

## Course Specification

<b>Published Date:</b>	21-Sep-2020
<b>Produced By:</b>	Laura Clode
<b>Status:</b>	Validated

## Core Information

<b>Awarding Body / Institution:</b>	University of Wolverhampton		
<b>School / Institute:</b>	Wolverhampton School of Art		
<b>Course Code(s):</b>	VC029T01UV	Full-time	4 Years
	VC029T31UV	Part-time	8 Years
<b>Course Title:</b>	BA (Hons) Graphic Design with Foundation		
<b>Hierarchy of Awards:</b>	Bachelor of Arts with Honours Graphic Design Bachelor of Arts Graphic Design Diploma of Higher Education Graphic Design Certificate of Higher Education Graphic Design Foundation and Preparatory Studies Graphic Design University Statement of Credit University Statement of Credit		
<b>Language of Study:</b>	English		
<b>Date of DAG approval:</b>	11/Oct/2017		
<b>Last Review:</b>	2017/8		
<b>Course Specification valid from:</b>	2017/8		
<b>Course Specification valid to:</b>	2023/4		

## Academic Staff

<b>Course Leader:</b>	JULIA ROWLEY
<b>Head of Department:</b>	Dr Jane Webb

# Course Information

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Location of Delivery:	University of Wolverhampton
Category of Partnership:	Not delivered in partnership
Teaching Institution:	University of Wolverhampton
Open / Closed Course:	This course is open to all suitably qualified candidates.

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## Entry Requirements:

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Entry requirements are subject to regular review. The entry requirements applicable to a particular academic year will be published on the University website (and externally as appropriate e.g. UCAS)

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### 2017 Entry

- DD from A level
- BTEC QCF Extended Diploma grade PPP, BTEC QCF Diploma grade MP
- Pass Access to HE Diploma (Full Award)
- If you've got other qualifications or relevant experience, please contact [The Gateway](#) for further advice before applying.
- International entry requirements and application guidance can be found [here](#)

### Other Requirements

Students must have studied a minimum of two years post GCSE level. However, it is expected that some applicants will be mature students with work experience, who wish to further their career development. These applicants will be processed through standard procedures, which may involve an interview as part of the process. Please see <http://wlv.ac.uk/mature> for further information.

### International Students

- A pass at High School Certificate or equivalent.
- Students will need to pass a Secure English Language Test such as IELTS and achieve B2 to meet UKVI requirements. IELTS 5.5 (with 5.5 in all elements)

#### Guidance to International Students

<https://www.wlv.ac.uk/international/making-an-application/how-to-apply/>

Applicants who do not meet the entry requirements may be offered an alternative course.

## Distinctive Features of the Course:

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BA (Hons) Graphic Design is distinctive in its approach because:

- Students are assessed on 100% coursework
- The course structure reflects the breadth and flexibility of industry practice
- Our focus is on employability and student support
- We have a great success rate in national and international design competitions
- We integrate theory and practice to encourage deep learning and quality coursework
- Our dynamic environments enable creative practice and discourse
- Award-winning lecturing and support staff
- Access to world-class facilities
- Studio culture enables discussion, advice and support outside of teaching sessions
- We have an excellent network of contacts offering live projects, placements and opportunities

Our long-established course is designed to provide you with the best creative education focusing on employability and student support. Within each academic year, two year-long modules allow you to experience and engage with dynamic projects of increasing complexity over varied timescales, reflecting the breadth and flexibility of professional graphic design with regular opportunities to work on live projects and international competitions. This carefully structured course encourages independent learning supported by an integrated delivery of contextual, theoretical, technical and practical skills. Our studio-centred approach reflects industry practice and enables you to work in a creative community, encouraging personal, professional development and communication.

During your time with us, you will have opportunities to explore diverse, interesting and challenging design briefs – you will be guided through your studies by our experienced academic, technical and study-support staff team and engage with industry practitioners. Studio culture is core to our courses and you will be encouraged to become part of the art and design community through time spent working in the studios, workshops and labs available to students across the week. We believe in enabling students to become confident designers by developing their contextual knowledge and supporting intellectual curiosity alongside learning and practicing professional skills.

We are proud of our commitment to student employability. The majority of our graduates are now working in the Creative Industries locally, nationally and around the world. Our extended alumni network remains in contact with the course, contributing to your experience through guest lectures, employment and project opportunities. All courses in the School of Art are now available with a professional placement (sandwich year) option. The professional placement provides an opportunity for personal development in the workplace and as such, greatly enhances the your prospects of finding rewarding and relevant employment at the end of your studies.

Our course has received excellent results and feedback from the National Student Survey, particularly concerning our award-winning teaching, student support and overall student satisfaction. External examiners have consistently commended our approaches and commitment to learning, teaching and student support. We are also members of creative professional organizations' such as Design & Art Direction and the Association of Illustrators.

## Educational Aims of the Course:

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BA (Hons) Graphic Design with Foundation Year is a four year course.

Graphic Design is a dynamic subject that enriches and influences all aspects of our visual environment. The studio-focused course at Wolverhampton is designed to be responsive to this and is continually reflective in order to positively contribute to your student experience. Perfect for intellectually curious individuals with creative ambition.

The Graphic Design course encourages students to engage with design at a professional level across all print and screen media. Ideas and their development are all-important and we create an environment that encourages creative thinking.

Our programme of assignments allows you to design for areas including branding, editorial, exhibition, packaging and visual identity. You will use digital tools to develop screen-based and web solutions that are interactive, immersive and challenging. Most importantly, the course encourages you to become a thoughtful designer – producing creative work that has a place in and benefit to contemporary culture and society.

The course is focused on employability; you have the opportunity to meet and work with design companies large and small and to collaborate internationally on assignments with overseas universities. You are also able to boost your CV with student prizes sponsored by notable companies such as Rotovision and Sheaffer.

Many students undertake live briefs, competitions and professional placements helping to build experience and to enhance their confidence. Our alumni have secured positions at all levels of the profession around the world successfully contributing to the creative industries and global economies. Why not join them?

Level 3: The first year of the programme provides you with the opportunity to explore the broad scope of art and design and to develop core skills and approaches that will support your progression to degree level study

Level 4: the second year of the course introduces you to specialist design skills, creative thinking and problem solving, all informed by professional and contextual learning. You will be guided through the transition required to study at degree level, and supported in developing approaches and solutions to projects. There will be opportunities to learn practical and software skills during workshops, and explore the practice and theory of broad Graphic Design areas including typography, colour, image-making, composition and output for a range of platforms, formats and purposes for print and screen.

Level 5: the third year builds from skills and knowledge learned at Level 4, and encourages you to develop your emerging style and higher-level skills in relation to more specific aspects of the design industry such as Print and Editorial Design, Screen / Interface and Mobile / Web Design, Motion Graphics, Design for Commercial Enterprises and Information Design. Your understanding will be extended through our exciting lecture programme, referencing contemporary and historic practice, societal issues and critical thinking, and you will be encouraged to consider employability as you work on live project briefs, and have opportunities to engage with clients.

Level 6: the fourth and final year of BA (Hons) Graphic Design encourages deeper understanding of your subject whilst developing your design outputs, professional-level skills and ambition through integrated study of practice and theory. Emphasis is on your personal development and individual creative direction and you will have opportunities to consolidate your learning from Levels 4 and 5 through negotiation of a portfolio of work including live, competition and exhibition projects. You will be supported in consideration of personal aims, creative ambitions, employability and career intentions as you complete the course.

#### Intakes:

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September

#### Major Source of Funding:

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Office for Students (OFS)

#### Tuition Fees:

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Tuition fees are reviewed on an annual basis. The fees applicable to a particular academic year will be published on the University website.

Year	Status	Mode	Amount
2020/1	H	Full Time / Sandwich	£9250.00
2020/1	Overseas	Full Time / Sandwich	£12250.00
2020/1	H	Part Time	£3050.00
2020/1	Overseas	Part Time	£6125.00

#### PSRB:

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None

#### Course Structure:

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### September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

## Year 1

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year.

Module	Title	Credits	Period	Type
3VA001	Introduction to Art and Design: Core Skills	60	YEAR	Core
3VA002	Introduction to Specialist Art and Design: Contexts and Practices	60	YEAR	Core

## September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

## Year 2

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year.

Module	Title	Credits	Period	Type
4VC019	Graphic Design: Preparation	60	YEAR	Core
4VC020	Graphic Design: Principles	60	YEAR	Core

## September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

## Year 3

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year.

Module	Title	Credits	Period	Type
5VC021	Graphic Design: Process	60	YEAR	Core
5VC022	Graphic Design: Practice	60	YEAR	Core

## September (Full-time)

Part time students study alongside full time students. However, they do not study more than 80 credits in each academic calendar year.

## Year 4

Full time and Sandwich Undergraduate Honours students normally study 120 credits per academic year.

Module	Title	Credits	Period	Type
6VC022	Graphic Design: Portfolio	60	YEAR	Core
6VC023	Professional Contexts	60	YEAR	Core

Please note: Optional modules might not run every year, the course team will decide on an annual basis which

options will be running, based on student demand and academic factors, to create the best learning experience.

## Learning, Teaching and Assessment

### Academic Regulations Exemption:

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AFRSC/17/6.2.3 FoA Undergraduate Arts Degree Portfolio.

Section 1.3.1 - Exemption to exceed normal module credits within the standard University Academic Framework allowing for use of all 60 credit taught modules (Level 3 to Level 6) delivered Year Long on the following programmes;

BA (Hons) Photography

BA (Hons) Fashion

BA (Hons) Fine Art

BA (Hons) Glass and Ceramics

BA (Hons) Graphic Design

BA (Hons) Illustration

BA (Hons) Painting and Printmaking

BA (Hons) Sculpture and Environmental Art

BA (Hons) Textiles and Surface Pattern

BDes (Hons) Furniture Design

BDes (Hons) Interior Design

BDes (Hons) Product Design

Effective date: September 2018.

APPROVED (by Chair's Action on 6/10/2017)

### Reference Points:

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Quality Code: [Part A: Setting and Maintaining Academic Standards](#).

Including:

[Qualifications Frameworks](#)

[Characteristics Statements](#)

[Credit Frameworks](#)

[Subject Benchmark Statements](#)

<http://www.qaa.ac.uk/en/Publications/Documents/SBS-Art-and-Design-17.pdf>

Quality Code: [Part B: Assuring and Enhancing Academic Quality](#)

[University Policies and Regulations](#)

Equality Act (2010)

## Learning Outcomes:

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### Foundation Year Course Learning Outcome 1 (UCCL01)

Show experience of working with a range of materials, processes and technologies associated with art and design .

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### Foundation Year Course Learning Outcome 2 (UCCL02)

Investigate the underlying concepts and principles associated with your area of study, including professional practice and studentship and explore how to evaluate, interpret and demonstrate them.

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### Foundation Year Course Learning Outcome 3 (UCCL03)

Explore and respond to contemporary historical and cultural contexts and show the curiosity to develop personally focused artefacts or processes.

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### Foundation Year Course Learning Outcome 4 (UCCL04)

Evaluate the appropriateness of different approaches to solving problems related to your area(s) of study and/or work

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### Foundation Year Course Learning Outcome 5 (UCCL05)

Communicate the results of your study/work accurately and reliably, and with structured and coherent argument

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### CertHE Course Learning Outcome 1 (CHECLO1)

Demonstrate experience of working with a range of materials, processes and technologies associated with Graphic Design.

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### CertHE Course Learning Outcome 2 (CHECLO2)

Be experimental and show the ability to use speculative and reflective approaches to making and designing.

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### CertHE Course Learning Outcome 3 (CHECLO3)

Research and respond to contemporary historical and cultural contexts and show the curiosity to develop personally focused research.

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### CertHE Course Learning Outcome 4 (CHECLO4)

Evaluate and reflect on your performance and that of your peer group in relation to appropriate contextual references and audiences.

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### CertHE Course Learning Outcome 5 (CHECLO5)

Document and communicate with others about how your ideas have evolved and explain your decision making in support of project outcomes.

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### DipHE Course Learning Outcome 1 (DHECLO1)

Demonstrate specialist skills, techniques, processes, technologies and material knowledge relevant and pertinent to contemporary practice in Graphic Design.

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DipHE Course Learning Outcome 2 (DHECLO2)

Explore a range of creative, speculative and research methods in your work and use the knowledge to inform the development of your practice.

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DipHE Course Learning Outcome 3 (DHECLO3)

Understand the external contexts of Graphic Design and resolve projects through informed decision making in relation to these contexts.

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DipHE Course Learning Outcome 4 (DHECLO4)

Research, identify and evaluate appropriate contextual knowledge relevant to Graphic Design through written and verbal presentations.

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DipHE Course Learning Outcome 5 (DHECLO5)

Develop an engagement with external communities and audiences and use appropriate forums to discuss and reflect on your practice.

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DipHE Course Learning Outcome 6 (DHECLO6)

Demonstrate a sustained commitment to discussion and engagement with your art and design community.

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Ordinary Course Learning Outcome 1 (ORDCLO1)

Demonstrate a sustained and independent approach to generating ideas and production of work in response to self initiated or externally generated projects

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Ordinary Course Learning Outcome 2 (ORDCLO2)

Select and employ appropriately the materials, media, techniques, methods, technologies and tools necessary to resolve your practice.

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Ordinary Course Learning Outcome 3 (ORDCLO3)

Identify, understand and reflect on the connections between intention, process, outcome and context in your work.

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Ordinary Course Learning Outcome 4 (ORDCLO4)

Demonstrate knowledge of the specific critical and contextual dimensions of your work and engage in the work of practitioners and theorists relevant to your final project.

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Ordinary Course Learning Outcome 5 (ORDCLO5)

Critically reflect on and benefit from engagement with others and utilise personal development planning effectively to progress your practice.

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Honours Course Learning Outcome 1 (DEGCLO1)

Think creatively to resolve your work to a professional standard within your discipline.

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Honours Course Learning Outcome 2 (DEGCLO2)



Demonstrate knowledge of the specific critical and contextual dimensions of your practice and engage in the work of practitioners and theorists relevant to your final project.

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Honours Course Learning Outcome 3 (DEGCLO3)

Employ models of professional presentation appropriate to the dissemination of your work.

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Honours Course Learning Outcome 4 (DEGCLO4)

Demonstrate a sustained ability to reflect on your work and use the information to develop new work and an informed understanding of your practice.

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Honours Course Learning Outcome 5 (DEGCLO5)

Understand and locate your work appropriately within the broad and specialist contexts of your subject and research appropriate personal and career objectives.

### Overview of Assessment:

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Module	Title	Course Learning Outcomes
3VA001	Introduction to Art and Design: Core Skills	UCCLO1, UCCLO2, UCCLO3, UCCLO4, UCCLO5
3VA002	Introduction to Specialist Art and Design: Contexts and Practices	UCCLO1, UCCLO2, UCCLO3, UCCLO4, UCCLO5
4VC019	Graphic Design: Preparation	CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5, CHECLO6
4VC020	Graphic Design: Principles	CHECLO1, CHECLO2, CHECLO3, CHECLO4, CHECLO5, CHECLO6
5VC021	Graphic Design: Process	DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6
5VC022	Graphic Design: Practice	DHECLO1, DHECLO2, DHECLO3, DHECLO4, DHECLO5, DHECLO6
6VC022	Graphic Design: Portfolio	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5
6VC023	Professional Contexts	DEGCLO1, DEGCLO2, DEGCLO3, DEGCLO4, DEGCLO5, ORDCLO1, ORDCLO2, ORDCLO3, ORDCLO4, ORDCLO5

### Teaching, Learning and Assessment:

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Teaching takes place in our studio environments where tutor-student engagement and peer-to-peer learning promotes a professional and independent approach to your development. Teaching, supervised practice and independent exploration also takes place in well-equipped material workshops and computer labs. Throughout the course you will be encouraged to explore and build material and technical competencies towards developing your own rich, challenging and distinct visual language as designers and artists.

The School of Art houses a range of purpose-built studio spaces and workshops with an extensive range of professional equipment not available in schools and colleges. Students at the School of Art are taught by practicing designers and artists working in academic and technical roles. These specialist practitioners teach both fundamental skills, support experimental and speculative practice and ensure that coursework is underpinned by knowledge and awareness of contemporary contexts.

The course is structured over four years as two yearlong 60-credit modules (per year), which are designed to provide opportunities for full and part-time study. This unique framework allows you time and space to develop your own specialist approach to Graphic Design over an extended time frame.

Our students are assessed entirely on their coursework and you will be supported to progress and achieve your potential through careful tracking by staff in project feedback sessions, personal tutorials and formative

assessment points. Each module has two points of formative assessment that provide key performance indicators for the student and staff teams to use in personal development planning. Assessment reviews and tutorials will be used to assess progress, enhance your understanding and map your learning journey. This information can be used to improve your indicative grades and project work. You will have a number of opportunities throughout the year to achieve learning outcomes, further developing aspects of your practice. This continual review process will be tracked through student journals, project feedback, and also through support by personal tutors. Summative assessment provides you with a measure of your achievement at the end of each module.

Employability is core to the ethos of the School of Art's learning and teaching, and BA (Hons) Graphic Design provides opportunities to experience and engage with professional and industrial contacts. Level 3 provides an opportunity for you to learn core art and design skills and study skills that will support your progression at degree level. At Level 4 you will be encouraged to encounter and experience all aspects of your specialist area and further embed yourself into the subject through visits and speakers. At Level 5 you will have the opportunity to experience professional practice and will work on subject-specific briefs led by external clients/organisations. At this level there will also be emphasis on live projects / placements that offer opportunities for interdisciplinary collaborative practice. Level 5 is designed to give you the opportunity to take risks and experiment within your subject but also to meet and network with other students across the School of Art. Level 6 emphasises self-initiated and negotiated projects and provides you with the time and support to develop your individual voice as a designer. There is also provision for interdisciplinary teams working together on ambitious final outcomes where appropriate, and you will be supported to maintain placement learning and external networks established at Level 5. In addition, the University offers a Career Development Week each year, which is intended to provide cross-curricula activities that enable you to extend your skills and employability goals.

The modules embed theoretical and contextual practice within studio-based teaching. We have an extensive and specialist library collection, supported by a subject librarian with whom staff and students work closely. At Level 3 you will get a broad introduction to core contextual ideas and approaches with an emphasis on developing your research and analytical skills. Level 4 provides opportunities for exploring these resources and is structured around a range of contextual learning opportunities from traditional lectures to creative thinking workshops, mirroring the breadth offered in studio practice. Levels 5 and 6 provide opportunities for you to develop your own trajectories in a way that reflects your practice in the studio through a choice of theoretical and theory-practice combined projects. External visiting speakers and staff research projects and practice contribute to a thriving contextual diet; you can experience staff working, and gain additional insight into the importance of ideas, research and conceptual experimentation to creative production.

In addition the School of Art provides many opportunities throughout the year for students to join study visits to UK and European destinations. These visits underpin student learning by providing an opportunity for students to see professional practice in their field, engage with new ideas, materials, sites and scale, consider display and presentation strategies and explore other roles associated with art and design such as curation, marketing, and education. The visits also provide opportunities for students to spend time in an expanded community of their own peers to support interdisciplinary and cross-year support and collaboration.

### Assessment Methods:

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At the University of Wolverhampton, a variety of modes of assessment will be used to support and test your learning and progress and to help you develop capabilities that are valued beyond your University studies and into your working life. Your course may include a variety of assessment activities:

Written examinations (including online examinations, open and closed book examinations and quizzes)  
Coursework (for example, essays, reports, portfolios, project proposals and briefs, CVs, poster presentation)  
Practical (for example, oral and video presentations, laboratory work, performances, practical skills assessment)

In the final year of your undergraduate degree, and at the end of your postgraduate degree, you are likely to be expected to write an extended piece of work or research, such as a dissertation or a practice-based piece of research.

## Student Support:

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### General University support:

The University has an extensive range of support options for students. For Art and Design students this begins with Arts Support Central, an online resource through which academic study support, careers and enterprise, counselling, enabling services, chaplaincy services, nursery and carer support, financial services and distance learning can all be accessed. Students can access student advisors and mentors, and there is support and representation also offered by the Students' Union, Counselling Services, The Student Gateway and additional support for international students, TNE students, research students, mature students or students with families.

### Course Specific Support

The course has a personal tutor system in which students see a tutor assigned to them throughout the year and this provides them with pastoral support outside of their immediate academic studies on specific modules.

A specialist Art and Design librarian works closely with the staff team and students to support the subject-specific research at all levels. University Learning Centres also provide general academic skills support to all students. You can make an appointment with a study skills advisor for support and advice in areas including writing, assignment planning, and time management. In addition, there is a timetable of drop-in and bookable workshops covering broad subjects such as digital literacy skills and referencing.

Support with project work is frequently available outside of taught sessions, and additional technical workshops on subject specific software allow you to learn, develop and hone your skills.

You can also expect to receive support and guidance in the area of Personal Development Planning, enabling you to understand and develop your skills during your transition from student to practitioner; readying you for employment effectively and successfully.

## Employability in the Curriculum:

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Students graduating from BA (Hons) Graphic Design emerge as creative independent thinkers, prepared for employment in a breadth of potential roles. The Creative Industries continue to be a growth area, vital to UK and overseas economies, and the course and University have an excellent record in helping students to find meaningful employment within the sector. Potential careers include: graphic designer, graphic artist, design consultant, fine artist, media creative, account handler, studio manager and creative director.

In negotiating projects during the final year of study, students are able to specialise in a wide range of visual communication practices, enabling transition into more specific roles including: app designer, book designer, brand developer, data visualiser, editorial designer, web designer / developer, packaging designer, user interface / user experience designer, social media designer, exhibition designer, marketer and public relations officer, motion graphics designer or teacher. Additionally, final year and graduating students regularly engage with University initiatives assisting business start-ups for self-employment.

Students also have the opportunity to engage with an additional 'Employability Award' associated with their degree, and a high percentage of graphic design students achieve the gold standard as a result of the employment-focused curriculum.

All courses in the School of Art are now available with a professional placement option (Sandwich Year). A professional placement provides an opportunity for personal development in the workplace and as such greatly enhances the student's prospects of finding rewarding and relevant employment at the end of their studies. The school assists students in securing work placements, undertaking live briefs, engaging directly with employers and developing key employability skills. The School is committed to raising student awareness of the opportunities that exist post-graduation.

International students will need to apply for BA (Hons) Graphic Design with Professional Placement before joining the course to ensure visa requirements are met.



THE UNIVERSITY OF OPPORTUNITY