

BA (HONS) GRAPHIC COMMUNICATIONS FOUR YEAR DEGREE

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 Communication 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:	None
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
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/2019/09/Graphic-Communication-course-costs.pdf

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ADMISSION REQUIREMENTS

Entry Requirements / Interview / Portfolio

When you apply to the BA (Hons) Graphic Communication four year degree at NUA, we will ask you to send in your portfolio digitally and a written submission. These methods are used to assess your suitability to the course. These 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-communication/>

<https://www.nua.ac.uk/study-at-nua/courses/ba-hons-graphic-communication/#tabs-portfolio-guidance>

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.

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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.

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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.

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COURSE DIAGRAM

BA0a: Introductory Studies	BA0b: Creative Practice	BA0c: Specialist Study
40 Credits	40 Credits	40 Credits

BA1a: Creative Learning	BA1b: Explore and Experiment
40 Credits	80 Credits
10 Weeks	20 Weeks

BA2a: Global Contexts	BA2b: Collaboration
80 Credits	40 Credits
20 Weeks	10 Weeks

BA3a: Research and Preparation	BA3b: Resolution and Career Development
40 Credits	80 Credits
10 Weeks	20 Weeks

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Course Overview

Our BA (Hons) Graphic Communication course will challenge you to engage with traditional formats and emerging digital technologies such as augmented and virtual reality.

With an emphasis on how graphic design can fuel change, you'll follow graduates who have produced award-winning work addressing social, political or commercial questions.

Design solutions to real world problems

You'll be challenged to engage with real-world problems, controversies and commercial briefs through research, design and technology.

Your original ideas are as likely to play out through an app, website or augmented reality experience as a printed poster, pamphlet or journal.

You'll work in large, open plan studios where you can debate and exchange ideas, experiment and collaborate with your peers.

Design industry skills

As you hone your craft, you'll get to meet leading practitioners from the creative industries and work on commercial briefs.

We'll help to prepare you for a successful career as you compile your professional portfolio based on your own design interests.

Thanks to our strong links to industry, recent graduates are highly-employable and have found full-time employment in leading design studios, working in areas such as branding and digital, motion and cross-platform advertising.

Graduates work in a broad range of careers including

- Graphic Designer
- Digital Designer
- Website Designer
- App Designer
- Branding Designer
- Advertising Creative
- Promotions Designer
- Brand Strategist
- Copywriter
- Printmaker/Printer
- Filmmaker/Animator

You'll also get specialist creative careers advice from our Careers Team in the [Ideas Factory^{NUA}](#) to help support you as you plan your career.

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Course Content

YEAR 0

- Learn fundamental skills that are essential to any of our degree courses
- Specialist workshops in your chosen course where you will immerse yourself in the creative processes and key skills, building your confidence, within your chosen course of study
- Balance the new creative skills you've acquired with thinking skills and work more independently.
- Start to develop your own style or approach by building on your emerging practical skills and growing expertise in research, questioning and ideas development

YEAR 1

- Develop skills in typography, printing, layout, photography, design research, idea generation, visual narrative and storytelling
- Learn technical skills in various design-related digital media such as InDesign, Photoshop and Illustrator
- Explore print, paper, material, format and hand-craft/making skills
- Develop your ability to design solutions for presenting complex data and information through editorial design and infographics.

YEAR 2

- Focus on branding and identity, advertising and promotion, digital/screen design, app design, film and animation, corporate communications, infographics, design within the environment and large-scale graphics (super graphics), exhibition design and experience design
- Explore printed and digital formats, including books, journals and magazines, brochures and reports, as well as websites, apps, user interface design and user experience design
- Collaborate with others in a competitive presentation and/or pitch environment, and across courses with other NUA students.

YEAR 3

- Create a professional portfolio of work
- Explore new territories for graphic design, including new and traditional media
- Advance your core skills in 2D and 3D design, specifically in typography, layout, image usage and editing, print/physical and screen based digital technologies
- Take part in projects, including competition briefs and other professionally-focused projects
- Complete a Research Report that provides broad contextualisation to your practice.

Unit Title:	Introductory Studies
Reference:	BA0a
Year:	0
Duration:	10 Weeks
Study Time:	320 Hours

Description

This Unit is designed to help you to develop the practical skills and awareness of processes and research methods that are fundamental to developing a sustainable creative practice. You will be encouraged to develop a questioning and experimental approach to both your practice and thinking. Adapting to the working patterns and the level of enquiry, required for University study, can be difficult and this Unit will enable you to establish the tools and methods to navigate your studies successfully. 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, reflection and editing. Seldom is the first idea the best idea and you will be encouraged to explore your work from multiple directions, allowing you to arrive at the 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 that will lay the foundation for further studying and career goals.

In the initial stages of the Unit you will also gain an understanding of the importance of visualisation skills within the creative process, as a means to generate, develop, and communicate ideas. Within this Unit there are a number of creative workshops that will introduce you to key ideas and working processes, both practically and conceptually. You will also be introduced to a range of different technical workshops throughout the University, through a series of timetabled inductions. 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, architecture, performance and media practice.

Indicative Syllabus

Creative Practice

- An introduction to a range of processes and key skills central to idea generation and the iterative cycle.
- Establishing time-management skills through a range of workshops, group critiques and tutorial support
- Workshops and group activities to facilitate supporting practical and written work through the use of documented and annotated development work, and the reflective journal.
- The development of conceptual and practical skills through workshops and independent study.
- Workshops to facilitate the recognition of risk and not knowing as part of the iterative process.
- An introduction to techniques of enquiry, questioning and reflection.
- Health and Safety inductions to ensure safe working practices within the University environment.

Research and Communication

- An introduction to the interchange between practice and theory.
- An introduction to the work of art, design, architecture, performance and media practitioners.
- Workshops and tutorial support to introduce the development of visual and textual research skills.
- Building confidence in discussing your own work and the work of others through workshops and groups critiques.
- Developing skills in presenting information through written, visual and oral presentation, through workshops and tutorial support.
- An introduction to the University facilities and learning environment, including Library and online resources.

Aims

The aims of the unit are:

- To develop techniques of creative enquiry, questioning and reflection
- To develop skills, confidence and awareness in relation to practice and theory.
- To develop research skills for visual, oral and written work.
- To build knowledge and awareness in relation to contemporary/historical art, design, architecture, performance and media practice.
- To develop ability in the use of and choice of appropriate media and/or performance and technique.

Learning Outcomes

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

- LO1** Apply and understand appropriate creative methods within practice
- LO2:** Engage with the development of creative work through a process of experiment and refinement and reflect effectively upon development.
- LO3:** Employ research strategies to develop reference material for visual, oral and written work.
- LO4:** Identify and critically examine key issues in contemporary/historical art, design, architecture, performance and media practice.
- LO5:** Demonstrate ability and skill in the selection and manipulation of media and/or performance and technique.

Assessment Requirements

You are required to submit the following for assessment:

- A Body of Creative Practice, including outcomes from the workshops and set projects.
- Collated and annotated Supporting Documentation that includes visual and textual sources supporting creative practice, accompanying documentation of development.
- Evidence of reflection that uses the Reflective Templates available on the VLE. There should be a minimum of eight completed Reflective Templates – four for each project.
- A collated 1000 word 'Zine' that brings together weekly set research tasks emerging from research lectures and seminars.

Unit Title:	Creative Practice
Reference:	BA0b
Year:	0
Duration:	10 Weeks
Study Time:	320 Hours

Description

Within this Unit you will use and build upon the skills acquired within BA0a to begin to develop your creative language, continuing to use key techniques of research, questioning, ideas development and 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. It is at this time that you will either, further ally yourself within your chosen area of study, or seek to move into course areas that best reflect your interests. You may begin to wonder whether your initial choice of course was the right one. If this is the case, it is within this Unit you may negotiate with tutors your future specialism, as you enter into the next Specialist Study Unit. Should you seek to renegotiate your course of study you will need to satisfy the course team of your chosen course that you are in good academic standing and that your work supports the case for course transfer. The option for course transfer will not be available in unit three, Specialist Study.

As a creative community we are taking on more social responsibility and action, when it comes to issues to do with sustainability. As a term this is rather difficult to describe without imposing limits, but it includes not only the environment, but also health and welfare, education, social justice, culture and economic livelihood. Creative practitioners are using emergent work to send a message, either by its sourcing of material, its production, distribution, or the message conveyed. You are encouraged to consider your position on these issues and how you and your work navigates them. Further to this, you will continue to extend your knowledge and understanding of the contextual references that surround your practice and your chosen discipline. Contextual research will inform your work, feeding your ideas.

The unit is designed to allow you to interpret set projects from your own creative position, enhancing your engagement in the development of your ideas and the way that you choose to express them. It is also within this Unit that you will begin to learn more independently, further utilising time management, and self-reflection skills. These key skills will form the foundation upon which you will continue to develop within subsequent years of study. Through this unit you will be encouraged to further define the context in which you situate your practice, both in terms of realising the work, and how it is received by an audience of peers and others. As with the first Unit, projects will be additionally enhanced by a programme of research seminars, with an accompanying portfolio of research tasks. These seminars will expand upon the references, key concepts and movements across more focused contexts within contemporary art, design, architecture, performance and media practice, so as to best reflect your chosen area of study.

Indicative Syllabus

Creative Practice

- Workshops to facilitate the continued development of a practice that is informed by enquiry cycles, contextualisation and reflection.
- Workshops to encourage a developing ability to pose practice-based research questions and to explore questions posed.
- Extending your independent learning, through skills in time management, organisation and negotiation, as developed through workshops and tutorial support.
- Workshops and tutorial support to encourage further consideration towards the relationship between creative intent and realisation, and the significance of audience.
- Further development of reflective processes and annotated documentation to support practice, through workshops and tutorial support.
- Health and Safety inductions to ensure safe working practices within the University environment.
- Opportunities to negotiate course specialisms, through tutorial and interview with respective course teams.

Research and Communication

- Workshops and tutorial support to facilitate the development of skills to contextualise and analyse information for practice and research.
- Workshops to facilitate a developing understanding of the interchange between practice and theory.
- Building contextual knowledge of subject specialist art, design, architecture, performance and media practitioners through taught workshops and tutorial support.
- An introduction to online research resources, subject specific journals and texts.
- Workshops to encourage the selecting and editing of relevant primary and secondary research for practice.
- Writing for an art, design, architecture, performance and media practice including the use of relevant to critical source and citations.
- Workshops to develop an understanding of academic conventions within written work and presentations.

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 personal creative work with consideration towards intent, outcome and contexts.
- To further develop a creative practice that is centred upon research, experimentation and reflection.
- To develop an ability to communicate intended ideas and themes, through visual, oral, written work, and verbal critique.
- To establish and build upon a developing critical and contextual understanding surrounding emergent practice.

Learning Outcomes

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

- LO6:** Manage time effectively in developing your own visual language.
- LO7:** Demonstrate ability and skill in the realisation of a creative body of work relative to creative intent.
- LO8:** Apply skills in research, experimentation and reflection, in developing and realising a body of work.
- LO9:** Communicate ideas and themes through visual, oral, written work, and verbal critique.
- LO10:** Demonstrate an emergent critical and contextual understanding about your own practice.

Assessment Requirements

You are required to submit the following for assessment:

- A Body of Creative Practice, including outcomes from set projects.
- Collated and annotated Supporting Documentation that includes visual and textual sources supporting creative practice, accompanying documentation of development work, and evidence of reflection.
- A Portfolio of Research Tasks, emerging from research lectures and seminars.
- A 1500 Word essay.

Unit Title:	Specialist Study
Reference:	BA0c
Year:	0
Duration:	10 Weeks
Study Time:	320 Hours

Description

This Unit continues to build upon the skills and knowledge initiated in BA0a and BA0b. You will continue to work with staff and students from your chosen course of study.

In this respect, the Unit focuses upon specialist aspects of arts, design, architecture, performance or media practice. You will be asked to pose your own research questions, map your practice thematically and contextually and navigate set projects from your own areas of specialism. At this stage you will have begun to establish the early building blocks of your creative practice, utilising practical skills, skills in reflection and contextualisation. You will be encouraged to engage iterative processes from within your chosen specialism, demonstrating a willingness to test, edit and refine your work through to resolved outcomes. 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 seek to best express your ideas.

As part of this Unit, you will also be required to demonstrate knowledge of contemporary, historical and critical concepts, relevant to your subject specialism, to inform and to build upon a contextual framework about your practical work. You will also be asked to consider different aspects of sustainability, the social, political, cultural and environmental concerns surrounding making work in today's creative contexts. Increasingly, issues around sustainability may impact or influence your work as you consider how aspects of social conscience might be communicated through your work, and the contexts within which it is placed. You will be asked to consider your position upon these and related contexts, thus demonstrating both a social and an ethical awareness. Navigating these historical and contemporary issues can sometimes be difficult and in order to be able to do this you will be supported by weekly research seminars. As you progress through the unit you will be asked to articulate concepts and contexts within your Supporting Documentation and within your Ten Minute Presentation, towards the end of the Unit. Following each weekly session, you will be set a research task, which will reflect the ideas discussed within the research seminars. You are asked to compile these tasks, handing in a Portfolio of Research Tasks at the end of the unit.

This Unit builds upon your development readying you for entry into Year 1 of your chosen course of study.

Indicative Syllabus

Creative Practice

- Workshops and group activities design to facilitate a developing ability to utilise a range of media, contexts and processes relevant to specialist subject practice.
- Further inductions in a range of subject-specific technical workshops.
- Workshops to facilitate the further development of independent research skills and enquiry-led learning in the development of visual, oral and written work.
- Further workshops and tutorial support to emphasise the importance of recording, reflecting upon and evaluating your own development and progress.
- Further developing skills and ability to realise creative outcomes relative to specialist subject and contexts through creative and technical workshops, and tutorial support.
- Further development of project management skills through workshops and tutorial support.

Research and Communication

- Developing an awareness of the contexts and contextual references relative to specialist subject, through taught workshops, seminars and tutorial support.
- Further developing and utilising an understanding of the interchange between practice and theory through workshops, seminars and tutorial support.
- Further developing an ability to locate and analyse key contemporary, historical and critical concepts for an art, design, architecture, performance or media practice, relevant to specialist subject, through workshops, seminars and tutorial support.
- Workshops and tutorial support to facilitate an ability to assimilate research and present information through oral presentation.
- Developing skills to question, contextualise and analyse information for subject specific contexts through workshops, seminars and tutorial support.

Aims

The aims of the unit are:

- To encourage independent research skills and enquiry-led learning in the development of creative work, within subject specialism.
- To develop an ability to use self-evaluation and critical reflection to benefit personal and practical work through developmental cycles.
- To encourage independent research skills and the understanding of the historical and critical context of your practice.
- To develop an ability to utilise a range of media, contexts and processes in realising a body of creative work, relevant to specialist subject.
- To develop an understanding and ability to articulate the contexts and contextual references relevant to specialist subject.
- To develop skill in managing creative process through to project

Learning Outcomes

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

- LO11:** Demonstrate a creative and independent approach to the development of your creative work.
- LO12:** Show an ability to resolve and communicate your ideas and inform your development through analysis, self-evaluation and reflection.
- LO13:** Demonstrate research skills and an ability to locate your creative practice within a given critical context.
- LO14:** Apply ability and skill in utilising a range processes, contexts and media in realising a body of creative work, relevant to your specialist subject.
- LO15:** Demonstrate a sustained and engaged approach to managing the development of your creative work.

Assessment Requirements

You are required to submit the following for assessment:

- A Body of Creative Practice, including outcomes from set projects.
- Collated and annotated Supporting Documentation that includes visual and textual sources supporting creative practice, accompanying documentation of development work leading to emergent outcomes and evidence of reflection.
- A Portfolio of Research Tasks, emerging from research lectures and seminars.
- Ten Minute presentation.

Unit Title: Creative Learning
Reference: BA1a
Year: 1
Credit Points: 40
Duration: 10 Weeks
Study Time: 320 Hours

Description

This unit will introduce you to the University’s resources and campus and help you to understand the fundamentals of studying on a degree course. Within the unit you will learn skills relevant to your subject and have opportunities to explore and experiment.

You will be introduced to cultural, sustainable and ethical concepts that influence, and are influenced by, creative practice. You will be looking at methods for gathering information and investigate the ways in which that information can be interpreted. You will practice presentation techniques and consider how best to communicate your ideas through the presentation of your work.

The unit will help you to develop skills towards becoming an independent learner, i.e. someone with the ability to use initiative to advance their skills, knowledge and understanding and take responsibility for their own education.

Topics covered in this unit

Creative Practice	Research and Communication	Careers and Employability
Getting inspiration and ideas	How to research and why it is important	Getting the best from the University and your studies
Learning technical skills and exploring materials and processes	Gathering and interpreting information	Planning your time
Organising and presenting work	Communicating your ideas	Health and Safety Awareness

In this unit we aim to support you in:

- Familiarising yourself with the University and what it has to offer
- Developing creative and practical skills in your subject
- Learning the importance of research and how to gather and interpret information
- Gaining an understanding of the wider influences and challenges related to your discipline

Learning Outcomes

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

- LO1:** Use RESEARCH skills to find out about the influences on your subject
- LO2:** Show an EXPLORATION of the fundamental techniques, processes and concepts related to your subject
- LO3:** Show that you have DEVELOPED SKILLS and KNOWLEDGE that are key to your studies
- LO4:** Present work in an organised way which COMMUNICATES your ideas and development throughout the unit

Assessment Requirements

You are required to submit all the following for assessment:

- Body of creative work
- Supporting documentation
- Reflective Learning Summary

Unit Title:	Explore and Experiment
Reference:	BA1b
Year:	1
Credit Points:	80
Duration:	20 Weeks
Study Time:	680 Hours

Description

In this unit you will explore and experiment with techniques, materials and media. You will learn how iterative processes allow you to develop and refine your work. There will be a focus on awareness of sustainable and responsible ways of thinking and working which will become embedded in your practice as you progress through the course.

Developing your understanding of the key concepts and challenges that exist for your subject and how they may be addressed is an essential aspect of the unit. You will be introduced to past and present influences on society and be encouraged to map them against the movements, styles, genres and theories associated with your creative discipline.

Understanding the importance of research and how evidence can give weight to your ideas and opinions is central to your degree course. We will explain how to gather relevant information, analyse your findings and communicate what you have discovered in writing, with images and verbally.

You will find out about some of the possible careers you may go into and the businesses and organisations who may become your employers. We will support you in developing the transferable skills required by graduate roles, in particular: planning, organisation and working as part of a team.

Topics covered in this unit

<i>Creative Practice</i>	<i>Research and communication</i>	<i>Careers and employability</i>
Explore and experiment with techniques and processes	Understanding key cultural, social and historical issues	Team working and shared responsibility
Developing subject-specific technical and practical skills	Selecting, gathering and evaluating information	Industry awareness
Using an iterative approach to evaluate your work	Analysing images and objects	Presentation skills
Ethical and sustainable practices	Effective writing for a variety of audiences	Organisation and project planning
Critical reflection and evaluation		Understanding Health & Safety issues

In this unit we aim to support you in:

- Gaining specialist skills in your discipline
- Developing your approach to independent learning, planning, organisation and time management
- Gaining knowledge of some of the key influences on your subject and how to interpret them
- Developing an awareness of social and economic concerns that help to inform an ethical and sustainable practice
- Exploring and experimenting using iterative processes to help solve problems and generate ideas
- Developing skills in visual, written and oral communication
- Learning how to work effectively with others as part of a team

Learning Outcomes

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

- LO1:** Show **SPECIALIST KNOWLEDGE** of your discipline and issues of **SUSTAINABILITY** that relate to it
- LO2:** Use **RESEARCH** skills to find out about the historical and cultural influences on your discipline and **INTERPRET** your findings
- LO3:** Use an **ITERATIVE** approach to **SOLVE PROBLEMS** using relevant techniques, processes and concepts
- LO4:** **COMMUNICATE** your ideas and what you have learnt in an organised, structured and consistent way
- LO5:** Show how you have used **INDEPENDENT LEARNING** to identify your training needs and **DEVELOPED SKILLS** necessary to become proficient in your discipline
- LO6:** Show that you have developed an understanding of key **CAREER** and **EMPLOYABILITY SKILLS** and the **RESPONSIBILITIES** of working as part of a team

Assessment Requirements

You are required to submit all the following for assessment:

- Body of creative work
- Supporting documentation
- Reflective Learning Summary
- Research essay (2,000 words)
- Group presentation
- Industry folder

Unit Title: Global Contexts
Reference: BA2a
Year: 2
Credit Points: 80
Duration: 20 Weeks
Study Time: 680 Hours

Description

This unit will enable you to expand your specialist knowledge and skills and help you to identify areas for personal development through independent study. You will be asked to consider your work in different ways and how it is situated within a global context. You will be expected to advance your understanding of the challenges faced in protecting and improving the world we live in, and consider how your practice can be used to raise awareness and solve problems.

We will help you develop your critical evaluation skills and encourage reflection on your creative practice in terms of the professional, commercial, ethical, sustainable and contextual influences that surround it. The unit will support you to continue to develop your research, analysis and communication skills, exploring writing for different audiences, how to develop an argument and presenting your findings succinctly.

The unit supports you in making considered decisions about your future career through engagement with industry such as competition entry, working with live briefs and/or other forms of work-related learning such as work placements. You will prepare for employment opportunities by developing relevant self-promotional materials such as a CV, web site and/or professional social media presence.

Topics covered in this unit

Creative Practice	Research and communication	Careers and employability
Developing and advancing technical skills	Identifying and adopting appropriate research sources and methods	Self-promotion and preparation for employment
Identifying and proposing solutions to problems related to social, ethical and global challenges	Evaluating evidence	Understanding the creative and cultural economy
Diversity and experimentation in materials and processes	Identifying and applying appropriate theories and concepts	Work-related learning, competition entry, live briefs and/or opportunities to promote your work
Considering a variety of contexts and audiences for your work	Persuasive written and verbal communication	Risk assessments and professional Health and Safety considerations

In this unit we aim to support you in:

- Developing a breadth and depth of experimentation and the application of techniques, processes and materials
- Generating ideas and considering how to identify and solve problems related to your practice and wider global challenges
- Gaining an understanding of a range of research methods relevant to your discipline and developing your understanding of their application
- Identifying and applying relevant theories and ideas to your practice
- Communicating and presenting ideas to different audiences clearly and persuasively

Learning Outcomes

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

- LO1** Use SPECIALIST KNOWLEDGE and skills relevant to your discipline, showing how you have applied SUSTAINABLE approaches to the production of your work
- LO2** Show how you have used ITERATIVE processes to identify and put into practice appropriate approaches to creative PROBLEM SOLVING
- LO3** EVALUATE your practice and how it can be APPLIED to a range of audiences in wider global contexts
- LO4** Show that you have used the processes of INDEPENDENT LEARNING and REFLECTION effectively in identifying the influences and possible interpretations of your work
- LO5** Use RESEARCH and COMMUNICATION to substantiate and explain the decisions you have made in producing your work to advance your studies
- LO6** Use CAREERS and EMPLOYABILITY SKILLS to identify the potential careers and roles that match your interests and abilities

Assessment Requirements

You are required to submit the following for assessment:

- Body of creative work
- Supporting documentation
- Reflective Learning Summary
- Written report (3,000 words)
- Personal planning folder

Unit Title: Collaboration
Reference: BA2b
Year: 2
Credit Points: 40
Duration: 10 Weeks
Study Time: 320 Hours

Description

This unit focuses on helping you to understand your practice in a wider context through collaboration and interdisciplinary working, with the opportunity to test different working practices. You may, for example, get involved in collaborations within your course which explore generic team-working skills, cross-course collaborations and/or collaborations with industry. Working with other groups will help you to understand your own discipline from alternative perspectives and allow you to learn new skills and gain knowledge from colleagues. 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 equip you with the skills to identify the intended focus of your practice and career and become a more autonomous learner in preparation for your final year of study. You will complete a Research Report Proposal to help you to identify research questions and appropriate methodologies. You will develop an understanding of the debates in and around your chosen subject area that can further enhance your creative practice. It is expected that your chosen topic of research and your creative practice will be related and relevant to your future career.

Topics covered in this unit

Creative Practice	Research and Communication	Careers and Employability
Developing a collaborative practice	Developing a research question	Working with internal and external partners
Interdisciplinary working methods	Research sources and methods	Professional pitches and presentations
Project Management	Structuring longer written texts	Understanding professional responsibilities and Health and Safety considerations
Creative decision-making	Communicating effectively through word and image	

In this unit we aim to support you in:

- Gaining an understanding of collaborative and interdisciplinary working practices
- Consolidating your knowledge, skills and experiences as an independent learner and informed practitioner
- Strengthening your understanding and application of appropriate research methods for your study
- Preparing you for Year 3 study

Learning Outcomes

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

- LO1:** Use COLLABORATION to extend your work into other contexts and assume the RESPONSIBILITIES of working in teams with external and/or internal partners
- LO2:** Identify and use appropriate methods to conduct effective RESEARCH and ANALYSIS related to your subject
- LO3:** Show how working with others has assisted in your REFLECTION on the extent of your SPECIALIST KNOWLEDGE
- LO4:** COMMUNICATE your ideas effectively to different specialist and non-specialist audiences and/or markets

Assessment Requirements

You are required to submit the following for assessment:

- Body of collaborative work
- Supporting documentation
- Research Report Proposal
- Reflective Learning Summary

Unit Title:	Research and Preparation
Reference:	BA3a
Year:	3
Credit Points:	40
Duration:	10 Weeks
Study Time:	320 Hours

Description

This is the first and shorter of the two units that make up your final year of undergraduate study. The purpose of this unit is to develop your transferable skills in the areas of research, practice and careers. Guided study and independent learning will help develop your understanding of how to initiate and plan projects that extend your practice and enable you to work towards realising your career aspirations in their widest sense.

You are expected to identify the skills, knowledge, methods, processes and materials needed to advance your learning, and with the support of your tutors, independently develop the expertise required to execute your final project(s) in the next unit.

Within this unit you will produce a 5,000 word Research Report which expands on the research ideas you proposed in unit BA2b. You will also participate in projects, competitions and events to help you define your creative direction in the following unit and ensure you are actively pursuing your wider career goals.

By the end of the unit you should feel well prepared to work independently on your final project and have a clear trajectory towards launching your professional career as a graduate of NUA.

In this unit we aim to support you in:

- planning and managing the production of a substantial written project
- developing a body of independently-sourced reference material, applied through creative experimentation and text-based research
- gaining expertise and experience in using appropriate methods and processes
- furthering your knowledge of relevant theories, histories and concepts
- developing skills for effective communication
- identifying and developing the transferable skills needed for employment or further study
- identifying and developing a further awareness of entry level graduate jobs and business opportunities

Learning Outcomes

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

- LO1 RESEARCH effectively by gathering information from a broad range of appropriate primary and secondary sources, making a detailed and thorough ANALYSIS of these.
- LO2 Use SPECIALIST KNOWLEDGE in an area related to your subject and the industry you wish to enter, drawing on current and emerging research.
- LO3 Engage in creative RISK-TAKING having used appropriate methods of EXPERIMENTATION in the development of your practice.
- LO4 REFLECT on your learning and use EVALUATION to improve to your practice.
- LO5 INITIATE projects relevant to your subject using appropriate resources to manage your time effectively within the context of INDEPENDENT LEARNING.
- LO6 COMMUNICATE effectively in ways relevant to intended audiences using word and image.
- LO7 Identify and develop your CAREERS and EMPLOYABILITY SKILLS and knowledge required to enter your chosen career or further study opportunity.

Assessment Requirements

You are required to submit all the following for assessment:	Learning Outcomes tested
5,000 word Research Report with appropriate in-text references and a bibliography	LO1, LO2, LO6
Body of experimental practice	LO2, LO3
Final Project Proposal	LO4, LO5, LO7
Supporting documentation	LO1

Unit Title:	Resolution and Career Development
Reference:	BA3b
Year:	3
Credit Points:	80
Duration:	20 Weeks
Study Time:	680 Hours

Description

This is the second and final of the two units that make up your final year of undergraduate study. The unit is a culmination of your study at degree level and builds on everything you've learnt so far. Engaging with this unit will enable you to advance your practice to a professional level and sharpen your career preparations to ensure you are well on your way to getting your first job, starting your business or enrolling in post-graduate study.

The Final Project Proposal, developed and submitted for unit BA3a will form a basis for navigating this unit. While it is natural for some ideas to change as your project develops, there should be a clear rationale for any changes you propose to make, and these will be articulated through your Project Evaluation Document submitted at the end of the unit.

Throughout your course there has been an emphasis on reflective practice and this should now be embedded in your working methods. You will demonstrate your reflections on your learning in this unit through submission of a Project Evaluation Document.

By the submission date you are expected to have completed a body of resolved practice, in other words we expect to see work that has moved from concept to execution, is technically adept, appropriate to your subject and professionally presented. We will support you to achieve this through group sessions and tutorials.

Throughout the unit you will engage in work designed to help you get started in your career. We expect you to develop your self-promotional strategy, showing that you have undertaken thorough research into a wide range of professional career options which are available to you. As a final year student you should be prepared to apply your skills and experience to enable you to identify and gain employment in entry level graduate jobs, set up a business or embark on further study. By the end of the unit you will have developed a Career Development Plan and should feel confident and well prepared to launch your career as a graduate of NUA.

In this unit we aim to support you in:

- Executing a substantial creative project or series of projects
- Advancing your specialist skills and knowledge
- Promoting yourself and your work
- Using professional and appropriate communication methods for different audiences
- Understanding and articulating the transferable skills needed for employment or further study
- Applying for entry level graduate jobs and further study
- Setting up a business and working as a freelancer

Learning Outcomes

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

- LO1 Apply the skills of RESEARCH and ANALYSIS to the practices, individuals and institutions that inform your final projects and the decisions you have taken regarding your future career direction.
- LO2 Use SPECIALIST KNOWLEDGE and expertise of contemporary and future practice in making your creative and career decisions.
- LO3 SOLVE PROBLEMS that are complex and relevant to your subject area, taking the concepts you develop to RESOLUTION.
- LO4 Use the skills of critical REFLECTION in different contexts and apply EVALUATION as a key transferable skill.
- LO5 EXECUTE relevant projects using appropriate resources and time management effectively, to demonstrate your understanding of INDEPENDENT LEARNING as a key transferable and lifelong skill.
- LO6 Present work professionally and use appropriate strategies for COMMUNICATION for the range of audiences most relevant to your creative practice and/or future career.
- LO7 Show that you have developed and applied the relevant specific and transferable CAREERS and EMPLOYABILITY SKILLS to enable you to embark on your future career.

Assessment Requirements

You are required to submit all the following for assessment:	Learning Outcomes tested
Body of resolved practice	LO2, LO3, LO5, LO6
Career Development Plan	LO1, LO2, LO7
Supporting documentation	LO1
Project Evaluation Document	LO4, LO5

LEARNING AND TEACHING

Learning and teaching at NUA is a blend of on-campus practical sessions in our studios, workshops and labs, live-streamed digital sessions, and pre-recorded digital materials you can use on-demand. NUA emphasises learning and discovery through studio and workshop practice, critical reflection and experimentation with ideas, processes and materials.

Our approach reflects the mix of in-person and digital interaction that has become the way that creative industries work—helping to prepare students for their future careers.

- **On-campus taught sessions**

Teaching and learning sessions that are delivered on campus in a Covid-19 Secure environment such as group teaching sessions, technical and academic workshops and project activities. They appear on your timetable as scheduled sessions and enable you to meet the requirements and expectations of your course of study.

- **On-campus booked time**

You can book time on campus to access a workshop, computer or studio space via NUA's Virtual Learning Environment (VLE). The course can also book a studio space or computer lab for group work in addition to taught sessions to allow you to use the space to continue your work on campus, if you choose to do so. This will appear on your timetable as 'flexible study time'.

- **Live-streamed digital sessions**

These may be lectures, including visiting lecturer sessions, group teaching, seminars or tutorials and these live sessions enable us to deliver material that does not require you to be present on campus. These will appear on your timetable as scheduled sessions.

- **Pre-recorded, on-demand materials**

These additional materials supplement live streamed teaching and on-campus learning and are available through the course VLE.

Your progress will be 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 often make use of group reviews in which where students present their work to their colleagues for discussion. Self-evaluation and peer evaluation are used to help students engage with their learning and understand their progress on the course. You will have access to 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.

To fully benefit from the course, students are expected to attend all of the taught sessions that are included on the timetable. Timetables are made available at the start of term. For undergraduate students, the balance between taught study and independent learning changes as students progress through the course. As an approximation, an undergraduate student can expect to attend taught sessions for 35% of their time in Year 0, 30% in Year 1, 26% in Year 2 and 24% in Year 3. Postgraduate taught students can expect to attend taught sessions for approximately 20% of their study time.

Independent Learning

Independent learning complements the teaching you receive on your course and allows time for skills and knowledge to be developed. Key aspects of learning develop through the acquisition of research skills, the generation and development of ideas, and independent study.

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 Year One students have ready access to trained Year Two students from their course, from before they arrive through to the end of the first year. The advice and support given by the PAL mentors is directly relevant to first year students and is delivered by Year Two or Three students who have had similar experiences themselves. This extra layer of support for 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 creative 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, or with external organisations. 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 whenever possible to undertake work-related learning in order to reinforce their professional development and awareness. This includes: guest lectures or workshops led by visiting artists and designers; 'live' projects or commissions for external clients; mentoring by practising artists and designers; work placements 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.

Creative Learning and Teaching Strategy

All of these features of learning, teaching and assessment are underpinned by NUA's Creative Learning and Teaching Strategy 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 Vice-Chancellor's Teaching Excellence Award.

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 providing a future-focussed learning environment in which digital and physical learning and teaching sit side by side; supported and enhanced by the digital resources available through Workshops and the Library.

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.

BA (HONS) GRAPHIC COMMUNICATION FOUR YEAR DEGREE 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 <https://www.nua.ac.uk/study-at-nua/undergraduate-apply/>.

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) (280 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 came 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.

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: September 2021