.ac.uk](mailto:graphicdesignadmin@leedsbeckett.ac.uk)

## Course Overview

The Graphic Design programme provides an inclusive environment where, as an emerging designer, you can develop as a creative, agile, and contextually aware practitioner. t

By working through a sequence of challenging design projects you will acquire a wide range of creative, research, and technical skills which enables you to realise visual communication projects for a diverse range situations, audiences, users, and participants. The course provides you with a learning environment that supports you to conceptualise your ideas by observing, questioning, experimenting, and testing, through iterative design processes. Through individual and collaborative projects involving a range of participants, you can determine your specialist research interests, design strategies, and identities whilst building a portfolio of work that will locate you in your desired professional context.

You will have the opportunity to complete a year in industry as part of the course. If you choose this route, you will gain invaluable experience of graphic design in real world contexts. By studying on this course you will develop as a visual communicator who can act on your values in ways that are meaningful to you.

The course will provide you with a varied and exciting educational experience that prepares you to pursue various career options upon graduation. The curriculum is designed so that you can gain all the necessary creative, technical, research, design and presentation skills needed to work within design practice. Graduates of the course go on to in a wide variety of roles in design studios, collectives, companies, design consultancies and freelance practices. Some set up their own studios and some will also progress to postgraduate study.

## Aims

The aims of the programme are to:

1. Cultivate the ability to research and critically analyse diverse sources and methods, to inform your creative practice.
2. Foster the development and realisation of your creative practice through sustained conceptualisation, experimentation, and critical evaluation.
3. Enhance communication skills by developing methods to effectively present and articulate your creative practice to appropriate and diverse audiences.
4. Encourage your critical reflection on personal and professional positioning within broader environmental, societal, and professional contexts.
5. Promote independence, effective organisation skills, and meaningful engagement within your diverse course community and inclusive, specialist learning environment.

## Course learning outcomes

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

1	<b>RESEARCH and ANALYSE:</b> Research, critically analyse, and synthesise diverse primary and secondary sources to inform your practice.
---	--

2	<b>CONCEPTUALISE, PROCESS and REALISE:</b> Develop, realise and refine your practice through sustained conceptualisation, experimentation, and critical evaluation, individually or collaboratively.
3	<b>COMMUNICATE:</b> Refine methods to communicate your practice, engaging diverse audiences.
4	<b>REFLECT and POSITION:</b> Critically evaluate and refine personal and professional positioning related to environmental, societal and professional contexts and perspectives in your field.
5	<b>ENGAGE and CONTRIBUTE:</b> Demonstrate effective and sustained organisation and management, appropriately engaging with a diverse course community.

## Teaching and Learning Activities

### Summary

Our Art & Design subject area values inform everything we do and support the university's 3 graduate attributes, Digital Literacy, Enterprise and Global Outlook.

**Future:** By staying future-focused, we help you to develop the knowledge and skills needed to succeed in a rapidly changing, digital world. We support you in planning for your future and achieving your long-term goals.

**Whole-self:** We support you in being genuine and true to yourself, as this authenticity fosters trust and valuable connections. We strive to create a passionate community, where you can find joy and meaning in the work you make.

**Curiosity:** We encourage speculative and curious play, as this leads to deeper understanding and continuous growth. By nurturing your curiosity, you can unlock new opportunities and insights, while confidently taking risks and navigating uncertainty.

**Engagement:** Active engagement, responsiveness, and resilience are key to overcoming challenges and achieving success. We support you in staying engaged and motivated, even in the face of adversity. By building your confidence and resilience, you can navigate obstacles and continue to thrive.

**Change:** By integrating ethical and sustainable practices into the way we work, we aim to minimise our environmental impact. We are committed to social justice, and using our creative skills to promote fairness, equality, and respect for all individuals.

**Belonging:** Our commitment to equality, diversity, and inclusion is embedded in every aspect of our delivery. We strive to create an environment where everyone feels valued and respected, regardless of their background or identity. By fostering a culture of inclusivity and respect, we ensure that all voices are heard and that everyone has the opportunity to succeed.

Each module acts as an overarching framework for embedded projects that focus on the development of studio practice, contextual studies, and professional skills. Taught sessions will include lectures, workshops, seminars, and tutorials.

Through studio practice modules, you will learn ways in which to take an iterative approach through the exploration and testing of creative and technical concepts and processes. Through creative risk taking and ideas generation, you will develop skills in reflective practice through documentation and annotation, and the confidence to be proactive in your independent learning.

Lectures will facilitate your understanding of key cultural, social, and historical issues, and awareness of responsible, ethical, and socially engaged practices.

Your awareness of the industry and skills for employability will be supported by industry professionals through, for example, visiting practitioners, live projects, and industry visits.

Seminars and workshops will teach processes involved with selecting and evaluating information from a range of perspectives, critically analysing images, objects, information, and texts, and developing the principles of academic writing to essays and reports. You will understand how to research effectively, and why it is important.

Seminars and tutorials will support development of presentation techniques, and your organisational and project planning skills.

The notional hours of each module include a requirement for independent study which takes a blended approach to guided independent study through Learning Support Specialist support, and your own self-managed study.

## Your modules

This information is correct for students progressing through the programme within standard timescales. Option modules listed are indicative of a typical year. There may be some variance in the availability of option modules. 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

#### *Compulsory modules*

Module title	Credits	Semester/ teaching period
Graphic Design Practice, Context, Professional: Exploration	60	1
Graphic Design Practice, Context, Professional: Experimentation	60	2
Number of credits of compulsory modules		

### Level 5

#### *Compulsory modules*

Module title	Credits	Semester/ teaching period
Graphic Design Practice, Context, Professional: Communities	1	60
Graphic Design Practice, Context, Professional: Situation	2	60
Number of credits of compulsory modules	120	

### Placement year

#### *Compulsory modules*

Module title	Credits	Semester/ teaching period
Placement Year	120	Full Year
Number of credits of compulsory modules	120	

## Level 6

### *Compulsory modules*

Module title	Credits	Semester/ teaching period
Graphic Design Practice, Context, Professional: Position	60	1
Graphic Design Practice, Context, Professional: Futures	60	2
Number of credits of compulsory modules	120	

## Assessment and Scheduled Learning and Teaching Activities

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*

Level 4 is assessed by coursework predominately.

#### *Level 5*

Level 5 is assessed by coursework predominately.

If a full year placement is chosen

Level 5 placement is assessed by a portfolio

#### *Level 6*

Level 6 is assessed by coursework predominately.

### Workload

Overall Workload	Level 4	Level 5	Placement	Level 6
Teaching, learning and assessment	360 hours	340 hours	-	320 hours
Independent study	840 hours	860 hours	-	880 hours
Placement Year	-	-	1400 hours	-

