

Programme Specification

Awarding body:	University of Surrey	
Teaching institution (if different):	University Centre Farnborough	
Final award:	BA (Hons)	
Final award (if different):		
Programme/pathway title:	BA (Hons) Graphic Design	
Subsidiary award(s) and title(s):	Award	Title
	Cert HE	Graphic Design
	Dip HE	Graphic Design
	BA (Ord)	Graphic Design
FHEQ Level:	Level 6	
Credits:	360	
ECTS credits:	180	
Name of Professional, Statutory or Regulatory Body (PSRB):	N/A	
Mode of study and route code:	Mode of study	Please tick applicable
	Full-time	<input checked="" type="checkbox"/>
	Full-time with PTY	<input type="checkbox"/>
	Part-time	<input type="checkbox"/>
	Distance learning	<input type="checkbox"/>
	Short course	<input type="checkbox"/>
JACs code:		
HESCOs Code:		
Start date (date/month/year):	01/09/2022	
End date (date/month/year):	01/07/2024	
Length of programme in months:	23	

QAA Subject benchmark statement (if applicable):	Art and Design (2019)
Other internal and / or external reference points:	
Faculty and Department/School:	Enterprise, Creative & Professional
Programme Leader:	Matt Corvis
Date of production/revision of the specification:	10/12/2021

Educational aims of the programme:

- Provide an applied course of study that produces high quality graduates with high level skills, who are able to work with confidence at graduate level within the graphic design industry;
- Provide an employer-led, University-level programme to develop competence in the field of graphic design and enhance career opportunities within this field;
- Prepare students for careers in the field of graphic design industries with industry related skills and competencies;
- Provide graduates with the ability to apply underlying concepts and principles of creativity and design to develop innovative solutions to problems;
- Enable students to pursue and develop their own academic, technical and creative abilities; and
- Equip graduates with relevant key and transferable skills such as working in flexible, creative, independent and collaborative ways.

Programme learning outcomes:

The programme provides opportunities for students to develop and demonstrate knowledge and understanding, skills, qualities and other attributes in the following areas:

Learning Outcome	K	C	P	T	Optional Ref	Cert HE	Dip HE	BA (Ord)	BA (Hons)
The issues which arise from the designer's relationship with audiences, clients, markets, users, consumers and/or participants.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
The connections between intention, process, outcome, context and methods of dissemination.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
The work and significance of other practitioners in their disciplines.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
The artist's or designer's relationship with audiences, clients, markets, users, consumers, participants, co-workers and co-creators.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
The critical, contextual, historical, conceptual and ethical dimensions of the student's discipline in particular, and art and design in general.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

The implications and potential for their discipline(s) presented by the key developments in current and emerging media and technologies, and in interdisciplinary approaches to contemporary practice in art and design.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
How social divisions, e.g. disability, class, religion, nationality, gender, impact on access to the media and textual representations.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
The implication and potential presented by key technology developments and the inter-disciplinary approaches to contemporary practice in art and design.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Analyse information and experiences, formulate independent judgements and articulate reasoned arguments through reflection, experimentation, review and evaluation.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Source and research relevant material, assimilating and articulating relevant findings.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Formulate reasoned responses to the critical judgements of others.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Source, navigate, select, retrieve, evaluate, manipulate and manage information from a variety of sources.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Carry out various forms of relevant research to synthesise and articulate findings suitable to purpose.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Generate ideas, concepts, proposals, solutions or arguments independently and/or collaboratively in response to set briefs and/or as self-initiated activity.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Select, test and make appropriate use of materials, processes and environments.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Develop ideas through to outcomes, for example images, artefacts, environments, products, systems and processes, or texts.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Present ideas and work to their audiences.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Manage and make appropriate use of the interaction between intention, process, outcome, context and the methods of dissemination.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Demonstrate proficiency in observation, investigation, enquiry, visualisation and/or making.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Select, test and make appropriate use of materials, processes and environments.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Be resourceful and entrepreneurial.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	QAA Art and Design (2019)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Exercise self-management skills in managing their workloads and meeting deadlines.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Select and employ communication and information technologies.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	QAA Art and Design (2019)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Benefit from the critical judgements of others and recognise their personal strengths and needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	QAA Art and Design (2019)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Apply information skills to navigate, retrieve and manage information from a variety of sources.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Apply knowledge and skills in the workplace.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	QAA Art and Design (2019)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Manage time and resources effectively drawing on organisational skills.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Communicate effectively to varied audiences in writing and verbally, e.g. through presentations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	QAA Art and Design (2019)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Interact effectively with others and work in a team with effective interpersonal skills.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	QAA Art and Design (2019)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Embrace continuing professional development ethos and opportunities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Deliver work to meet a brief and deadline, using appropriate referencing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Select and apply appropriate approaches to problem solving.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	QAA Art and Design (2019)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Use entrepreneurial skills to identify and exploit opportunities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	QAA Art and Design (2019)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Make effective use if ICT (information communication technology).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	QAA Art and Design (2019)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Programme structure:

All programmes operate on a 15 credit modular structure (or multiples of 15 credits) over two semesters. Modules are normally semester based and can be worth either 15, 30, 45 or 60 credits. A 15 credit module is indicative of 150 hours of learning, comprised of student contact, private study and assessment.

This programme is studied full-time over two academic years. In order to achieve the principal award of BA (Hons) Graphic Design a student must complete 360 credits, 120 credits at FHEQ Levels 4, 5 and 6 respectively. Students are also eligible to exit the programme with the following subsidiary awards:

- BA (Ord) Graphic Design – 300 credits with a minimum of 60 credits at FHEQ Level 6
- Diploma of Higher Education (Dip HE) – 240 credits with a minimum of 120 credits at FHEQ Level 5
- Certificate of Higher Education (Cert HE) – 120 credits at FHEQ at Level 4

In order for students to progress they must achieve a minimum average of 40% and have completed all 120 credits at FHEQ Levels 4, 5 and 6.

Programme adjustments (if applicable):

N/A

FHEQ Level 4: potential awards – Cert HE

Module code	Module title	Core / compulsory / optional	Credits	Period (Semester 1, Semester 2, Year Long or Across Academic Years)	Qualifying Conditions
GRA4001	Design Practice	core	15	Sem 1	
GRA4002	Design with Materials	core	15	Sem 1	
CCP4001	Ideation	core	15	Sem 1	
COM4001	Academic Skills	core	15	Sem 1	
GRA4003	Design Exploration	core	15	Sem 2	
GRA4004	Introduction to Web Design	core	15	Sem 2	
COM4002	Contemporary Issues	core	15	Sem 2	

CCP4002	Prof. Practice & Devel't	core	15	Sem 2	
How many optional modules must a student choose in order to achieve the necessary amount of credits to achieve this level?		N/A			
FHEQ Level 5: Potential awards – Dip HE					
Module code	Module title	Core / compulsory / optional	Credits	Period (Semester 1, Semester 2, Year Long or Across Academic Years)	Qualifying Conditions
CCP5003	Design for Print	core	15	Sem 1	
GRA 5001	Branding and Promotion	core	15	Sem 1	
GRA 5002	Information Graphics	core	15	Sem 1	
CCP5005	Industrial Placement	core	15	Sem 2	
GRA 5003	Motion Graphics	core	15	Sem 1	
GRA 5004	Interactive Design	core	15	Sem 2	
CCP5004	Research Practice	core	15	Sem 2	
CCP5006	Collaborative Production	core	15	Sem 2	
How many optional modules must a student choose in order to achieve the necessary amount of credits to achieve this level?		N/A			
FHEQ Level 6: Potential awards – BA (Hons) / BA (Ord)					
Module code	Module title	Core / compulsory / optional	Credits	Period (Semester 1, Semester 2, Year Long or Across Academic Years)	Qualifying Conditions
CCP6007	Preparation for Project	core	30	Sem 1	
CCP6008	Major Project	core	45	Year Long	
CCP6009	Dissertation	core	30	Year Long	
GRA6002	Applied Practice	core	15	Year Long	
How many optional modules must a student choose in order to achieve the necessary amount of credits to achieve this level?		N/A			
Opportunities for placements / work-related learning / collaborative activity – please indicate if any of the following apply to your programme					
Associate Tutor(s)/Guest Speakers/Visiting Academics:			<input type="checkbox"/>		
Professional Training Year (PTY):			<input type="checkbox"/>		

Placement(s) (study or work that are not part of the PTY or Erasmus Scheme):	<input type="checkbox"/>
Clinical Placement(s) (that are not part of the PTY Scheme):	<input checked="" type="checkbox"/>
ERASMUS Study (that is not taken during Level P):	<input type="checkbox"/>
Study exchange(s) (that are not part of the ERASMUS Scheme):	<input type="checkbox"/>
Dual degree:	<input type="checkbox"/>
Programme set up questions N/A	
Source of funding for the programme (eg NHS where not student/employer funded):	
Collaborating organisation (eg NHS providing significant input into a programme):	
Location of study (eg if distance learning / overseas centre):	
Registered body (where the award is to be mandatory regulated by HCPC, RCVS or NMC etc – not optionally regulated eg accreditation/registration is an option):	
Closed programme (is the programme specifically to be offered privately to a group of students, eg only employees of companies or organisations that are meeting the costs of the students studies):	
Other Information:	
Quality assurance:	
The <i>Regulations and Codes of Practice</i> for taught programmes can be found at: http://www.surrey.ac.uk/quality_enhancement/index.htm	