

## COURSE SPECIFICATION

**Awarding Body:** Norwich University of the Arts

The University is a recognised body with taught degree awarding powers. The University is subject to regulation by the [Office for Students](#) (OfS).

**Course Title:** BA (Hons) Graphic Design four year degree

**Level of Study:** Level 6 of the Framework for Higher Education Qualifications in England (FHEQ). For further information see: <http://www.qaa.ac.uk/en/Publications/Documents/qualifications-frameworks.pdf>

**Award:** Bachelor Degree with Honours (BA (Hons))

**Mode of Study:** Full-time

**Duration of Course:** 4 years

**Language of Study:** English

**Course Accreditation:** BA (Hons) Graphic Design has been awarded the Creative Skillset Tick, the industry quality mark, following a rigorous assessment process by experts working in the Creative Industries. The Creative Skillset Tick is awarded to practice-based courses which best prepare students for a career in the industry. [www.creativeskillset.org/pickthetick](http://www.creativeskillset.org/pickthetick)

**Relevant QAA Subject Benchmarks:** Art and Design (2017)

Subject Benchmark Statements set out expectations about standards of degrees in a range of subject areas. They describe what gives a discipline its coherence and identity, and define what can be expected of a graduate in terms of the abilities and skills needed to develop understanding or competence in the subject.

For further information see: [https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781\\_16](https://www.qaa.ac.uk/docs/qaa/subject-benchmark-statements/sbs-art-and-design-17.pdf?sfvrsn=71eef781_16)

**Tuition Fees:** For details of tuition fees see: <http://www.nua.ac.uk/study/finance/>

**Other Course Costs:** The cost of materials for producing course work is not included in the tuition fee. Due to the choice and diversity it is not possible to generalise about the costs that you might incur. On average students of arts, design and media courses spend around £250 in their first year rising to £375 in their second year and £600 in their graduating year.

The course may also offer an opportunity to attend one or more study visits. These visits are not compulsory and costs vary depending on the location and duration of the study visit.

For details see: <https://www.nua.ac.uk/wp-content/uploads/2018/01/Graphic-Design-Indicative-course-costs.pdf>

## ADMISSION REQUIREMENTS

### Entry Requirements / Interview / Portfolio

When you apply to BA (Hons) Graphic Design four year degree at NUA, we will ask you to prepare your portfolio, a written submission and an interview. These methods are used to assess your suitability to the course. All three elements should clearly demonstrate your passion for the subject and your individual creativity.

Detailed information regarding entry requirements and portfolio guidance can be found here <https://www.nua.ac.uk/study-at-nua/courses/ba-hons-graphic-design/>

## AIMS AND OUTCOMES OF UNDERGRADUATE STUDY

The Aims and Outcomes of the Year 0 programme at the University have been developed with reference to the descriptors for (a) the QCF Level 3, and (b) the FHEQ Level 4. Entry requirements for the University's Year 0 programme include the satisfactory achievement of Level 3 qualifications. The academic standards expected of students who successfully complete the Year 0 programme therefore exceed QCF Level 3. Teaching, learning and assessment on the Year 0 programme are designed to provide students with further preparation for one of the University's undergraduate degree courses at FHEQ Level 4 (Year 1 of undergraduate study).

In defining the Year 0 programme at NUA, consideration has also been given to the QAA guidance paper *International students - studying in the UK* (January 2012) in designing programmes of study that recognise variations in student expectation along with the benefits associated with diversity.

### The Aims of the Year 0 programme at the University are to:

- Provide an inclusive, supportive and stimulating learning environment to prepare students for the specialist study of arts, design and media;
- Enable students to gain an awareness of the nature and scope of arts, design and media practice, context and theory;
- Provide students with opportunities for imaginative, exploratory and rigorous creative practice;
- Provide an educational experience that prepares students for further study;
- Provide courses that make students aware of their potential future contribution to social, economic and cultural life;
- Provide curriculum content which is current and takes into consideration the work of a range of contemporary creative practitioners.

### The Aims of Undergraduate Study are to:

- Provide students with an inclusive and stimulating curriculum for the specialist study of art, design, architecture and media.
- Maintain and nurture a commitment to intellectual and personal development as a basis for a lifetime of learning and professional practice.
- Provide students with opportunities for innovative, imaginative and intellectually rigorous opportunities for creative practice along with skills appropriate to the named award.
- To enable students to establish and develop key skills in areas of creative practice, research and professional practice as they apply to the subject.

- Provide students with the required practical and project management skills to realise ideas.
- Provide courses that prepare students for employment and professional practice and/or further study.
- Provide courses that enable graduates to make a useful contribution to the social, economic and cultural life of the region and beyond.
- Enrich curriculum content and ensure course currency through the professional practice, research and scholarship of staff.
- Emphasise the cultural, technical and vocational relevance of course provision.
- Develop effective collaborations with the creative and cultural industries, professional bodies, other HEIs and wider art, design, architecture and media communities.

## **GENERIC SKILLS**

### **Students who successfully complete a Year 0 programme at NUA will:**

- Be able to work with increasing independence in an area appropriate to the relevant sphere of creative practice;
- Be able to work with some flexibility and to recognise change and uncertainty in practice;
- Have begun to develop a professional approach in working towards achieving their full potential as a creative practitioner;
- Be able to work collaboratively, having regard to the views and needs of others;
- Have developed the ability to make effective use of basic processes and materials appropriate to course requirements;
- Be able to work with due regard to Health and Safety procedures and apply them to their chosen area of specialism or context;
- Be able to interpret and comment on their subject practice using spoken, written, spoken and visual means of communication.

### **Holders of Undergraduate Awards will:**

- Have developed the skills to embark on a professional career or further course of study in a related field.
- Demonstrate a professional approach and work towards achieving their full potential as a creative or technical practitioner.
- Possess the qualities and transferable skills necessary for employment and progression to other qualifications assuming personal responsibility and decision-making.
- Be digitally literate in relation to the skills essential for professional practice and its representations.
- Be able to locate their work within relevant professional, cultural and historical frameworks.
- Be able to practice professionally in an area appropriate to their subject skills and expertise.
- Have developed the capacity to critically examine the context within which their practice is based.
- Be able to analyse information and experience to formulate and present reasoned arguments.
- Have an understanding of the extent of their knowledge, and how this influences analysis and interpretation based on that knowledge in their area of practice.
- Be able to interpret and communicate their practice using spoken, written and visual language.
- Be able to work flexibly to manage change and uncertainty.
- Be able to work independently and collaboratively while having regard to the views and needs of other stakeholders
- Have developed the ability to make effective use of processes and materials appropriate to the subject.

- Be able to work with due regard to Health and Safety, Ethics, Sustainability and Risk Assessment considerations as they apply in in a range of professional contexts.

## COURSE DIAGRAM

<b>BA0a: Introductory Studies</b>	<b>BA0b: Specialist Study</b>
60 Credits	60 Credits

<b>BA1a: Fundamentals</b>	<b>BA1b: Concepts and Contexts</b>
40 Credits	80 Credits
10 Weeks	20 Weeks

<b>BA2a: Experimentation and Application</b>	<b>BA2b: Collaboration</b>
80 Credits	40 Credits
20 Weeks	10 Weeks

<b>BA3a: Research and Development</b>	<b>BA3b: Resolution and Innovation</b>
60 Credits	60 Credits
15 Weeks	15 Weeks

## WHAT YOU WILL BE DOING IN THIS UNIT

This unit is designed to help you to develop practical and research skills, and an awareness of materials and methods that are fundamental to developing a sustainable creative practice. You will be encouraged to develop a questioning and experimental approach to both practice and contextual work. Adapting to the working patterns and level of enquiry at University level can be difficult and this unit will enable you to establish the tools and methods to navigate your studies, as self-motivated creative practitioners.

Key to the success of this unit is the ability to test, question, record, and develop responses to the projects set, and to allow ideas to emerge from a process of experimentation and refinement. Seldom is the first idea the best idea and you will be encouraged to explore your ideas from every angle, allowing you to arrive at best solution for any given problem. You will also be introduced to the mapping skills that will allow you to develop an understanding of the context of your emergent work, its form and the processes that you choose to use. In the initial stage of the unit you will also gain an understanding of the importance of drawing, in all its manifestations, within the creative process as a means to generate, develop, visualise and communicate ideas.

Within this unit there are a number of workshops that will introduce you to key ideas and working processes, both practically and conceptually and it is also within this unit that you will be introduced to a range of different workshops throughout the University, through a

<b>Unit Title:</b>	Introductory Studies
<b>Reference:</b>	BA0a
<b>Year:</b>	0
<b>Duration:</b>	10 Weeks
<b>Study Time:</b>	400 Hours

### Description

This unit will help you to develop research skills and an awareness of materials and methods that are fundamental to developing a sustainable creative practice. You will also gain an understanding of the importance of looking, questioning and visualisation skills within the creative process as a means to generate, develop and communicate ideas. There will be a focus on developing visual tools for researching, documenting and gathering information, and then engaging in the developmental process. As you progress through the unit you will be asked to reflect on your emergent ideas from initial stimuli through to resolved outcomes. It is also within this unit that you will be introduced to the skills inherent within independent and self-directed study at HE Level, as well as the various workshop areas of the University through a series of inductions.

Creative practice projects will be informed by theoretical and cultural perspectives through referencing the work of individuals and movements across a broad terrain of contemporary/historical art, design and media practice

### Indicative Syllabus

The syllabus below indicates topics within each of the two Areas of Study outlined in the *NUA Award and Credit Scheme* for this unit.

### Creative Practice

- An introduction to a range of materials, processes and techniques and key skills central to ideas generation
- Establishing time management skills
- Supporting practical and written work through the use of research files, and the reflective journal for reflecting upon work, and sketchbooks or equivalent for documenting the development of ideas.
- The development of conceptual and practical skills through workshops and independent study
- Health and Safety inductions to ensure safe working practices within the University environment

series of timetabled inductions.

Creative practice projects will be informed by a programme of research seminars, with an accompanying portfolio of research tasks, referencing conceptual skills and the work of individuals and movements across a broad terrain of contemporary art, design and media practice.

You will be taught as a whole group within this unit, regardless of your chosen discipline, as the emphasis is on research and development skills preparing you for entering your specialist areas of study. That is not to say that each project cannot be approached from your own personal areas of interest. It is up to you to decide how you navigate the set projects. These are designed to enable you to take the initial steps in developing your own voice.

## Research

- Writing for an art, design and media practice including the use of citations
- Introduction to the interchange between practice and theory
- An introduction to the work of art, design and media practitioners
- Visual and textual research skills
- Building confidence in discussing your own work and the work of others
- Techniques of enquiry, questioning and reflection
- The University facilities and learning environment, including Library and online resources

## Aims

The aims of the unit are:

- To develop skills, confidence and awareness in relation to practice and theory.
- To develop research skills for visual and written work.
- To build knowledge and awareness in relation to contemporary/historical art, design and media practice.
- To develop ability in the use of and choice of media and method.

## Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO1:** Show an awareness of the fundamental historical, cultural and ethical concepts and principles associated with your subject.
- LO2:** Demonstrate the skills required for researching, interpreting and presenting fundamental ideas and theories around your subject.
- LO3:** Demonstrate a fundamental understanding of the materials and processes associated with your subject area.
- LO4:** Communicate the development and outcomes of your work clearly and effectively to others.

## Assessment Requirements

You are required to submit the following for assessment:

- A portfolio of creative practice, including outcomes from the workshops and set projects and documentation of development work, within sketchbooks or equivalent, leading to outcomes
- A collated and annotated reflective journal that includes visual and textual sources supporting your creative practice.
- A portfolio of Research Tasks, emerging from research lectures and seminars annotated with appropriate research questions.
- A 1000 Word essay developed around a specific question – typed and correctly reference

## WHAT YOU WILL BE DOING IN THIS UNIT

Within this unit you will use and build upon the skills acquired within Unit BA0a to begin to develop a visual language, using the techniques of research, questioning, ideas development and visual realisation. It is within this unit that you will move from the more open visual enquiry projects of the first unit into Graphic Design specific briefs, and as such you will have a course specific timetable and delivery and will meet with staff and students from your chosen course of study. You will be asked to engage in a range of workshops where you will encounter the key fundamentals of a design practice and how these can be manipulated for different modes of communication. You will build upon these through a range of briefs that will test your ability to arrive at the best possible solution for a given problem. Further emphasis will be placed on presentation skills and the realisation of graphic products at a professional level.

This unit will give you the opportunity to use your research skills and visual literacy to develop your own interests within a design context, be it typographic, editorial, packaging, infographics or branding, as you begin to learn more independently; independent learning requires time management, self-discipline and organisational skills. These key skills will form the foundation upon which you will develop further within subsequent years of study. In the second half of the unit you will be asked to pose your own design led questions, map your practice thematically and contextually and negotiate your own project. As part of this unit, you will also be required to demonstrate knowledge of contemporary, historical and critical concepts to inform your practical work. You will also be asked to make good use of self-evaluation and feedback to support you through the process of development and improvement as you refine and edit your work.

<b>Unit Title:</b>	Specialist Study
<b>Reference:</b>	BA0b
<b>Year:</b>	0
<b>Duration:</b>	20 Weeks
<b>Study Time:</b>	800 Hours

### Description

Within this unit you will use the skills acquired within Unit BA0a to begin to develop your own visual language, using the techniques of research, questioning, ideas development and visual realisation. You will be asked to consider what it is that you would like your work to communicate and how you can use process, media and context to manipulate modes of communication.

Through this unit you will be encouraged to further define the context in which you situate your practice, both in terms of the development of the work, and how your work is received by peers and a wider audience. During this unit there is greater emphasis on beginning to specialise in the subject practice of your chosen degree, where you will work specifically within your chosen subject area, be it Fine Art, Graphic Design, Film and Moving Image Production or Games Art and Design.

The unit also introduces further specialist aspects of arts, media or design practice. It will give you the opportunity to use your research, conceptual and practical skills to develop your own interests as you begin to learn more independently; independent learning requires time management, self-discipline and organisational skills. These key skills will form the foundation upon which you will develop further within subsequent years of study. As part of this unit, you will also be required to demonstrate knowledge of contemporary, historical and critical concepts to inform your practical work and to make good use of self-evaluation and reflection to support the process of academic development and improvement.

At the midway point of the unit there is a period of formative assessment where you will receive feedback for the work completed to date. Think of this as a progress check. You will then meet with a tutor who will discuss progress so far, and the tutor will highlight any need for further work, to ensure these first projects achieve the minimum of a pass mark at the summative assessment point for the unit as a whole.

To illustrate the difference between the formative and summative assessment, consider this sentence: 'When a cook tastes the soup, it is formative assessment; when the dinner guest tastes the soup it is summative assessment.'

### Indicative Syllabus

The syllabus below indicates topics within each of the three Areas of Study outlined in the NUA Award and Credit Scheme for this unit.

#### Creative Practice

- Developing awareness of the potential of media, process and context for specialist subject practice
- Inductions in a range of subject-specific workshops
- Further development of Reflective Journals and sketchbooks or equivalent to support practice
- Further consideration as to how visual work communicates and the significance of audience
- Recording, reflecting upon and evaluating your own development and progress
- Extending your independent learning, through skills in time management, organisation, negotiation and editing

#### Research

- Consideration of key contemporary, historical and critical concepts for an art, design or media practice, relevant to specialist subject
- Developing skills to question, contextualise and analyse information for subject specific contexts
- Selecting and editing relevant primary and secondary research
- Presenting information through written and oral presentation
- Academic Convention
- Developing ability to pose research questions and to explore questions posed

### Aims

The aims of the unit are:

- To enable the development of an individual creative practice through effective time - management and organisational skills.
- To develop a creative practice that is centred upon research, experimentation and reflection
- To develop an ability to communicate intended ideas and themes, through visual, written work, and verbal critique
- To establish and build upon a developing critical and contextual understanding surrounding a specialist subject
- To encourage independent research skills and enquiry-led learning in the development of visual skills
- To develop your ability to use self-evaluation and critical reflection to benefit your personal and practical development

## **Learning Outcomes**

Upon successful completion of this unit, you will be able to:

- LO5:** Manage time effectively in developing own visual language
- LO6:** Apply skills in research, experimentation and reflection, in developing and realising a body of work
- LO7:** Communicate ideas and themes through visual, written work, and verbal critique
- LO8:** Demonstrate an emergent critical and contextual understanding about your specialist subject
- LO9:** Demonstrate a creative and independent approach to learning and the development of your visual skills
- LO10:** Show an ability to resolve and communicate your ideas and inform your development through self-evaluation and reflection.

## **Assessment Requirements**

You are required to submit the following for assessment:

- A portfolio of creative practice, including outcomes from the workshops and set projects and documentation of development work, within sketchbooks or equivalent, leading to outcomes
- A collated and annotated Reflective Journal that includes visual and textual sources supporting your creative practice.
- A statement of intent and accompanying evaluation.
- A Portfolio of Research Tasks, emerging from research lectures and seminars annotated with appropriate research questions.
- A 1,500 word written text.
- 10 minute spoken and illustrated presentation

## WHAT YOU WILL BE DOING IN THIS UNIT

This unit will introduce you to the fundamental principles of graphic design. Working students from all three courses, you will be introduced to a range of exercises, workshops and projects that will explore core graphic design principles.

This is a dynamic, vibrant and fast-paced unit. You will be set several projects and you will participate in a series of workshops that support and explore issues surrounding the project briefs. These include an introduction to typography, printing, photography, design research, and idea generation.

There is a mixture of individual project work and team projects. For many of our first year students, team work is an entirely new experience and we will structure various activities and teaching support around collaborative projects.

Perhaps the most vital skill you can develop on this course is your ability to think imaginatively and creatively. Employers in graphic design are keen to hire the graduates who have the best ideas – not just those who can make things look beautiful, and so you will be introduced to projects that challenge your preconceptions, that demand creative thinking and bold, new ideas.

Alongside this you will be introduced to core technical skills in various design related digital media such as InDesign, Photoshop and Illustrator. You will consider the importance of print, paper, material, format and hand-craft / making skills.

You will be assessed on a portfolio of work submitted in response to the set project briefs and workshops. You are required to submit all project and workshop outcomes, along with your back-up / development work. In

<b>Unit Title:</b>	Fundamentals
<b>Reference:</b>	BA1a
<b>Year:</b>	1
<b>Credit Points:</b>	40
<b>Duration:</b>	10 Weeks
<b>Study Time:</b>	400 Hours

### Description

This unit will introduce you to the fundamental elements of your course and help you to become accustomed to undergraduate study at the University. Becoming an independent learner is an essential aspect of undergraduate study and this unit is designed to help you make the transition successfully by developing skills in planning, researching and reflection.

Within the unit you will be given opportunities to acquire essential practical skills relevant to your subject using an appropriate range of materials and processes. You will develop ways for generating ideas for your creative practice and consider how to progress them towards resolution. Along with your creative development you will be introduced to historical, cultural and ethical concepts that have influenced (and are influenced by) creative practice.

You will be introduced to methods for gathering information and supported to find relevant interpretations of your research. You will also be given the opportunity to develop skills of communication through writing, image and spoken word.

### Indicative Syllabus

The syllabus below indicates topics within each of the three Areas of Study outlined in the NUA Award and Credit Scheme for this unit.

### Creative Practice

- Technical skills
- Ideas generation
- Knowledge of materials and processes
- Time management
- Documentation of practice
- Reflection on learning

addition, you are required to submit a 1000 word written text and a Reflective Journal.

Through the 1,000-word text you contextualise your practice, engage in academic research, and communicate in a professional manner.

### Professional Practice

- Introduction to the Learning Environment, Health and Safety and Risk Assessment
- Audience awareness
- Communication and presentation skills
- Personal planning

### Research

- Writing for creative practice
- Interchange between practice and theory
- Underlying subject histories and theories
- Visual and textual research skills
- Techniques of analysis and enquiry

### Aims

The aims of the unit are:

- To introduce you to the learning environment for undergraduate study in art, design and media.
- To foster an awareness of the importance of research and to enable you to experience key methods of gathering and interpreting information.
- To develop practical, technical and conceptual skills in your subject.
- To develop your understanding of the subject and related contemporary practice in the creative industries.

### Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO1:** Show an awareness of the fundamental historical, cultural and ethical concepts and principles associated with your subject.
- LO2:** Demonstrate the skills required for researching, interpreting and presenting fundamental ideas and theories around your subject.
- LO3:** Demonstrate a fundamental understanding of the materials and processes associated with your subject area.
- LO4:** Communicate the development and outcomes of your work clearly and effectively to others.

### Assessment Requirements

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal
- A 1,000 word written text

## WHAT YOU WILL BE DOING IN THIS UNIT

Building on the fundamental skills and knowledge acquired in BA1a, this unit will reinforce core graphic design principles whilst introducing important new ones. You will continue to work alongside your peer group and colleagues from all Graphics courses.

This large unit will cover a wide range of graphic design areas through a number of key workshops and project briefs. You will continue to be exposed to the importance of research and idea generation and the vital importance of creative thinking. The course aims to instil the idea that 'lateral, not literal thinking' is important both now as a student and in your future careers.

Project briefs and workshops will allow you to continue to develop awareness and confidence in a wide range of hand-craft skills as well as core technical digital skills. Equally, the vital role of typography, grid, layout & composition, image, print and finish are all continually emphasised. Projects will introduce ideas such as visual narrative and storytelling. As in the first unit (BA1a) you will continue to consider the importance of research, editing, idea generation and idea development. Matters of print, format and materiality will continue to play a vital role in your project development and final outcomes. The unit will also introduce you to editorial design and infographics – the presentation and design of complex data and information.

You will be assessed on a portfolio of work submitted in response to the set project briefs and workshops. You are required to submit all project and workshop outcomes, along with your back-up / development work. In addition, you are required to submit a 2000 word written text and a Reflective Journal. The 2,000-word report will explore the political, economic, social and

<b>Unit Title:</b>	Concepts and Contexts
<b>Reference:</b>	BA1b
<b>Year:</b>	1
<b>Credit Points:</b>	80
<b>Duration:</b>	20 Weeks
<b>Study Time:</b>	800 Hours

### Description

This unit will provide you with a framework to support your continuing engagement with the concepts and contexts surrounding your subject. The unit will help you to develop approaches for independent learning, self-reflection, evaluation and documentation. As the unit progresses you will be able to apply the knowledge and skills you have acquired through a process of experimentation and analysis. You will explore techniques, materials and media in a variety of ways and be engaged in an investigation of the apparent and less obvious connections between ideas, images, objects, words and theories that surround your subject.

Successfully working as part of a team is an essential element of professional practice and you will be supported to develop this ability within the unit as you work towards a group presentation. You will be encouraged to gain insights into the industries associated with your subject and to consider the market and audience for your work.

The unit supports you to develop research skills in gathering information, analysis and communication and you will continue to hone your academic writing skills alongside your creative conceptual and technical progression. You will consider the historical and cultural influences that have impacted on your subject and have shaped its contemporary presence. You will be encouraged to reflect on your studio practice in terms of the key influences that have informed the evolution and development of your subject specialism and to consider issues of ethics and sustainability in contemporary practice.

technological contexts of your design practice.

### Indicative Syllabus

The syllabus below indicates topics within each of the three Areas of Study outlined in the NUA Award and Credit Scheme for this unit.

#### Creative Practice

- Enhanced Technical skills
- Ideas development
- Key components of creative practice and processes
- Project planning
- Enhanced documenting
- Critical reflection and evaluation

#### Professional Practice

- Learning environment and Health & Safety awareness
- Team working
- Industry awareness
- Audience and market understanding
- Presentation and pitching skills
- Developing personal planning

#### Research

- Academic writing conventions
- Global, cultural, social and economic issues of creative practice
- Essential subject histories and critical theories
- Selecting, gathering and evaluating information
- Research and analysis of images and objects

### Aims

The aims of the unit are:

- To establish a practical approach to learning as part of an undergraduate experience in art, design or media practice.
- To identify some of the key historical, cultural and ethical influences on your subject, by investigating the work of others through visual and text-based research.
- To enable a flexible approach to problem-solving and idea generation.
- To develop a capacity for independent learning and time-management.
- To foster an enquiring and professional approach in the production of work.
- To develop skills in visual, written and oral communication, and to work effectively with others as part of professional skills development.

### **Learning Outcomes**

Upon successful completion of this unit, you will be able to:

- LO5:** Demonstrate knowledge of the fundamental techniques, materials and processes associated with your subject.
- LO6:** Make judgements and present arguments through engagement with fundamental historical, cultural and ethical concepts and theories associated with your subject.
- LO7:** Demonstrate a range of approaches to creative and experimental problem solving.
- LO8:** Communicate the development of your ideas clearly using text, image or object.
- LO9:** Demonstrate fundamental subject-specific and transferable skills relevant to your practice and future career.
- LO10:** Evidence independent planning and time-management in the development of your work.

### **Assessment Requirements**

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal
- A 2,000 word text
- A group presentation

## WHAT YOU WILL BE DOING IN THIS UNIT

As a Graphic Design student, great ideas should lie at the heart of your work. This unit will push you hard to think creatively, imaginatively and innovatively in order to achieve solutions, which stand out. With this in mind you will build on knowledge acquired during your first year relating to research skills, visual and textual editing, critical analysis and evaluation, idea generation and development as you work through a series of projects and practical workshops, aimed at building an understanding of idea generation in relation to visual identity, brand extension and packaging.

Visual styling including typography and layout will also be a focus in order to communicate your ideas and this aspect of your studies will be supported by relevant workshops, talks and software training.

You will work on a range of projects that will include visual identity, packaging design, advertising and promotion, design for digital platforms and editorial design.

Your practical hand-craft skills will be thoroughly exercised in a series of projects that demand the creation of printed and 3D outcomes in the form of dummies/objects and mock-up visuals. You will work in layout pads to develop and explore and develop ideas and then transfer your ideas to the computer and realise your designs through the use of industry standard layout/composition, photographic, image editing and drawing software.

You will work on projects set by external bodies such as industry employers, live clients and competition briefs. This will help prepare you for the exacting standards expected of your work when presenting to clients and competing against students from other courses, but it will also help you to develop an

<b>Unit Title:</b>	Experimentation and Application
<b>Reference:</b>	BA2a
<b>Year:</b>	2
<b>Credit Points:</b>	80
<b>Duration:</b>	20 Weeks
<b>Study Time:</b>	800 Hours

### Description

This unit will enable you to utilise and expand the specialist knowledge and skills introduced in year 1 through focused experimentation and application. The unit enables you to develop a more targeted engagement with the techniques, materials and media of your subject and encourages you to explore the dynamics of process and theory relevant to the subject and the development of your individual practice. You will continue developing specialist practical skills and the unit will help you to identify areas for personal development through independent study.

Industry engagement is a key feature of the unit and you will be supported in identifying markets and audiences for your work. You may engage in competition entry, working with live briefs and other forms of work-related learning which will help you to develop an understanding of the professional pathways open to you.

You will be encouraged to reflect on your studio practice in terms of the professional, commercial and contextual influences that have informed the development of your subject specialism. This unit will develop your skills as a reflective practitioner and enable you to develop your visual, verbal and written communication skills.

The unit will support you to continue to develop academic writing skills through composition of a longer written text for which you will independently research, analyse and present your findings. Understanding and exploring methods of developing and presenting an argument through word and image will form a key part of your learning.

awareness of professional markets, audiences and contexts.

Assessment will be by a professionally presented body of work showing the finished outcomes to the project briefs. These outcomes will be both in physical, 'made' format and also – where appropriate – photographed in context. In addition you will submit all development / back-up work in the form of layout pads.

You will also submit your Reflective Journal and your 3,000 word written text. Academic writing skills will be developed and supported through the composition of a longer written text for which you will independently research, analyse and present your findings. Understanding and exploring methods of developing and presenting an argument through word and image will form a key part of your learning. The 3,000-word report will analyse a specific aspect of graphic design history in relation to key issues of a design movement.

### Indicative Syllabus

The syllabus below indicates topics within each of the three Areas of Study outlined in the NUA Award and Credit Scheme for this unit.

#### Creative Practice

- Expanded technical skills
- Creative problem solving and evidence of conceptual thinking
- Diversity and experimentation in materials and processes
- Project development
- Establishing a personal archive
- Sustaining an individual practice

#### Professional Practice

- Health and Safety in context
- Work-related learning
- The creative and cultural economy
- Competition entry and live briefs
- Effective communication of visual, audio and written material
- Professional awareness

#### Research

- Writing as creative practice
- Developing a sustainable & ethical practice
- Key components of critical theory and subject discipline
- Evaluating texts and a variety of research methodologies
- Identifying authoritative sources for extended research

### Aims

The aims of the unit are:

- To encourage breadth and depth of enquiry into, and application of, techniques, processes and materials.
- To develop your awareness and understanding of professional practices and the creative industries associated with your subject.
- To offer a range of approaches to problem solving and ideas generation
- To establish a range of research methods relevant to your discipline and support your understanding of their application.
- To facilitate an appreciation of the application of theories and ideas to your practice.
- To consider and evaluate appropriate methods for successfully communicating and presenting ideas to different audiences.

### **Learning Outcomes**

Upon successful completion of this unit, you will be able to:

- LO1:** Demonstrate knowledge and application of the key techniques, materials and processes associated with your subject.
- LO2:** Identify relevant historical, cultural and ethical concepts and principles and apply them to a range of contexts.
- LO3:** Demonstrate knowledge of problem-solving approaches used in your discipline and show a critical approach to practice-based enquiry in your work
- LO4:** Critically reflect on the boundaries of your knowledge and learning.
- LO5:** Articulate the findings of your research and practice using appropriate means of production and communication
- LO6:** Demonstrate your ability to identify, plan and, where appropriate, participate in relevant work-related learning.

### **Assessment Requirements**

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal
- A 3,000 word text

## WHAT YOU WILL BE DOING IN THIS UNIT

This unit provides the springboard to final year study and as such you will engage in a series of projects with an increasing professional focus. These will include, where appropriate, the opportunity to collaborate with others in a competitive pitch environment.

You will build on prior knowledge and understanding of your subject whilst developing further your skills in research, idea generation and creative problem solving. Your work should now be of a sufficiently high standard to attract the attention of employers, such that you could gain professional work experience. The exacting standards expected in your third year will be put to the test during this unit.

You will work on a range of project briefs characterised by realistic industry constraints. Central to all project briefs is a relentless focus on creative thinking, idea generation and excellence in execution and presentation. Project briefs will include live projects, competition briefs and projects set by staff. These will focus around brand identity and brand extension, packaging and promotion, editorial design and advertising. Self-promotion will be explored and you will have the opportunity to pitch your work to leading industry professionals.

An essential part of working as a practicing graphic designer is the ability to collaborate either directly within consultancies with your colleagues and external partners such as illustrators and photographers, or as freelancers collaborating with clients and suppliers.

This unit will provide the opportunity to work within teams and you will have the chance to experience the dynamics associated with collaborative practice. Working effectively and efficiently, negotiating with stakeholders, including clients, managing workloads and time, and communicating professionally are

<b>Unit Title:</b>	Collaboration
<b>Reference:</b>	BA2b
<b>Year:</b>	2
<b>Credit Points:</b>	40
<b>Duration:</b>	10 Weeks
<b>Study Time:</b>	400 Hours

### Description

This unit provides an opportunity for you to work with others and to expand the learning experiences gained in Year 2; in particular, the unit focuses on developing your creative practice and enhancing your technical and conceptual skills within the context of other practitioners and audiences. It is anticipated that you will use the methods, knowledge and understanding gained previously to help you locate your work in relevant professional and creative contexts. The unit also allows the flexibility to help you engage with external-facing activities and to interact with a variety of audiences beyond the Course using appropriate forms of participation, dissemination and communication.

You will have the opportunity to test a number of different collaborative working practices in this Unit; for example: in-course collaborations which explore generic team-working skills; cross-course collaborations that look at the opportunity for potential interdisciplinary outcomes; collaboration with industry to understand key skills required for working in your subject and an inter-change of ideas that allow you to work in groups with students from different disciplines to learn new skills and gain new knowledge.

The unit will raise your awareness of your own skills and help you identify appropriate career opportunities through work-related learning and collaborative projects, and, as part of the Unit you will be supported in expanding your own skill set. Team-working, project management and the ability to communicate effectively with a variety of stakeholders are essential skills that you will develop as part of this unit. This unit will also equip you with the skills to enable you to become a more autonomous learner and assist in preparing you for further study at Year 3.

life-long transferable skills – all of which will be examined within this unit. As part of this unit you will also take part in a specific collaboration with second year students from another course at NUA and engage in the Interchange event which enables year two students from all courses to experience and engage with aspects of subjects outside of their familiar territory.

The unit also demands the submission of a 1,000 word Research Report proposal, identifying potential research questions and appropriate methodologies. The production of your written work will enable you to develop an understanding of debates in and around your chosen subject area to further enhance your creative practice. This process will prepare you and directly lead into a more comprehensive research report, which will be undertaken during your third year.

Assessment will be through a body of work demonstrating the finished outcomes to the project briefs. These outcomes will be both in physical, 'made' format and also – where appropriate – photographed in context. In addition you will submit all development / back-up work in the form of layout pads. It is expected at this level that you will be considering the design of a digital portfolio, which you can use to establish links with industry in order to potentially help you achieve work experience. You will also submit your Reflective Journal and your 1,000 word Research Report proposal.

### Indicative Syllabus

The syllabus below indicates topics within each of the three Areas of Study outlined in the NUA Award and Credit Scheme for this unit.

#### Creative Practice

- Appropriate Interdisciplinary skills
- Tackling unfamiliar problems and concepts
- Developing a collaborative practice
- Project Management
- Documenting individual and group roles
- Creative decision-making

#### Professional Practice

- Understanding professional Health and Safety considerations
- Working with cross disciplines teams
- Commissioning and funding structures
- Curation and display
- Professional pitches and presentations
- Enterprise and Entrepreneurship

#### Research

- Writing for a diverse audience
- Processes linking production, distribution, circulation and consumption
- Identifying research questions and appropriate methodologies

#### Aims

The aims of the unit are:

- To consolidate your knowledge, skills and experiences as an independent learner and informed practitioner
- To increase awareness and understanding of the creative industries and the nature of working within them
- To strengthen your understanding and application of appropriate research methods for your study
- To prepare you for study at Year 3 and future employment.

### **Learning Outcomes**

Upon successful completion of this unit, you will be able to:

- LO7:** Demonstrate an understanding of a wide range of applications for your work, including workplace contexts for your practice.
- LO8:** Propose and plan areas of research for further study, based on analysis of appropriate techniques and information that extend your knowledge.
- LO9:** Evaluate and employ appropriate communication and presentation techniques in relation to subject and audience.
- L10:** Demonstrate your ability to work collaboratively in order to meet specified goals.

### **Assessment Requirements**

You are required to submit the following for assessment:

- A Presentation of collaborative outcomes
- A 1,000 word Research Report Proposal
- Research and supporting documentation
- A Reflective Journal

## WHAT YOU WILL BE DOING IN THIS UNIT

The final year of study is largely concerned with the creation and development of a professional portfolio of work, directed by your specific discipline interests, that aims to appeal to potential future employers. You will be required to build upon the knowledge and skills gained through Years 1 and 2 of the course, as you now take on advanced skills, knowledge and awareness in this first final year unit.

You will be encouraged to become increasingly confident in making independent decisions about your design work and to assume a greater degree of responsibility for your learning. Regular tutorial support will continue to provide constant feedback and guidance on your work as you progress through the unit.

You will work on a series of projects that will include competition briefs and other professionally focussed projects. The core aim of the studio work is to consolidate and build upon your knowledge and understanding of graphic design and to enhance your creative thinking, idea generation and problem solving; alongside core skills in typography, image use and production.

You should be considering future employment/further studies and there will be opportunities to tailor projects, if necessary, in order to ultimately create a portfolio of work which is directed towards specific areas within the graphic design profession e.g. packaging design or brand communication.

Within this unit you are also required to complete a 5,000 word Research Report that broadly contextualises your practice and demonstrates your engagement with a sustained piece of written work. You are required to research a topic related to your practice, develop a line of enquiry and present a coherent argument. In so doing you will have to evaluate your research material and present it in a

<b>Unit Title:</b>	Research and Development
<b>Reference:</b>	BA3a
<b>Year:</b>	3
<b>Credit Points:</b>	60
<b>Duration:</b>	15 Weeks
<b>Study Time:</b>	600 Hours

### Description

This unit will support you in further developing the skills of research and development essential to maintaining a sustainable creative practice. The Unit requires that you to build on the knowledge and skills gained through Years 1 and 2 of the course to develop a body of work that is informed by appropriate research and experiential learning.

This unit will encourage you to assume a greater degree of responsibility for your learning, and you will be supported in determining the direction of your work through tutorial guidance and appropriate discussion and debate to develop both your research and creative practice. Academic and pastoral support will help you plan effectively and realistically for the remainder of the course as you formulate and finalise plans for your creative practice. The parameters of your creative practice for the final course unit, ('Resolution and Innovation') should assist you in contextualising your work for this unit.

This unit will concentrate on the process of further developing and reflecting upon your practice to date in order to provide a robust basis for the work to be undertaken in the final unit of the course. The production of your creative practice and written work will enable you to refine your understanding of historical, contemporary and environmental including ethical perspectives that are essential to and indicative of an in-depth understanding of your subject specialism.

In this unit you are required to submit a completed Research Report of 5000 words that broadly contextualises your practice and demonstrates your engagement with a sustained piece of written work. With the agreement of your course tutors, you may choose to develop an extended Research Report of 10,000 words, which allows you to explore your topic of choice in greater depth. You will agree a schedule of work with your course tutors that reflects an appropriate balance between your creative practice and written work.

logically structured manner. With the agreement of your course tutors, you may choose to develop and extended Research Report of 10,000 words, which allows you to explore your topic of choice in greater depth. You will agree a schedule of work with your course tutor that reflects an appropriate balance between your creative practice and written work.

### Indicative Syllabus

The syllabus below indicates topics within each of the three Areas of Study outlined in the NUA Award and Credit Scheme for this unit.

#### Creative Practice

- Advanced specialist technical skills
- Advanced concept generation
- Proficiency with materials and processes
- Sustaining a prolonged project
- Learning Agreement methodology
- Reflection as an emerging practice

#### Professional Practice

- Professional presentation
- Communicating research findings
- Focussed career planning including further study

#### Research

- Structuring and sustaining an argument
- Applying a theoretical basis to practice
- Demonstrating knowledge at the forefront of the discipline
- Enquiry based research methods using museums, archives and libraries
- Advanced information retrieval skills to gather, sift, synthesise and organise material independently

### Aims

The aims of the unit are:

- To support you in planning and managing the production of a body of creative and written work
- To help you to sustain and engage with an in-depth enquiry into your interests
- To develop knowledge and understanding of your subject through historical, contemporary and cultural perspectives
- To help you to develop a breadth of reference material through creative practice and text based research
- To help you devise and apply strategies that will sustain independent learning
- To develop skills in effective communication
- 

### Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO1:** Demonstrate rigorous use of recognised methods to test and analyse concepts, materials and processes appropriate to your area of study.
- LO2:** Show ability to construct and develop arguments using knowledge and methods pertinent to current research and practice in your subject.
- LO3:** Show evidence of utilising a range of independently gathered scholarly information including primary material and academic or industry-based research.

**LO4:** Develop questions and make informed judgements that allow potential solutions to problems to be identified.

**LO5:** Communicate creatively and appropriately to a variety of audiences using text and images.

**LO6:** Demonstrate a clear approach to planning and developing a career in the creative industries.

### **Assessment Requirements**

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal
- A Research Report of 5,000 words or an extended Research Report of 10,000 words\*

\*If you are undertaking a 10,000 word Research Report you should write a minimum of 2000 words for the draft submission in this unit.

## WHAT YOU WILL BE DOING IN THIS UNIT

This final unit intends to provide the opportunity for you to develop an excellent portfolio of design work such that you can secure employment within the creative industries. There is the opportunity to shape your work to some extent in order that you might tailor your portfolio to a particular type of employer. With this in mind there will be opportunities to extend and develop projects from BA3a including exploration of digital applications eg apps, websites, identities and moving image promotional pitches.

You will work on a number of projects from a range of sources including staff, industry, and national and international competitions. Your work should now achieve the highest standards of creative thinking, idea generation and development, outcome resolution and presentation. Your technical skills will also be thoroughly tested as you strive to achieve final outcomes of the highest quality and also measure up to the exacting standards of industry. We are well aware of the intense competition for employment within the creative industries and given this you will receive the same regular, focused tutorial support and guidance to allow you to flourish and work on a sustained series of challenging design problems.

Alongside your project work, you will also develop your portfolio in tandem with a self-promotional strategy and self-marketing items designed to get you noticed and taken on by employers.

You will utilise your accumulated skills in organisation, management and communication alongside the technical, creative and conceptual skills associated with your practice.

<b>Unit Title:</b>	Resolution and Innovation
<b>Reference:</b>	BA3b
<b>Year:</b>	3
<b>Credit Points:</b>	60
<b>Duration:</b>	15 Weeks
<b>Study Time:</b>	600 Hours

### Description

This final unit is the culmination of your undergraduate study within your chosen specialism and, as the title implies, gives you the opportunity to bring your work to a suitable degree of resolution within the context of innovative practice.

The Unit is dedicated to your creative practice and provides you with the opportunity to plan, develop and produce a substantial body of work over an extended period of time. The unit allows you to consolidate and capitalise on the skills, knowledge and experience gained throughout the course and provides a unique opportunity to generate a sustained and innovative body of resolved work that will support you in your future career or further study.

This unit supports you in developing and delivering a professionally presented project relevant to your chosen career path. You will consider appropriate forms of production, display and dissemination – including self-promotion, communicating your practice effectively to a range of specialist and non-specialist audiences.

You will utilise skills in organisation, management and communication alongside the technical, creative and conceptual skills associated with your subject practice. The research, development and reflection undertaken in the previous unit (Research and Development) provides the foundation needed to support this final stage of your study.

### Indicative Syllabus

The syllabus below indicates topics within each of the three Areas of Study outlined in the NUA Award and Credit Scheme for this unit.

#### Creative Practice

- Delivering work to appropriate professional standards
- Consolidating approaches to concepts and production methods
- Realisation of appropriate methodologies
- Project resolution
- Documentation as outcomes
- Reflection and resolution

### Professional Practice

- Application of professional Health and Safety requirements
- Promotion and dissemination
- Creative and appropriate communication with word, sound, image etc.
- Manage creative, personal and interpersonal commitments in a professional manner

### Research

- Writing for a specialist and non-specialist audience
- Conceptualising creativity and authorship
- Application of knowledge at the forefront of the discipline
- Application of appropriate research methodologies

### Aims

The aims of the unit are:

- To develop awareness and understanding of the creative potential and practice of the subject.
- To enable a sustained critical engagement with the subject through referencing the bodies of knowledge that support and challenge the discipline.
- To develop awareness of debates within and around the subject area to profile the diversity of a contemporary practice.
- To enable you to sustain a commitment to thematic enquiry.
- To help you initiate work that is innovative, ambitious and original in thinking to develop outcomes beyond an obvious solution.
- To enable you to communicate your intentions effectively.
- 

### Learning Outcomes

Upon successful completion of this unit, you will be able to:

- LO7:** Demonstrate consistent knowledge and understanding of your subject area, making detailed reference to current and emerging practice.
- LO8:** Show evidence of sustained critical engagement with an issue or question relevant to your subject.
- LO9:** Demonstrate an open and evidence-based approach to learning.
- LO10:** Apply skills, methods and knowledge to develop and extend projects beyond initial findings and solutions into resolved outcomes.
- LO11:** Communicate effectively to a range of specialist and non-specialist audiences using means appropriate to your practice.
- LO12:** Evidence a professional approach to career development through appropriate self-promotion, industry awareness and engagement.

### Assessment Requirements

You are required to submit the following for assessment:

- A Body of creative work
- Research and supporting documentation
- A Reflective Journal

## **LEARNING AND TEACHING**

Learning and teaching methods include lectures, individual and group tutorials, placements and work-related learning.

NUA emphasises learning and discovery through studio and workshop practice, critical reflection and experimentation with ideas, processes and materials. Other learning and teaching methods include lectures, individual and group tutorials, placements and work-related learning, alongside technical demonstrations, exhibition practice and other presentations of students' work.

Students' progress is assessed in a number of ways. All courses provide clear information about the work required for assessment, and the criteria which are used in assessment. Courses make considerable use of group critiques where students present their work for discussion. Courses also use self-evaluation and peer evaluation to complement the assessment of work by tutors. Students come into contact with a wide range of staff, all of them committed to supporting learning. As well as academic staff, these include staff in technical workshops, the Library, Employability Service, and Student Support.

### **Independent Learning**

Independent learning complements and builds upon the teaching you receive on your course. Key aspects of learning develop through the acquisition of research skills, the generation and development of ideas, and independent study. Learning Agreements are used by courses to support independent study and to enable students to focus, direct and negotiate their individual pathway through the course.

At undergraduate level, an increasing emphasis is placed on independent learning as students' progress through their course. This enables them to make the best use of the University's resources in support of individual creative development. Independent learning may be based on projects or assignments set by staff, or it may be self-initiated. There are significant opportunities for self-initiated study at both undergraduate and postgraduate levels.

### **PAL Mentor Scheme**

Each undergraduate degree course has a system of peer support known as Peer Assisted Learning or PAL. This means that new students on Year 0 have ready access to trained Year 1 (formerly Year 0) students, and Year One students have ready access to trained Year Two students from their course. This support is in place from before the students arrive through to the end of Year One. The advice and support given by the PAL Mentors is directly relevant to new Year 0 and Year One students and is delivered by Year One, Two or Three students who have had similar experiences themselves. This extra layer of support for new Year 0 and Year 1 first year students has been found to be very effective in helping to smooth the transition to higher education.

## **Collaboration**

One of the most exciting aspects of study at NUA is the opportunity for students to concentrate on their art and design discipline. However, there are also valuable opportunities to learn from the experience of working collaboratively or as part of a team with students on other courses. Collaborative projects may form part of the approved content of a course unit, with the outcomes of the collaboration being formally assessed, or they can be negotiated as part of a learning agreement. The chief benefit of collaborating in this way is that it reflects the realities of professional practice in the creative industries, and thus it enhances students' understanding of the professional context for their work.

## **Work-Related Learning**

All NUA courses offer students opportunities to undertake periods of work placement in order to reinforce their professional development and awareness. Other types of work-related learning emphasised by courses include: guest lectures or workshops led by visiting artists and designers; 'live' projects or commissions for external clients; mentoring by practising artists and designers; and projects which simulate professional practice in the creative sectors. In addition, students are encouraged to participate in regional and national competitions for artists and designers such as the Starpack Packaging Awards and Design & Art Direction Awards, often achieving significant success.

Students also undertake voluntary projects, for example in schools, hospitals and the wider community. This experience is particularly valuable for those who want to pursue a career in teaching or community work. NUA is developing mechanisms by which such activity can be accredited towards a degree. The University regularly takes advice from the creative and cultural industries in order to maintain the currency of its courses and to ensure that the learning experience is relevant to future employment, freelance work and progression to postgraduate study.

## **Learning and Teaching**

All of these features of learning, teaching and assessment are underpinned by NUA's Strategy for Learning, a key document which sets out its principle aims and the ways in which learning and teaching will be enhanced at NUA. Academic and other staff involved in teaching and the support of learning regularly identify and share good practice with colleagues within the University and nationally. Each year NUA recognises the contribution made by staff through the award of a Teaching Fellowship and a number of Teaching and Student Support Awards.

Staff are able to apply for small grants for the development of new approaches to learning and teaching, and for funding to promote the application of their research and creative practice to inform and update their teaching. The University is committed to a learning environment in which traditional forms of learning and teaching are complemented by e-learning, and which is significantly enhanced by its Library and learning resources.

## **ASSESSMENT**

Assessment is the process of evaluating or assessing your learning. Sometimes it will involve consideration of work in progress, while at others it concentrates on work which you have completed and submitted as assessment requirements for each unit of study.

The University assesses you through the coursework that you produce as you complete each unit. Each unit will require that you present a portfolio of work which may include finished pieces of work, written work, your research, and a reflective journal which allows you to evaluate your learning and highlight your strengths and areas for further development.

There are two types of assessment that you will receive while on your course:

- Formative assessment is the process whereby your work and progress are assessed at regular intervals with accompanying feedback from staff in order to help to improve your performance. Staff will provide you with feedback on the progress of your work before you reach the assessment point at the end of the unit. This may take place one-to-one with a tutor (e.g. in a tutorial) or in group sessions.
- Summative assessment is the process whereby your work is evaluated and given a mark at the end of course unit. Summative assessment formally records your achievement of the unit's learning outcomes.

You will be assessed against the approved unit learning outcomes and assessment requirements as outlined in Unit Outlines. Project Briefs guide you through the specific areas of work in which you will be engaged in order to produce the work required for assessment and so successfully achieve the unit learning outcomes.

Many courses also employ self and peer evaluation or assessment within their overall assessment processes. Self-evaluation and self-assessment require you to reflect upon your learning and performance and to submit this to tutors. Peer evaluation and peer assessment are used when students have been working in teams and require each team member to reflect upon their peers' performance and to submit this to tutors.

### **Feedback Following Assessment**

Formative assessment is itself a process of feedback on your progress. You are also given feedback on your performance following each summative assessment. This is delivered in accordance with your unit outline and with reference to the NUA Student Agreement. Feedback on assessment performance will be given to you in a written report with opportunities to meet your tutor for further discussion.

## **REQUIREMENTS FOR PROGRESSION ON THE COURSE**

The general requirements for progression are as follows:

Progression from Year 0 to Year 1 (Honours degree): you must pass all units

Progression from Year 1 to Year 2 (Honours degree): you must pass all Year 1 units and be awarded 120 credits (FHEQ Level 4)

Progression from Year 2 to Year 3: (Honours degree): you must pass all Year 2 units and be awarded 120 credits (FHEQ Level 5)

If you do not pass a unit at first attempt you will normally be offered at least one further attempt to pass the unit through resubmission. If you do not pass the unit after a resubmission attempt you will not be allowed to progress to the next stage of study and may have your course terminated. See the University's Student Regulations and Procedures <http://www.nua.ac.uk/about/information/support/>

If you fail all 120 credits in a year of study you will not normally be offered resubmission opportunity and may have your course terminated, or be required to repeat the year, depending on your circumstances.

## **REQUIREMENTS FOR THE AWARD OF A QUALIFICATION**

To qualify for the award of Bachelor of Arts with Honours [BA (Hons)] you must have achieved a pass in all units and be awarded 360 credits.

*If you do not complete your course for any reason, you may qualify for an exit award as follows:*

- Completion of Year 1 – Certificate of Higher Education (120 credits at Level 4 (FHEQ))
- Completion of Year 2 – Diploma of Higher Education (240 credits with 120 credits at Level 5 (FHEQ))
- Partial completion of Year 3 – BA Degree (Unclassified) (300 credits with 60 credits at Level 6 (FHEQ))

## **CIRCUMSTANCES THAT MAY RESULT IN COURSE TERMINATION**

The University may terminate your place on a course if:

- Your attendance is deemed unsatisfactory;
- You do not meet the requirements for progression as set out in the Student Regulations and Procedures;
- You do not pay the University fees and/or any other required payments in line with our Undergraduate or Postgraduate (Taught) Student Tuition Fees Payment policies;
- You are found to have broken specific course or other regulations about student conduct or anti-social behaviour; or
- You need a visa to study at NUA and have broken the terms and conditions of that visa as set out by UK Visas and Immigration (UKVI). UKVI is the part of the Home Office responsible for deciding who has the right to visit or stay in the country, including the right to study.

## QUALITY ASSURANCE

The University was established as an independent higher education institution under Section 121 of the Education Reform Act 1988, and is a recognised body with taught degree awarding powers. The University is regulated by the Office for Students (OfS). Information about the University's status can be found on the [OfS Register](#) and on the [list of recognised bodies](#) published on the UK Government (GOV.UK) website. The OfS regulatory framework will come fully into force from 1 August 2019. As part of its registration with the OfS the University is required to satisfy a number of conditions that relate to quality and standards. From 1 April 2018 until 31 July 2019 the University will be subject to the OfS Transitional Arrangements.

Prior to 2016, the University was quality assured by the QAA. Read [NUA's latest review](#).

Quality in the University is assured by a number of systems and procedures. Many of these notably those which contribute to annual monitoring work to an annual cycle. Others, such as the Periodic Review of courses, operate over longer timescales. The objectives of the QME systems and procedures are:

1. To enhance the quality of courses and university professional services;
2. To attract a high quality student application and intake;
3. To ensure that the University is a reflective community committed to continuous enhancement;  
and
4. To retain the confidence of key stakeholders, including external accreditors and funding bodies.

**Date of Course Specification: October 2018**