

BA (Hons) Graphic Communication

Department	The Department of Creative Technologies USWSC
Awarding Body	University of East Anglia
Additional Accreditations	None
Full-time Duration	3 Years
Full-time Annual Fee	£8,500 – degree
Entry Requirements	UCAS Tariff: 96 points A Level: CCC BTEC L3 Extended Diploma: MMM GCSE Maths and English at Grade C/4 or above English language requirements: IELTS (Academic) Grade 6 IELTS 6.0 overall (minimum 5.5 in all components) where English is not the student's first language. Non-standard applicants who do not meet the published entry requirements may be considered on an individual basis and we encourage such applicants to contact Universitystudiesadmissions@easterneducationgroup.ac.uk for further guidance. <i>The university does not accept International Applications for this course</i>
Study Location	University and Professional Development Centre, 73 Western Way, Bury St Edmunds UK
Subject to Validation	No
Additional Potential Costs	Tuition fees will provide access to all the usual teaching and learning equipment; however, there may be additional costs such as materials and equipment that are associated with your course. Books (approx. £100 - £200 per year) Printing – all students will be credited with the equivalent of £10 printing/copying at the start of the academic year. After that, students will need to pay for their own printing/copying. Most work is submitted electronically. Student ID cards – The first issue of your ID card is free. Replacement cards will be charged at £10 to replace lost or stolen cards. Additional costs In most cases the submission of project /module folders for assessment will be digital and uploaded to the VLE Canvas but at the point of exhibiting students will be required to present hardcopies. The desired hard copy

format is an A3 poly display landscape folder with 20 transparent plastic sleeves. These can be purchased online for approx. £8.19

Presentation Portfolio – You will need to buy an A3 Landscape Prat Pampa spiral display portfolio to record and showcase the outcomes of your course work these can be purchased online £40-£60.

Specialist Digital Equipment – You may want to invest in your own digital equipment to use outside of the studio, including specialist hardware such as a MacBook laptop approx. cost £1,299.

The licencing of the Adobe Creative Suite software is free for personal use outside of the University. You have full access to the suite of computers and software on-site throughout the week.

It is advised students invest in a portable hard drive to back up all their digital work which retail at around £50.

Specialist Materials and Equipment – This includes sketch book, layout pad, ink, drawing equipment, scalpels/blades, metal rulers etc. On average, costs per module should range between £50-£100, however this may rise to between £100-£200 for practical modules at Level 5 and 6. This is because you will need to print professional standard prints for your portfolio and produce realistic dummies and prototypes of 3D design work for both display purposes and print publications.

Parking - Parking is available for free at the UPDC campus, it is advised that you should come into the university to use facilities outside of your timetabled hours as part of your self-directed study.

Course Trips – Course trips can occur two or three times every year at each level and while they are often module-specific, they are optional.

Local trips to galleries and agencies usually range from between £40-50, depending on the mode of transport and destination.

We sometimes run an international trip; the cost of such trips is dependent on destination, length of trip and accommodation. In previous years we have organised trips to Barcelona, Rome, Venice at £350 - £400 for three nights and four days including flight, transfers, accommodation and breakfast. Excursions are charged separately.

Long-distance destinations to New York or Singapore could cost anywhere from £900 - £1,500 for flight and accommodation. If you would like to participate in these trips, there is an option for payment to be made by instalments over the academic year.

Conferences - We encourage you to attend creative industry conferences but, as with trips, this is optional. There are two main conferences for Graphic Design in the UK D&AD New Blood Festival in London and New Designers in London. Ticket admission plus day return rail travel from Bury St Edmunds approx. £80.

	Competition entry fees. You are encouraged to enter your work for both national and international competitions. Entries usually cost around £35 - £40 but fees are often cheaper. If you win, you will be invited to attend an awards ceremony in London and you will need to cover the cost of your travel and overnight stay. Degree show - There is an expectation that at Levels 5 and 6 that you fund your Degree Show/ exhibition. You should aim to budget a maximum of £100 to cover the cost of printing of your hanger banner and a contribution towards the cost of the printed catalogue. The hire of local exhibition space is covered by the institution. Internship expenditure - There is an internship module at Level 5 and you are expected to fund your transport to your placement unless the company is prepared to cover some of your commute expenses. These placements are usually located no more than a 30mile radius of the campus.
Narrative	The BA (Hons) Graphic Communication course has a strong track record of producing award-winning graduates who have not only achieved commendations for International Design competitions but have secured exciting careers in this dynamic and prosperous sector of the UK's highly successful creative industries. The course will prepare you for a range of professional opportunities in fields such as advertising, branding, publishing, illustration and digital communication. You will engage in work that explores traditional formats as well as emerging technologies such as augmented and virtual reality as well as UX design, web design, video, augmented reality. The curriculum is sufficiently diverse enough to encourage the development of individuals allowing for both a broad and specialist focus. We'll encourage you to think creatively during your time with us, gaining professional and technical skills that reflect current and future industry practice and design standards. This is facilitated by providing you with a range of real-world experiences from live commercial briefs to fully accredited internships. Our students have worked on many live client-facing briefs set by both national and regional design agencies these including; Lost Boys International, RPM, Interbrand, Jacob Bailey, Cubiq Design, Firebrand Creative, Trebuchet, Toolbox Marketing, Coastline Graphics, National Stud, Jockey Club, Greene King, Class UK, Kiss Radio etc. Our links to professional bodies, experts and design practitioners all provide you with fantastic networking opportunities and access to additional support from industry mentors. We host regular guest lecturers so you can learn from industry professionals. Past speakers have included David Carson (Ray Gun magazine), Dan Mumford (Freelance Illustrator pop/music culture /album covers), David Hughes (Political Caricaturist), Steve Stacey (Senior Designer at Sony), Andi Sapey (Photographer), Sam Peet (Senior Editorial Illustrator Culture Trip) and Droga 5 (Advertising Agency). Study trips to Museums, Galleries, Design Studios, Exhibitions and Design Conferences (make up a big part of your learning experience, enriching the programme.

Foreign residentials to European cities like Barcelona, Venice, Rome and long-distance destinations like Japan and New York, can be life changing.

You are expected to exhibit your work at the end of the course in a Degree Show. Annual in-house design consultancy awards are offered through our employer sponsors consisting of cash prizes. You will also get the opportunity to showcase your work at National Exhibitions such as New Designers or D&AD New Blood in London to network with agencies/employers outside of the region.

Summary of Key Features of the Course

The course produces students that are in high demand - 95% of graphic design students are in employment or further postgraduate study within six months of graduating.

100% of our undergraduate students are satisfied with the quality of the course. Average success rates and achievement 90-100%.

Students are challenged intellectually and provided with excellent academic/tutor support with one-to-one tutorial contact time. The student staff ratio helps learners to achieve.

Study a broad range of disciplines including branding, editorial design, graphic design, illustration, interactive design, information design, motion graphics and typography and UX and AI design.

Learn in a creative studio environment, using industry-standard equipment and software.

Work on live commercial briefs with dynamic agencies and businesses.

Opportunities to enter high profile international design competitions and win industry awards.

Develop your professional skills through collaborations with businesses and regional employers.

Go on optional study visits to European cities like Rome, Venice, Barcelona and long-distance destinations like Japan and New York.

Develop a professional portfolio tailored to your career aspirations.

Showcase your work at an annual Degree Show, with the opportunity to be selected to exhibit at other national events, such as New Designers and D&AD New Blood in London.

Key Course Features

The course is delivered on campus and requires students to attend a two days per week.

Delivery of the course is through a range of methods including lectures, seminars, case-study, discussions, and workshops.

Year One: 120 Credits

Level 4 introduces you to study in Higher Education. On successful completion of year 1 (if full-time) you should expect to be able to demonstrate relevant skills and competencies; to be articulate in expressing ideas orally; and to be coherent and structured in terms of written or other media. Forms of expression at this level may be descriptive or imitative, but you are expected to demonstrate an increasing understanding of the theoretical background of Graphic Communication and a broad range of practical skills. You are also expected to develop an awareness of strengths and weaknesses in your study skills. Exit awards for completion and pass of level 4 – Cert HE.

Year Two: 120 Credits

Level 5 reflects continuing development from Level 4. At this level you are not necessarily fully autonomous but are able to take responsibility for your own learning with some direction. You are expected to understand an increasingly detailed theoretical knowledge of your discipline within a more general intellectual context, and to demonstrate this through forms of expression which go beyond the merely descriptive or imitative.

You are expected to demonstrate analytical competence in terms of problem identification and resolution and relate this to your own creative design ideas. Exit awards for completion and pass of level 5 – Dip HE.

Year Three: 120 Credits

Level 6 is characterised by an expectation of your increasing autonomy in relation to your study. You are expected to demonstrate problem-solving skills, both theoretical and practical. This is supported by an understanding of appropriate theory; creativity of expression and thought. You should also be able to seek out, invoke, analyse and evaluate competing theories or methods of working in a critically constructive and open manner. The Undergraduate Dissertation/Project is a key aspect of Level 6 study.

Awards: 360 Credits

At the end of your course and on successful completion of 360 credits including all core modules, you will achieve a BA(Hons) If you leave the course early you may be eligible for a DipHE on successful completion of 240 credits including all mandatory modules at levels 4 and 5, or a CertHE on successful completion of 120 credits including all mandatory modules at level 4.

Career Prospects

In terms of career opportunities graduates from the course are well prepared for postgraduate study and a range of professional advertising/marketing, branding, publishing, illustration, digital communications (web design and UX design), exhibition design, signage etc.

You are encouraged to be proactive in pursuing freelance work whilst you are studying and use this experience as a focus for your assignments. The further incorporation of live commercial briefs, offsite and conference visits enhances your learning experience.

The course has a high percentage (95%) of students gaining employment in the creative industries within six months of graduating. This figure shows that we are enabling learners to progress with real employment opportunities.

Showcasing your work both locally and nationally is a great way for you to network with employers and may even lead to offers of work. The exposure that you'll receive through the internship scheme at Level 5 can also lead to job offers when you graduate.

We don't see employability as just getting a job it's also about professional development to ensure you graduate with a broad set of skills and attributes that will enable you to be successful throughout your working life. Learning through a variety of different methods whether it's your academic studies, work experience and/or volunteering, gives you a well-rounded education.

The world of work changes very rapidly and your career is likely to involve many different job roles and contact with employers; even if you stay in the same job, it is likely to change its nature over time. This is why your employability skills need to be transferable so you can adapt them to whatever situation they find yourself in.

We recognise that you are likely looking for a course that will put you in close collaboration with employers and offer you the opportunity to work directly with them. Our Graphic Communication course is designed to put you in the best position to get a job upon graduation.

Our graduates have gone onto both junior and senior design roles and studio managers for a variety of agencies and companies and others have set up their own successful design businesses.

Average Graphic Design salaries and earning potential:

Junior Designers can earn approx. £19,883 per year.

As a middleweight designer, you can expect to earn approx. £25,000 to £35,000 per year.

Senior designers or creative lead salaries range from approx. £35,000 to £55,000 per year.

Creative directors can expect to earn approx. £60,000+ per year

As a freelance designer, you can earn between approx. £200 and £400 per day with experience.

Module Summary

Level 4 (Year 1)

Digital and Emerging Technologies (40 Credits)

This module familiarises you with the main industry-standard software programmes from the Adobe Creative Suite. It encourages you to explore the creative potential of digital processes and techniques developing your knowledge of both print and online screen-based applications.

Visual Communication (20 Credits)

This module engages you with the activity of image-making as a multi-faceted language, reinforcing the idea of drawing, mark-making and image construction as core skills to both the graphic designer and illustrator. This includes inductions to specialist workshops like silk screen printing and photography.

Introduction to Typography (20 Credits)

This module introduces you to the basic principles of formal typography, terminology and how type can be used creatively as image.

History of Contemporary Graphic Design (20 Credits)

This module introduces the historical and contemporary contexts of graphic design and explores the work of key pioneers and movements in the industry.

Work-based learning (20 Credits)

This module provides you with the opportunity of working on client-facing briefs to gain first-hand experience and insight into professional working practices

Level 5 (Year 2)**Editorial and Publication Design (20 Credits)**

This module develops your understanding and fosters a deeper appreciation for the relationship between language text, imagery and the reader for a variety of information genres.

Advanced Divergent Thinking Graphic Design (20 Credits)

This module allows you to explore how sequential narratives in applied contexts influence and affect an audience's interaction with graphic design outcomes. You are required to work on an international design competition brief and produce short presentation films.

Research Methods (20 Credits)

This module introduces the underpinning research and writing skills needed to be able to approach a Dissertation at Level 6. It seeks to extend students' critical questioning of their discipline and introduces design writing and publishing as a potential career option.

Internship (40 Credits)

This module allows you to gain first-hand experience of working in a design agency. Placements run for up to five weeks offsite. This module extends your knowledge of current professional practise and how to work as part of a creative team.

Negotiated Project (20 Credits)

This module provides an opportunity for you to develop a self-negotiated project relating to research undertaken within other modules during the year. The module considers the relationship between the method, medium and meaning, concerning relevant theory, as well as traditional and contemporary practices

Level 6 (Year 3)

Commercial Collaboration (20 credits)

You will be expected to undertake a major design project in collaboration with an external partner /client. This will normally take the form of a live commercial brief prescribed by a design agency, retailer or charity. The learning activity is largely self-directed, focusing on project-based independent study.

Undergraduate Dissertation (40 Credits)

The Dissertation module provides you with the opportunity to conduct a significant piece of research that engages critically with your interests. It allows you to articulate your findings through a piece of academic writing. 6000 words.

Integrated Media and Digital Communications (20 Credits)

This module looks at current, new and emerging technologies that are commonly employed in the graphic communication industry. You will be expected to produce multi-pronged, technology-driven campaigns that use a combination of digital platforms.

Signature Brief (40 Credits)

This module allows you to bring together all that you have learned and to produce a highly effective and professionally realised set of design outcomes. It provides you with the opportunity to write your own brief that represents your career ambitions and to showcase your work in our annual degree show/exhibition. Assignments are devised to assess a range of skills, abilities, knowledge and experiences.

Staff Team

Core module tutors and guest lecturers have a vast level of experience of working in the industry and running their own practices. They are more than qualified to teach at undergraduate and postgraduate levels and actively involved in the regular review of the teaching programme to ensure the course stays abreast of the technological advances in the industry. The staff also have a wealth of experience working in education to support your studies.

Below is a list of people who you are here to support you during your studies:

Course Leader

Sian Horn (Core Senior Lecturer / Course Leader)

Course Team Lecturers

Glenn Pickering (Core Lecturer)

Ian Dance. (Guest Lecturer)

Peter Seymour (Guest Lecturer)

Cameron Brown (Guest Lecturer)

Subject Lead Creative

Technologies

Penny Stevens (Head of Creative Technologies)

Lisa Hunt (Head of Student Experience)

Assessment Methods

Assessment is an essential part of academic study. Assessments planned within the course will provide you with varied methods and sector related skills. Assessment is an important method to monitor and enhance students' progress and contributes to adapting bespoke assessment adjustments where necessary. A variety of assessment methods enables students to experience and adapt to different assessment styles.

The course assessment strategy supports student learning, development, and progression.

Assessment activity is seen as integral to learning, designed to both support student learning and development and enable their achievement to be demonstrated.

The use of smaller assessments earlier in the course, working up to larger or more complex pieces of work later in the course require students to demonstrate their critical and professional abilities.

The provision of opportunities for formative feedback to enable students to gauge their progress, and to guide and support students' independent learning activities.

The use of group work to enable and encourage peer learning and to develop collaborative skills and skills for the workplace.

Work-based learning links to assessment, employers are invited to group critiques to provide feedback.

Formative Assessment

Formative assessment is included within each of the modules; this has a vital role of supporting and preparing you for summative assessment. Formative assessments are not graded and are often group based to support students to develop an analytical dialogue in regard to the subject matter. Feedback is provided for formative assessment which will support your academic progress. The form of the feedback varies in relation to the type of assessment.

Summative Assessment

Summative assessment counts towards the grade of the module being studied. You will be provided with details in relation to submission deadlines that you are required to meet. Summative assessment will be graded and moderated prior to you receiving feedback from your tutor. All results are provisional until ratified by the External Examiner and confirmed at the assessment board.

Typical Module Diet

All modules are 20 credits unless stated

Year 1 (L4)	Year 2 (L5)	Year 3 (L6)
Digital and Emerging Technologies (40 Credits)	Editorial and Publication Design	Commercial Collaboration
Visual Communication	Advanced Divergent Thinking Design	Undergraduate Dissertation (40 Credits)
Introduction to Typography	Research Methods	Integrated Media and Digital Communications
History of Contemporary Graphic Design	Internship (40 Credits)	Signature Project (40 Credits)
Work-based Learning	Negotiated Projects	

Study Hours

Study Hours per 20 credit Module: 200 hours

Lectures and Seminars: 36 – 48 hours

Assessments: 30 hours

Preparation and Independent study: 122 – 134 hours

*Typically, three 20 credit modules will be studied per Semester. There are two Semesters a year.

This programme is regulated by the Office for Students under the Quality Assurance Agency framework for UK Higher Education. Where studying may incur additional incidental or optional costs these are listed on the relevant course page on our website. Our Terms and Conditions, Admissions Policy (including baseline English language requirements) can be accessed via the University Studies website at <https://www.universitystudies.wsc.ac.uk/policies>