

BA (HONS) GRAPHIC DESIGN

Institute of Education, Arts and Society

Academic Level:	6	Credits:	360
UCAS Code:	W100		
Awarding Body:	University of Cumbria		
Delivery Site:	Brampton Road Campus, Carlisle		
Programme Length:	Standard full time registration period is 3 years with a maximum reistration period of 7 years		
Mode of Delivery:	Face to Face		
Pattern of Delivery:	Full Time		
	Total weeks of study:	24 weeks	
	Delivery pattern:	2x 12 week semesters	
	Standard semester dates:	Yes	
Placement:	N/A		
Programme Webpage:	https://www.cumbria.ac.uk/study/courses/Undergraduate/Graphic-Design/		

Entry Criteria

The University's standard criteria for admissions apply. Please refer to the [Applicant Information](#) pages of the University website for more information. For [APL](#), please refer to the University website. Detailed criteria for admission to this programme can be found on the programme webpage.

PROGRAMME AIMS AND OUTCOMES

Programme Aims

1. To enable you to develop as a creative individual with the capacity for independent judgement, initiative, innovation, flexibility, ambition and with a responsible awareness of the social, cultural and ethical contributions of your work.
2. To enable you to make appropriate use of developing technologies and develop your digital capabilities to communicate effectively as a socially responsible global citizen.
3. To encourage you to work across disciplines and with other people, be open to new ideas, responsive to change and evolve in relation to the developments in graphic design practice.
4. To encourage you to develop confident, imaginative and creative approaches to problem solving through enquiry, research, understanding, and the use of critical judgement.
5. To develop appropriate self-reflective approaches to research, analysis, production and presentation.
6. To develop the skills, knowledge and personal/professional confidence that will enable you to identify, generate and access opportunities in industry, or in continuing education.
7. To enhance, through increased opportunities for student centered learning, qualities of personal initiative, self-motivation, management and self-discipline.
8. To enable you to acquire, practice and synthesise practical skills and theory to produce effective graphic design work

Programme Outcomes – Knowledge and Understanding

After 120 credits of study (CertHE) you will be able to demonstrate:

K1. Your understanding of the design process and imagination in the conception, development, production and presentation of graphic design artefacts

K2. Knowledge of visual communication theory – message, tone of voice, artefact

K3. Knowledge of the historical contexts that have influenced the development of graphic design

After 240 credits of study (DipHE) you will be able to demonstrate:

K4. Knowledge of the ethical, legal and moral contexts and frameworks that apply to graphic design projects.

K5. A critical appreciation of the roles of client, audience and designer

K6. Knowledge of the social, political and technological contexts that have influenced the development of graphic design

K7. Knowledge of print and on-screen production processes

K8. Knowledge of the principles, behaviour and dynamics of working in a team

After 300 credits of study (BA) you will be able to demonstrate:

K9. Your understanding of the principles and practice of problem identification and project management

K10. Knowledge of a variety of sources for research and the conventions and formats for presentation of academic research

K11. Knowledge of a range of methods and technical skills to present your creative work to the client and others involved in the development and production process

After 360 credits of study (BA Hons) you will be able to demonstrate:

K12. An autonomous, creative and professional approach to graphic design projects

K13. Autonomous critical evaluation skills in the resolution of creative work

K14. Critical interpersonal skills, professional team working practitioners with analytical and contextual reflective abilities

Programme Outcomes – Skills and other Attributes

After 120 credits of study (CertHE) you will be able to demonstrate:

S1. Your ability to respond appropriately to a design brief by visualising a range ideas and making informed value judgements about their effectiveness

S2. Your ability to develop your ideas through a process of open-minded experimentation and critical evaluation

S3. Personal organisation, time management skills and taking responsibility for your own learning

S4. Your ability to research a given topic and to present your findings in written, verbal and visual formats

After 240 credits of study (DipHE) you will be able to demonstrate:

S5. Your ability to respond creatively and systematically to a wide range of design problems using your individual visual voice to create original graphic design work

S6. Effective verbal, visual and written communication skills with those involved in the design and production process

S7. Effective verbal, visual and written presentation skills

S8. Independent visual research skills

After 300 credits of study (BA) you will be able to demonstrate:

S9. A critical understanding of the production processes and how these influence decision-making in graphic design projects

S10. Your independent research skills and the ability to formulate a design project proposal

S11. Your fluency in a range of industry-standard design software packages

S12. Confidence in evaluating and reflecting on your own practice

After 360 credits of study (BA Hons) you will be able to demonstrate:

S13. Your ability to think systematically and strategically and to reflect critically and analytically on your own work

S14. Your ability to work independently in formulating and resolving graphic briefs

S15. Your ability to experiment with and challenge the conventions of form, function and communication

S16. Your ability to apply subject-specific, cognitive and transferable skills and problem solving strategies to a range of situations

PROGRAMME FEATURES

Programme Overview

Graphic Design was once a profession of fairly narrow specialist fields with little in the way of interplay between them. In the 21st Century this has been overturned, things are changing fast and it's all very exciting! However, it does mean that today's designers must be flexible, enabling them to move freely across a wide range of media and disciplines. What links all these disciplines is the ability to connect audiences with ideas, information or products through direct, engaging and memorable visual communications.

The course we've designed for you acknowledges this and aims to help you become a creative, flexible communicator ready to take on the challenges of this continually evolving profession.

Our graphic design course operates from the University's stunning Brampton Road Campus in Carlisle, just to the north of the Lake District National Park and World Heritage Site.

The Campus is devoted to arts, design, culture and creativity, continuing a tradition of art and design education in Carlisle that stretches back nearly 200 years. Today it is a passionate, thriving creative community that encourages collaboration with colleagues across a wide range of other arts disciplines.

To make the most of these opportunities we keep our Graphic Design course intake manageable which ensures the best tuition experience possible for our students. It means that you can have your own workspace along with lots of attention throughout your time at University, enabling us to help you to develop your individual creative personality and achieve your professional ambitions.

The amazing natural environment and busy rural county of Cumbria that we're lucky enough to work and study in is a truly unique feature of the course. It's easy to think of graphic design as an urban discipline, only practiced in the big cities, but nothing could be further from the truth. Not only does our unique location provide creative inspiration and a healthy lifestyle, but also exciting opportunities to work with world-leading businesses across many sectors from the tech industries of the Energy Coast, to retail, tourism, heritage and arts projects.

Also, whilst it's true that our graduates work in design agencies across the UK and beyond – New Zealand, Australia, India, Europe, Scandinavia, USA, etc. – the Internet has made it possible for Cumbrian-based designers to have world-wide reach.

Although we're justifiably proud of our location, it is always beneficial to cultivate a wider world view, after all graphic design operates in a global economy.

Educational visits in the UK and abroad are an enjoyable and effective way of broadening your professional networks, understanding cultural influences, visiting design studios and seeing iconic and brand new work.

Our institutional membership of D&AD (The Design & Art Direction Association) allows us to gauge our work with other Universities in the UK and beyond. There are direct benefits of our membership for you too, such as reduced entry fees into D&AD's student awards competition, 'New Blood'. You will be invited to attend any external events generated by the academic team and have access to every member of the academic team on every level of your degree.

When appropriate, we'll encourage you to test your skills in other competitions too; for instance,

iSTD (International Society of Typographic Designers) or YCN (Young Creative Network) briefs. It's a great way of keeping yourself sharp and up-to-date in this very competitive field!

Overall, the course aims to provide opportunities for you to develop the skills, knowledge and above all confidence, to make appropriate and relevant choices regarding your future career development. Right now you probably have your sights firmly fixed on a career in graphic design. Perhaps, eventually, you want to work as freelance or even run your own design business? So, it shouldn't be surprising that many of our graduates have gone on to do exactly that, forging successful careers in the field of graphic design. And, when you graduate, we expect that you too will have the passion, skills and knowledge to be able to make the move into industry or Masters level study with confidence.

Level 4

In Level 4 you'll gain fundamental knowledge and practical experience of visual communication, the building blocks of visual language and professional attitudes and practices.

When you join us you become part of a creative community and from the outset, you will be encouraged to share your ideas, experiences and work through discussion with tutors and fellow students. A distinctive feature of the graphic design course is that, initially, you will work closely with Level 4 illustrators exploring the fundamental principles of visual communication and many of the core principles and considerations are shared between the two disciplines, for instance; colour theory and application, traditional and digital media, development processes, presentation skills, etc.

Through these practical projects, you'll also be introduced to the range of workshop/resource areas at the Brampton Road campus, e.g. printmaking, 3D workshops, audio-visual, etc.

As well as visual communication skills, you will also develop the personal management, interpersonal and team working skills that will help you to deal with the challenges of the exciting, fast-changing industry that you're a part of during and after life as a student.

From Level 4, Semester 2 onwards your learning – research, practical project work, professional development and software skill requirements will become ever more specialised and industry-focused. This enables you to develop specialist skills and understanding in such diverse areas as typography, editorial and book design, branding and identity, packaging, motion graphics, exhibition design, etc.

Level 5 is focused on applying the knowledge and skills you've gained to a series of design challenges. Testing and refining your design and personal management skills in a number of scenarios will give you confidence in your ability to tackle unfamiliar challenges. As your confidence grows through experience you'll begin to develop your own, personal strands of interest or specialism.

Your tutors bring a wide range of design experience to the course, but we all have particular expertise and interests in typography, editorial/publishing, corporate identity and branding work. We put great emphasis on knowledge, passion and enjoyment and showing you how they can be used to make memorable, meaningful design. And, we are firm believers that 'great' graphic design requires a 'great' idea and 'great' type!

You will also work with a range of visiting lecturers and travel to relevant exhibitions, while live projects and competition work will give you opportunities to build your confidence and test your knowledge and skills on a wider audience.

Externally set live projects are a very important feature of the course and have developed fruitful partnerships with local enterprises. A good example of this includes our ongoing collaboration with a local craft brewery, and retailer who challenge us to design labelling for a range of limited edition beers which are then sold online and in shops from Cumbria to the south-west of the UK. Other recent live projects have required us to produce websites, packaging, promotional material, branding and editorial design work.

Although work-placement is not an assessed part of the programme, a period of time in industry is extremely valuable in developing your professional understanding and confidence. With that in mind we encourage and support you in finding appropriate industry experience, ideally at the end of your second year (Level 5). Where and when are largely dependent on your professional interests and the availability of a placement, but we're here to help you formulate, refine and craft your pitch.

Around this time, you're also looking at all aspects of freelance practice – from '*how to get work*' to '*how do I get paid for the work*' to '*the tax man wants how much!*'. It might seem a little daunting now, but by the time you get there, you'll be raring to go!

Our small group sizes mean that as you progress, you'll be able to define an ever more personal route of supported study until, ultimately, you become the kind of designer you want to be.

This flexibility is most evident in **Level 6** where all of the skills, knowledge and confidence you have developed so far is brought together to produce a portfolio of design work that showcases your talents. With your career aspirations or personal research interests in mind, you'll have a high degree of freedom in choosing what type of work you want to develop.

You'll become ever more independent as the year progresses.

By this time you'll be preparing for progression – life after you finish your degree – seeking work or preparing for Masters or Postgraduate study. Much of your professional practice will be focused on that exciting step.

Level 6 ends with the Graduate Show, a visual celebration of our work together.

To summarise, on the course you will:

- develop an appreciation of the key theories and contexts that influence graphic design today
- develop a portfolio of graphic design work that demonstrates your understanding, visual skills and critical judgement
- work on industry-led briefs enabling you to develop autonomy, creativity and professionalism
- develop a range of industry standard skills: problem identification, idea generation, design development, typography, layout, 3-Dimensional graphics, motion graphics, digital artwork, print and digital production methods, presentation skills, etc.
- be encouraged to be imaginative and innovative in your use of technology
- be encouraged to be critical and analytical in your approach graphic design problem-solving

- be encouraged to explore and develop your own visual vocabulary as a professional designer through an exploration of ideas, techniques and the practical application of theory
- undertake group projects which simulate the workflow of a professional studio,
- be given the chance to attend relevant research related trips in the UK or abroad
- have support in securing and undertaking a period of work experience
- develop the skills and attitudes necessary to become into a life long learner with critical interpersonal skills, a professional team working practitioner with analytical and contextual reflective abilities

On completion of the course you will:

- have developed the work ethic to be an autonomous creative professional
- demonstrate knowledge, imagination and innovative in your use of technology
- have critical and analytical skills in your approach to graphic design problem-solving
- refined and enhanced your individual visual approach to graphic design
- have developed interpersonal skills, professional team working practices
- have the opportunity to study at Masters level

This programme fully supports the mission of the University of Cumbria as:

- The programme is fully committed to inclusivity and accessibility.
- The programme will promote an environment where diversity is celebrated and inventiveness flourishes.
- The programme delivers accessible lifelong learning opportunities.
- The programme will inspire you to achieve your potential by providing progressive teaching in an innovative and flexible learning environment which encourages independent thinking.

Learning and Teaching

A key feature of the BA (Hons) Graphic Design course is the opportunity, at Level 4, to work alongside students studying Illustration. Learning as an integrated member of this creative community you will experience, first-hand, the methods and techniques used by other visual practitioners. This will foster an appreciation of how your work fits into the wider world of the visual arts and provide you with greater confidence, knowledge and skills as you progress.

A distinct feature of studying at the University of Cumbria is that in level 4, first year, you will study two modules with all level 4 students of the Institute of Art. These modules are Cultural Contexts and Collaborative Practice. Cultural Contexts introduces you a range of approaches to reading a diverse range of visual creative arts, and Collaborative Practice is a module where you will work with other students and embark on a problem-solving project practicing professional skills such as leadership, team-working and project management.

Planned collaborative and interdisciplinary learning tapers off towards the end of Level 4 as more specialist skills, knowledge and understanding become the focus of learning and your identity as a

graphic designer is nurtured. Collaboration is still encouraged, it is a fact of professional creative life, but the learning is centred on you and the operational contexts graphic designers work within.

Most of your studies will be centred around practical projects that have been designed to not only help you practice and improve visual skills, but also develop your study skills, methods of research, critical and analytical abilities, and your ability to manage your time and plan your work.

We use a variety of approaches to learning, teaching and assessment to make sure you develop appropriate concepts, knowledge and skills. These include study skills, research methods, critical and analytical abilities, and your ability to manage your time and plan your work.

You'll be continuously involved in the assessment of your own work and that of your peers; developing the critical, interpersonal and team-working skills that are vital to gaining confidence and independence as a creative practitioner.

A wide range of learning, teaching and assessment methods are used in order to develop work related skills.

- **Tutorials** provide individually tailored feedback to you. They can range from one-to-one to small group situations. They will often be informal sessions conducted in the studio on timetabled taught days. As the course progresses you will be assigned weekly time slots with specialist tutors for more involved and technical feedback reflecting the advanced level at which you are working.
- **Crits** (short for 'critique') lie at the heart of an education in Graphic Design. These take place at the end of a project and will normally comprise a small group of your fellow students, and up to two members of staff, where you will be expected to present your work to the group. The effectiveness of your work and presentation will then be discussed by all present and you will receive a large amount of verbal feedback.
- **Lectures** are used by both studio and theory tutors using a variety of media as support. You will be expected to take notes, ask questions and contribute to any group discussions that ensue.
- **Seminars, Presentation and Discussion** sessions will explore issues in greater depth with both tutor and student-led formats. These will require you to engage in research and background reading and will consider the relation of theory to practice and help develop wide ranging transferable skills.
- **Practical Workshop Sessions** will provide the opportunity for you to develop specialist technical skills and knowledge. They normally take the form of tutor-led studio workshop demonstrations, designed to allow you to focus on, experiment with, develop and personalise specialised skills, media, techniques and concepts.
- **Problem based learning** will comprise the majority of your course programme. Graphic Design is by nature, problem-solving discipline. There will never be only one answer to a specific design problem (normally defined by the *project brief*). You will be expected to work on your own or as part of a small team to find a range of possible solutions. This will involve thorough research, synthesising the information you have discovered and developing and presenting a range of appropriate visual responses.

- **Group work** is very important as Graphic Designers work collectively on activities where communication, trust, responsibility and reliability are fundamental requirements. We write projects and tasks that allow you to experience, consider and develop your team-working skills.
- **Projects** are the usual vehicle by which you develop your design knowledge and expertise. As outlined above, the evaluation of project work is central to this degree programme. The project work you undertake during year two and three will form the content of the professional portfolio of work you will take with you when pursuing employment at the end of the course.
- **Portfolio/s** In assessment terms, 'portfolio' refers to the presentation of a body of visual design work presented on a digital format (website) or perhaps, additionally, as a printed folder or book. It is important to note that two things make up the 'portfolio' – the qualities of the work itself (is it good design / contemporary / fully resolved); and the manner in which that work is presented on the portfolio pages (visual narrative / flow / sequencing / attention-to-detail)
- **Written work** is central to a degree course and many of the learning approaches and emphasis is put upon clarity of style and argument as well as presentation. Different forms of written language will be explored to ensure appropriate critical skills and creative authorship are examined.
- **Self-directed study** forms a natural and expected extension of the formal aspects of the course. Your ultimate success will be dependent on your willingness to develop, experiment with and extend the concepts and approaches introduced by project briefs. It is only with continued application that lasting and valuable progress can be made.
- **E-learning and Blackboard** is the portal to access to project briefs, timetables and lecture notes, to submit module assessments and summative feedback. Learning packages which can be completed at your own pace are also a feature in some modules.
- **Work placement** You will be encouraged and supported in setting up a short (1-2 week) work placement with leading design agencies. It goes without saying that this proves invaluable experience and can be an important stepping stone to your professional career and life after university.

Course Structure

There are two semesters each year and each semester will contain one 20 and one 40 credit module or one 60 credit module. In every module you will be formatively assessed to support your development, and summatively assessed to measure your achievement. The methods we use to teach and assess you are outlined below.

20 credit modules deal with contextual history and theory content or, as in the case of GRAP5070 Type & Typography, advanced specialist skills and knowledge.

The longer 40 and 60 credit modules are dedicated to graphic design practice and professional skills, providing an extended time to critically reflect on and modify conceptual and visual approaches to design problem-solving. In these modules, professional and employability skills are designed into the creative brief; for example, the client presentation element in GRAP5080 Graphic Design Projects requiring you to pitch your design work in a competitive environment.

Your final module is a 60-credit module where all of your knowledge about graphic design is demonstrated in a body of work for the graduate exhibition. The skills, knowledge and other

attributes synthesise at this point and the larger module gives sufficient time for this to develop and find resolution. This is the culmination of your degree where everything comes together and you prepare to graduate as a rounded independent practitioner.

At Level 4 students typically have around 12 contact hours per week, typically consisting of:

- 2 hours of lectures
- 2 hours of seminars
- 5 hours of studio project, research, production skills, presentations
- 3 hour(s) of personal tutoring

At Level 5 students typically have around 9 contact hours per week, typically consisting of:

- 2 hours of lectures
- 2 hours of seminars
- 3 hours of studio project, research, production skills, presentations
- 2 hour(s) of personal tutoring

At Level 6 students typically have around 6–8 contact hours per week, typically consisting of:

- 1 hours of lectures
- 2 hours of seminars
- 3 hours of studio project, research, production skills, presentations
- 2 hour(s) of personal tutoring

Independent Learning

When not attending scheduled learning activities you will be expected to continue learning independently through self-study.

Academic Team

Our highly experienced academic team draw on their extensive backgrounds in visual communication practice. This is based on experience of working in the graphic design industry and includes all aspects of the design process and pipeline but also client interaction skills, project management and business development that ensure that the curriculum is current, informed and designed so that you will become a fully rounded practitioner. From the networks that the team bring to the programme you will be exposed to a variety of industry opportunities at every level of study ensuring that your education is relevant, vibrant and most importantly, live. The specialist skills brought by the academic team include: Branding, Art Direction, Typography, Editorial Design, Packaging, Exhibition, Digital Design, Design Software Skills.

Assessment

Assessment of the work submitted for this programme is informed by the Subject Benchmark Statements published by the Quality Assurance Agency for Higher Education (QAA) and which describe the academic standards expected of graduate in the Art and Design subject area.

The range of learning teaching and assessment methods used enables different aspects of your learning to be developed and tested. As well as testing what you know and can do at the end of a module (*Summative Assessment*) you'll get regular advice and guidance while your work is in progress (*Formative Feedback*) through one-to-one, peer-to-peer and group tutorials where you will

have the opportunity to discuss and develop strategies to develop your work. This enables you to develop and refine the work as it is being produced with the structured guidance required to achieve the best possible results.

The University of Cumbria's Learning, Teaching and Assessment Strategy sets out clear aspirations and commitments for and to our students. Cumbria graduates are enquiring and self-reliant, confident and capable, professionally ready, responsible individuals that are ambitious and proud. These attributes are practiced on every year of study as we support you in your studies. You will find your place in learning environments that will both support and challenge you, explore ideas in and around your discipline, enabling you to grow and develop to become adaptable and reliable agents in the field of graphic design.

In terms of assessment the practice modules will be assessed authentically in line with current industry practice. The assessment of critical and contextual modules fosters critical thinking, academic rigour, and research skills all necessary to the professional graphic designer and will be assessed at each level.

Students will receive both summative and formative assessment throughout each level of study at scheduled points each semester. Formative assessment is developmental and supports students towards final submission. Summative assessment is a formal assessment point at the end of each module and is awarded a grade. The following methods will be used to assess work in progress and final submissions at each level of study:

Year 1

Assessment methods will include:

- Written assignment
- Blog
- Online Portfolio
- Crit (Formative)

Year 2

Assessment methods will include:

- Written assignment
- Blog
- Online Portfolio
- Crit (Formative)

Year 3

Assessment methods will include:

- Written assignment
- Blog
- Online Portfolio
- Crit (Formative)
- End of year show

Feedback

Feedback happens in a variety of ways throughout your course of study. From structured feedback sessions to studio tutorials with tutors. Informal feedback occurs on a day-to-day basis as you work in the studio and tutors can comment on your work in progress and discuss your ideas in relation to the work you are making at that time. Formative feedback will be scheduled crits where you will present your work and receive tutor and peer feedback on work in progress. Summative assessment points are specific moments where your work is assessed formally, the feedback you receive for these will be returned via verbal feedback on a Loom video.

In line with UoC policy, formal feedback on summative assessments will be provided within 20 working days. It will be based on grading criteria linked to the module learning outcomes and aligned to the UoC grade descriptors, which differentiate between the levels of study.

Graduate Prospects

As a successful graduate of the BA (Hons) Graphic Design programme you will be able to access a variety of career options. A degree in graphic design becomes a passport to enter an extensive range of careers throughout the creative industries.

According to Prospects* (2022), 15 months following graduation, 82.2% of graphic design graduates are in employment, with 54% as web, multimedia and design professionals. 2.6% continued with further study. These statistics have confirmed to us that employability skills are central to the success of our graduates and so we have embedded the professional skills and working with industry into the programme.

Transferrable skills (these skills are valued by most employers):

- Being able to work independently, but also working effectively with others
- Clear communication and good interpersonal skills
- Working collaboratively
- The ability to manage your time effectively
- Innovation, creativity and problem-solving
- Presentation skills
- Self-evaluation
- Technical, research, critical and analytical skills

Progression Routes:

- Salaried or freelance employment
- Independent freelance graphic design practice
- Setting up your own business
- Postgraduate education: MA, MPhil and PhD level study

Examples of Graphic Design Graduate Destinations:

- Graphic designer
- Motion graphics designer
- Art director

- Advertising designer
- Packaging designer
- Editorial designer
- Studio assistant
- Brand management
- Exhibition designer
- Website designer
- UX/UI designer
- Animator
- Concept artist
- Printmaker
- Creative project manager

The scope described by these destinations is testament to the flexibility of the programme that supports all the individual interests of our students. It also speaks to the potential that graphic design holds as a great career choice.

* <https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/graphic-design>

MODULES

Year 1			
Code	Title	Credits	Status
VCOM4000	Introducing Visual Communication	40	Compulsory
UCIA4030	Cultural Contexts	20	Compulsory
UCIA4020	Collaborative Practice	20	Compulsory
GRAP4040	Multi-Dimensional Graphic Design	40	Compulsory
Students exiting at this point with 120 credits would receive a CertHE Graphic Design			

Year 2			
Code	Title	Credits	Status
GRAP5060	The Designer's Toolkit	40	Compulsory
GRAP5070	Type & Typography	20	Compulsory
GRAP5080	Graphic Design Projects	40	Compulsory
GRAP5090	The Critical Designer	20	Compulsory
Students exiting at this point with 240 credits would receive a DipHE Graphic Design			

Year 3			
Code	Title	Credits	Status
GRAP6050	Advanced Design Projects	40	Compulsory
ARTD6000	Independent Research Paper	20	Compulsory
GRAP6060	Graphic Design Showcase	60	Compulsory
Students exiting at this point with 300 credits would receive an Ordinary BA Graphic Design			
Students exiting at this point with 360 credits would receive a BA (Hons) Graphic Design			

Additional Module Information	
<ul style="list-style-type: none"> Students need to attain 40% or over for each module in order to progress to the next level Level 4 students are able to make a choice to progress to Graphic Design or Illustration pathways 	

Key to Module Statuses

Core modules	Must be taken and must be successfully passed.
Compulsory modules	Must be taken although it may be possible to compensate as a marginal fail (within the limits set out in the Academic Regulations and provided that all core or pass/fail elements of module assessment have been passed).

Timetables

Timetables are normally available before the start of each semester. Please note that while we make every effort to ensure timetables are as student-friendly as possible, scheduled learning can take place on any day of the week.

There may be times where students are expected to attend sessions or visits which take place outside of regular studio hours.

This programme may also be made available on an infill part-time basis at the discretion of the academic programme leader. In such cases, you will study modules alongside the full-time cohort(s) that are running at the time. This is on a case by case basis.

ADDITIONAL INFORMATION

Student Support

The [Student Enquiry Point](#) is a simple way to contact Student Services. Using the Student Enquiry Point tile on the Student Hub you can submit an enquiry to any of the Student Services teams, which includes:

- [Careers and Employability](#)
- [Chaplaincy](#) for faith and spiritual wellbeing
- [Mental Health and Wellbeing](#)
- [Digital Skills](#)
- [Disability and Specific Learning Difficulty \(SpLD\)](#)
- [International Student Support](#)
- [Library](#)
- [Money Matters](#)
- [Safeguarding](#)
- [Skills@Cumbria](#)
- [Sports and Fitness Facilities](#)
- [University Student Accommodation](#)

As a student at the University of Cumbria you automatically become a member of the Students' Union. The Students' Union represents the views and interests of students within the University.

The Students' Union is led by a group of Student Representatives who are elected by students in annual elections. They also support approximately 400 Student Academic Reps within each cohort across the entire University. The Students' Union represent the views of their cohort and work with academic staff to continuously develop and improve the experience for all University of Cumbria students. You can find out more about who represents you at www.ucsu.me.

You can email at any time on studentvoice@cumbria.ac.uk.

Course Costs

Tuition Fees

Course fees can be found <https://www.cumbria.ac.uk/study/courses/Undergraduate/Graphic-Design/>

The following course-related costs are included in the fees:

- There will be visits throughout the programme some of which will subsidised by the university other enhancement activities may incur some personal cost to the student.

Additional Costs

The following course-related costs are not included in the fees:

- Printing consumables credit
- Art materials and personal design toolkit (layout pads, sketchbooks, pens, pencil etc)

- Occasional entrance fees on visits to studios/museums/galleries etc

Exceptions to the Academic Regulations

This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Processes with the following exceptions:

Larger modules of 40 and 60 credits are recognised by the QAA to be typical in Art and Design programmes and reflect the pedagogic approach that encourages independent working on significant bodies of work.

The 40 and 60 credit modules are all dedicated visual practice modules and have been designed such to:

- **Enable progression:** the intensity of the modules will establish and ensure a working practice that is maintained throughout the degree from level 4 to 6, and designed so that you will be equipped to meet the increasing expectations as you progress through each level.
- **Streamline assessments:** the longer modules allow fewer assessments with a greater emphasis on linking practice to professional outcomes, hence you will be more focused and driven on achieving holistically rather than in separate components.
- **Reduce the Intended Learning Outcomes (ILOs):** as with the streamlining of assessment, this would have the same effect of the ILOs, these can be more focused and relevant to real-world expectations.

The modules are designed so that you have a longer period to rigorously develop your work. This aspect allows you to manage bigger projects, develop personal management skills and experience a practice more closely related to the time-frames and conditions experienced in industry. You will be well supported with formative assessment points and interim objectives.

External and Internal Benchmarks

[QAA Subject Benchmark Statements: Art & Design \(Published: December 2019\)](#)

Other internal reference points may include:

[UoC Learning, Teaching and Assessment Strategy](#)

[UoC Academic Regulations and Academic Procedures and Processes](#)

UoC Institutional Business Plans

Disclaimer

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intake year will be as detailed on the programme webpage:

<https://www.cumbria.ac.uk/study/courses/Undergraduate/Graphic-Design/>